



Lower Odd Farm is a traditional mixed farm run by Roger Wilson and his family. The farm has been a demonstration farm since June 2017. The far, located in the South West of England, is made up of 180ha of predominantly owned land. The arable rotation includes winter wheat, oilseed rape, spring beans, winter and spring barely and grass leys. All crops are dried and stored on-farm. The beef are fed home-grown cereals. Succession is a key issue and motivation for becoming a monitor farm; Roger is keen to include his son in farming decisions.

Objectives

- General approach to arable farming
- Understand the benefits of benchmarking tools
- Discussion of virtues of approaches such as direct drilling and timings

Motivations

- Challenge the status quo
- Share successes and failures
- Hear from farmers 'young and old'
- Better understand soil capacity of farm
- Find better ways of doing things from peers

Topic selection

- Led to some extent by the participants but prompted by host farmer and demonstrator
- Topics relating to what participants could see at the 3 sites

Audience & participation

- Huge emphasis on open discussion and audience participation
- Participants could see the sites
- Free to attend (although AHDB network is a levy board so farmers have to pay to belong to network)

Demonstration set-up

- Initially quite formal and top-down; demonstrator and host led but this changed out on site visits
- Participants transported to 3 different sites on a tractor during which time they had opportunity to chat
- Visit 3 sites to evaluate success of crop and have a whole group open discussion
- Good food and beer afterwards!

Evaluation peer-to-peer learning environment Lower Odd Farm Summer meeting, 26th June 2018

- Open whole group discussion worked well and there was lots of input from participants
- Although participants could see and touch the example crops, there were no actual 'hands on' activities or opportunities for this – this was OK because the farmers were very experienced; might not be suitable for new farmers?

- A successful and productive demonstration; nice atmosphere and lots of discussion
- No specific agenda – discussion topics guided by what participants wanted to know Host farmer is very involved in benchmarking and willing to be transparent about approach, finances and successes/failures
- 3 areas to explore further: efficiency of open discussion (inclusion of quieter members?); personality of host farmer (very competent speaker and open); role of succession as a motivation for participation in demo events

