



Innov'Action is a French program of demo event in commercial farms. The case study which is analyze was one of this farm in Brittany (west of France): dairy farm with milking robot, new stable and grazing. In this region, in 2018, 30 farms hosted a total of 6 000 visitors, mainly farmers (50%) and advisers (25%). Each host farmer support by advisers and local coordinator of the Chamber of Agriculture present during a entire day his farm management, choices, livestock and crop technics, equipment... All the presentation and exchanges are focused on innovation.



Objectives

- Show and develop innovation in agriculture: work organization, equipment, new technology, different ways in crop and livestock management...
- Encourage farmer to farmer knowledge exchanges

Farmer Motivations

- Explain the global project with a new young farmer in the farm
- The good balance between maize and grazing with a milking robot
- Exchanges with farmers

Topic selection

- For the case study: grazing with a milking robot, reduce investment in a new stable, dairy cows feeding.
- Determined by the farmers and the Chamber of agriculture local coordinator

Evaluation peer-to-peer learning environment : Innov'Action 06/21/2018

- 150 participants split up over groups of 10-15 people
- Question and exchanges between the participants and the farmers: building project, milking robot and grazing management
- Technical request from the participant to the adviser

Audience & participation

- Audience for the case study farms: 150 participants, 120 farmers, 20 advisers and 10 others divided in smaller groups
- No participation fee.

Demonstration set-up

- Small groups of 10 to 15 farmers to have a good exchanges between them
- Global presentation of the farm system by one of the farm associate
- 3 different topics (cows feed, stable building, robot and grazing) presented by the farmer to explain what he does and by an adviser to present technical, economic results and best practices
- Question and exchanges with the groups
- In addition to the presentations: Video, milking demo, equipment demo...

- Host farmer: open to present his farm and technical way of produce and to exchange with other farmer
- This case study is a good example of a Innov'Action event: a farmer who host the demo and present his farm, 3 or 4 topics with an adviser per to present technical and economic results and best practices for each topic
- An event on a all day in order to: do small groups (10-15 visitors) to present all the topics and enhance exchanges between them, between the host farmer and the participants and between the participants and the advisers.

