



AGRIDEMO

Case study reports: Ireland CS₁



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1. Background

Programme

This project was initiated through a joint venture between Teagasc and the Department of Agriculture, Food and Marine (DAFM). The project aims to focus attention on the organic sector in Ireland and to promote interest amongst potential stakeholders.

The Farm Walk is one of a series of 12 annual organic farm walks which takes place throughout Ireland. The aim is to cover a variety of farm enterprises, for example beef, cereal etc., within the organic sector.

The 12 farms are decided upon jointly between Teagasc and DAFM following applications from individual farms to act as hosts. DAFM decides the farms and Teagasc is responsible for walks.

The intended aim of this farm walk was to showcase farming and processing practices which have been implemented on the farm following its conversion to organic farming. The farm processes its own flour which is sold directly to the consumer.

Funding and Governance

The DAFM fund the demonstration Farm Walk Programme and cover the costs associated with national and local advertising. They also cover technical costs such as soil or manure sampling which may arise from demonstration activities.

Teagasc coordinate delivery of the programme.

They provide personnel to conduct the walks and cover the costs of booklets and information boards at the events.

The programme also receives support from PLAID and Agridemo.

Actors and Networks

The walks are coordinated by Teagasc.

Those attending the demonstration are, in the majority, landowners who are keen to gain knowledge and insight into organic practices. At this event there were also consumers of the flour produced on – farm and parties interested in the method of direct – selling.

Some certification bodies were present at the demonstration too as it provided an opportunity for them to disseminate their information. These included the Irish Organic Association and Organic Trust. There were also representatives of the DAFM and Teagasc.

There was considerable liaison with the farmer, A and LW, during organisation of the event.

Entry was free to the demonstration which broadened its accessibility.

The event was promoted via the Teagasc website, national farming media and at a local level.

In terms of network, the event is tailored towards the organic audience and those who farm.

How it works

- The farm walk aimed to showcase the farming and processing practices which have been implemented on W's farm. As well as acting as a showcase for organic farming, the walk was intended to showcase on – farm processing and to promote direct selling to the consumer.
- Initially, the demonstration was a top – down approach led by extensionists but open discussion was encouraged; those attending were encouraged to give input throughout. Demonstrations intended to engage a wide variety of farmers and to orchestrate their presentations to suit varying levels of knowledge. There was also engagement with the general public who have an interest in organic farming and utilising short food – supply chains.
- The organic walk may differ slightly from conventional demonstration walks in that the adviser actively involves attendees who are known to have a considerable amount of prior knowledge within

the organic sector. Usually, there are no more than 100 attendees at organic farm walks. This is due to the fact that the sector is currently quite small in Ireland, accounting for approximately 2% of land use.

- Topics covered during this demonstration event included organic crop rotation, weed control, different crop varieties, processing on – farm and direct selling.
- Topics are decided upon following liaison with the host farmer and this is very much a farm – led approach; demonstration activities are steered by the farm profile.
- A personal advocacy contribution from the farm owner was seen as an important part of the engagement process by the farm adviser.
- Host farmers are incentivised with a monetary reward of 3,000 euro per host farm.

Event Farm and Location

The farm belongs to A and LW and is a fourth generation holding. The farm began conversion to the organic system in 2004 and was granted full organic status of its land in 2006. Initially, the focus was on producing grain for animal feed but, due to market fluctuations, the farmer decided to investigate new enterprises.

The decision was subsequently made to produce wheat, rye and spelt which could be used in flour production. The grain is grown, dried, milled and packaged on the farm. The resulting flour is then sold directly to the consumer.

Event Date: May 2018

2. Method

In line with the Methodological Guidelines, three main data sources are used: a background document and interviews at Programme and Farm level to analyse structural and functional characteristics, and event tools and surveys to analyse event level participation and learning, as follows:

1. A background document for every case study was completed by the AgriDemo-F2F partner who carried out the case study.
2. Interviews with representatives of programme/networks (level 1) and farm level interviews with demonstrators/hosts (Level 1) to reveal how the functional and structural characteristics enable learning. Analysis of these interviews is reported in Sections 3 and 4. Data is sourced from 1 interview at the programme level and 1 at the farm level. The analysis followed 4 themes: (1) Coordinating effective recruitment of host farmers and participants, (2) Developing and coordinating appropriate interaction approaches, (3) Planning, designing and conducting appropriate demonstration processes,(4) Enabling learning appropriate to purpose, audience, context, (5) Follow-up activities.
3. Event tools and surveys (level 3) to reveal peer to peer learning processes. Event details and analysis is reported in Section 5. Data is sourced from 16 pre and 15 post-demonstration participant surveys, pre and post event surveys with 1 demonstrators, 1 post-demonstration host farmer interview and an event observation tool completed by an observing researcher. This data is mainly used for the analysis of learning processes and learning outcomes related to the specific event and overall comments on the effectiveness of the event. The analysis followed 5 themes: (1) Coordinating effective recruitment of host farmers and participants, (2) Developing and coordinating appropriate interaction approaches, (3) Planning, designing and conducting appropriate demonstration processes,(4) Enabling learning appropriate to purpose, audience, context, (5) Follow-up activities.

Finally, partners reviewed the case study reports to prepare their workshops with different stakeholders related to the case studies. These workshops aimed at validating the data presented in the case study reports. The workshop for Ireland will be held in the beginning of 2019.

3. Structural Characteristics

T1: The Programme/Network Level

This project was initiated through a joint venture between Teagasc and the Department of Agriculture, Food and Marine (DAFM) and is already running for 13-14 years. The Irish organic farm demonstration from farm walk programme is an overall part of the Teagasc's organic programme. It is an annual programme. In the frame of the project several farm walks are organised each year in 12 organic farms linked to the programme. A variety of different collaborating farms/enterprises are represented within the programme, capturing different topics/ aspects or sectors of the organic farming i.e. beef, cereal etc., and spread over various seasons of the year.

Selection of host farms (in relation to the topics and the amount of each farm) is connected with the emerging market and farmers' demands. Thus, any important innovation which takes place on farm is intended to be showcased. The collaborating organic demonstration farmers are renewed every year upon new applications. However, the same host farmer is not excluded to apply for a consecutive year at the programme. Usually one farm walk is organised per collaborating farm each year.

It's renewed every year, it rolls from one year to the next and the farmers will change. What the farmer is signing up for is for one national demonstration during the year and if we're doing courses or something like that, or for example if we have a visiting group coming in from somewhere who might want to come in and see then we might come and ask them since they're open to that. But what they're signing up for is one national event a year. Farmers have to apply to the department where there is an application process to apply to become an organic demonstration farmer but they do have to apply again on an annual basis. They could be there again next year but they have to apply to the department. (Farmer)

We're always changing that so for instance when we see market opportunities we increase the amount of farm walks. For instance, we've doubled the amount of dairy farm walks from 1 to 2 because we see dairy opportunities. We're looking for more cereal and horticultural people as well so we adapt to market demands. Also as we see innovations happening on farms, for instance red clover or weed management, we endeavour to showcase farmers are innovative and willing to showcase these innovations. Because most of the farmers now are going through Teagasc courses we have a better connection with people going in to organics. (Programme interviewee)

Teagasc's role is to coordinate delivery of the programme. It's a joint programme with the organic unit of the Department of Agriculture and they pay the farmers for partaking in this programme. It's an annual programme, it's part of the annual programme at the moment and all indications are that it will be there again next year. (Farmer)

Because there are only 12 we try and get all enterprises; we have beef finishing, we have two cereals walks etc. We look at the various enterprises and we try to make sure that all enterprises are represented within the programme. (Farmer)

The programme is running now for 13 or 14 years and it has evolved but The Department of Agriculture and Teagasc have always been in the main organising committee and the series of farm walks have varied in numbers throughout the years but over the last 5 years we've settled on 12 large farm walks spread over various seasons of the year. (Programme interviewee)

1. The main organisations involved in the demonstration activities and their roles

Teagasc and the Department of Agriculture, Food and Marine (DAFM). The Department of Agriculture and Teagasc have always been in the main organising committee of the programme. Each year 12 collaborating

farms are decided by Department's officials following applications from individual farms to act as hosts. Sometimes Teagasc's employees approach farmers that know they would have an interest as demonstration farmers. During the farm walk both Teagasc's and Department's employees are present.

Teagasc

Teagasc's role is the coordination and delivery of the programme. There are two Teagasc's employees who are the main coordinators of the programme. Teagasc's employees constantly evaluate, develop and try to improve the programme each year.

After the selection of the collaborative farms, a meeting is held, with the participation of all demo farmers. Thereafter the two main Teagasc coordinators take responsibility of the delivery of the farm walks and the running of the programme at each farm. They meet with each farmer individually and they agree on the dates of the walk. After this, they have a number of meetings on farm for the preparation of the farm visit. In those meetings, they design together with the farmer the farm walk i.e. what exactly to show, what aspects of the farm's operations etc. The planning and the design of the farm walk is strongly related to each specific farm's type and properties. Sometimes, local advisers are also involved in the processes. The programme of the day and all the preparations (who, how, what) are jointly designed in detail by the Teagasc's coordinator, the advisers and the host farmer. The farm walks are farmer led as host farmers are always demonstrators. Teagasc's employees are the main facilitators and leaders of the farm walk, and support the events with their expertise/knowledge in relation to the specific topic/operational aspects.

Teagasc is in close contact with farmer groups as well as with multiple stakeholders and local advisers through Ireland, so the farm walks are effectively advertised. The organisation's local offices employees and/or Teagasc's advisers also advertise the farm walk locally and nationally as part of the preparation of the event. Teagasc's employees are also responsible for on farm analyses such as soil samples, and they prepare the booklets for the walks. According to the Programme interviewee, feedback is sometimes requested from demo participants, through questionnaires, which they use to evaluate the demonstration activities of the programme. The Farmer stated that the workload of the overall coordination of the programme prevents the organisation from requesting a more systematic feedback from participants. However, after each farm walk, Teagasc's coordinators discuss and evaluate the event with the host farmers.

The farmers themselves because it's their farming enterprise and they're going to be demonstrators so when we're doing the farm walk we will have designated stops and the farmer will be at all our designated stops across the farm but we will bring in our own colleagues who have expertise in other areas but we also have the farmer there as well who can talk and that's the approach we take. Where possible we take whatever expertise we have in our own organisation with the farmer and our staff.
(Farmer)

Q: How are the demo activities on the farm managed? R: Basically what is done is that at the very start of a demo-farm programme, the Irish organic farm demonstration programme, it runs this year from December 2017 to July 2018. Before we start the programme we bring the demonstration farms all together for a meeting and we go through the programme and all the rest. After that then on individual farm walks it's between myself and D, there are two of us, we coordinate the delivery of the farm walks. What we do then is we have 12 farmers this year and we divide it up among ourselves, and then we each take responsibility for the running of each farm walk. We contact the farmers then individually and we sort out dates and get agreement when them as to when exactly we will have the farm walk. Once that is established then we would start doing preparation visits for the farm walk. We go out to the farm and look around the farm and we decide between ourselves and the farmer as to what topics we will do on the day. That will depend on the timing of the year, the type of enterprise that's on the farm. So we agree all of that with the farmer and then we work also where there are local advisers we can bring in them as well where they can have an active role. Between myself or {name} and the local adviser and the farmer as well we will put in place the programme for the day. We will do a number of visits and prop put all the information together so before the farm walk that the farmer

knows we'll have designated what we're going to talk about and how we're going to deliver it and what props we're going to use on the day. (Farmer)

Well over the years it's been done on the basis of either farmers applying themselves or Teagasc approaching farmers to be demonstration farmers (Programme interviewee).

It's within our organic programme, so it's within Teagasc's business plan. It's an overall part of the programme. (Farmer)

Teagasc's role is to coordinate delivery of the programme. It's a joint programme with the organic unit of the Department of Agriculture and they pay the farmers for partaking in this programme. It's an annual programme, it's part of the annual programme at the moment and all indications are that it will be there again next year. (Farmer)

We just use the network and what we have in terms of local advisers and local radio. We're using all of those kinds of mediums and that's the way we're alerting people for these walks. People don't have to come to them; they're not that kind of programme. We're using all the methods we possibly can through the various stakeholders and our own colleagues within the organisation. (Farmer)

{Teagasc Adviser name} and myself are the main coordinators of the programme in terms of Teagasc participation. Teagasc coordinate and deliver the farm walk programme. The DAFM makes the decision each year regarding the selection of farmers for the programme. DAFM has one main person and two support people that would be involved on deciding on the nominees in the demonstration farms each year. In terms of the farm walk itself then we have Teagasc and the Department of Agriculture staff but Teagasc would be the main facilitators and leaders of the farm walk. (Programme interviewee)

Yes, at the end of each year and the start of each year we would sit down and talk with the organic department of Teagasc and go through how the programme has worked during the year. Each year we try and develop it further because let's say when we started it first the walks were each done over the summer months so we sat down and expanded them to all the various seasons of the year. Some people would want to go to one or two of them and see them in the various seasons. Also we now do on farm analyses like soil samples and everything so we brought that into it. We also do a booklet now for of the walks. So we're constantly trying to improve all the time and we're constantly reviewing it, it's changing all of the time. (Farmer)

Being from Teagasc they would be advertised in farming sections within the local papers, local media, and radio programs. We would link in with our own Teagasc advisers who have group members and they would send out messages and alert farmers in their area that this walk is coming up. (Farmer)

For instance, in terms of local Teagasc offices they would send out texts if it was a cereal farm walk then cereal clients would be texted out as opposed to beef clients. So there would be a certain amount of targeting. When we do advertise the talks locally and at a national level we do outline the enterprise and the topics for discussion so that is a certain amount of targeting. (Programme interviewee)

Q: Do you request feedback on the event day from participants? R: No. It's something that we've never done really. We're coordinating it and there is so much going on. We did it once but not normally. It's something that we should do and what I would take from this is that we should look into doing something like this. (Farmer)

Q: Do you request feedback on the event day from participants? R: From time to time. Because of resources, we cannot do it all the time but for bigger events we definitely do. We have a two-page questionnaire set up in a feedback forum. Generally students or the support staff go around. (Programme interviewee)

Q: Do you evaluate the demonstration activities overall? R: Yes. Yes, myself and {name}, there is the two of us and we always sit down and go through it and evaluate it and all of the rest. After the farm

walk we'd always talk to the farmer and see how he felt about it and all the rest so yes we're constantly evaluating it. (Farmer)

Q: Do you evaluate the demonstration activities overall? R: No. Only through those questionnaires. I think that it's something that we need to work on. DAFM conduct their own feedback survey from organic demo farmers post walk. (Programme interviewee)

Department of Agriculture, Food and Marine (DAFM)

As noted earlier, the role of the Department of Agriculture has been instrumental in designing, supporting the consolidation and funding of the programme (the latter will be detailed in the relevant section below). DAFM is involved at host farmer's selection, and its employees are always present during the farm walk offering information.

The Department has one main person and two support people that would be involved on deciding on the nominees in the demonstration farms each year. (Programme interviewee)

In terms of the farm walk itself then we have Teagasc and the Department of Agriculture staff but Teagasc would be the main facilitators and leaders of the farm walk. (Programme interviewee)

If a farmer comes to a walk and wants to know about organic no matter what the enterprise they would learn because of the stakeholder involvement from the Organic Trust {and Irish Organic Association} and the Department who are there to give information to people. (Programme interviewee)

2. The main actors involved in the demonstration activities and their roles

The host farmer

The majority of the farm walks organised are farmer led in the sense that during the events, the farmers are the main demonstrator of her/his farm. Farmers have the leading role to communicate on farm operations and actually talk on all decided topics to the attendees, while advisers, facilitators or experts support the host farmers during the event. The host farmer and the organisers meet regularly before the farm walks. In those meetings the host farmers actually contributes to the design and the preparation of the farm walk. Apart from the farm walks, the collaborating farmers are committed to host some other visits which are also part of the programme, such as the organic FETAC {now QQI} courses, foreign students or farmers or discussion groups. While host farmers are always involved in the development of the individual demonstration activities, their involvement at the programme level is not that evident.

One of the main features of the organic demonstration farm walk is that in the majority they're farmer led. If we have three or four themes in a farm walk over 2 hours if at all possible we want the farmer at every stop because we know that farmers love listening to farmers. We will back up that farmer and we will embellish his message with some technical information. That's the most important feature of our farm walks. We would certainly like to feel that they are practical because of the fact that they're farmer lead. (Programme interviewee)

Q: Are host farmers involved in the development of the individual demonstration activities? R: Always. Most certainly, very much so. If you want the event to be successful you have to make sure that the main person involved who's the main person you're using to communicate so it's absolutely integral (Programme interviewee)

Q: Are host farmers involved in the development of the overall demonstration programme? R: Sometimes. In terms of the overall strategy for the organic industry in Ireland there is a stakeholder process and we do look for submissions from the public and we do get suggestions from the participants with regarding how the demonstration farm programme is run (Programme interviewee).

Once the farmer is involved there and a facilitator or adviser to run that event; that's the main thing (Programme interviewee).

The farmers themselves because it's their farming enterprise and they're going to be demonstrators so when we're doing the farm walk we will have designated stops and the farmer will be at all our designated stops across the farm but we will bring in our own colleagues who have expertise in other areas but we also have the farmer there as well who can talk and that's the approach we take. Where possible we take whatever expertise we have in our own organisation with the farmer and our staff (Farmer).

They receive 3,000 euro per year but they would also have to open up their farm for 2 or 3 other visits from organic FETAC {QOI} courses, or from foreign students or farmers coming, or discussion groups... (Programme interviewee).

Audience/type of participants

The farm walks are actually open to anyone interested and the extent of the advertisement is very wide (national and local). According to the Program Level Interviewee, the intended audience of the demonstration events is anyone interested on different aspects of organic farming. Conventional farmers who intend to convert their farms towards organic farming (60-70%) and those who are already organic farmers are the main participants. Except the main organisers (Teagasc, DAFM), local advisers, consumers/general public and many different stakeholders attend (certification bodies, processors etc). Local advisers are contributing to the overall local community engagement and attendance at the farm walks, as the theme/topic of each farm walk has an influence at the type of the attendees. In that way the farms which produce an end-product for the consumers i.e. horticultural enterprises, are more consumer focused while the rest are more farmer focused.

We have a broad range of people that we want to attract to farm walks. Because organic is just 2% of the land area in Ireland we certainly want to attract conventional farmers, we also want to attract organic farmers. One of the benefits that organic farmers get from the farm walks is the ability to talk to each other before and after the walk and to liaise with various stakeholders who have stands at the farm walks including ourselves Teagasc, the Department, and certification bodies. (Programme interviewee)

I would say that the network is quite packaged towards and organic audience. We would feel that there are already a lot of farm walks for the conventional sector so to that end because there is minimum organic input in those walks we feel that we need to have a very specialist organic walk. It's very much farmer focused in general as well. So we have limited connections with other demonstration farm programmes but we use the skills of local advisers in our farm walks so definitely we're open to the outside (Programme interviewee).

Over the years we have found that there is more organic farmers now pro rata coming to the programme. The majority, I would say 60-70% are conventional farmers, so in terms of dispelling myths that's meeting the goals there. I would say in terms of innovation and best practice I would say that we're certainly ticking that box. I would say that if we need to work on anything it's the market opportunities. Processors are very good in general at coming out to the walks if they have a product to sell. If there are areas of the value chain where there are difficulties in getting the product to market then it can be harder to get processors to go to the farm walks. In fairness though in the majority of the farm walks the processors do go. (Programme interviewee)

Across sectors it's the same, we try and have as many practical demonstrations as possible. I would say that for the horticultural walks we theme them more towards the consumer because from the consumer point of view fruit and veg is very visible in terms of how they perceive organics so the horticultural walks we would tailor them more towards the evening. We have a more consumer focus, talking about the benefits of organic food and why people should buy organic food. But the other enterprises because they are not direct selling, they are selling to the processor, it would be more farmer focused. (Programme interviewee)

We're aiming the walks first of all at farmers who are looking to convert to organic production and to see what exactly organic farming is about and to see it on-farm at a practical level. Secondly for those

who are already in organic farming to see what organic farmers are doing and to see what some initiatives, or something they're doing on farm, and taking them home and putting it into practice at home. Then also they're aimed for anyone who is interested in organic farming, the general public, to come along and see organic production in practice. They're open to everyone and they're advertised locally and nationally and all are welcome on the farm walks. (Farmer)

There would be people who are organic farmers themselves; we would actually have people who are actually thinking about going organic. Also we have people that depending on what's going on the farms. So if we have someone who's involved in direct selling or doing processing on the farm as a business that's doing diversification, people who are looking for ideas in regards to changing something on their own farm or doing some diversification would come to it also. Depending on the walk we would have some students at it as well. (Farmer)

We use so many ways I don't really know which. I mean we do it locally, we do it nationally, and we do it within our own website. Certification bodies will put it up and they would also alert their organic members. With the organic walks we find that people are travelling so I wouldn't be able to tell you exactly which way (what works best) (Farmer).

We're trying to hit an awful lot of people so if we give the opportunity to ask questions and they're answered, whether they're an organic farmer or non-organic farmer, or just the general public that come to the walk, well you've got your question answered that you came with. (Farmer)

Researchers and advisers

As already explained the majority of the farm walks organised are farmer led in the sense that during the events, the farmers are the main on farm demonstrator. However, depending on the theme/topic of each farm walk, sometime researchers and specialists attend in order to offer more specialized technical knowledge. Teagasc's employees are the main facilitators of the farm walk supporting the farmer led process.

Local advisers are also involved at the preparation and the implementation of the farm walks. Moreover, local advisers actually contribute to the overall local community engagement and attendance at the farm walks as they are widely connected locally.

We want to keep messages as simple as possible and because they are farmer led as well I think that everyone benefits from simple messages. In a dairy walk for instance, we would probably up it and have more technical knowledge, we would bring in researchers because simply there is more of a need amongst dairy farmers for technical information because they see the benefit in it and they're not scheme led. (Programme interviewee)

So we have limited connections with other demonstration farm programmes but we use the skills of local advisers in our farm walks so definitely we're open to the outside. (Programme interviewee)

One of the main changes that we've had in the farm walk programme is the involvement of local advisers to the farm walks in terms of getting them involved in the organisation of the farm walk. (Programme interviewee)

That would take a lot of planning. We could have to maybe pre weigh cattle, take photographs, put them in the booklet, show before and afterwards. Health and safety is very important in terms of working with machinery as well. Once the farmer is involved there and a facilitator or adviser to run that event; that's the main thing. (Programme interviewee)

Once that is established then we would start doing preparation visits for the farm walk. So we agree all of that with the farmer and then we work also where there are local advisers we can bring in them as well where they can have an active role. Between myself or {Name} and the local adviser and the farmer as well we will put in place the programme for the day. We will do a number of visits and prop put all the information together so before the farm walk that the farmer knows we'll have designated what we're going to talk about and how we're going to deliver it and what props we're going to use on the day. (Farmer)

Being from Teagasc they would be advertised in farming sections within the local papers, local media, and radio programs. We would link in with our own Teagasc advisers who have group members and they would send out messages and alert farmers in their area that this walk is coming up. (Farmer)

Other Stakeholders

There are many different stakeholders in relation to organic farming attending the farm walks. Some of them are involved to a certain extent at the event's processes. Stakeholders like the certification bodies like Irish Organic Association, Organic Trust have stands at the farm walks. These stakeholders offer information to the participants, through leaflets and information packs during the farm walks, and sometimes they also give a talk during the event. They also advertise the farm walks by making use of their organic member's lists. Finally, it seems that students are also involved in some processes such as running the evaluation surveys during the farm walks.

We would also have a number of stakeholders involved that would have stands at the farm walks including certification bodies like Irish Organic Association, Organic Trust, and depending on the farm walk we'd also invite organic processors to the farm walk as well. One of the main changes that we've had in the farm walk programme is the involvement of local advisers to the farm walks in terms of getting them involved in the organisation of the farm walk. (Programme interviewee)

If a farmer comes to a walk and wants to know about organic no matter what the enterprise they would learn because of the stakeholder involvement from the Organic Trust {and Irish Organic Association} and the Department who are there to give information to people. (Programme interviewee)

Sometimes. In terms of the overall strategy for the organic industry in Ireland there is a stakeholder process and we do look for submissions from the public and we do get suggestions from the public with regarding how the demonstration farm programme is run. (Programme interviewee)

Q: Do you request feedback on the event day from participants? From time to time. Because of resources, we cannot do it all the time but for bigger events we definitely do. We have a two-page questionnaire set up in a feedback forum. Generally students or the support staff go around. (Programme interviewee)

We also have on these farm walks, because it's organic and there is a whole regulation and certification involved, it is a joint programme with the organic unit in Johnstown Castle, an organic unit of DAFM, where the technical admin of organics is done. So they would come in on the day also and give a talk and each farm is certified by a certification body so on the day the certification bodies are there with a stand and whoever the farmer is registered with they would also talk at the walk. (Farmer)

Certification bodies will put it up and they would also alert their organic members. With the organic walks we find that people are travelling so I wouldn't be able to tell you exactly which way (what works best). (Farmer)

Well we usually put a booklet together which we have an overview of the farm and information so there is a farm booklet on the day. The organic certification bodies are there and they have information leaflets for people and information packs. The organic unit of DAFM is there and they would usually give a presentation and they would usually give information if anyone wanted to come up and ask a question. (Farmer)

3. Resources, finances and incentives

The Department of Agriculture (DAFM) funds the demonstration Farm Walk Programme and covers the costs associated with national and local advertising. They also cover technical costs such as soil or manure sampling which may arise from demonstration activities. Teagasc provides personnel to organise and deliver the

programme and to conduct the walks. They also cover the costs of booklets and information boards at the events. The host farmers are financially compensated when they enter into the annual demonstration programme. More specifically they receive 3,000 euro per year.

Q: What are the funding arrangements for your demo activities? How do these impact on the lifespan of the farm demo? R: The Department of Agriculture have always funded the demonstration farm walk programme and that's to the tune of 3,000 euro per year. The Department of Agriculture in the last 4 or 5 years have also funded the advertising of the farm walks both at a national and local level. Teagasc then provide their own resources in terms of manpower to the walks. We also pay for the publication of boards and booklets. How the funding affects that lifespan of the programme, I suppose the main changes in the last 4 or 5 years has been the provision of funding for advertising the farm walks that we would hope would prolong the period of the farm walks into the medium and long term. The Department also fund the provision of technical information; that would be the funding of soil samples, manure samples, and slurry samples and again these are all tools that add to the quality of the farm walk. (Programme interviewee)

Q: Do you offer any incentives to farmers to host demonstration activities? R: They receive 3,000 euro per year but they would also have to open up their farm for 2 or 3 other visits from organic FETAC {now QQI} courses, or from foreign students or farmers coming, or discussion groups. They also get good advice from local advisers if they are a Teagasc client, or if not Teagasc advisers are more and more involved in farm walks. They also get free analysis in terms of animal feed and dung samples, animal manure, soil samples, that will help them make decisions on farm. (Programme interviewee)

4. Goal/objectives

The project aims to focus attention on the organic sector in Ireland and to promote interest amongst potential stakeholders by offering reliable knowledge and real-farm examples. They aim to diffuse and to showcase practical innovations and good practices and ideas on farm. In these farm walks, farmers have the opportunity to discuss with peers, benefit from direct contact with important stakeholders in the organic farming community (Irish certification bodies), as well as from the expertise of important institutions and organisations (DAFM, Teagasc).

The main objectives I suppose are to, because organics is only 2% of the population, we aim to dispel some of the myths that are out there amongst the conventional farming community regarding organic farming. We also want to showcase innovations and good ideas that are being practiced on organic farms in order to improve the performance of people farming organically. Also one of the aims is to relay market opportunities that are out there in order for people to make a good living from organic farms. (Programme interviewee)

One of the benefits that organic farmers get from the farm walks is the ability to talk to each other before and after the walk and to liaise with various stakeholders who have stands at the farm walks including ourselves Teagasc, the Department, and certification bodies. (Programme interviewee)

The overall objectives of the demo-farm walk is for people to see organic farming in practice. (Farmer)

5. Timing

According to the Programme interviewee, the day and timing of a demonstration event are important, as a wrong timing could have a negative impact on attendance numbers. The good timing depends on the topic and its audience and the season. The topic also is adapted to the timing of each organised farm walk as different aspects of the farm's operations occurs throughout the seasons. The organisers have been decided some years before to extend the farm walks all over the seasons of the year.

I also think that the time of the day is a factor as well. So for instance for a dairy walk if you have that maybe in the morning time it's better because you get people after milking. Time of the year as well I think. For Spring and Winter walks if you have 11 or 12 o'clock that's a very good time for a walk because if you start at 2 o'clock the evening becomes very dark very soon once 4:00 comes along. Then for the summer 2:00 seems a good time for a walk. Undoubtedly weather impacts it as well. If you have a very wet day numbers would go down. (Programme interviewee)

Across sectors it's the same, we try and have as many practical demonstrations as possible. I would say that for the horticultural walks we theme them more towards the consumer because from the consumer point of view fruit and veg is very visible in terms of how they perceive organics so the horticultural walks we would tailor them more towards the evening. We have a more consumer focus, talking about the benefits of organic food and why people should buy organic food. But the other enterprises because they are not direct selling, they are selling to the processor, it would be more farmer focused. (Programme interviewee)

Q: How are demonstration topics selected? R: It depends on the time of year and will depend on what's going on at the farm during that time. At this time of year if you're going onto a cereal farm you're going to be looking at all the cereal crops. If you're on a cattle farm at this time of year you'd be looking at the grassland getting ready for silage and all the rest, whereas if you were talking to them at wintertime I'd be all about winter diet. So a lot of it would depend on the time of the year. (Farmer)

Each year we try and develop it further because let's say when we started it first the walks were each done over the summer months so we sat down and expanded them to all the various seasons of the year. Some people would want to go to one or two of them and see them in the various seasons. (Farmer)

T2. Farm (event level)

1. Event Farm

The Farm Walk took place in May 2018. It is an average sized, organic cereal farm, with wheat and rye as main crops (Post host farmer interview). The farm entered organic conversion in 2004, with full organic status for the land and produce being achieved in 2006. Initially grain was grown and sold into the animal feed market. Thereafter they decided to grow wheat and then rye. The grain is grown, dried, milled and packaged on the farm. The resulting flour is then sold directly to the consumer. The farm walk is one of a series of 12 annual organic farm walks which takes place throughout Ireland.

2. Topic

Organic cereal production and showcasing the farming and on – farm processing practices implemented on the farm i.e. milling and packaging Some aspects of the topics covered during the farm walk was organic crop rotation, weed control, different crop varieties and direct selling (Observation tool + Poster).

3. Practice/technology demonstrated and farm's layout

The intended aim of this farm walk was to showcase farming and processing practices which have been implemented on the farm following its conversion to organic farming. More specifically farm processing in terms of milling and packaging was presented. The demonstration took place in a reasonably sized farm building that was used for milling, where the farm's equipment have been showcased to attendees. There were also comparisons in between fields that had different crops growing, and discussions focused on weed control and yield (Observation tool).

Both programme and Farmers stated that the demonstrations organised by their organisation/or on the specific farm respectively are a mixture of exemplary and experimental approaches. Their views concerning the most preferable demo approach are also identical. They believe that a mixture of experimental and exemplary approaches are better. The specific event was also classified as a showcasing of the existing experience on farm (Post survey demonstrator).

4. Group size

There were some 50 participants in the event (Observation tool).

5. Actors' role

The host farmer / demonstrator

The host farmer is part of Boyne Valley Food Producers network, but he does not hold any elected or appointed roles in it (Post host farmer interview). The topics of the specific farm walk were decided with the host farmer, as demo activities are always steered by the farm profile.

During the event, the host farmer led the farm walk (Post survey demonstrator) and was the main demonstrator; additional input was provided by the Teagasc adviser (Observation tool). The host farmer presented the farming practices carried out and his reasons for implementing them (Observation tool).

Q: What farming networks and/or programmes are you participating in? R: Organics and that's it, there's not really anything outside of that. In the Organic Trust there is a network of organic people that you can look them up and you have all the phone numbers of all the organic people and yes it's definitely a network. We're part of Boyne Valley Food Producers. (Post host farmer interview)

We would have had at least one a year. We're part of Boyne Valley Food Producers and we're in their brochures for giving a farm walk and farm talk as well. (Post host farmer interview)

Adviser / demonstrator

The demonstrator of the farm walk was a Teagasc adviser. She participates in approximately 5-50 demonstrations/farm walks per year (Pre survey demonstrator). She introduced the context of each stop on the farm walk and invited farmers to speak on (Observation tool). The demonstrator of the case study has never received any training in order to become demonstrator. However, she strongly agreed that she could benefit from some extra training as a demonstrator (Post survey demonstrator).

Participants/ attendees

According to the post demonstrator survey, the attendees were predominately farmers. General public and consumers who have an interest in organic farming and utilising short food supply chains/direct selling, and in the flour produced on-farm were also present. According to the observation tool, 50 participants attended the event. It was possible for everyone who wanted to participate to take part in the demonstration. During the farm walk fifteen out of fifty participants were interviewed. Almost 35% of them worked in the local area (Pre demonstration survey participant). The event's participants had quite some different occupations such as farmers, legal secretariats, agricultural advisers, students, millers, housekeepers etc. (Pre participant's survey). There was also an interesting gender balance at this event, as 56% of attendees were women (Pre participant's survey). Eleven out of fifteen participants felt actively or very actively involved during the whole demonstration process (Post participant's survey). However, as they did not seem to have specific roles/responsibilities in the whole process at the programme or farm level, their answer should be more related to the learning experience. Those who attended the farm walk were encouraged to offer their input at any point through (which seems to have been the main involvement of the attendees in the process, according to available data).

Other stakeholders

Certification bodies were present (Irish Organic Association and Organic Trust) at the demonstration and they were provided with an opportunity to disseminate their information. There were also representatives of the DAFM that offered additional info to participants.

6. Frequency

Usually a one-off farm walk is organised per collaborating farm each year.

I would say that from time to time we have one off events and I would say that is once a year. So one farm out of the 12 we would have maybe a specific theme. I would say that once per year we would have a very large specific event looking at a specific sector. (Programme interviewee)

7. Duration

There is not any data on the duration of the event.

8. Other farm's infrastructures or arrangements

The host farmer and the organisers had made some arrangements for hosting the specific event. They prepared bread and some tasters based on the farm's flour (Post host farmer interview).

Yes, we deck out the cleaning room as we call it and basically when the day happens we stop all work on the farm so it's full on. We don't do anything outside the farm on those days. We much prefer to walk people around now. We do make some bread and have some tasters of it and we set out a display of what we produce and people can buy it as well as a display of our grains and flour as well. We display the mills, they come out and occasionally we do run them just to see them working - just for demonstration purposes. (Post host farmer interview)

9. Accessibility

The travel time of participants to reach the demo farm, ranged from 10 to 240 minutes, with an average time close to 85 minutes (Pre demonstration survey participant). It is not quite clear if the effort rate is related only to the travel distance as the effort ratings were not proportional to the travel distance. Maybe other factors influence the effort rate i.e. participants' motivations, free time etc. (Pre demonstration survey participant).

10. Fees for participation

At the specific demonstration event, there were no fees for participation. Moreover, participants did not receive any financial compensation for their attendance (Post participant's survey)

4. Functional characteristics

T1: Coordinating effective recruitment of host farmers and participants

1. Incentives

The programme is funded by the Department of Agriculture, and coordinated by Teagasc. Funding from the Department of Agriculture includes 3000 euro per year for the host farmer. To receive this funding, host farmers have to open their farm for 2-3 other visits, either from FETAC courses, foreign students of discussion groups. The host farmer receives additional benefits for partaking, such as free analysis (e.g. soil tests) and advice from Teagasc advisers.

2. Motivations for host farmers

The Farmer felt the main objective of the day was for people to see organic farming in practice, and was motivated by the opportunity to dispel some myths about what takes place on the farm, as well to show the innovations that are taking place in organic agriculture.

The Programme interviewee felt it was the natural innovation of organic farmers that motivated them to share their ideas with others. Money was noted as another strong motivator.

The overall objectives of the demo-farm walk is for people to see organic farming in practice. (Farmer)

Well I think from our point of view that it's practical and farmers by their nature like to see something practical. The whole practical aspect gets people to dispel some of the myths of what goes on in a farm. It just shows them exactly what organic farming is all about. It's also to show innovations and everything that can be seen in organic farming. Overall they get to see good farming practices in organic farming so it's showcasing organic farming from a practical point of view and giving people an understanding of it from the main primary producer that involved in the first stage; the organic producer themselves. (Farmer)

It varies really but I would say that in fairness that organic farmers are very innovative and they're willing to share their ideas and certainly that is a motivation that they want to share their own ideas and they see the benefit of them themselves visiting other farms. If they're approached very often they'll say yes. Now there is also the motivation of money. That certainly is a motivation for organic. But in the main part organic farmers see demonstrator status as a privilege and honour. It is a recognition that they are doing a good job farming (farmers)/(Programme interviewee)

3. Motivations for participants

It was considered that participating farmers had similar motivations to host farmers, in that they wanted to see organic farming in action and learn about the innovations directly from the farmer. The Programme interviewee observed that another motivation was the opportunity for farmers to meet each other and liaise with stakeholders, who have stalls on the day.

Well I think from our point of view that it's practical and farmers by their nature like to see something practical. The whole practical aspect gets people to dispel some of the myths of what goes on in a farm. It just shows them exactly what organic farming is all about. It's also to show innovations and everything that can be seen in organic farming. Overall they get to see good farming practices in organic farming so it's showcasing organic farming from a practical point of view and giving people an understanding of it from the main primary producer that involved in the first stage; the organic producer themselves. (Farmer)

One of the benefits that organic farmers get from the farm walks is the ability to talk to each other before and after the walk and to liaise with various stakeholders who have stands at the farm walks including ourselves Teagasc, the Department, and certification bodies. (Programme Interviewee)

4. Target audience

Anyone was welcome to the farm walks as they were essentially aimed at anyone interested in organic farming, whether that is conventional farmers looking to convert, existing organic farmers or curious members of the public. The Programme interviewee commented on the different benefits for different audience member; conventional farmers were offered an insight into organic farming practices, while organic farmers were offered the opportunity to network with colleagues and stakeholders.

We're aiming the walks first of all at farmers who are looking to convert to organic production and to see what exactly organic farming is about and to see it on-farm at a practical level. Secondly for those who are already in organic farming to see what organic farmers are doing and to see what some initiatives, or something they're doing on farm, and taking them home and putting it into practice at home. Then also they're aimed for anyone who is interested in organic farming, the general public, to come along and see organic production in practice.

They're open to everyone and they're advertised locally and nationally and all are welcome on the farm walks. (Farmer)

We have a broad range of people that we want to attract to farm walks. Because organic is just 2% of the land area in Ireland we certainly want to attract conventional farmers, we also want to attract organic farmers. One of the benefits that organic farmers get from the farm walks is the ability to talk to each other before and after the walk and to liaise with various stakeholders who have stands at the farm walks including ourselves Teagasc, the Department, and certification bodies. (Programme interviewee)

5. Advertising and recruitment

Farm walks were circulated through Teagasc's network to alert farmers of the event. They were also advertised through local papers and radio. The Programme interviewee observed that recruitment was more successful for mainstream enterprises, such as beef or sheep, than for niche topics, such as hemp farming. Although niche topics still attracted people from a long distance because the innovation sparks interest. The Programme interviewee added that location was an important factor in recruitment; events in the south or south west attracted more participants than events in the east of the country.

T2: Appropriate demonstration and interaction approaches

1. The nature of interaction

The Farmer described the nature of interaction as 'mostly bottom-up', in that he talks to farmers in the run up to demonstrations.

The Programme interviewee described the nature of interaction as 'mostly top-down', although placed high value on the farmers' contribution. In general it seems the farmers share their message then the programme will embellish it with technical information. The Programme interviewee felt that by keeping the walks farmer led it kept a practical element to the days.

It's somewhere in the middle. If you had to pick one I'd say top down but I would like to think that we're in the middle somewhere. One of the main features of the organic demonstration farm walk is

that in the majority they're farmer led. If we have three or four themes in a farm walk over 2 hours if at all possible we want the farmer at every stop because we know that farmers love listening to farmers. We will back up that farmer and we will embellish his message with some technical information. That's the most important feature of our farm walks. We would certainly like to feel that they are practical because of the fact that they're farmer lead. (Programme interviewee)

2. Involving farmers in the learning process and the demonstration programme

The Programme received suggestions from the public on how the demonstration farm programme is run, as part of the stakeholder process and public consultation process (Receive Organic Strategy Plan 2018-2021).

Sometimes. In terms of the overall strategy for the organic industry in Ireland there is a stakeholder process and we do look for submissions from the public and we do get suggestions from the public with regarding how the demonstration farm programme is run. (Programme interviewee)

The Programme interviewee felt it was integral to involve the host farmers in individual demonstrations, as they are the main communicator on the day.

Most certainly, very much so. If you want the event to be successful you have to make sure that the main person involved who's the main person you're using to communicate so it's absolutely integral. (Programme interviewee)

Participating farmers were not involved in the programme; and whilst there was also no formal process for involving participating farmers in individual demonstrations, the host farmer did appear to draw on the expertise of farmers in his own network.

It's probably not a straight forward yes or no. Let's say we go and decide on the farm walk and I know there is expertise within my own organisation that I can use. Well then when I talk on my initial visit to the farmer done then I know I can get someone in that would be able to help us out then. Step two then would getting the expertise. (Farmer)

3. Focus

Both the Farmer and the Programme interviewee described the network as 'whole farm'.

4. Design

The Farmer described the network as 'experimental', but expressed a preference for 'a mixture' between experimental and exemplary, feeling this was a truer representation of the farm system. Likewise, the Programme interviewee described the network as 'experimental', but expressed a preference for 'a mixture', because it is good to combine innovation with relevant aspects of the farm.

We always showcase an innovation in every farm and if possible a live demonstration of an innovation but most of the stops would be focused on aspects of the farm rather than live demonstrations or innovations. (Programme interviewee)

5. Group size

The Programme interviewee felt that as long as the group size was below 100, it was small enough for people to be able to ask questions. The Farmer felt the group should be smaller (between 30-50) in order to keep everyone engaged and able to listen.

Ideally no more than 50, 30-50, after that you're getting into big numbers. The message is lost and then you might have some people in the background that start to talk and mutter and even trying to

keep them quiet is...there are more distractions for people and trying to keep the group together and not wonder off and all the rest. (Farmer)

Usually there are less than 100 attending the walk so it's a small enough group that people can ask questions. (Programme interviewee)

T3: Enabling learning appropriate to purpose, audience, context

1. Facilitating interaction and learning: structure, content and techniques

Both the Farmer and the Programme interviewee emphasised the importance of having a practical demonstration. Although, as the Programme interviewee commented, this can take a lot of planning and requires a consideration of health and safety. The Farmer added that mixing demonstrations with technical information creates a balance of teaching styles, which means they are able to accommodate more people. The Farmer described the farm walk as combining the discussion with the tour of the farm, rather than discussing the topics and then seeing the farm.

I think a balance because some people like to get technical and some people like to get a demonstration so it's to suit your audience and how they like to learn. We would structure it in that the farm walk is actually a walk and we would have a number of designated stops and designated topics so we'd be looking at concentrating on moving so we would actually walk the farm and cover the topics rather than showing crops, and showing animals, and discussing the various aspects as we walk around the farm walk route. (Farmer)

Well to have it as practical as possible. They go down very very well. For instance, you could have a demonstration of weeding the crop; you could have a demonstration of weighing of cattle. It has to be visual. That would take a lot of planning. We could have to maybe pre weigh cattle, take photographs, but them in the booklet, show before and afterwards. Health and safety is very important in terms of working with machinery as well. Once the farmer is involved there and a facilitator or adviser to run that event; that's the main thing. (Programme interviewee)

There was a wealth of materials offered to participants on the day. The programme collated a booklet of information about the farm and its history. There were also leaflets and information packs from the organic certification bodies that have stands on the day.

Well we usually put a booklet together which we have an overview of the farm and information so there is a farm booklet on the day. The organic certification bodies are there and they have information leaflets for people and information packs. The organic unit is there and they would usually give a presentation and they would usually give information if anyone wanted to come up and ask a question. We go through the history of the farm in the booklet and let's say we did a beef walk we would go through the grassland management, the cattle performance, and we would look at the profitability through the e-profit monitor; the Teagasc tool. We'd hope from the very start to the very finish that whatever enterprise we're looking at that we've give an overall view of it all. (Farmer)

The Farmer cited 'Participants ask questions & talk openly', as the most important tool for engaging participants, especially if there are specific questions that the participants want answered, as this helps the farmer to feel the day was really worthwhile.

I just myself in the role of somebody that's coming to a walk. A lot of people would have a specific question. We all have questions and I think that over the two hours you get a lot of information and you won't retain it all but if you come with a specific question then the topic is dealt with and you get your question answered and I think that you'd feel good coming from the walk and it's a good experience. (Farmer)

The Programme interviewee cited 'Visualisation techniques, or other multi-sensorial experiences' as the most important, because 'People need to be able to see things'. The Programme interviewee seemed to feel strongly that the visual element to the day was central to learning and engagement.

They see the farmer, they see the grass, they look around, they're listening. Two things about a farm walk; people need to be able to listen and hear and it has to be farmer led. I suppose that's why visualization techniques and something practical and something tactile. It's looking at clover, it's looking at crops to see a live demonstration. (Programme interviewee)

2. Taking into account variation in learning

The information booklets disseminated at the start of a walk provided detailed information about what was covered on the walk, which allowed the farmer to keep the presentation simple. It was felt by both the Farmer and Programme interviewee that this method allowed them to accommodate for more learning styles and levels of knowledge. The Programme interviewee showed an attempt to try and assess the interests of the farmers on the day; if they were more technically minded, the farm walks would focus on this, but if not, then the focus would be on other aspects of organic farming, such as the social element. Furthermore, the Programme interviewee observed that certain topics have specific requirements; for example, a dairy demos require a greater degree of technical information.

It's very hard to do that because this is a programme that we're trying to hit a lot of bases so what we would try to do is that within the farm walk that we provide people with the booklet that would provide information on regulations and standards and all of the rest and we would try to focus on the farm walks on the technical side also. So we do try to do both yes. (Farmer)

We want to keep messages as simple as possible and because they are farmer led as well I think that everyone benefits from simple messages. In a dairy walk for instance, we would probably up it and have more technical knowledge, we would bring in researchers because simply there is more of a need amongst dairy farmers for technical information because they see the benefit in it and they're not scheme led. If the farmer is very technical efficient we would bring that out in him and we would have a more technical walk but it depends on the farmer. If the farmer isn't as technically efficient we would talk about other aspects about going to organic like social aspects or lifestyle aspects but it's really down to the farmer. It's the type of farmer that drives that. One of the most common things that me and E would say in a farm walk is that we're not going to go into more detail in that but it's all in your book (the farm booklet disseminated before the event). (Programme interviewee)

T4: Effective follow-up activities

1. Follow-up activities and materials

Although there was no formal procedure for engaging participants after the event, the Farmer gave a couple of examples doing so. For example, the Farmer would alert participants of other events happening that are relevant to them. The Farmer also mentioned meeting the same people again at other events, and being able to engage with them in this informal setting.

Yes, not in all cases but in some cases. If I am giving a talk to a group of students and I need to bring them out to an organic farm if they're in the area that I'm doing it in then I will link in with them again and ask them. If we are doing courses again we would link in with them. Also some of the farmers would go to each other's organic demonstration walks so I'd see them after that so there would be some form of engagement yes. (Farmer)

Materials were provided by the organic certification bodies to take away, but the Farmer did not give any follow-up materials for the farm walk.

Yes we have handouts and the certification bodies have information. I don't give any follow-up material no. What they get they have leaving the farm walk. (Farmer)

2. Assessing impact

There was no formal means for assessing impact among participants, but again the Farmer mentioned the informal means of assessing impact through conversations with participants after the event.

Maybe if I knew some people and I met them after the walk I'd ask them what did they think and they might say that farmer is doing something and then is engaged in it. (Farmer)

There was also no attempt to assess the impact of events among the wider farming community. The Programme interviewee believed that 'farmers who go into organic generally they go to walks and we know that that's a very important part of their decision making', although admitted they had no evidence for this.

We don't have evidence of it but we know because there aren't too many organic walks throughout the country. (Programme interviewee)

5. Event analysis: effective peer learning characteristics

Event details

The group consisted of about 50 participants, of which 16 filled in the pre survey and 15 the post survey. Everyone who filled in the pre survey stated they worked in the local area.

	n° surveys	Ag Advisor + teacher	Councillor	Farmer	Farmer + advisor	Manufacture organic flour	House keeper	Legal secretary	Mechanic + hobby farmer	Miller	Retired	Science + farm assistance	Solicitor	Student
<i>Occupations</i>	16	1	1	2	1	1	2	1	1	1	1	1	1	2
<i>working area</i>	14													
local area	5		1	2			1				1			
not local area	9	1			1	1	1	1	1	1		1	1	2
<i>Gender</i>	16													
Male	7			2	1				1	1			1	1
Female	9	1	1			1	2	1			1	1		1
<i>Age</i>	13													
18-30	2													2
31-40	2					1				1				
41-50	3							1	1			1		
51-60	1						1							
60+	5		1	2							1		1	

T1: Learning processes

1. Communication initiation by participants

When in the whole group or in smaller groups, between 10% and 50% of the participants had no problem sharing their knowledge and/or experiences related to the topic. There was some time for questions and some (5-10) questions were asked. There were a few participants trying to formulate their own points of view regarding the topic.

	participant answers				
	strongly disagreed	disagreed	agreed	strongly agreed	not applicable
I had the feeling that I could share my own knowledge as relevant information.	1/15	2/15	5/15	3/15	4/15
I asked at least one question during the demonstration.	3/15 yes				
I shared my own point of view at least once during the demonstration.	4/14 yes				
I felt encouraged to ask questions during the demonstration.	1/15	1/15	4/15	8/15	1/15
When there were any discussions, I felt comfortable sharing my opinion.	1/14	3/14	3/14	4/14	3/14

	demonstrator answers				
	strongly disagreed	disagreed	agreed	strongly agreed	not applicable
I asked participants to share some of their own background knowledge during the demo.	0	0	1	0	0
I encouraged the participants to formulate their own point of view during the demonstration.	0	0	1	0	0
I encouraged the participants to formulate questions during the demonstration.	0	0	0	1	0

2. Interactive knowledge creation

Hands-on opportunities and other multi-sensorial experiences

There were no hands-on activities demonstrated or possible to be carried out by participants. Participants were invited to look at bags of grain at the end of the walk as well as the milling. Baked bread using the flour produced on the farm was also kindly provided to the audience. This allowed those who attended to gain an appreciation of the quality of the produce.

Discussion opportunities and negotiating conflicting points of view

There was a facilitator there who was a Teagasc Organic Adviser. The adviser would introduce the context of each stop on the farm walk and invite the farmer to speak on his experience. The adviser also asked the audience for input. Open discussions between a few participants were stimulated, but (almost) no critical points of view on the topic were shared.

	participant answers				
	strongly disagreed	disagreed	agreed	strongly agreed	not applicable
In my opinion, there were interesting discussions during the demonstration.	1/15	0	4/15	10/15	0
If participants didn't agree with each other during discussions, somebody (demonstrator/other participant) tried to reach a consensus between them.	0	2/15	1/15	6/15	6/15

	demonstrator answers				
	strongly disagreed	disagreed	agreed	strongly agreed	not applicable
In my opinion, there were interesting discussions during the demonstration.	0	0	0	1	0
If participants didn't agree with each other during discussions, somebody (me or somebody else) tried to reach consensus between them.	0	0	1	0	0

3. Engagement during the event

The demonstrator acted like friends with the participants.

	participant answers				
	strongly disagreed	disagreed	agreed	strongly agreed	not applicable
I felt actively involved during the whole demonstration process.	0	2/15	7/15	4/15	2/15
I felt like the demonstration increased my ability to rely on myself as a farmer.	0	0	5/15	4/15	6/15
I could relate well to other participants (because they have an agricultural background similar to mine).	1/15	0	7/15	2/15	5/15
A lot of the other participants are part of the same farmer network as me.	2/15	1/15	5/15	2/15	5/15
I felt like I could trust the knowledge of (most of) the other participants.	0	2/15	4/15	7/15	2/15
The demonstration felt like an informal activity to me.	1/15	1/15	3/15	9/15	1/15
I thought the host farm was comparable enough to my own farm.	0	5/15	1/15	2/15	7/15
I had the feeling the demonstrator was like one of us.	1/15	1/15	4/15	8/15	1/15
I had the feeling I could trust the demonstrators knowledge.	1/15	0	2/15	12/15	0
I got along very well with the demonstrator.	0	0	4/15	10/15	1/15

	demonstrator answers				
	strongly disagreed	disagreed	agreed	strongly agreed	not applicable
Were participants (farmers, advisers, researchers etc.) involved in the overall development of this demonstration?	Yes, At the very start (the farmer was involved) in the input of the topics and the actual route of the walk.				
w	0	1	0	0	0
A lot of the participants are part of the same network as me.	1	0	0	0	0
The demonstration felt like an informal activity to me.	1	0	0	0	0
I think the host farm was well suited for this demo.	0	0	0	1	0
I got along well with the participants.	0	0	0	1	0

T2: Learning outcomes

Explained knowledge was very clearly understandable and sometimes the same thing was explained in different ways. Skills were carefully and effectively addressed and put into practice to foster maximum uptake by participants. Common methods or ways of thinking on farming and thinking on learning were questioned and alternatives were shortly elaborated on in group.

	participant answers				
What would you ideally like to learn today?	Grain production in Ireland and flour milling; Background to all stages of flour production; How to get by without roundup and wild oat spray; Knowledge of growing spelt/rye; How to explore niche food for organic oats; Greater understanding of where raw ingredients come from, farming practices etc.; How to combat weeds				
	strongly disagreed	disagreed	agreed	strongly agreed	not applicable
The demonstration met my expectations regarding what I wanted to learn.	2/14	0	2/14	10/14	0
The demonstration exceeded my expectations.	0	3/15	6/15	6/15	0
I felt surprised at some point(s) during the demonstration.	0/15	4/15	5/15	6/15	0
I obtained a clearer understanding of the topic(s) demonstrated.	1/15	0	7/15	7/15	0
I have the feeling I learned something new (knowledge, skill, practice, etc.).	1/15	0	5/15	9/15	0
I thought about how I could implement some of the ideas and practices on my own farm.	0	1/15	3/15	5/15	6/15
I reflected on my own point of view at some point during the demonstration.	0	1/14	6/14	4/14	3/14
I learnt about the principles underlying a practice.	1/15	1/15	5/15	8/15	0
I thought about how we learn something new on demonstrations (e.g.: teaching methods).	1/15	1/15	7/15	5/15	1/15
I thought about why I want to learn about the topic(s) of this demonstration.	0	1/15	7/15	7/15	0

	demonstrator answers				
what do you intend for the participants to learn today?	I want them to see organic cereal production. I want them to see that in practice, to see the rotations that they use on-farm and how they add value to their product by processing on-farm. I want to get people to see on the production end to see value being added to the product. So it is divided into two, the agronomy and the processing side of it.				
	strongly disagreed	disagreed	agreed	strongly agreed	not applicable
I think participants have learnt what I intended them to learn.	0	0	0	1	0
I tried to surprise participants with uncommon/new knowledge/new skill.	0	0	1	0	0
I felt surprised at some point(s) myself during the demonstration (e.g. by a question or discussion).	0	0	1	0	0
I obtained a clearer understanding of the topic(s) myself.	0	0	1	0	0
I have the feeling I learned something new during this demo (from participants, discussion...).	0	0	1	0	0
I reflected on my own point of view myself at some point during the demo.	0	0	1	0	0
I encouraged participants to reflect on their own point of view during this demo.	0	0	0	1	0
I encouraged participants to reflect on their own situation sometime during this demo.	0	0	1	0	0
I encouraged participants to reflect on how we learn something new on demonstrations.	0	0	1	0	0
I encouraged participants to reflect on why we are trying to learn about the topic of this demonstration	0	0	0	1	0

T3: Overall comments on the effectiveness of the event

Participants:

With an average of 4,7 on 5, participants rated the event overall as very effective. 10 on 10 participants who answered the question would recommend the demonstration.

As main effective characteristics of the demo participants mentioned: Interested in organic cereal growing and flour milling; Very clear information from the farmer; Scenery and weather and location; All very relative and interesting. Shared all the details of the farm; Increased knowledge; I have a big interest in organic tillage (stockless) so it was just down my road; Gave me an insight into how the products I use are grown; I liked the growing/producing aspect - excellent to have both on the one area.

One participant mentioned following suggestion for improvement: Circulate the literature on the (ineligible) on the days before the so that it can be considered in advance. Also more consideration on the marketing of the product.

Demonstrators:

As main effective characteristics of the demo, the demonstrator said: 'I think hearing it from the farmer themselves. It was made up of predominately a farmer audience so it was peer to peer learning and I think that made it very effective.'

As suggestion for improvement the demonstrator mentioned: 'Maybe if we had more on farm demonstrations using pieces of equipment.'