



The host farm is situated in the south of Sweden not far from Ystad. Pigs, beef production feed and crops for sale are produced on the farm.

The SamZon project aim is to use buffer strips to grow herbs and grass that provide food and shelter for insects which can increase the number of wild pollinators and field birds in the agricultural landscape, prevent losses of phosphorus or pesticides to water bodies, promote natural enemies which reduce the need for pest control, benefit honey producers and increase the yield for crops that require pollination. They can be customised to attract field wildlife or be used as field roads for farmers which protect the field against soil compaction, etc.

**Objectives for the demo**

- Demonstrate SamZon concept on the farm
- Discuss implementation of the concept
- Discuss rules regarding management

**Motivations**

- There is a concensus that it is important to discuss with farmers and all partners how the SamZon concept can be implemented. It must be practical and comply with the regulations.

**Topic selection**

- The aim of the SamZon project
- Experiences from the test
- Expected goal completion of the SamZon project

**Audience & participation**

- Farmers, project partners, agricultural industry, NGO, advisory services
- Authorities and other stakeholders from the reference group
- Media

**Demonstration set-up**

- The aim of the SamZon project
- The farmers' view
- Experiences from the test in different fields
- Field demonstration of the SamZon project
- Discussion
- Conclusions and future challanges

**Evaluation peer-to-peer learning environment (08.2018)**

- It is a challenge to have a multi-actor approach and how to come to common conclusions.

- To discuss:
- What is important to succeed with a multiactor's approach?
- What are the success factors during a demonstration with a multi-actor approach?
- How to build thrust between visitors to get an open discussion?
- The meetings should end with a common view on how to resolve the issue – what is needed for that?

