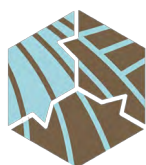


AGRIDEMO



Building an interactive Agridemo-Hub Community

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FARMER TO FARMER

Revealing structural characteristics of on-farm demonstrations.

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* This Practice Abstract reflects only the author's view and the Research Executive Agency (REA) is not responsible for any use that may be made of the information it contains.

Revealing structural characteristics of on-farm demonstrations

A key element of the AgriDemo-F2F project is finding out what makes an on-farm demonstration effective. Previous research has told us that performance depends on a range of both structural and functional characteristics of the actual demonstration.



A literature review revealed the following structural characteristics that influence the effectiveness of an on-farm demonstration:

- The management team: various actors are involved in on-farm demonstrations, having different characteristics and undertaking different roles, i.e. initiators, organisers, funders, advisors/specialists, etc.
- The demonstrator(s) characteristics and competences
- The demonstration farm characteristics, e.g. location, production system
- The target audience's characteristics, e.g. numbers, profile
- Network characteristics, e.g. pre-existing or triggered by the demonstration occasion
- Multi-level governance of on-farm demonstration activities, programmes and networks
- Resources, finances and incentives
- Topic
- Design, e.g. location, layout, type of comparisons, access
- Frequency, duration and timing

We examine each of these structural characteristics of on-farm demonstrations by talking to experienced practitioners in interviews and workshops in selected case studies across Europe. From this we identify the key structural elements for good practice and determine options for increasing impact.



For more information, please visit: www.agridemo-h2020.eu