

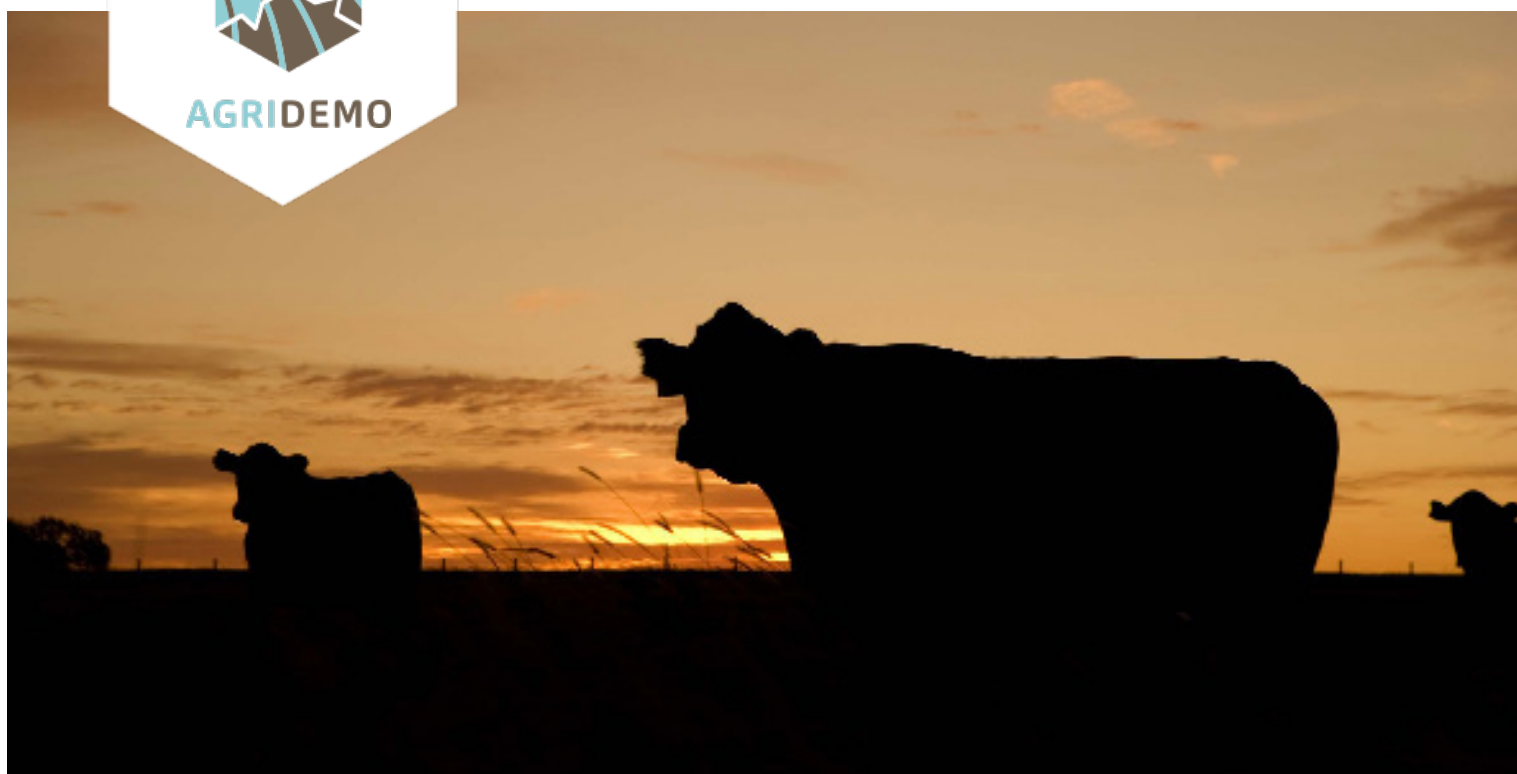
# AGRIDEMO F2F

Building an interactive AgriDemo-Hub Community  
Newsletter 4

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

### SEGES



SEGES is a private non-profit advisory association owned by 30,000 Danish farmers. It bridges the gap between farmers and research in close

cooperation with local agricultural advisory centres and is the main Danish supplier of professional knowledge for farmers as well as for food businesses, authorities and agricultural colleges.

● [Read more.](#)

### ELO



The European Landowners' Organization, created in 1972, is a unique federation of national associations from the 28 EU Member

States and beyond, which represents the interests of landowners, land managers and rural entrepreneurs at the European political level.

● [Read more.](#)

### EFA

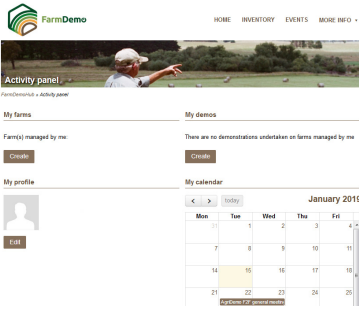


EFA Galicia is a federation that integrates 3 training centres in the region of Galicia. It is an institution founded in 1971 to promote

vocational training in rural areas, with priorities to support the development of its territories by the promotion actions and technical assistance to professionals and small businesses of the rural economy.

● [Read more.](#)

NEWS



**Launching the new FarmDemo Hub and inventory: [farmdemo.eu/hub/](http://farmdemo.eu/hub/)**

**The FarmDemo Hub starts 2019 with the launch of a new version of the platform with improved layout and new functionalities and tools.**

The hub is a powerful supporting tool for the “on-farm demonstration” community. The tool is of interest also beyond the farming community, offering relevant information for all those involved and/or interested in farms and/or demonstration activities, such as researchers, managing authorities or agri-business partners

● [Read More](#)



**5th General meeting of Agridemo-F2F in Nantes (France)**

**The 5th General meeting of Agridemo-F2F will take place in Nantes (France) on the 23rd and 24th of January 2019. It will be kindly hosted by AC3A.**

Apart from setting the roadmap for the last months of the project, Agridemo-F2F partners are expected to work out the main results of the project, including scientific and practical findings and outcomes. Four are the main issues to address in the meeting.

● [Read More](#)



**Policy and AKIS recommendations to support on-farm demos**

**Developing effective peer-to-peer learning processes is seen as an important strategy to enable policy to support farming systems in Europe.**

Thus, one of the objectives of AgriDemo-F2F is to provide indications on what is needed in the actual policy and AKIS systems to better support the learning process on on-farm- demonstrations.

Hence, the final 6 months of AgriDemo-F2F will focus on WP6 on comparison, upscaling and policy & AKIS recommendations

● [Read More](#)

HAVE YOU MISSED THIS?



**AgriDemoF2F @AgriDemoF2F**

We're ready for our 5th Meeting in Nantes and move towards our final results

Key aspects for effective on-farm #demonstrations, #AKIS & #Policy advice, #multi-actor approach...



**AgridemoF2F @AgridemoF2F**

[Practice Abstract] Certificates of attendance add value to on-farm demos and turn them more appealing. That's how Kastenhuber farm attract hesitant farmers.

@agesnews #peertopeerlearning



**PLAID @Plaid\_project**

Want to use on-farm demonstrations in your projects? Search for new contacts of demonstration farms in your region? Want to know more on demonstration activities?

<https://farmdemo.eu/hub/>



**AgriDemo-F2F**

In a #video, a #farmer can catch the soil conditions, equipment adjustment or working conditions. @Vermigrand knows this very well and their didactic films enhance learning beyond the on-farm demos. #Peertopeerlearning



**Nefertiti**

We are happy to announce #FarmDemo Conference to be held on May 21, 2019 in the Brussels! The conference will be organised by Nefertiti, Agridemo F2F and PLAID\_ project! Save the date and join the European Community of Demonstration #Farms!



FarmDemoHub » Activity panel

### My farms

Farm(s) managed by me:

Create

### My profile



Edit

### My demos

There are no demonstrations undertaken on farms managed by me

Create

### My calendar

< > today January 2019

Mon	Tue	Wed	Thu	Fri	Sat
31	1	2	3	4	5
7	8	9	10	11	12
14	15	16	17	18	19
21	22	23	24	25	26
28	29	30	31	1	2
4	5	6	7	8	9

AgriDemo F2F general meeting

## Go for it! Show off your farm and demonstrations at FarmDemo Hub

**During the last months all FarmDemo Hub features for farmers have been highly improved, achieving a more complete and appealing display of the farm activities and demonstrations.**

In addition to the profile with the main data (location, crops, topics of demonstrations), farm owners can now enhance the presentation of their farm at the Hub with a full 'showcase'. The new "About us" tab provides users with different sections to present the story of the farm, upload documents, and create multimedia galleries for pictures and videos. A farmer can create different "farm profiles", which is very useful to customize and adapt the information to various audiences, e.g. farms with different facilities for organic or conventional, different crops or animals, etc.

Additionally, the farmer can now also upload specific information about demonstrations by creating a "demo" fact sheet for each event (or series of events). This fact sheet contains a short description of the event, offers users the opportunity for uploading relevant documents (e.g. a flyer, articles, etc.), and for creating a gallery to

further illustrate the event. Also, if location and date for the event is indicated (using the calendar feature), the event will be automatically added to the European calendar of demonstrations. Additionally it should be noticed that the profiles can be multilingual now. As a last new feature, each demo farmer can also build and visualize the farm's network, by linking other FarmDemo users somehow related to their farm and demonstrations, as participants, hosts, advisers, organisations providing support, etc.

Finally, some improvements have been done also for other users. The main one is that inventory search results (looking for farms, demo or users) can now be downloaded in different formats.

More info:

- [FarmDemo Hub https://farmdemo.eu/hub/](https://farmdemo.eu/hub/)
- [Sample FarmDemo profile and farm by David Renko](#)
- [FarmDemo video tutorials: how to register, create a farm, create a demonstration.](#)



## More results from AgriDemo-F2F, discover our new set of practice abstracts!

*AgriDemo-F2F keeps deriving knowledge from the case studies, and while the analysis of key characteristics enabling fruitful on-farm demonstrations has not been fully finalized, we already share some preliminary results in a new set of practice abstracts. The idea is not to provide an exhaustive list of good practices but to highlight some concrete examples, serving as inspiration for farmers hosting, organizing or participating in these peer to peer learning activities.*

A first subset of practice abstracts produced shows how audiovisual material, and specifically short videos, can contribute to demonstration events. For example, they help to promote the farm and their demonstrations in a more appealing way. Also, by using videos, the access to the demonstration is extended beyond the actual event itself, which is very much appreciated by people who are interested, but unavailable to attend.

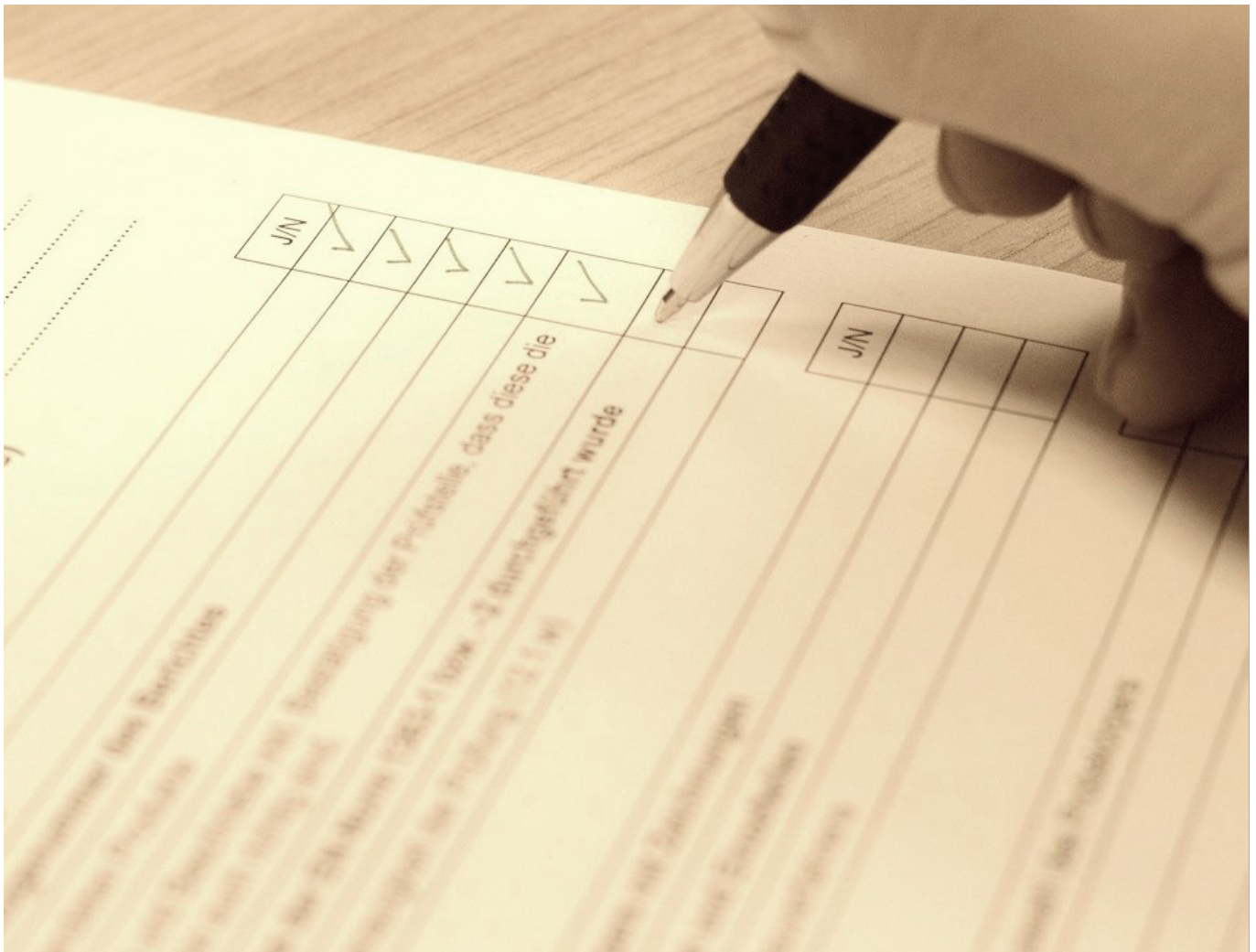
A second subset presents some resources for the organization or management of demonstrations, employed by farmers within the

FarmDemo community. For example, an event checklist, which is a kind of “to do” list for preparing, running or following up demonstrations, or the certificates of attendance that some farms issue to the participants of a demo.

A final subset of abstracts focuses on farming practice. Farming practices are as diverse as the farmers and the agriculture in Europe, and so should be the demonstrations, adapted to local circumstances and specific objectives. This subset emphasizes how demonstrations, across a diverse set of cases, can boost the learning of different management practices or speed up the adoption of innovation at the farms, showing the value of demonstrations, adapted to context.

More abstracts will be completed by May 2019, and can be consulted on the AgriDemo-F2F website and will soon be available at the EIP AGRI database [here](#).

<https://agridemo-h2020.eu/practice-abstracts/>



## Developing tips & tricks to organise the perfect demonstration

*Based on the case study results, an overview of key characteristics influencing the effectiveness of on-farm demonstrations was discussed during the 5th General Meeting of AgriDemo-F2F in Nantes. These, together with all the rich stories collected from both our 35 AgriDemo-F2F and 24 PLAID case studies will now act as the foundation to develop a set of best practices, offering tips, tools and inspiring examples to anyone involved in the organisation of on-farm demonstrations. These should offer clues on what is needed at different levels (farm, farmer, demonstration event, and programme/organization level) to have successful demonstrations.*

Depending on the topic of the demo, the farm, the role of the host farmer, the size of the event, the kind of participants, etc. there will be different practices we can put in place, looking for a successful demonstration, both for host and the participants. In Nantes a long list of tips and practices was compiled, and these are now being grouped to offer inspiration and guidance from the very first steps

of planning and preparing a demonstration event right up to the evaluation and organisation of follow-up activities.

Although the analysis is still ongoing, some clear points of attention could be identified, common for all demo. One example is creating opportunities for interaction, since this is highly valued by participants. This interaction can be facilitated and supported in several ways, for example by splitting up large groups, organising farm walks, launching some provocative statements to help break the ice, and start discussions amongst participants, and by scheduling time for informal exchanges -food & drinks provide an excellent chance for this-.

What is clear is that the success of a demos is not only a matter of budget or resources, but mainly a question of adopting the right approach when designing the demonstration, which should be well adapted to the general goal of the event, the context and circumstances (farm, timing, people, resources, etc).