



FARMDemo



AGRIDemo



PLAID



NEFERTITI
F | A | I | R | I | D | E | M | O

JOIN THE COMMUNITY!

Visit the FarmDemo Hub

Browse our EU-wide inventory of demonstration farms, and register on the Hub to showcase your farm and demonstration activities

[LEARN MORE](#)

Visit the FarmDemo Networks

Discover the thematic networks of demonstration farms active in your region, and register to participate and learn

[LEARN MORE](#)

Visit the FarmDemo Training Kit

Find online tools, rich stories & video tutorials, and explore tips & tricks to improve your demonstrations

[LEARN MORE](#)



VIDEO CHANNEL

On-farm demonstrations in action. Farm Demo presents agricultural demonstration



ARE YOU A DEMO FARMER?

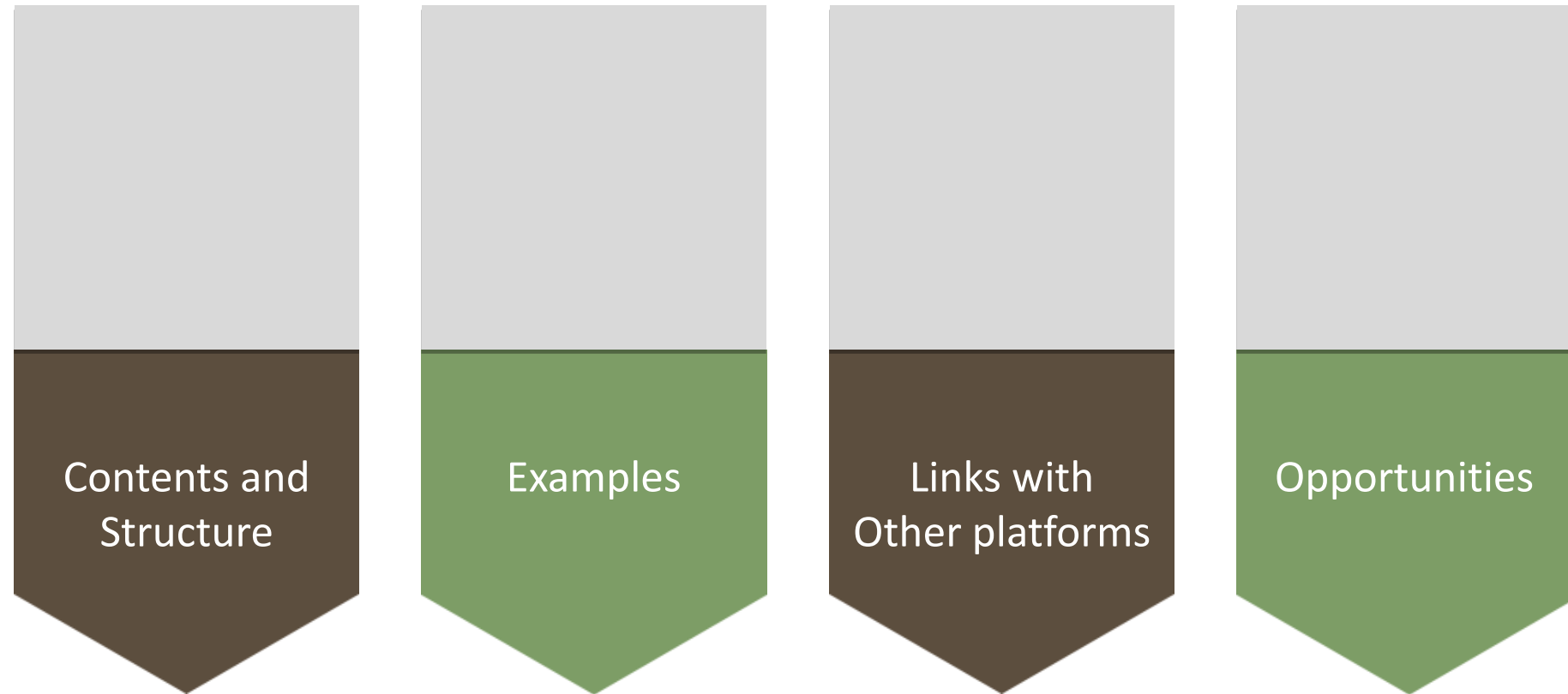
Join our community. Fill in the short questionnaire.



ARE YOU AN INNOVATION ACTOR?

Join our community. Fill in the short questionnaire.

15 minutes to
explain...



Structure

- Up-to-date knowledge repository
- Inventory
- Building-up a community

Available in 20 EU languages!!

The screenshot displays the FarmDemo Hub website. At the top, there is a navigation bar with the text "FarmDemo Hub, enhancing farmer-to-farmer learning" on the left, a search bar labeled "Quick farm search" in the center, and "Login" and "English" on the right. Below the navigation bar is the FarmDemo logo and a menu with "HOME", "INVENTORY", "EVENTS", and "MORE INFO". The main content area features a large green field background with three columns of text and buttons: "Browse the inventory to find demonstration farms in your region or farm sector/area of interest" with a "DEMO FARM INVENTORY" button; "Register as a demonstration farmer. Put your farm on the map & showcase your farm demo activities" with a "REGISTER" button; and "Find out more on our other resources (events calendar, video channel, case study farms, etc...)" with a "LEARN MORE" button. Below this is an "Inventory map" section with tabs for "All", "Farms", and "Organizations". A search bar is present with the text "Search for specific farms or organizations". The map shows Europe with various farm locations marked by icons and numbers. A legend on the right indicates "Basic farm profile" (green leaf), "Advanced farm profile" (orange leaf), and "Organizations" (triangle). A checkbox for "Group nearby results?" is checked. Below the map is a "Farm overview" section with tabs for "All", "Latest", and "Random". It displays three farm profiles with images and names: "AGROLIG Jan Keps" (2018-09-11 12:05:15), "Abiotika Bt." (2018-09-11 12:04:39), and "Bannsteinhof" (2018-09-11 12:04:34).

Up-to-date knowledge repository

Case study farms



Information was collected on more than 50 farms engaging in on-farm demonstrations (so-called case study farms) across Europe

[Read more](#)

Video Channel



Watch our videos of on-farm demonstrations in action across Europe

[See more](#)

Events Calendar



Find specific on-farm demonstration on other relevant events across Europe

[Calendar](#)

Project outputs



Overview of demonstration networks per country, a virtual farm, decision support tools. All this and more was developed by FarmDemo

[Read more](#)

Help & Tutorials



We aim to make your visit of the Hub as easy and fun as possible. Find some short video tutorials to help you navigate the Hub

[See more](#)

Project & Partners



The FarmDemo Hub has been jointly developed by AgriDemo-F2F and PLAID

[Read more](#)

Inventory

Search inventory

Country
Select an option

Language ⓘ
Select an option

Farm type
Select an option

Farm management
Select an option

Demo topics
Select an option

Organic farm

Farm name

Reset ✕ **Search** 🔍

Results

Filter: Organic farm

Showing 1 to 10 of 118 entries



◆	Farm name	▲	Contact	◆	Email	◆	Country	◆
Farm	"Балкан Био Фрукт" ООД		Божидар Петков		balkan-bio-frukt@mail.bg		Bulgaria	
Farm	(FarmDemo sample) Buján S.L.		David Renko		david.renko@yopmail.com		Spain	
Farm	-		null		null		France	

Basic farm profile

FarmDemo Hub » All farms » "Балкан Био Фрукт" ООД

Farm profile

Farm name
"Балкан Био Фрукт" ООД

Country
Bulgaria

Farm type
Specialist permanent crops (olives, vineyards, orchards)

Organic farm?
yes

Farm management type
Commercial farm (i.e. an ordinary farm business)

Demo topics
On the following crops:
Plant production - Fruit trees and shrubs

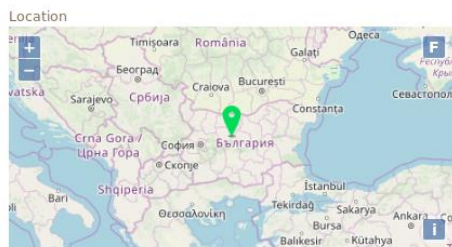
Contact

Farm contact person
Божидар Петков

✉ balkan-bio-frukt@mail.bg

☎ +359 887832141

🌐 <https://www.balkan-bio-frukt.eu/>



Farm profile of a registered user

Farm profile About us Demonstrations Farm network

Farm description and history

Our farm combines livestock with different crops. We have pigs, chickens and cattle and, apart from having pastures, we grow mainly maize and potatoes and have an orchard. Furthermore we own some small forest lands currently with oaks and pines. These are grazed by the goats of a neighbour.

Disclaimer: Buján S.L. is not a real farm, but a fictitious profile that the FarmDemo Hub team uses as an example for presentations at events and for testing purposes.



Summary

Nuestra granja combina ganado con diferentes cultivos. Tenemos cerdos, pollos y vacuno y, además de pastos, cultivamos maíz y patata y tenemos un huerto. Tenemos también unas pequeñas parcelas forestales con robles y pinos y que son pastoreadas por las cabras de un vecino.

Disclaimer: Buján S.L. no es una granja real, sino un perfil ficticio que el equipo de FarmDemo Hub emplea como ejemplo para presentaciones en eventos y para pruebas en la plataforma.

Documents

📄 Maize fertilisation in Galicia (by CIAM)

Farm presence in the media

- 📺 Good practices in maize fertilisation
- 📺 Workshop on land management tools

Multimedia galleries

The farm in images



Grasslands of the farm

Agroforestry landscape from our kitchen

Forrage and maizefields

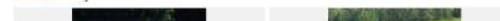


The orchard

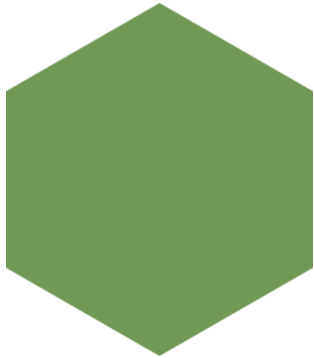
Firewood from our oak forests

Video with the goats

▸ Husbandry



Links to other databases



[Nefertitti networks](#)

Web service

Data Agreement

[To Avoid double entry of data](#)



[Eip-agri website](#)

Common set of keywords

Table of equivalences demo-
topics/keywords

Cross-site searches



Others?

**Do you have any
interesting project to
link with or
customize?**

Opportunities

OG's

- Related topics in other countries
- Support and tools for beginners
- Open source platform to built on it
- Place for promotion and dissemination of demonstration

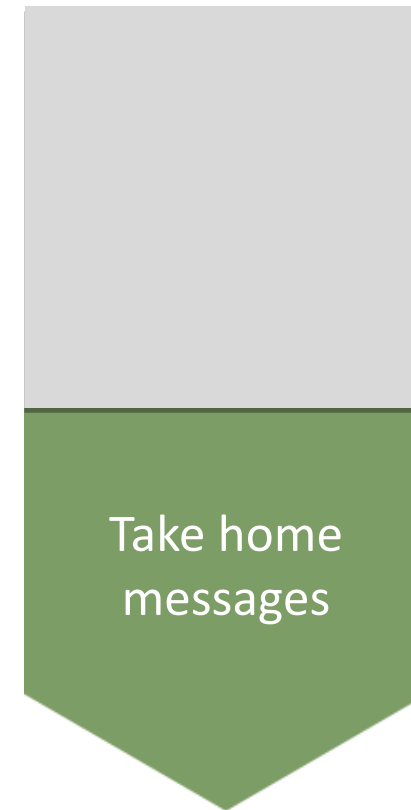
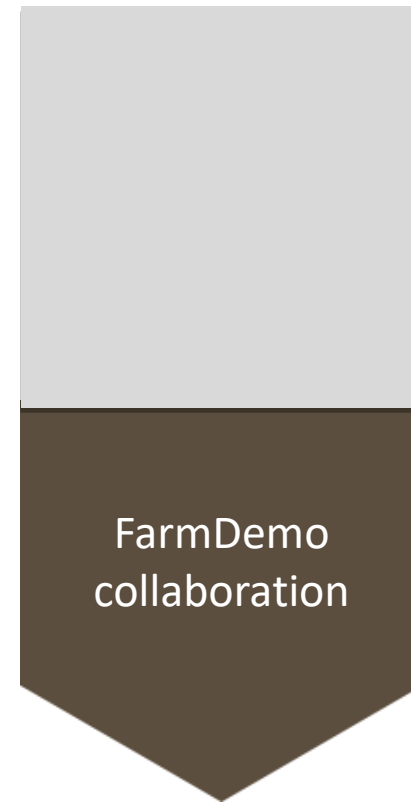
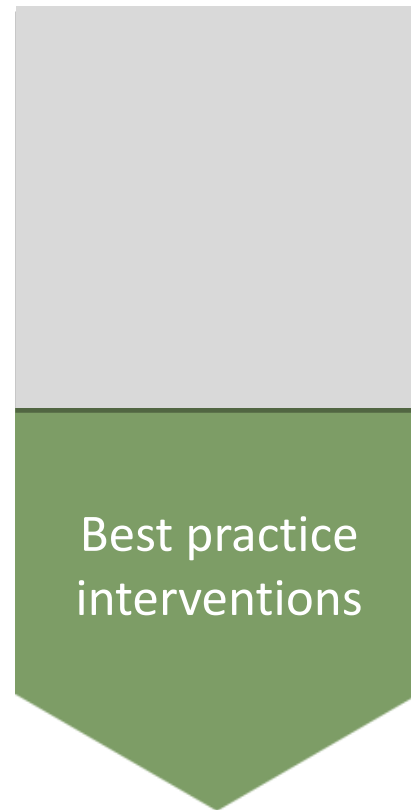
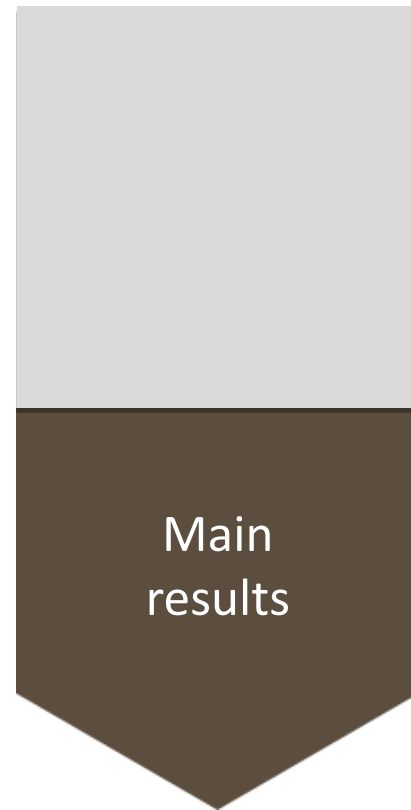
National AKIS

- Database of (local) farmers open to: knowledge transfer, innovation,..
- Location of farms suitable for demonstrations, fieldtrips, trainings,..

R&I Projects

- Database of farms for testing, pilot projects, trials,..
- Potential partners practice oriented and open to innovation
- Baseline for adaptation to new topics or sectors

15 minutes to
explain...



INVENTORY



PLAID



AGRIDEMO

TOPICS:

- ways to improve production & focus on technical innovations
 - individual aspects of farming rather than on whole-farm approaches
 - farm succession and farm business management less apparent
 - generally reflect the dominant farming types in each region
-
- Northern Europe: focus on environmental aspects & economic benefits of environmental actions
 - Slovakia: very specific topics (berries, organic farming, social innovation, green care) & on small farms
 - Germany:
 - strong regional differences: fewer but bigger demo farms in the east and more but smaller farms in the south and west
 - more likely on organic than conventional farms
 - existing farmer networks with funding for demo-activities, especially on topics of public interest like nature conservation and animal welfare

Typology



PLAID

Cluster description

Cluster 1. Professional commercial livestock extension

Cluster 2. Farmer-led commercial development.

Cluster 3. Environmentally sustainable horticulture/orcharding.

Cluster 4. Farmer-led community development.

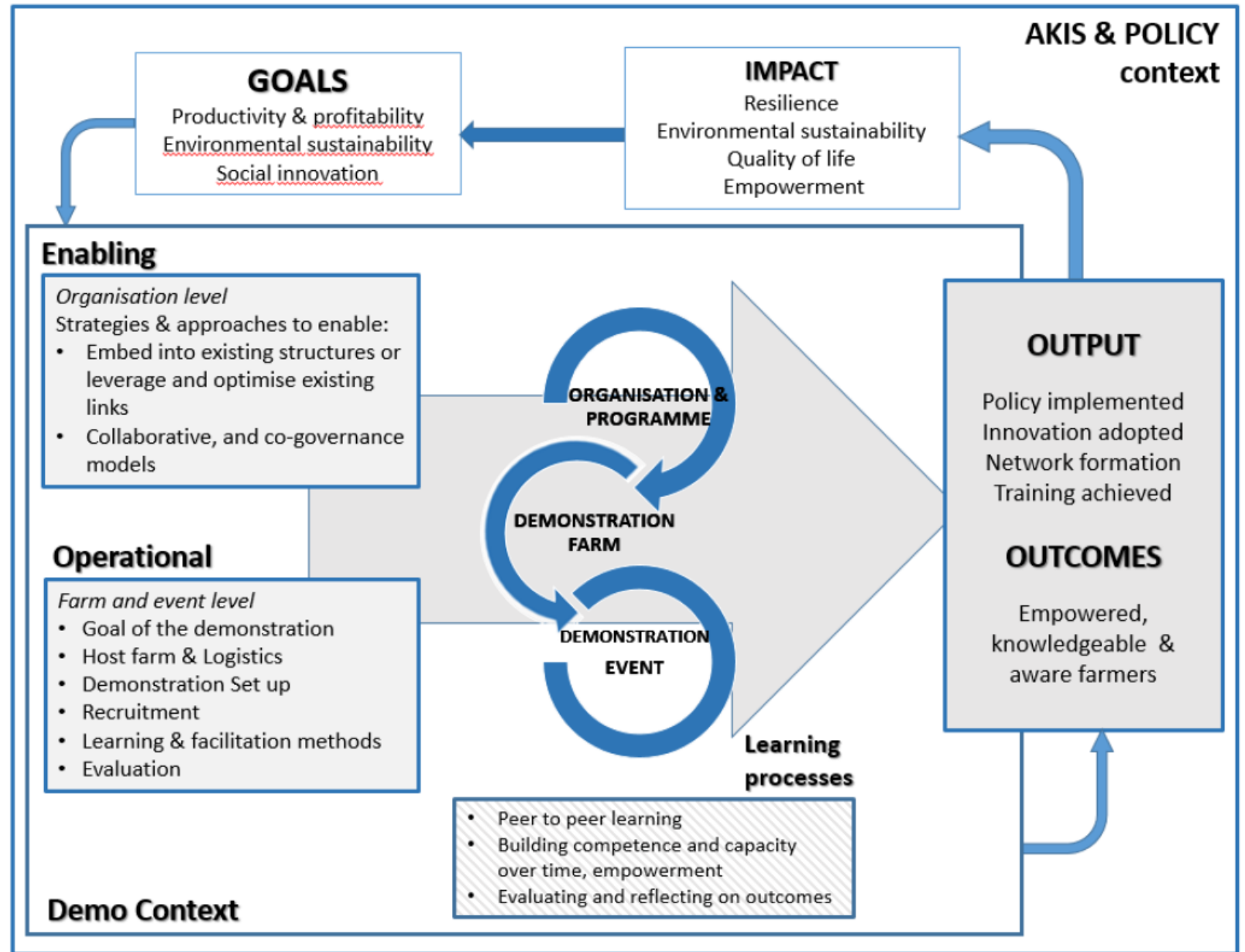
Cluster 5. Research-based innovation extension.

Cluster 6. Externally-funded community development.

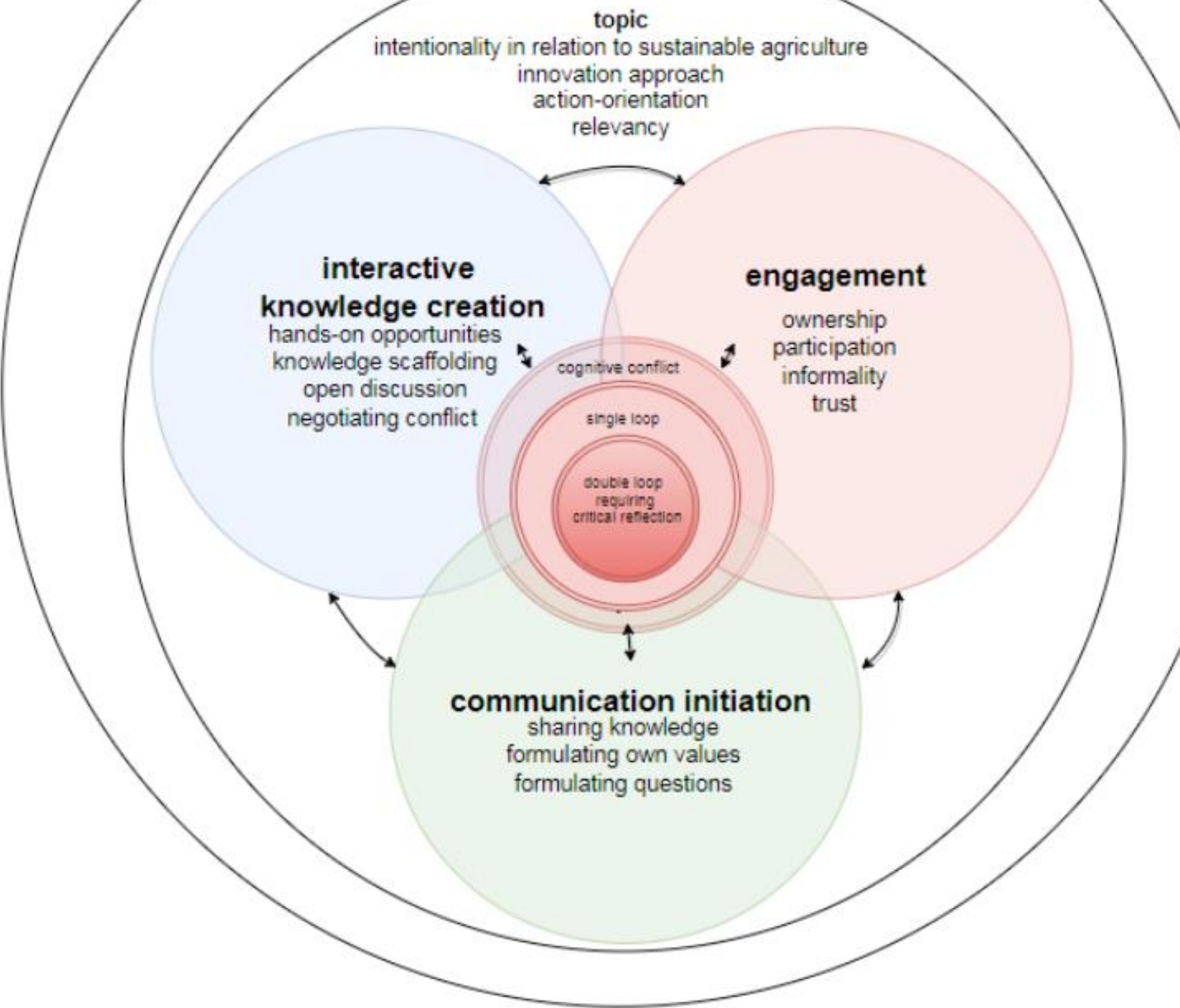
Cluster 7. Small informal crop demonstrations.

	Cluster 1	Cluster 2	Cluster 3	Cluster 4	Cluster 5	Cluster 6	Cluster 7	Total
United Kingdom	25*	6	17	9	12	27*	0	96
Germany	4	4	6	35**	5	9	8	71
Belgium	3	5	8*	7*	8*	1	0	32
Malta	0	0	1	2	1	0	1	5
Romania	5	4	4	11*	4	6	6	40
France	24*	5	17*	2	13	9	4	74
Finland	2	10*	6*	6*	2	2	2	30
Poland	34*	55*	32*	5	13	6	22	167
Sweden	1	4	4	7	0	1	31**	48

Revised framework



Learning



Operational level

Key characteristics for on farm demonstrations

0. CONTEXT

- ✓ *Embedding within the regional AKIS*
- ✓ *Type of organizer*
- ✓ *Type of funders*
- ✓ *Decision-making on the demo objective, content and set-up*

1. GOAL OF THE DEMONSTRATION

- ✓ Targeted objectives
- ✓ Topic and diversity of topics
- ✓ Sustainability dimension(s)
- ✓ Degree, level, type of Innovation

2. HOST FARM & LOGISTICS

- ✓ Good access
- ✓ Suitable facilities
- ✓ Catering (Food & Drink)
- ✓ Registration
- ✓ Participants can relate to the farm

3. DEMONSTRATION SET-UP

- ✓ Group size
- ✓ Trustworthy demonstrator
- ✓ Role division
- ✓ Available time for the demo
- ✓ Available budget
- ✓ Scope of the demo
- ✓ Type of demonstration
- ✓ Composition of the group
- ✓ Group connectedness

4. RECRUITMENT

- ✓ Invitation adapted to the target audience
- ✓ Suitable period (timing & season)
- ✓ Publicity

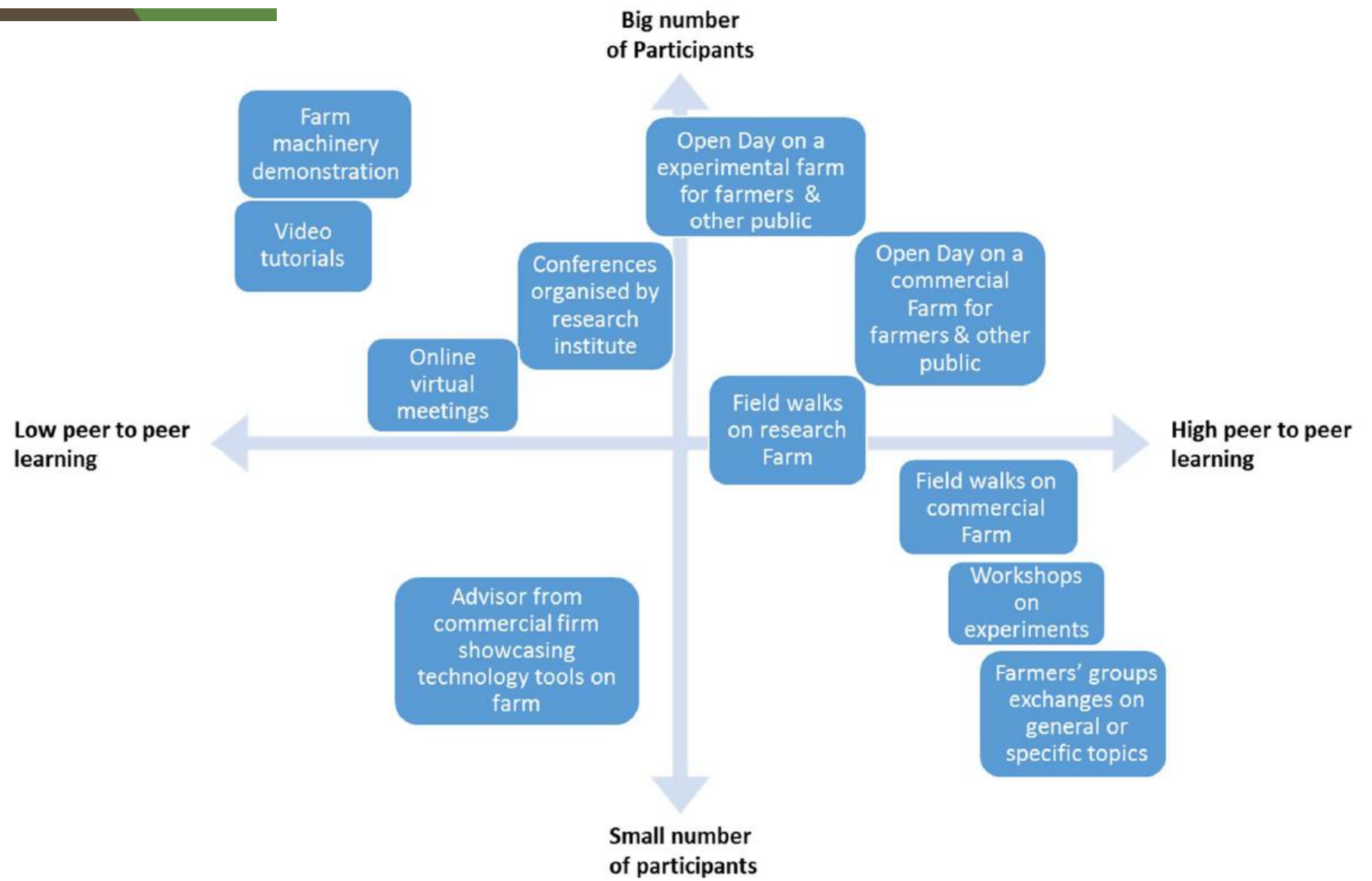
5. LEARNING & FACILITATION METHODS

- ✓ Activities supporting (inter-)active knowledge exchange
- ✓ Activities supporting experiential learning
- ✓ Create stimulating setting
- ✓ Didactic materials
- ✓ Time management
- ✓ Plan vs. practice

6. FOLLOW-UP AND EVALUATION

- ✓ Planning
- ✓ Activities
- ✓ Materials
- ✓ Influence on next demo

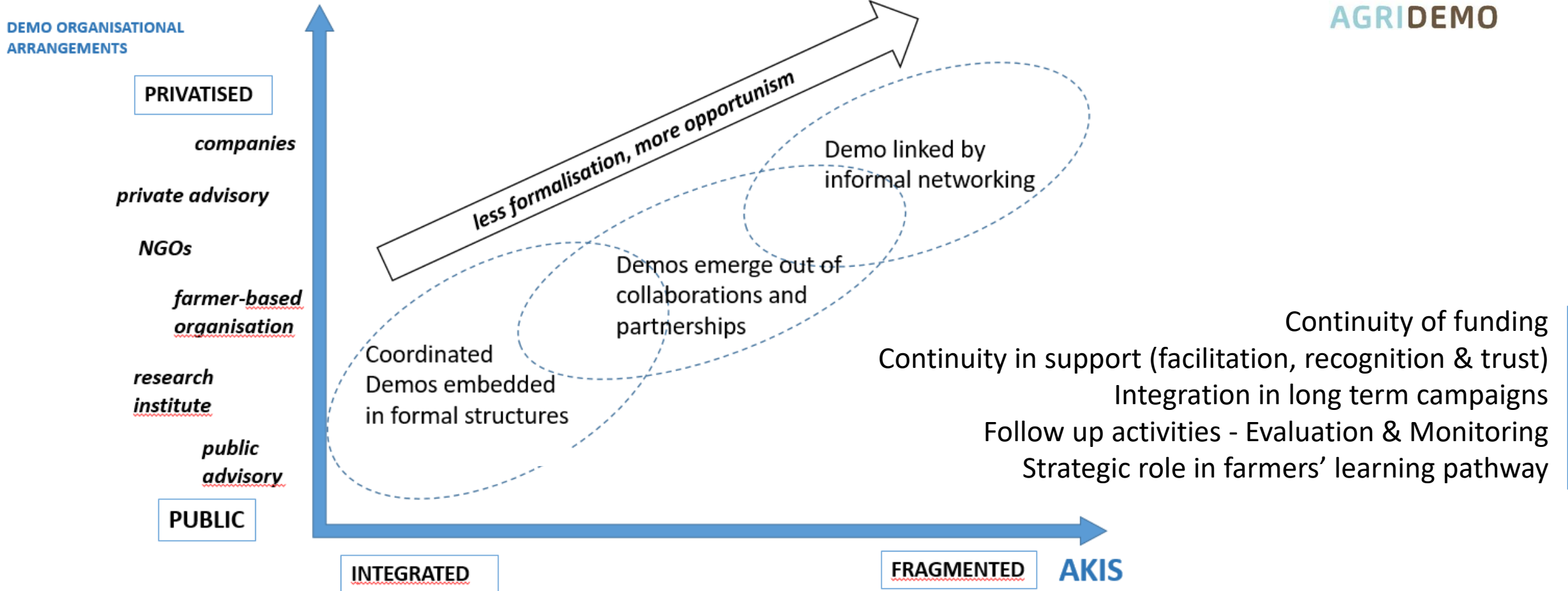
DIVERSITY in EVENTS



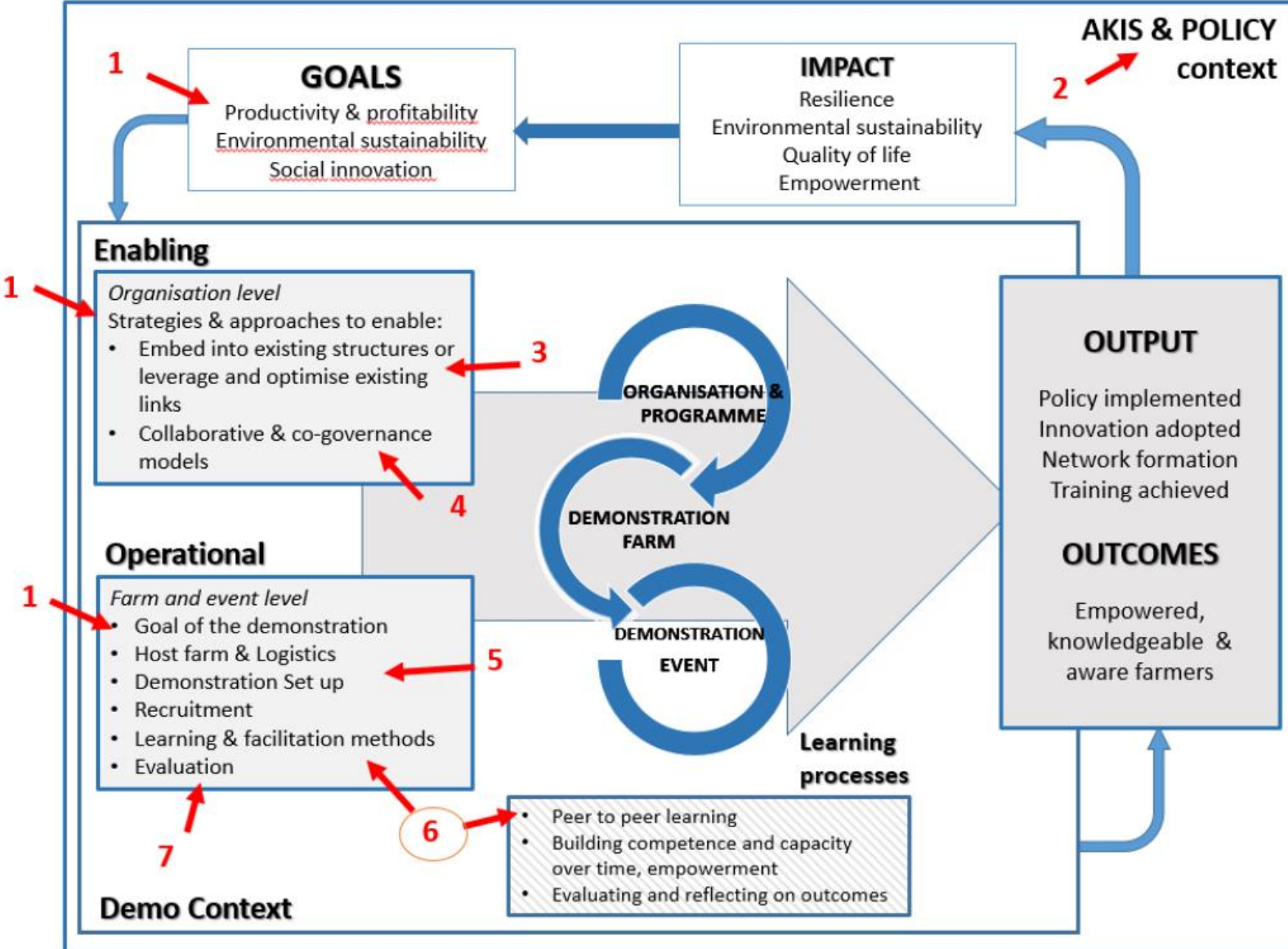
Enabling level



AGRIDEMO



Best practice interventions



1. Goal setting at all levels

- position demos within the wider advisory landscape



- incorporate demos as part of a planned learning pathway for farmers
 - part of a planned programme
 - requires engaging with participants before and after the demos
- state clear objectives for your event
 - WHY? targeted effect can range from building awareness, knowledge co-creation, training over innovation adoption and problem solving to research or policy implementation.
 - WHAT? topic, a series of demo on the same topic or a recurrent event can be more effective
 - WHO? target your participants clever & link target group to the goal of the demo.

2. AKIS arrangements enable more effective demo programmes

National coordination level need to build a **more strategic and long term approach** (*absent in most countries*)

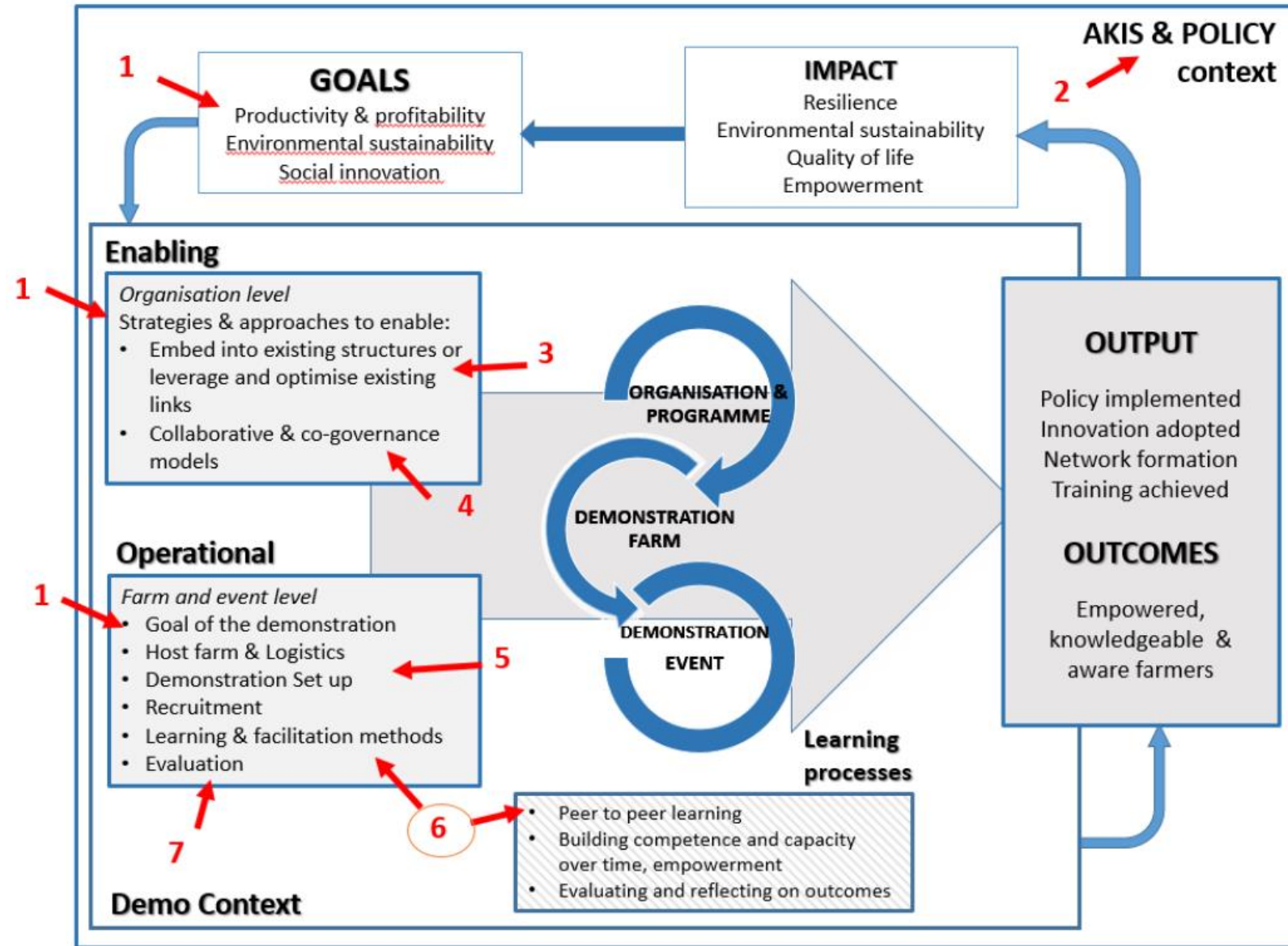


- provide an environment that fosters demo programmes
- explicit focus on on-farm demonstrations in the various project calls, guidelines, criteria and requirements.
- through well-funded structures and facilities, and well trained staff
- consider measures that provide long term funding opportunities
- avoid duplication and competition (ex. on topics, budget & organization of training)
- support a stable and committed network of demo farmers

EU level: **essential part of the dissemination activities** of EIP Agri Operational Group innovation projects, Thematic Networks and other European project programmes such as Horizon Europe and Interreg



Best practice interventions



3. Demo organisations should embed demo activities

into existing structures where established public or private advisory services or farmer organisations



- to benefit from regional structures, trained staff, long term knowledge & relationships, access to funding

or leverage and optimise existing links where advisory services or farmer organisations are less established

- identifying synergies and networks is key, collaborate to build on strengths & relationships
- this can be beneficial in extending reach and scope of demos, achieving objectives and learning
- linking with commercial companies is already a feature of many demo programmes and activities (as active AKIS actors)

4. Set up collaborative and co – governance models

- **to value local knowledge**, draw on partners with good local links
- building **long term relationships with host and participant farmers**

> utilise governance mechanisms **for involving farmers in decision making** at programme development (steering groups, action plans, councils) as well as demo event level

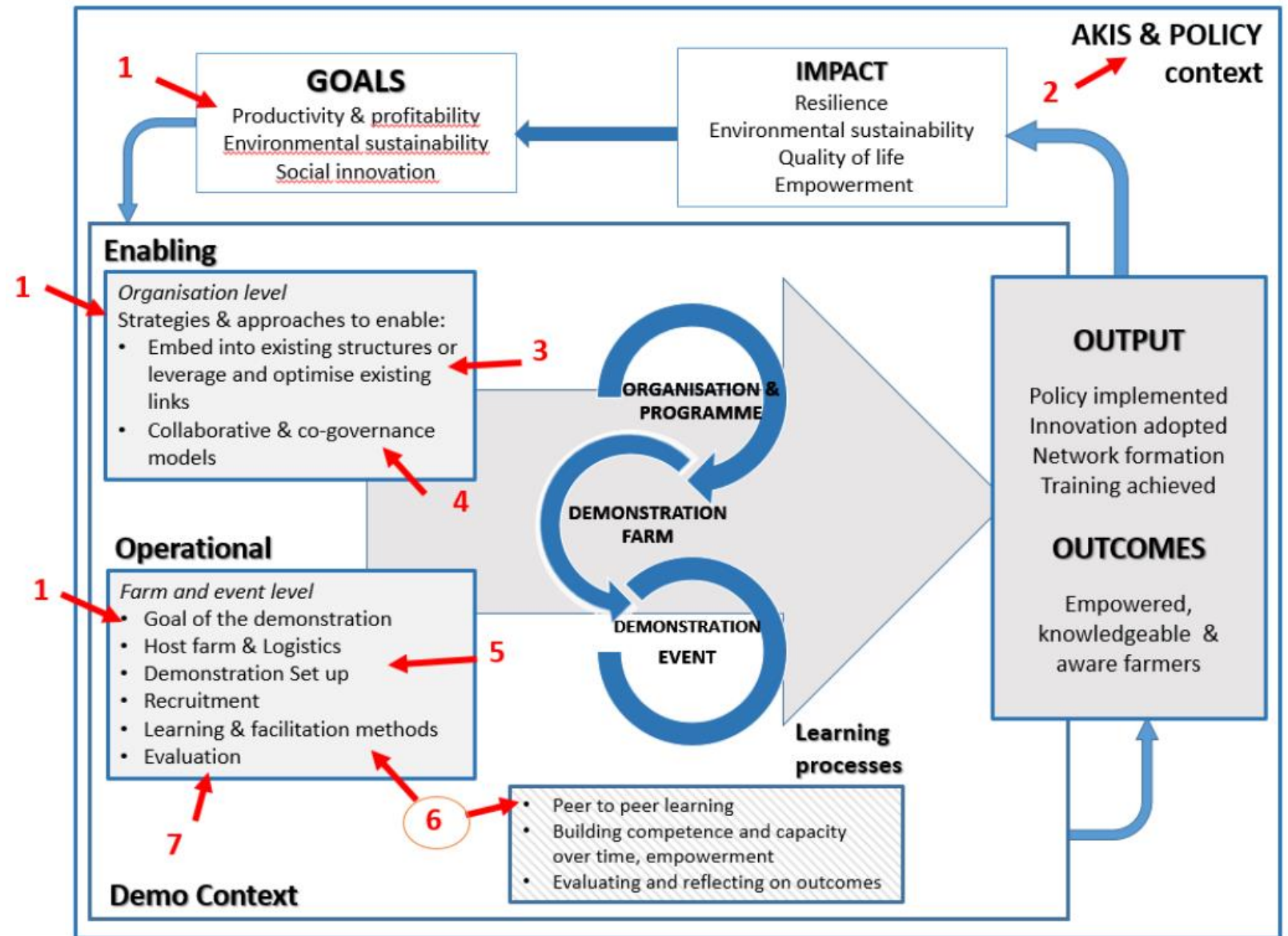


- consider the demos **position in the advisory landscape**, follow up with participants after events, and assess the wider diffusion impact beyond participants

> consider demo **as part of farmer learning pathways** and support with mentoring, coaching and networks after events, and series of events rather than one offs



Best practice interventions



5. Demonstration structural set up

- **scheduling and structuring of the demonstration**
 - regarding a balanced program
 - a suitable time and budget
 - easy registration support the demo-set up and satisfaction of the participants
- **host location, host and demonstrator**
 - access and decent facilities on the host farm
 - real life conditions
 - participants should be able to relate to both the host farmer as the demonstrator.
 - trustworthy= dedicated, knowledgeable, honest & opening up the discussion

5. Demonstration structural set up

a wide range of diverse activities:

- relate learning content to the farming practice
- go out in the field, to the stables
- hands-on activities (see, feel, hear, smell, do...)
- active knowledge exchange: not only Q&A – discuss among peers
- add a surprise effect > cognitive conflict
- follow the rule of 3, 3 'take home' messages for the participants.

6. Group dynamics & motivation

**Address the 3 basic needs (autonomy, relatedness and competence)
participants will more likely learn & internalise the innovative practices:**

- peer-to-peer learning activities & good facilitation
 - demonstrator (if present) should preferably act as a facilitator
- > multiple way communication instead of one- or two way discussions !!
- group size and dynamics are crucial :
 - split up large groups in smaller groups
 - recruitment determines group numbers, group composition, connectedness & thus group dynamics
- > create opportunities for more informal knowledge exchange, by providing enough time for farmers to chat to each other, for example during lunch, drinks or workshops.

7. Evaluation & Follow up process

Essential to gauge effectiveness

- whether objectives have been achieved
- of softer outcomes such as peer to peer learning, empowerment, capacity building

Essential to improve

- following events to support farmer learning pathways

> Focus of FarmDemo networks: NEFERTITI

5/6/7 What can policy do for the operational level?

Training programmes in all EU countries & regions







- Target host farmers, demo organisers, demonstrators, and facilitators.
- Crucial to raise awareness on good practices for on-farm demonstrations 2.0
- Crucial to develop and improve the aforementioned skills
- Crucial to focus on farmer learning pathways and good governance mechanisms

Agridemo-F2F



- Analytical framework (D2.1)
- Protocol for MA approach (D1.8)
- Country & case study posters + reports with structural, functional and peer learning characteristics (D3.1,4.1 & 5.2)
- Typology with country specific information (D2.4)
- Effectiveness on learning approaches (D5.1)
- Key characteristics for on farm demonstration and best practices (D3.3, 4.3 & 6.1)
- Recommendations for AKIS governance and Policies (D6.2)
- Practice abstracts & Newsletters

Publications / Deliverables

- 

AgriDemo-F2F Newsletter
Read more on the latest news, activities, results and publications by AgriDemo-F2F
[Link](#)
- 
FarmDemo Training Kit: Design guide for on-farm demonstrations
The FarmDemo Training Kit includes tools, resources and a guideline aiming to help to improve the organisation of demonstration events at farms.
[Link](#)
- 
AgriDemo-F2F D1.8: Protocol for the Multi Actor Approach
Authors: Macken-Walsh, A.

PLAID






PLAID



PLAID
PEER-TO-PEER LEARNING:
ACCESSING INNOVATION
THROUGH DEMONSTRATION

[Home](#) [Project Objectives](#) [Project Partners](#) [Events](#) [Meetings](#) [News](#) [Contact Us](#)

Deliverables

Deliverable Number	Work Package	Deliverable Title	Lead Beneficiary	Downloads
D1.1	WP1	PLAID data management plan	HUT	Data Management Plan 
D1.2	WP1	PLAID web-site	HUT	
D1.3	WP1	Final data management plan	HUT	Final Data Management Plan 
D2.1	WP2	Initial conceptual framework and typology	Ruralis	Conceptual framework 



FARMDemo



AGRIDemo



PLAID



JOIN THE COMMUNITY!

FARM DEMO OUTPUTS & OUTCOMES



FARMDemo

- Farmdemo Training Kit & Demo Design Guide
- 4 FarmDemo Policy briefs
- FarmDemo Conference, 25th of Mai 2019
- FarmDemo Community



PLAID

@PLAID_project



AGRIDEMO

@AgriDemoF2F



@NEFERTITI_EU



#FARMDemo

Visit the FarmDemo Hub

Browse our EU-wide inventory of demonstration farms, and register on the Hub to showcase your farm and demonstration activities

[LEARN MORE](#)

Visit the FarmDemo Networks

Discover the thematic networks of demonstration farms active in your region, and register to participate and learn

[LEARN MORE](#)

Visit the FarmDemo Training Kit

Find online tools, rich stories & video tutorials, and explore tips & tricks to improve your demonstrations

[LEARN MORE](#)



VIDEO CHANNEL

On-farm demonstrations in action. Farm Demo presents agricultural demonstration



ARE YOU A DEMO FARMER?

Join our community. Fill in the short questionnaire.



ARE YOU AN INNOVATION ACTOR?

Join our community. Fill in the short questionnaire.

Design guide

- online & download
- 11 languages



will rows
stuffs together

TOC1. Why? What are main



We breeds pasture chickens, cattle and pigs and also pasture laying hens for eggs.

0:14 / 2:04

Introduction of the innovative mixed farm "Pasishtno prase LTD (Chiflik Livadi)

FARM

The C
count

How to p

Video



FarmDemo



SUPPORTING
AGRICULTURE
INNOVATION SYSTEMS

FARM



FarmDemo



EDUCATION AND TRAINING
FOR FARMERS, FACILITATORS

FARM



FarmDemo



DEMONSTRATION AS PART OF
ACTIVITIES IN EU INNOVATION

FARMDEMO



FarmDemo



SETTING LONG-TERM (EU) DEMONSTRATION
NETWORKS AND CROSS-BORDER EXCHANGE
PROGRAMMES

FARMDEMO POLICY BRIEF



DEMO DESIGN GUIDE

Use the demonstration design guide to plan & optimise your demonstration activities.

[READ MORE](#)



VIRTUAL DEMONSTRATIONS

Enhance your outreach with video, and explore the Virtual Demonstration Farm.

[COMING SOON](#)



TOOLS FOR MONITORING & EVALUATION

Get more from your event by using the FarmDemo monitoring & evaluation tools.

[COMING SOON](#)



PREPARE, CARRY OUT & EVALUATE APPROACH

A more detailed overview of this 3-step approach for on-farm demonstration events.

[COMING SOON](#)



VIDEO CHANNEL

Learn from others on the FarmDemo YouTube channel, and explore our tutorials.

[READ MORE](#)



INSPIRING STORIES

Discover the rich stories of 50 FarmDemo...

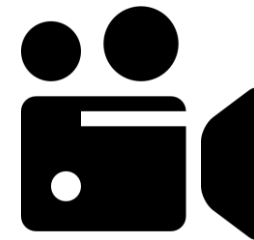
[C](#)

FarmDemo Training Kit

Video & virtual demonstration

Online tools & Tutorials

Tips & Tricks



Visit the FarmDemo Hub

Browse our EU-wide inventory of demonstration farms, and register on the Hub to showcase your farm and demonstration activities

[LEARN MORE](#)

Visit the FarmDemo Networks

Discover the thematic networks of demonstration farms active in your region, and register to participate and learn

[LEARN MORE](#)

Visit the FarmDemo Training Kit

Find online tools, rich stories & video tutorials, and explore tips & tricks to improve your demonstrations

[LEARN MORE](#)



VIDEO CHANNEL

On-farm demonstrations in action. Farm Demo presents agricultural demonstration



ARE YOU A DEMO FARMER?

Join our community. Fill in the short questionnaire.



ARE YOU AN INNOVATION ACTOR?

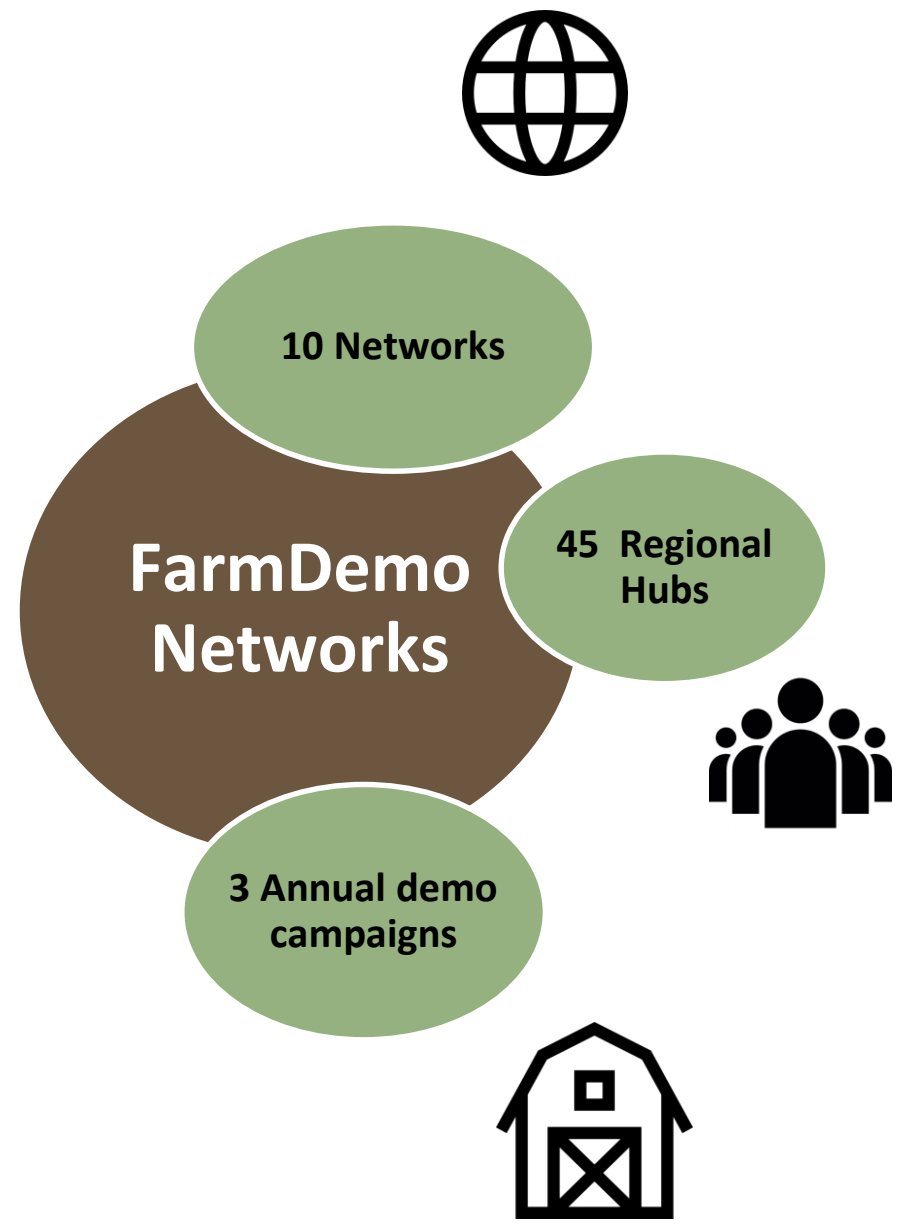
Join our community. Fill in the short questionnaire.

Map data ©2019 Google, INEGI, ORION-ME | Terms of Use

Grassland and Carbon Sequestration	Data driven decisions for dairy farmers	Robust organic livestock systems	Optimal soil quality in arable crops	Crop sensing and variable rate applications
Increasing productivity and quality in organic arable cropping	Improved nutrient use efficiency in horticulture	Water use efficiency in Horticulture	Pesticide use reduction in the production of grapes, fruits and vegetables	You can Farm: Farm attractiveness

Useful links

- Farm demo
- Nefertiti website
- Facebook
- Twitter
- LinkedIn
- Log in





FARMDemo



AGRIDemo



PLAID



NEFERTITI
FIAIRIMIDEIMU

JOIN THE
COMMUNITY!

3 main messages for On Farm Demonstration 2.0

**Event and farm level:
go for peer learning !**



= small groups, hands-on activities, surprise effect, trustworthy host farmer and demonstrator acting as facilitators (multiple way instead of one- or two way discussions)

**Organisational level:
farmers' learning pathways
& good governance !**



= organise demo events as a tool to stimulate farmers' learning pathways & farmers' role into decision making is crucial

**AKIS level:
organize a more strategic
and long term support !**



= long term support & funding for networking, cross border exchange, education and training, ...

3 main requests for SCAR-AKIS / EIP AGRI

Collaboration between projects is of major value!



= > support this collaborative approach between projects: flexibility to deviate from GA (timing), extra meetings to align visions, work and outputs are timeconsuming

Real community is required first!



= > Time is crucial to build an online community, foresee continuation of demo projects to build on this

First (?) attempt to build joint platform !



= > support this approach: how to sustain? role of EIP-agri?



AGRIDEMO

Fleur Marchand and Lies Debruyne (ILVO)

fleur.marchand@ilvo.vlaanderen.be / lies.debruyne@ilvo.vlaanderen.be



PLAID

Lee-Ann Sutherland and Claire Hardy (Hutton)

Lee-Ann.Sutherland@hutton.ac.uk / Claire.hardy@hutton.ac.uk



Adrien Guichaoua (ACTA)

adrien.guichaoua@acta.asso.fr