



The farm xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx (50 ha arable land, 140 fattening pigs) has a long history of demonstration activities, ranging from various crop trials on fungicide and growth regulator tests and experiments on soil and crop protection. The farm is working closely with the agricultural chamber and AGES leases parts of the farm for its trials. Annual field days with 500-800 participants are organised since 2006.



Objectives

- knowledge transfer for local farmers and agricultural schools
- collaboration with research partners
- presenting innovative results and conclusions independently from agricultural industry

Audience & participation

- mostly local farmers recruited from agricultural networks, advisors, researchers
- local television channel
- free-of-charge participation

Motivations

- 'curiosity in new ideas' (direct quote from the host farmer)
- new perspectives for agriculture

Demonstration set-up

- guided field walks
- 10 experiments, spatially and thematically separated
- researchers and farmers as demonstrators
- printed field guidebooks including results of the presented experiments
- predominantly top down approach
- informal relationship between demonstrators and participants

Topic selection

- in consultation with research institutes and the agricultural chamber
- according to the host farmer's personal interest

Evaluation peer-to-peer learning environment (field day, 13.06.2018)

- 350 participants in total (split up in groups of approx. 30-50)
- few hands-on tools (testing nitrate levels in water)
- some multisensory activities (touching and looking at crops and roots)
- little time for formulating questions
- lively, but limited discussions in smaller groups (maybe due to heavy rain)

- well structured and organised demo, open minded host farmer
- field day is organised once a year by the farmer himself without funding
- keen interest of local farmers and promotion in agricultural networks, mostly positive feedback from participants
- participants considered the demo's content relevant to their own situation
- fostering of single loop instead of double loop learning

