

AGRIDEMO



Building an interactive Agridemo-Hub Community



F2F

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FARMER TO FARMER

Good practices from a demonstration in Southern Jutland (Denmark)

Erfaringer fra markdemonstration i Sønderjylland

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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.

Good practices from a demonstration in Southern Jutland (Denmark)

On June 20th, Seges Organic Innovation, in collaboration with the local agricultural advisory service, held a field demonstration in Southern Jutland. Consultants from Seges Organic Innovation were responsible for the presentations in the field, while the agricultural advisory service was responsible for invitations and catering.



No registration was required for the event, so the farmers could decide on the day, if they had time to attend. The local advisory service is in close contact with farmers in the area. They sent a private text message to their customers prior to the event. This, in addition to ads on Facebook and in news media, gave a big attendance.

The presentations were held in the fields where the attendees could see the results from the trial. This gave a more visual understanding of what was presented. In addition, the participant received material with recommendations, results etc.

There was time allocated for questions along the way, but no questions were prepared beforehand to open a discussion among the participants. It could have given more interaction if the participants were asked what they already knew about the subject. This would also have improved the farmer-advisor and farmer-farmer interaction.

All in all, there was a great interest from the participants, probably due to a mix of:

- Presentation of very innovative subjects (new crops and species, new farming systems etc.)
- Personal invitations
- No participation fees
- No registration requirements
- Catering



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

Erfaringer fra markdemonstration i Sønderjylland

Den 20. juni afholdt Seges Økologi Innovation, i samarbejde med den lokale landbrugsrådgivning, Syddansk Økologi, en markdemonstration i Sønderjylland. Konsulenter fra Seges Økologi Innovation stod for de faglige oplæg, mens landbrugsrådgivningen stod for invitation og forplejning.



Der var ikke afkrævet tilmelding til arrangementet, så landmændene kunne beslutte på dagen, om de kunne få tid til at deltage. Den lokale landbrugsrådgivning har en tæt kontakt til landmændene i området. De sendte en sms til deres kunder fem dage forud for arrangementet, for at invitere dem personligt til arrangementet. Dette, foruden annoncer på Facebook og i nyhedsmedier, gav et stort fremmøde.

De faglige oplæg blev holdt ude i forsøgsmarkerne, hvor de fremmødte kunne se det forsøg, der blev talt om. Det gav en mere visuel forståelse for det, der blev fremlagt. Desuden fik de deltagende udleveret materiale med anbefalinger, resultater fra forsøgene etc.. Der var afsat tid til spørgsmål undervejs, men der var ikke forberedt spørgsmål til deltagerne, der kunne lægge op til en åben diskussion. Ved at have spurgt landmændene om, hvad de allerede vidste om emnet, kunne give mere viden fra landmand-rådgiver og landmand-landmand.

Alt i alt, var der en stor interesse fra de fremmødte, hvilket formentlig skyldtes en blanding af:

- Fremvisning af innovative forsøg (nye afgrøder, nye dyrkningssystemer etc.)
- Personlige invitationer
- Gratis deltagelse
- Ingen krav om tilmelding
- Gratis mad og drikke

