



Latvia University
of Life Sciences
and Technologies



How knowledge on bioeconomy can boost business development?

Dina Popluga

PhD in agrarian economics,

Associate professor in agrarian economics

Vice-dean at Faculty of Economics and Social
Development

Managing member of company SIA «AUGU



background



UNIVERSITY OF LATVIA



Latvia University of Life Sciences and Technologies

biology and economics

Own business

SIA "AUGU SPEKS"

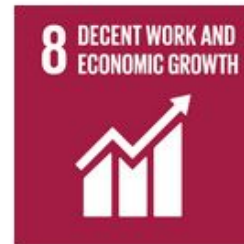
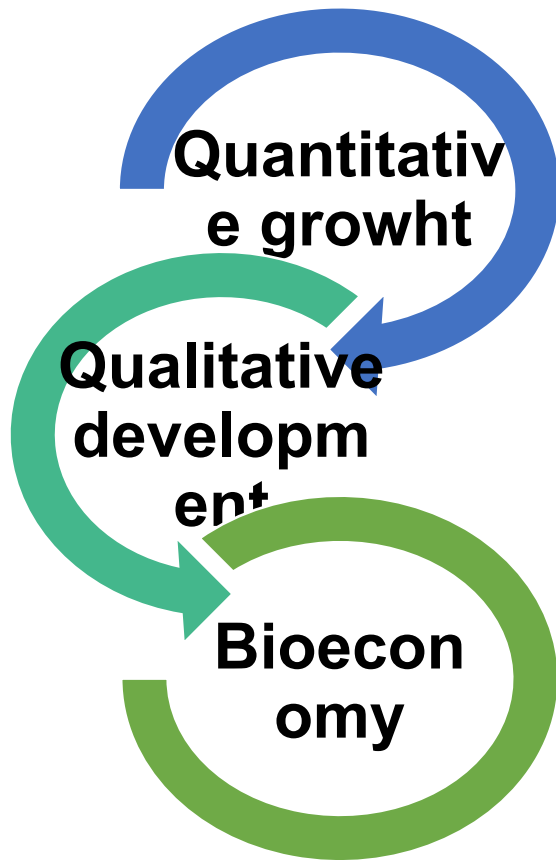


Academic and scientific work in the field of bioeconomy



Latvia University of Life Sciences and Technologies

Global economy shift





Latvia University
of Life Sciences
and Technologies

What is bioeconomy?

A bio-based economy that integrates the full range of natural and renewable biological resources - land and sea resources, biodiversity and biological materials (plant, animal and microbial), through to the processing and the consumption of these bio-resources





SIA "AUGU SPĒKS"



>> We know how to capture power of plants in products <<

**family business where
we create locally
sourced and natural
products for a greener
everyday life**

SIA "AUGU SPĒKS"



Natural alternatives to reduce the daily consumption of chemicals



Spices



Floral waters



Natural plant protection

how did the idea come about?



Add value to potential
waste – garlics not
suitable for market



How to grow healthy and safe products?



Lack of
time



Lack of
knowledge



Lack of
resources

GARLIC EXTRACT

Easy to use

Easy to store

Long shelf life

Usable all season

Safe for children and pets

Affects a wide range of pests

100% natural product for plant protection against pests throughout the season



+ H₂O

DILUTE IN PROPORTION *1:10* = READY TO USE

Who are our clients?

- ✓ farmers
- ✓ Gardening enthusiasts
- ✓ flower growers
- ✓ Plant treaders



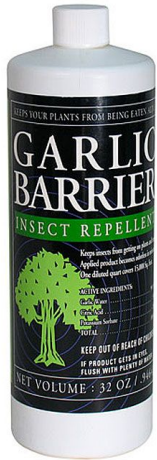
Who are our

competitors?

✓ Producers in other countries



India



China



USA



Great Britain



Ireland

SIA "AUGU SPEĶS"



OUR advantages

✓ Price

✓ availability

✓ advice

✓ local

praktiskais latvietis

ZZ.LV

ZEMGALES ZIŅAS

3 life



Dārza kopšana

Kā uzveikt upēņu ērci

Upēņu ērcis ir galvenais kaitēklis, kas bojā dārzeņus, īpaši kartupeļus, tomātus, pupiņas, bet arī citus dārzeņus. Tās dzīvotspēja ir ļoti augsta, tā var dzīvot uz augiem pat ziemā.

IESAKA: ...

RAŽOTS ZEMGALE

16 ZIŅAS

Kiploks dārzā veselībai

Šis ir pirmais raksts par ķiploku audzēšanu un tās izmantošanu dārzā. Ķiploki ir ne tikai garšviela, bet arī veselīga ēdiena sastāvdaļa.

IESAKA: ...

Kas darāms dārzā

- 12.04.** ...
- 13.-14.04.** ...
- 14.04.** ...
- 16.04.** ...
- 17.04.** ...
- 18.-19.04.** ...

RAŽOTS ZEMGALE

ZIŅAS 17

Kiploks dārzā veselībai

Ķiploki ir ne tikai garšviela, bet arī veselīga ēdiena sastāvdaļa. Tās satur daudz vitamīnu un minerālvielu.

IESAKA: ...



YOUTUBE.COM
LEADER projektu piemēri - sižets raidījumā "Biznesa attīstībai"

JELGAVAS novada ziņas

VEDOKLI

«Ražojot vērtīgu produktu, samazināsīm arī izmešanai nolemtās pārtikas apjomus»

Šis raksts apraksta biznesa attīstības projektu, kas vēršas uz pārtikas atkritumu samazināšanu un vērtīgu produktu ražošanu.

Thank you for your attention!



www.auguspeks.lv



facebook.com/auguspeks



[auguspeks](https://www.instagram.com/auguspeks)