



This farm is a commercial arable farm in the southern part of The Netherlands. The main crop is potatoes. There are also a few hectares with maize and sugar beets. The farm has 420 hectares arable land in total. The farm is part of 'Practice centre for Precision farming' (PCvPL) and a pioneer in precision farming. In addition of the 2 entrepreneurs, there are 3 fulltime employees.



Objectives

- Demonstrate and test precision farming techniques in practise

Motivations

- New techniques will give new business opportunities
- Demonstrations as a business case, not for big profit, but just for covering costs.
- Cooperation with Practice centre for Precision farming.

Topic selection

- Bottom-up
- Farmer shares his point of view with the participants
- Determined by participants and farmer/demonstrator

Evaluation peer-to-peer learning environment (Demonstration – 1 march)

- Learning from demonstrator (farmer) to participants (farmer)
- Participant (farmer) to participant (farmer).
- Room for discussions and questions
- Trigger participants with questions

Audience & participation

- Everyone who is interested in precision farming (E.g. farmers, technicians, students, university professors, policy makers, citizens etc.
- Not for free, participants have to pay

Demonstration set-up

- Give good demonstrations to attract participants (the word spreads itself)
- Presentation and farm visit
- Room for discussion

The overall impression of this demonstration farm is very good through a few points. The farm is part of the network 'Practice centre for Precision farming', the farmer is a good story teller and anticipates to the knowledge level of the audience and it is an innovative farm in precision farming.

The three key areas for the workshops are the program of PCvPL, story telling and earnings model of demonstration farms.

