



The farm is dedicated to the production of high quality dairy products that also has the corresponding official ecological certification. The origin of the farm dates back to the 1960s. From the beginning it has been concerned about the welfare of the livestock and the strictest quality requirements. The 30 hectares of pastures and 20 initial cows were converted over the years into more than 170 hectares and more than 400 head of cattle. The company is one of the largest producers of organic milk in Spain and since 2005 it also produces high quality organic yoghurts.

Objectives

- collaborate as a private company in the training process of new farmers
- Long- term objectives: products promotion, creation of a local network in organic production

Motivations

- Finding partners interested in organic production– building local network
- Building relationships with other organic farms to promote a new image of sustainable agriculture
- Stand out in the local farming community: social recognition

Topic selection

- Organic production
- Processing of high value-added dairy products

Audience & participation

- Audience: farmers, students, families
- No participation fee.

Demonstration set-up

- Initially top-down, but facilitating interaction with the audience
- The farm has a professional team dedicated exclusively to demonstration tasks. The demonstration activity is designed by this team and the host farmer
- The topics are presented adapting to the profile and interests of the audience (separately or as a whole): ability to adapt to the demands of the audience (according to their training, skills, ...)
- There is no evaluation of the demonstration. There is an internal evaluation for the selection of the demonstration staff

Evaluation peer-to-peer learning environment (15th May 2018)

- 15 participants : one group
- Presentation based on technical data provided for interaction with the audience
- Prior knowledge = essential for discussion and in-depth exploration
- Host farmer also receives information on sector situation and market demand (from participants)
- Further learning outcome: many times the audience makes a report with the feedback of the visit

- Farm manager collaborates regularly with training centers
- Different groups are received on the same day: professionalization of the demonstration, there is a protocol to register through the farm's website.
- Many participants discover the ecological practice as an alternative to their production, information shared in their environment with other farmers. They discover in this model of farm a real possibility of sustainability and profitability
- It is a living formula for promoting organic farming and consolidating collaboration networks
- It represents a demonstration farm model for different audiences: farmers, families, schools,...
- Key areas to explore: professionalization of the demonstration, creation of local networks, target audience

