



AGRIDEMO F2F

Building an interactive AgriDemo-Hub Community

Newsletter 5

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



MEET THE AGRIDEMO-F2F OUTPUTS

FARMDEMO HUB

This is a meeting point for those interested in on-farm demonstrations. From farmers hosting or participating in demos, to advisers providing support, researchers looking for farms open to innovation or agri-business searching contacts on a specific sector.

[Read more.](#)

TRAINING KIT

The kit, including the Design guide for on-farm demonstrations, is a result of the collaboration between the 3 FarmDemo projects: PLAID, NEFERTITI and AgriDemo-F2F. It provides different resources and tools useful for preparing, carrying out and evaluating on-farm demos.

[Read more.](#)

OTHERS

AgriDemo-F2F has worked on some other outputs as practice abstracts or recommendations for AKIS and policy to boost innovation through farmer-to-farmer learning. All these results have been presented at the FarmDemo conference that took place in Brussels (May 2019).

[Read more.](#)

NEWS & MEET THE AGRIDEMO-F2F TEAM



From FDC to the farm: Resources to support peer-to-peer learning

The Farm Demo Conference (Brussels, 21st May) was the largest event designed in the EU to support peer-to-peer learning within the farming community. It's the result of the close collaboration between the 3 FarmDemo projects and gave the opportunity to present an overview of the main outputs and resources by these projects.

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Centre for Agricultural Advisory Services (CAAS)

The Centre for Agricultural Advisory Services (CAAS) is state organisational unit operating under aegis of Ministry of Agriculture and Rural Development. Our Centre has legal status of separate, independent body. CAAS operate across the whole country. There are four internal organisational units, headquarter in Brwinów (near Warsaw) and three Branches in Kraków, Radom and Poznań.

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Odling I Balans (OiB)

Odling I Balans (OiB), Farming in Balance was started in 1991, by a group of farmers who wanted to collaborate to develop sustainable crop production. The driving force is to develop both environmental friendly production and economic viable farms. Both conventional and ecological farmers are participants. The 17 OiB demonstrations farms are open for visits and used for demonstration in a variety of issues.

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HAVE YOU MISSED THIS?



Thomas Alföldi
@tombas60

Impressions and statements at the #FarmDemo conference in Brussels
Full video:
<https://youtu.be/ICXVuiObBFU>



Fleur Marchand
@FleurMarchand

The day after.... the #farmdemo conference. Our final @AgriDemoF2F meeting. A big thank you! It was great to work with such enthusiastic people! A special thx to @lies_debruyne, the best co-coordinator ever and my superb ILVO team!



INTIA_SA
@IntiaSa

Another great #FarmDemo event this evening *huge* thanks to participants who completed our @AgriDemoF2F surveys! Loads of peer-to-peer learning and open discussion.



Organic Farm Knowledge

FarmDemo website now online.
Recently the website FarmDemo was launched. FarmDemo Hub is a close collaboration of 3 European projects funded under Horizon 2020.



Rede Rural Nacional

Amanhã, dia 21 de maio, será realizada em Bruxelas a Farm Demo Conference, iniciativa que reúne agricultores, consultores, investigadores e formuladores de políticas, numa ótica de partilha de experiências.



A FarmDemo Hub for me?

FarmDemo Hub is a meeting point for those interested in on-farm demonstrations in the EU. from farmers hosting or participating in demos, to advisers providing support, researchers looking for farms open to innovation or agri-business searching contacts on a specific sector.

Each of them has specific aims and expectations but the Hub supports the whole community involved, from very little and informal farm visits to big events.

Its key feature is the geo-referenced inventory of farms (linked with an event calendar), currently with more than 1000 entries. Any user can freely browse or search according to different criteria as location, topic or farm management and download the filtered results in handy formats as tables or pdf.

Then, farmers can freely join and easily prepare an appealing showcase of the farm demo activities with the best features and key data. This helps to increase the visibility of the farm but also to target the right people e.g. if organising a demo on a specific topic.

As result of the multi actor feedback lately new tools were developed. Now those providing support (e.g. advisers) can manage the profiles on behalf of their farmers. Additionally, through this pool of managed farms, the adviser can boost the visibility of their own organisation.

Whatever your profile is, and the specific goal you want to quickly achieve, now you count on short videotutorials and full documentation on the updated [help & tutorials](#) section.

More info:

- [Go for it! Show off your farm and demonstrations at FarmDemo Hub \(NL4\)](#)



The perfect demo in 6 steps

There are different approaches for on-farm demonstrations and there is no 'one-fits-all' recipe for a successful demo. To help on this, the FarmDemo initiative developed a guideline summarising key aspects to be considered when preparing, carrying out and evaluating on-farm demos.

This [Design guide for on-farm demonstrations](#) is a result of the collaboration between the 3 FarmDemo projects: PLAID, NEFERTITI and AgriDemo-F2F. It proposes 6 simple steps to follow, with concrete tips and tricks and providing specific tools to design the perfect demo.

The 6 steps and some of the questions you may get replied there are:

1. Demo objectives and target groups: what I want and should get from the demo? Who will be the ideal participants?
2. Demonstration farm: How to choose the right host and/or demonstrator? What's the best place for the demo?
3. Demo set-up: who may help? How a good program looks like? Are the informal talks a waste of time? How to care about participants comfort?

4. Promotion: what's best, personal invitations or social media? Who can help to disseminate the call? How to raise the interest of the participants prior the event?

5. Learning and facilitation methods: How to deal with very big groups? Should I go for posters, presentations, a farm walk or discussions? How to foster interaction?

6. Evaluation and follow up: how to get sincere feedback? How to increase outreach of the event?

More info: [Practice Abstracts 18, 19 and 20](#)



What else from AgriDemo-F2F?

Apart from the [Hub](#) and the [guide](#) for improving the organisation of on-farm demonstrations, AgriDemo-F2F has worked on some other outcomes as practice abstracts or recommendations for AKIS and policy to boost innovation through farmer-to-farmer learning. All these results have been presented at the FarmDemo conference that took place in Brussels (May 2019).

This conference was jointly organised by the 3 European projects PLAID, NEFERTITI and AgriDemo-F2F and brought together farmers, advisors, researchers, policy makers, industries and other actors to learn and share experiences and good practices for organising on-farm demonstrations.

Concerning the [practice abstracts](#), they are inspired on the case studies and complement the mentioned guide providing some pills on specific practices and examples of inspiring demonstrative farms and farmers from across Europe.

Finally, knowing what works best, The FarmDemo community developed a set of [recommendations](#) intended to support R&I policy-makers and

funders, as the European Commission or national and regional authorities, but also the Agricultural Knowledge and Innovation Systems (AKIS). These recommendations are organised around 4 main pillars:

- Demonstration as part of the dissemination activities in the innovation support projects in EU
- Education and training for farmers, facilitators and demo organisers
- Supporting Demonstration through the (AKIS) funding schemes
- Setting long term (EU) demonstration networks and exchange programs

The uptake of all these results will be better achieved through the NEFERTITI networks, that will follow the lead of PLAID and AgriDemo-F2F and will contribute to the impact of the different outputs and tools.