



# AGRIDEMO F2F

Building an interactive AgriDemo-Hub Community

Newsletter 3

AgriDemo-F2F has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 728061.



**AGRIDEMO**



## MEET THE AGRIDEMO-F2F TEAM

### Biosense



The BioSense Institute is a public research institute that coordinates, focuses and advances research, introduction and promotion

of state-of-the-art ICT solutions in agriculture, environmental health, ecology, environmental protection, water management and industry.

● [Read more.](#)



### CCRI

The Countryside and Community Research Institute is the largest specialist rural research centre in the UK. It brings together expertise

from the Univ. of Gloucestershire, the Royal Agricultural Univ. and Hartpury College.

● [Read more.](#)



### ZLTO

ZLTO is the Southern Agriculture and Horticulture Organization and represents the interests of entrepreneurs

working in green areas. Around 15,000 farmers and growers in the South-Netherlands are members of the association.

● [Read more.](#)

## NEWS



### AgriDemo participated in the 13th European Farming Systems Symposium

*The 13th European Farming Systems Symposium was hosted by the University of Athens and held in Chania from 1st to 5th of July 2018. It was structured in five thematic blocks with the overall title of "Farming systems: facing uncertainties and enhancing opportunities".*

AgriDemo-F2F partners presented some results and lead some sessions related to "Learning and knowledge systems, education, extension and advisory services".

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### 4th General Meeting of AgriDemo-F2F in Chania (Greece)

*On the 5th and 6th of July, the 4th general meeting of AgriDemo-F2F took place in Chania (Greece). The event was hosted by the Agricultural University of Athens and held back to back with 13th IFSA Symposium.*

Progress and next steps related to the ongoing case studies and FarmDemo Hub were discussed, so as to agree on the agenda for the next period.

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### Nefertiti joins AgriDemo-F2F and Plaid to support and enable on-farm demos

*NEFERTITI started on Jan 1st 2018, and will be working together with AgriDemo-F2F and PLAID, under the name of FarmDemo.*

The combined aim of these 3 projects is to support and enable on-farm demonstrations as a way to enhance networking, and to promote processes of knowledge exchange between farmers themselves, and between farmers and other actors across Europe.

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## HAVE YOU MISSED THIS?



**Peter Paree**  
@Peterparee

Great tree, this pistache! Interesting how farmers join their learning efforts in the field!



**EIP-AGRI ServicePoint**  
@EIPAGRI\_SP

Looking for inspiration to organise an activity for you and your colleague farmers? @AgridemoF2F might be of help. They are collecting case studies on #openfarms and approaches to demonstration activities to inspire others.



**AgriDemoF2F**  
@AgridemoF2F

Crowded day yesterday at Newford farm in Athenry, Co Galway. Farmers learning and exchanging about beef systems. Breeding, grassland management or animal health amongst the several topics #FarmDemo



**Nefertiti - Networking European Demonstration Farms**

Watch all the videos produced for Nefertiti - Networking European Demonstration Farms, AgriDemo F2F and PLAID\_project

<https://www.youtube.com/channel/UCdigVLN-jyy5YrAdHl5G2frA/videos>



**AgriDemo F2F**

What's the secret of a good on-farm demo? Do you know how to organise it?, how to attract participants, or what they value most? Explore these cases being collected by AgriDemo all over Europe.

<https://agridemo-h2020.eu/posters-of-case-studies-on-farm-demonstrations-across-europe/>

#FarmDemo #agriculture #research @EU COR-DIS\_EU



## Revealing good practices for attractive and valuable on-farm demonstrations

*AgriDemo-F2F has been busy this spring and summer attending on-farm demonstrations all over Europe. During these events we collected data for identifying mechanisms contributing to effective on-farm demonstrations, to support processes of farmer-to-farmer learning. Preliminary findings from a first set of approximately 20 case studies were presented in a poster format and discussed during the [13th IFSA Symposium](#). A full analysis of all case studies (35) will be finalized by the end of this year.*

Based on our first results, it is evident that the host farmer takes up multiple roles during these events, from very active, as main demonstrator and facilitator, to a role more in the background (e.g. when the farm is just the location for the demo). However, even in this case, demonstration participants greatly value the farmer's own experience in relation to the demonstration topic, so a more active role for the farmer is desirable.

To attract participants, make use of various communication channels (invitations, press, social media, videos), but also make sure that the

demo is appealing, by offering a clear and specific topic, and by e.g. providing food and/or drinks, and time for socialising. Attendance certificates can add value in specific cases.

To foster good interaction it is important that an honest and open atmosphere is created. This requires the right space and sufficient time, for instance to address also potential constraints of a technique that is demonstrated (farmer's experience is "gold"). Interaction is also easier in smaller groups, so if possible, split bigger audiences up into smaller groups. Someone breaking the ice or starting discussions speeds up interaction and confidence, so if not the host, point out or recruit someone with facilitation skills.

Finally, do consider some follow-up activity to the demo. Assessing impact is not easy but can be kept quite simple. A brief questionnaire or some phone calls to specific participants later on, can work to get some insights.

More info: [Posters of case studies: On-farm demonstrations across Europe](#)





## Understanding “effectiveness” of learning approaches

***We constructed a theoretical framework of effective learning processes, based on the AgriDemo-F2F research context and focus. For this we compared three main relevant theories: adult learning, peer learning and education for sustainable development. We found out that these theories share similar ideas on effective learning processes.***

We defined five main building blocks of our framework as: engagement, communication, interactive knowledge creation, cognitive conflict and critical reflection. These processes provide both immediate learning opportunities but also allow reflection and help to build competences and capacity over time. Moreover, they all foster ‘soft’ skills, needed for effective participation in our society. Processes fostering learning effectiveness in this context mainly:

- Engage the learner through processes of ownership and trust (as an example of “engagement”)
- Provide different kinds of communication opportunities between peers and present the learning content in clear, small but linked chunks (as examples of “communication”)

- Activate the learner through for example hands-on, real world experiences and include social learning methods such as facilitated discussions (as examples “knowledge creating”)

By building upon these processes, it becomes possible to induce:

- Cognitive conflict: Confrontation with information that doesn't stroke with the own previous knowledge, as a surprising experience.
- Critical reflection: This is fostered by for example questions, discussions and cognitive conflict can improve awareness of underlying values and of the own learning process (double loop learning).

More info:

[AgriDemo-F2F D5.1: Report on determining effectiveness of learning approaches](#)



## Using the FarmDemo Hub: Some FAQs

*The [FarmDemo Hub](https://farmdemo.eu/) is a work in progress. For now, the Hub provides full access to a EU-wide database and map of demonstration farms. From July 2018 new tools were introduced for demonstration farmers, allowing them to easily register and add their farms to the database. In the following months, the Hub will further expand its resources and functionalities, building on the joint work of AgriDemo-F2F, PLAID and NEFERTITI.*

Following the launch of the Hub, we have encountered some recurring questions users have about the Hub:

**My farm is not listed. How can I show my farm in the map?** If you are a farmer hosting or organising demos in your farm, please register in the Hub and then add your farm data in the “activity panel” of your profile.

**Why is my farm listed on the FarmDemo Hub, if I haven't entered this?** Apart from farms uploaded by their owners, project partners of PLAID, AgriDemo-F2F and NEFERTITI have actively added farms to the inventory, to populate the FarmDemo. To enable this, you should have provided your data and given consent to share this information.

**I would like to register a demonstration farm, but the “new demo farm” button is disabled on my activity panel?** Only farmers can directly register new farms. Therefore, if you're a demonstration farmer, make sure you tick the right “user type” in your profile (farmer or forester). If you're not a farmer, but acting on behalf of a farmer (e.g. advisers), please use the [NEFERTITI questionnaire to add the farm](#). However, make sure you have the farmer's consent.

**Not all farms have full info (e.g. contact details), why?** That means the user hasn't provided such info or has restricted access to some data, making use of the privacy settings of the profile.

More info:

FarmDemo Hub - <https://farmdemo.eu/hub/>

Newsletter 2 - [Building up an interactive community with FarmDemo Hub](#)

[AgriDemo-F2F, Plaid and Nefertiti aligning efforts to support on-farm demonstrations](#)