



# Case study reports: The Netherlands CS<sub>3</sub>



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# 1. Background

## Programme

The demonstration of vertical ventilation system is part of a 2,5 hours tour along all demonstrations in the Aardbeiendemodag. Aardbeiendemodag is a yearly event where strawberry growers and their suppliers gather on a commercial strawberry farm. Basis are in- and outdoors demonstration fields; in addition suppliers and advisors have booths at a central place.

## Funding and Governance

Aardbeiendemodag is organised by a foundation, with a board of strawberry growers, linked to ZLTO.

Main costs for the foundation are tent, catering and preparation of demonstrations. The main income is the payments of suppliers.

## Actors and networks

During this demonstration day there were around 400 visitors. 60 of them followed the tour. In the ventilation demo (in the glasshouse) 25 visitors participated.

Half a year before the Aardbeiendemodag the grower and the foundation agree on the location. After that Delphy plants the fields for demonstrations, in cooperation with suppliers, for some experiments subsidy from RDP and other sources are used.

ZLTO provides the organisational basis, as association and does the promotion of the day.

## Event Farm and location

The farm is host of the meeting for the first time, but on local level the farmer and colleagues have experience with demonstrations.

The main visitors during this demonstration are strawberry growers, but also researchers, students, advisors, suppliers etc. attended the demos.

Event date: 09.18

## 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 interviews with 1 Programme/Network member and 1 Farm level interviewee, who were interviewed in May 2018. 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. This data is sourced from 13 pre and 13 post demonstration surveys for participants, 1 pre survey and post survey for the demonstrator, a post 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.

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.

For the Belgian and Dutch cases, a workshop was held on the 9<sup>th</sup> of November.

### 3. Structural characteristics

#### T1: Programme/network level

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

###### *The foundation*

Aardbeiendemodag is organised by a foundation, with a board of strawberry growers, linked to ZLTO. Half a year before the Aardbeiendemodag the grower and the foundation agree on the location. After that Delphy plants the fields for demonstrations, in cooperation with suppliers and ZLTO provides the organisational basis (Background info).

###### *The Organisation*

In the available data the word organisation is usually referred. The organisation is a few people from ZLTO and Delphy organisations, who makes the overall demonstration program. The organisation selects potential strawberry growers by making use of a list with all the strawberry growers.

The organisation partners ZLTO and Delphy make a selection of potential strawberry growers. The growers are asked to be the host farmer of the strawberry demo day. At the end, Delphy and ZLTO make the decision. (Programme interviewee)

The network around the strawberry demo day consist of Delphy and ZLTO. Delphy take care about the test field. ZLTO take about the organisational part of the demonstration. From this two organisation, a few people are the organisation. (Programme interviewee)

###### *Delphy*

Delphy, is a commercial organisation. It is partner of the strawberry demo day network and one of the main organisers of the demonstrations (Farm level interviewee + Programme interviewee), and it has the overview of demonstration activities (Farmer). Moreover Delphy has established field trials / test locations on farms i.e. they plant the fields for demonstrations, in cooperation with suppliers (Farm level Interviewee + Background). Delphy is involved at the targeting and selecting of potential strawberry growers together with ZLTO. The two organisations jointly decide on the growers selected. As far as the topic selection is concerned, the farmers in working groups propose some topics of their interest. Delphy and ZLTO jointly make a concept program and after consultation they make the final program (Programme interviewee).

How are demonstration topics selected? First, the organisation asks some farmers for ideas. We, ZLTO and Delphy, make a concept program. Other people such as strawberry farmers can respond to this and suggest some change. In the end, ZLTO and Delphy make the final program (Programme interviewee)

The organisers do all the organisation related work, I take care of representative state of the farm. The overview of demonstration activities are managed by Delphy. The individual demonstration are managed by the individual demonstrators. The organisation ask me to host this demonstration. (Farmer)

###### *ZLTO*

ZLTO is partner of the strawberry demo day network and one of the main organisers of the demonstrations (Farm level interviewee + Programme interviewee). ZLTO was mainly responsible for the organisational part/ basis of the demonstration programme (Programme interviewee). They are involved in the targeting and selection of potential strawberry growers together with Delphy. As far as the topic selection is concerns, the farmers in working groups propose some topics of interest. ZLTO has the expertise and knowledge from the strawberry field and, taking into account farmers' input, they select the topics with Delphy (Programme interviewee). So to be clear, the organisation makes the decision about the overall topic of the day. The farm

level interviewee refers to the topics of the exhibitions. During the exhibition there are suppliers who have a (information) stand. In their stand, the suppliers can choose their own topic. After the topic selection, a further consultation and feedback by farmers took place. During these processes there is always coordination and consultation with the farmers for the overall demonstration programme. The growers and the organisation are both responsible for the goals and the implementation of the demonstration programme (Programme interviewee). ZLTO is also involved in the promotion of the day as well as in the evaluation of the overall demonstration activities is achieved. By making use their contacts at the national and local level ZLTO continues to engage participants after the demonstrations (Programme interviewee).

The main people involved the demonstrations are the employees of the different companies who have a stand. Their role is to inform the participants on their products. There are around 60 exhibitors. My role is to keep an eye of the whole day and the process. The host farmer only host the demonstration. (Programme interviewee)

The organisation partners ZLTO and Delphy make a selection of potential strawberry growers. The growers are asked to be the host farmer of the strawberry demo day. At the end, Delphy and ZLTO make the decision. Sometimes a few growers are interested, sometimes no one is interested. (Programme interviewee)

In coordination with the growers the relevant topics are selected. As organisation, of course, we have knowledge of the sector. With this knowledge we make a selection and ask the growers for feedback. (Programme interviewee)

Q: Are host farmers involved in the development of the overall demonstration programme? R: Always. We involved the host farmers to contribute ideas for the overall demonstration programme. With the ideas, as organisation, we invite different parties and ask for relevant questions. (Programme interviewee)

First, the organisation asks some farmers for ideas. We, ZLTO and Delphy (=the organisation), make a concept program. Other people can respond to this and suggest some change. In the end, ZLTO and Delphy make the final program. (Programme interviewee)

The growers and organisation are both responsible for the goals and the implementation of the demonstration activities. This is a good mix of achieving and monitoring the goals. (Programme interviewee)

Yes. During the demonstration day, I ask participants for feedback. This is verbal feedback, face to face. (Programme interviewee)

Q: Do you evaluate the demonstration activities overall? R: Yes. In the local working groups we ask the participants feedback of the strawberry demo day. And during visits of individual growers we ask them feedback. This is a personal approach. (Programme interviewee)

Q: Do you - at the programme level - continue to engage participants after the demonstrations? R: Yes, as said before there is a continue connection with the growers in the local and national working groups. (Programme interviewee)

### Companies

During strawberry demo days different companies are involved at the development of the individual demonstration activities. They display and demonstrate their innovation or new machines and they inform the participants on their products. They are the main demonstrators and they are responsible for the content of their demonstration activity. In that way demonstrations are managed by the individual demonstrators. The suppliers have also an important role in advertise the event through their own journals and website (Farmer). Moreover, according to the Farmer, the suppliers make the final decision on the topics selected of the exhibitions.

The main people involved in the demonstrations are the employees of the different companies who have a stand. For example they tell about their innovation or new machine. Their role is to inform the

participants on their products. There are around 60 exhibitors. (Programme interviewee + Farm Level Interviewee)

The host farmer is not involved in the development of the individual demonstration activities. The demonstrators (suppliers etc.) are responsible for the content of their demonstration activity. (Programme interviewee)

The individual demonstration are managed by the individual demonstrators. (Farmer)

Also the exhibitors have an important role in advertise the event. They could advertise in their own journals and website to reach the customers/strawberry growers. (Farmer)

Q: Are participants (farmers, advisers, researchers etc.) involved in the overall development of the demonstrations? R: No. Some of the participants are part of different working groups. The working groups have effect of the program during the strawberry day. The working group can suggest different topics and interesting developments. But in the end, the suppliers make the decision. They have to pay the demonstration activity, not the participants. (Farmer)

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

### *Host farmer /working/operational groups members*

During strawberry demo days, the host farmer just hosts the demonstration (Programme interviewee) Although the specific farm hosted this event for the first time, at the local level the farmer and colleagues have experience with demonstrations (Background info). As already mentioned farmers through their working groups have a strong contribution to the demonstration topics. There is also some contribution to the overall demonstration programme as these farmers propose some topics and offer input and feedback to the demonstration activities as they know well what the interesting developments for their farms would be. The farmers' input is taken into account for the selection of topics by the organisers (Programme interviewee). Although they are not responsible for the final decision, there is an intense consultation and interaction with the organisers (Programme + Farm Level Interviewee). A further consultation and feedback by farmers also take place after the final topic selection. Thereafter host farmers are not involved neither in the development of the individual demonstration activities nor on the content of each topic (Programme interviewee). In that way, the overall demo approach is considered as mostly bottom-up as farmers are involved in the composition of the demo day. (Farmer + Programme interviewee). Farmers also contribute through feedback and some evaluation processes after the demo day (Programme interviewee).

As mentioned earlier the specific host farmer was not involved in the overall development of demos at the programme / network level, as he is not part of the national or regional committee. He did not have any contribution in advertising the event and inform potential participants (Farmer). Before the demo event he prepared the crops, the soil and the glasshouse (ZLTO personal contact).

Q: Who are the main people involved in the demonstration activities and what are their roles? R: The main people involved the demonstrations are the employees of the different companies who have a stand. There are around 60 exhibitors. My role is to keep an eye of the whole day and the process. The host farmer only host the demonstration. (Programme interviewee)

Always. We involved the host farmers to contribute ideas for the overall demonstration programme. With the ideas, as organisation, we invite different parties and ask for relevant questions. (Programme interviewee)

The farmer is also involved in the composition of the day. (Programme interviewee)

In coordination with the growers the relevant topics are selected. As organisation, of course, we have knowledge of the sector. With this knowledge we make a selection and ask the growers for feedback. (Programme interviewee)

Q: Are host farmers involved in the development of the individual demonstration activities? R: Always. The host farmer is not involved in the development of the individual demonstration activities. The demonstrators (suppliers etc.) are responsible for the content of their demonstration activity. (Programme interviewee)

Q: As an organisation, how would you describe your general approach to providing demonstration activities? R: Mostly bottom-up. We asked the growers in working groups for input in the demonstration activities. They know what interesting developments for their farm are. (Programme interviewee)

First, the organisation asks some farmers for ideas. We, ZLTO and Delphy, make a concept program. Other people can respond to this and suggest some change. In the end, ZLTO and Delphy make the final program. (Programme interviewee)

The growers and organisation are both responsible for the goals and the implementation of the demonstration activities. This is a good mix of achieving and monitoring the goals. (Programme interviewee)

Q: How are the demo activities on the farm managed? R: The organisers do all the organisation related work, I take care of representative state of the farm. The overview of demonstration activities are managed by Delphy. The individual demonstration are managed by the individual demonstrators. The organisation asks me for host this demonstration. (Farmer)

It is not really my task to reach participants for this demonstration. (Farmer)

Mostly bottom-up. We are steered by a programme. But in the regional working groups/commissions we could give input for the demonstration activities. And of course, in the end the financial part of the demonstrations are decisive. (Farmer)

Q: Are you involved in the overall development of demos at the programme / network level? R: No. I'm not part of the national or regional commission. But I'm part of an operational group. In this group we discuss different innovations and share knowledge. (Farmer)

In this case I'm the facilitator and not a demonstrator. For me, a good location and interest and contributions to the network are important... I'm mainly the facilitator, not a demonstrator. (Farmer)

After the event the organisers visit me and we do an evaluation of the whole demonstration day. We also talk over the individual demonstration activities. (Farmer)

#### *Audience / type of participants*

The intended audience of these demo days is mainly growers and stakeholders like advisers and suppliers related to the strawberry sector. The strawberry growers meet different stakeholders on this demonstration day such as advisers, researcher, suppliers etc. In general, participants are not involved in the overall development of the demonstrations. However, through their participation to the different working groups they can contribute to demo days.

Our intended audience are growers and stakeholders of the strawberry sector. (Programme interviewee)

I think that the intended audience are growers and people like advisers and suppliers related to the strawberry sector from the Netherlands. (Farmer)

The strawberry growers meet different stakeholders on this demonstration day. The adviser and researcher wants to learn the farmer something new and, of course, hope to sell them their product. (Programme interviewee)

Attendees are normally strawberry growers looking for information. There also suppliers, they looking for strawberry growers. (Farmer)

Q: Are participants (farmers, advisers, researchers etc.) involved in the overall development of the demonstrations? R: No. Some of the participants are part of different working groups. The working groups have effect of the program during the strawberry day. The working group can suggest different topics and interesting developments (Farmer)

### 3. Networks

Aardbeidendemodag is a yearly event where strawberry growers and their suppliers gather on a commercial strawberry farm. Aardbeidendemodag is organised by a foundation, with a board of strawberry growers, linked to ZLTO. The network around the strawberry demo day consists of Delphy and ZLTO, with a small team of Delphy and ZLTO employees acting as the organisation team (Programme interviewee). The wide network behind the specific demonstration is the national strawberry commission (Farmer). Only farmers-members of the network can host demonstrations.

The connection between national, regional commissions and working groups is kind of a pyramid. It starts with the national commission, the next step are the regional commissions and regional commissions take care of the working groups. This 'line' is always connected with each other (ZLTO employee).

The specific farm in this case study is connected with the commercial organisation Delphy, which has set a test location at the farm (Farmer). The farmer is not involved in the overall development of demos at the programme / network level (Farmer).

The network around the strawberry demo day consists of Delphy and ZLTO. Delphy take care about the test field. ZLTO takes the organisational part of the demonstration. From this two organisations, a few people are the organisation. (Programme interviewee)

My farm is connected with the commercial organisation Delphy. Delphy created a test location at my farm. (Farmer)

Q: Are you involved in the overall development of demos at the programme / network level? R: No. I'm not part of the national or regional commission. But I'm part of an operational group. In this group we discuss different innovations and share knowledge. (Farmer)

Q: Is your demonstration farm part of a programme or wider network? R: No. The wide network behind the demonstration is the national strawberry commission. (Farmer)

Q: To what extent is the network/programme connected to other networks/programmes in your country or even internationally? R: The strawberry demo day has a strong connection with the strawberry day. The strawberry day is a yearly event in January. Beside this, there is a national strawberry commission with some regional strawberry commissions. Apart from this, there are a few comparable demo days, for example the 'pear' day. The organisations talk together about the different days and exchange the good and the best things. (Programme interviewee)

Q: Do you - at the programme level - continue to engage participants after the demonstrations? R: Yes. Yes, as said before there is a continue connection with the growers in the local and national working groups. (Programme interviewee)

Q: Do you evaluate the demonstration activities overall? R: Yes. In the local working groups we ask the participants feedback of the strawberry demo day. And during visits of individual growers we ask them feedback. This is a personal approach. (Programme interviewee)

Q: What are the most important characteristics of a demonstrator (host or facilitator)? R: For a demonstration host it is important to be part of the network. Every year we have the choice about approximately 10 strawberry growers. (Programme interviewee)

### 4. Resources, finances and incentives



The network is funded by exhibitors and sponsors. In these demo days small incentives/compensations are usually offered to farmers in order to host demonstration activities (Programme interviewee). At the specific event the host farmer got €2000-€3000 for renting the location to exhibitors and support from some of his employees (Farmer). The wider network of strawberry growers is also funded by the growers themselves and a subsidy from RDP (Programme interviewee + Background info).

The network of the demonstration day is funded by exhibitors and sponsors. The exhibitors pay €750,- for a stand. The main sponsor pays €5000,-. Smaller sponsors pay between €2500 - and €3500. The bigger network of strawberry growers is also funded by the growers himself and subsidy. (Programme interviewee)

Q: Do you offer any incentives to farmers to host demonstration activities? R: Yes. Growers can get a small financial compensation but they also involved to help with the organisation of the day (Programme interviewee)

For the strawberry demonstration day I get a small compensation between the €2000,- and €3000,-. That is for rent of the location and employees. (Farmer)

## 5. Goals and objectives

The goal of the Strawberry Demo Day is to create a network among strawberry growers. Through this network new developments and innovations are shown and thus triggers for change are given in the sector. The growers and the organisation are both responsible for setting the goals and the implementation of the demonstration activities (Programme + Farm Level Interviewee).

The overall goal of the network is to show new developments and create a network for strawberry growers. The network asks the growers for relevant subjects. In consultation between the network and the growers, a good program is created. (Programme interviewee)

Everyone is orientating for new chances, the Strawberry Demo Day could give triggers for change in your business. The goal of this day is not to give the growers an 'Eureka-moment'. (Farmer)

## T2: Farm (event) level

### 1. Event Farm location, size and layout

The strawberry farm is an average sized strawberry farm. It is a commercial, family, farm which has a test location in collaboration with Delphy. (Post host farmer interview). The farm has greenhouses with strawberries and trays outside. It has an average of 14 employees, along with some 25 young students who work at the farm on Saturdays. It started growing strawberries in 2001. Before that it was a pig farm. The event of September 2018 was the first one that the farmer hosted under a strawberry demo day (Post host farmer interview).

The two interviewees have made some general comments on the size and the location of the demos. The adequate size (>1 ha) and a good location of a demo farm is pointed out as parameters for effective demo activities.

The most effective size and type is a representative, up to date farm. The size doesn't really matter, but <1 ha is too small. (Programme interviewee)

According to the Programme interviewee, the demonstrations are a mixture of exemplary and experimental approaches, indicating also that these mixed approaches are more preferable according to their knowledge, network and experience. On the other hand, the Farmer considers that the demo is mainly exemplary. Although he believes that the exemplary approaches are more preferable, at the same time he argued that mixed approaches can mitigate risks.

Q: Which approach do you prefer? Exemplary. It's not really 'my' demonstration, I host the Strawberry Demo Day. But a mixture between new knowledge and proven techniques is a good combination to minimize risks. (Farmer)

Such yearly events take place in different farms each year. The demo day includes different activities as presentations, field trials, exhibitions, free walk. Knowledge exchange, discussions and networking between sector's stakeholders is reinforced through these demo activities (Programme +Farm Level interviewee).

The strawberry demo day is a yearly event where all the different topics of the strawberry sector come together. During this day there are different activities as presentations and field trials. (Programme interviewee)

On the location there are different demonstration techniques. There are presentations, exhibitors, field walk etc. Everyone can go where he wants. (Farmer)

## 2. Actor's role during the event

The demo was held at the farm's glasshouse and field. There was a tent in the field and an exhibition place. During the demo the host farmer acted more as a facilitator, trouble shooter and presenter rather than as a demonstrator (ZLTO personal contact). ZLTO supervised the whole day and the process, and an A-ZLTO employee acted as a demonstrator/presenter. They also requested feedback from participants on the demo. The different companies displayed/ demonstrated their innovation or new machines and they informed participants on their products. The suppliers and advisers had booths at a central place. In that event there were around 400 visitors; 60 of them followed the tour, while 25 participants attended the ventilation demo in the glasshouse. The visitors were strawberry growers, researchers, students, advisers, and suppliers (Background info).

## 3. Frequency

As already mentioned Strawberry demo days are a yearly event (first Friday of September) in the southern of the Netherlands. They take place on several different farms alternated every two/or one year (Farmer) Finally the amount of events the specific demo farmers hosts at his farm are between 0-5 per year (Post host farmer interview).

This demonstration is a yearly event and not every year on my farm. It changes every two years, so one year it's on my farm while the next year it's at another farm. But in my opinion, attendees are normally strawberry growers looking for information. There also suppliers, they looking for strawberry growers. (Farmer)

The strawberry demo day is a yearly event in the southern of the Netherlands. I don't know exactly why yearly timespan. But the first Friday of September is a good date because it is after a busy period for strawberry growers. (Farmer)

## 4. Timing

The timing of a demonstration event is an issue of great importance. If an event takes place at the same time with important seasonal farming activities, it is difficult for farmers to attend, due to heavy workload. For this reason the specific event has always a fixed date, the first Friday in September which is an off-peak period for strawberry growers (Programme interviewee).

After that, this demo day is a good moment to talk to other strawberry growers. Early September is right after a busy period. (Programme interviewee)

We use magazine, mailing and I think the most important one. We use a fixed date. The demonstration day is the first Friday in September. (Programme interviewee)

But the first Friday of September is a good date because it is after a busy period for strawberry growers (Farmer)

## 5. Farm's infrastructures and/or arrangements

The demo day organisers make some arrangements when organising an event. They take care for the good looking of the farm, tents for shading and a mini-bus for attendees' transportation (Farmer). At the background info catering arrangements are also mentioned. It seems that the host farmer was not engaged in all these arrangements and his sole responsibility was the preparation of his farm for the event.

Q: Did you make specific arrangements to host the event (accommodation, catering, etc.)? Which ones? R: No. (Post host farmer interview) It is not really my task to reach participants for this demonstration. But an option could be; the exhibitors organise a mini-bus retour for growers who find it too far for a car drive (long distance area). (Farmer)

The main people who are involved in the demonstrations activities are the employees of the different companies who have a stand. For example they tell about their innovation or new machine. Their role is to inform the participants on their products. I have not a specific role during the demonstration day. Before the day I take care of a spic and span farm. (Farmer)

## 6. Accessibility

The farm's accessibility is also pointed out as an important parameter that influences the demo attendance. More specifically according to both farm and Programme interviewees, a very long distance (<70-100km) is considered discouraging for participants' attendance.

I think the distance could be a reason for people. In my vision a distance over 70 kilometres is too far for them. Another reason is no interest (they live on an island) in this demonstration day. (Programme interviewee)

Maybe people don't take the time to visit the strawberry demo day. Also the distance could be an issue. Maybe the growers from the western part of the province find it too far (<100 km). (Farmer)

## 7. Fees for participation

The demo days are free of charge for the participants. The demo costs are funded by exhibitors and sponsors.

## 4. Functional characteristics

### T1: Coordinating effective recruitment of host farmers and participants

#### 1. Incentives

The demonstration day consisted of exhibitors, who help to fund the day by paying a fee for their exhibition stand. There were also several sponsors to help finance the event. Host farmers did not receive payment, but they were offered compensation to cover rent for the venue and employee wages for the day.

For the strawberry demonstration day I get a small compensation between the €2000 - and €3000. That is for rent of the location and employees. (Farmer)

The network of the demonstration day is funded by exhibitors and sponsors. The exhibitors pay €750 - for a stand. The main sponsor pays €5000 - smaller sponsors pay between €2500 - and €3500. The bigger network of strawberry growers is also funded by the growers himself and subsidy. (Programme Interviewee)

Growers can get a small financial compensation but they also involved to help with the organisation of the day. (Programme Interviewee)

#### 2. Motivations for host farmers

The Farmer and the Programme Interviewee both acknowledged that hosting demonstrations and test sites was a good way to 'stay up to date' within the industry. Demonstrations attract a variety of interesting people from within the industry, and it is a place for new developments to be exhibited. On top of this, the farm in question was hosting a test site for Delphy as part of the programme. This gave the Farmer contact with an international organisation, as well as the latest insights into the research.

The Programme Interviewee speculated that another motivation for host farmers is to expand the customer base through publicity on the demonstration days. In line with this, the Farmer told us that his overall goal on the farm is to 'grow strawberries and make profit.'

The overall goal of the demo farm is to grow strawberries and make profit. In addition, a test location is also established on our farm. Because I host the location, Delphy is contact for experiment. My goal is to stay up to date. (Farmer)

My motivation to host this demonstration is to stay up to date in new developments. The organisation asked me for host this demonstration. (Farmer)

I think that the biggest motivation to host a demonstration is a good way to stay up to date. During the day and the preparation the farmer can talk to a lot of interesting people and see a lot of interesting developments. The farmer is also involved in the composition of the day. Another reason could be a commercial interest. You can show your farm to a lot of people and potential customers. (Programme Interviewee)

#### 3. Motivations for participants

The main motivations for participants consisted of networking with suppliers and other growers, as well as sharing knowledge and experience with colleagues. In addition the event was a place where lots of new developments in research and in the industry were being exhibited.

I think that motivations could be a nice day with a lot of information on a practising strawberry farm. There are suppliers and other strawberry growers to share experience and knowledge. Another reason for the participants is to stay up to date. (Farmer)

I think that there are more motivation reasons for participants to attend demonstrations. First of all, is networking. But also contact with suppliers and research results of the demonstration fields. After that, this demo day is a good moment to talk to other strawberry growers. Early September is right after a busy period. (Farmer)

Participants themselves stated as main motivators to attend the demonstration: working for a company who present this day; internship at the greenery company; interested in strawberry cultivation in a greenhouse; interest in new technology; networking; gaining knowledge; interested in business of our neighbours; invited; as cultivation leader of Provincial Test Centre for Small Fruit.

#### 4. Target audience

The intended audience for the event was growers and stakeholders (such as advisers and suppliers) of the strawberry sector.

I think that the intended audience are growers and people like advisers and suppliers related to the strawberry sector from the Netherlands. (Farmer)

Our intended audience are growers and stakeholders of the strawberry sector. (Programme Interviewee)

#### 5. Advertising and recruitment

Participants for the event were targeted by the organisation, which has a list of all strawberry growers in the country; invitations were then sent out via a magazine or in the post.

Whilst recruitment was not the responsibility of the host farmer, our interviewee did reflect that the organisation could do more to recruit farmers from hard to reach areas. The Farmer added that it was in the interest of the suppliers for more farmers to attend, as the day was a good opportunity to form loyal relationships with growers.

Invite people is task for the organisation. (Farmer)

This demonstration is focused on strawberry production, so all the strawberry growers are invited. As organisation, we have a list with all the strawberry growers. We send them an invitation as part of a magazine. (Programme Interviewee)

We use magazine, mailing and I think the most important one. (Programme Interviewee)

The Farmer talked about extending their reach to 'harder to reach groups'.

It is not really my task to reach participants for this demonstration. But an option could be; the exhibitors organise a mini-bus retour for growers who find it too far for a car drive (long distance area). For the exhibitors/suppliers it is a good moment to create some loyalty to the growers. (Farmer)

### T2: Appropriate demonstration and interaction approaches

#### 1. The nature of interaction

Both the Farmer and the Programme Interviewee described the nature of interactions within the network as 'mostly bottom-up'. Overall direction for the project came from the programme, but there were regional working groups of farmers who gave input to the development of the demonstration day, as well as to financial proceedings.

We are steered by a programme. But in the regional working groups/commissions we could give input for the demonstration activities. And of course, in the end the financial part of the demonstrations are decisive. Every demo cost money and someone have to pay. (Farmer)

We asked the growers in working groups for input in the demonstration activities. They know what interesting developments for their farm are. (Programme Interviewee)

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

Host Farmers are involved in the developments of overall themes and ideas for the demonstration day, however it appears to be the institutions involved (Delphy and ZLTO) who have the final say.

We involved the host farmers to contribute ideas for the overall demonstration programme. With the ideas, as organisation, we invite different parties and ask for relevant questions. (Programme Interviewee)

First, the organisation asks some farmers for ideas. We, ZLTO and Delphy, make a concept program. Other people can respond to this and suggest some change. In the end, ZLTO and Delphy make the final program. (Programme Interviewee)

On the day each stall holder delivered their own activity, and as such each had sole responsibility for developing their own content.

The host farmer is not involved in the development of the individual demonstration activities. The demonstrators (suppliers etc.) are responsible for the content of their demonstration activity. (Programme Interviewee)

Some of the participants are part of different working groups. The working groups has effect of the program during the strawberry day. The working group can suggest different topics and interesting developments. But in the end, the suppliers make the decision. They have to pay the demonstration activity, not the participants. (Farmer)

## 3. Focus

The Farmer described the network as 'Single focussed', whereas the Programme Interviewee described the network as 'In between' single focussed and whole farm.

## 4. Design

The Farmer described the network as 'a mixture' between experimental and exemplary practices. A preference was expressed for this approach as it was considered a reflection of good practice on the farm: 'a mixture between new knowledge and proven techniques is a good combination for [minimising] risks'.

The Programme Interviewee agreed that the network took a mixed approach, adding that this decision was based on 'own knowledge, network and experience'.

## 5. Ideal group size

The Farmer indicated that there was no optimal group size for the day, and that it should be as big as it needed to be in order to represent the whole strawberry sector.

The group must be representative for the whole strawberry sector. (Farmer)

### T3: Enabling learning appropriate to purpose, audience, context

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

Both Farmer and Programme Interviewee considered field tours with a specialist to be the most effective presentation technique. The Programme Interviewee added that videos and other forms of presenting information can be effective, providing they are not too lengthy.

I think the most effective way are demonstrations in the field with an oral presentation of a specialist. (Farmer)

The most effective way to structure a demonstration activity is a presentation by field trials. No long readings but short and powerful. After that, something like a video always works. For example it is possible to explain a field trail with a short video. (Programme Interviewee)

In regards to supplementary material, there were flyers provided for the suppliers to distribute, but predominantly it was the responsibility of participants to make their own notes.

The farmer cited 'participants ask questions and talk openly' as the most important factor for a good demonstration, as it allows participants to learn from each other. Conversely, the Programme Interviewee put the emphasis on those delivering the activities, citing 'visualisation techniques, or other multi-sensorial experiences' as the most important factor, adding that without this, 'good quality expert advice' will not be delivered.

An important element during the day is talk with and learn from each other. When the participants can talk openly, the day is more effective. (Farmer)

It is a cycle. When the first one (visualization techniques) is not good enough, you will never go to the second step (good quality advice). (Programme Interviewee)

#### 2. Taking into account variation in learning

The Programme Interviewee saw no examples of the organisation taking into account different learning styles. The Farmer however, observed that on the day there are lots of different demonstration activities taking place, all with varying presentation styles, and so the participant is free to go to which demonstration suits them best.

On the location there are different demonstration techniques. There are presentations, exhibitors, field walk etc. Everyone can go where he wants. (Programme Interviewee)

### T4: Effective follow-up activities

#### 1. Follow-up activities and materials

There is little in the way of follow-up activities. The Programme Leader did point to the 'continued connection' with grower in the working group, but this does not appear to be a formal procedure. There are no materials available to participants after the event.

Yes, as said before there is a continue connection with the growers in the local and national working groups. (Programme Interviewee)

#### 2. Assessing impact

There was no attempt to assess impact of the event, either amongst participants or the wider growing community. This could be a priority for the programme/network to develop in the future.

## 5. Event analysis: effective peer learning characteristics

### Event details

The group consisted of about 25 participants, of which 13 filled in the pre survey and 13 the post survey.

	n° survey participants	adviser	board secretary researcher	consultant integrated crop protection	strawberry business	Horticulturist	maintenance engineer	Unknown
<i>occupations</i>	13	2	1	1	3	2	1	3
<i>working area</i>	13							
<b>local area</b>	8	2	1		2	2		1
<b>not local area</b>	5			1	1		1	2
<i>gender</i>	13							
<b>male</b>	12	2	1	1	3	2	1	2
<b>female</b>	1							1
<i>age</i>	13							
<b>18-30</b>	5	1	1		1	1		1
<b>31-40</b>	4			1		1	1	1
<b>41-50</b>	2				2			
<b>51-60</b>	2	1						1
<b>60+</b>								

### T1: Learning processes

#### 1. Communication initiation by participants

In the whole group (25 people), there was not a lot of space for sharing information. This was discussed in smaller groups, in which more than 50% of the participants had no problem sharing their knowledge and/or experiences related to the topic. During the demonstration in small groups, the participants shared their own point of view on the system. They also talked about their own system. There was a lot of time for questions, about 50% of the time. There was a lot of time but not all of the time was used, only some (5-10) questions were asked. There were only a few participants trying to formulate their own points of view regarding the topic and share this with the demonstrator.



	participant answers				
	strongly disagreed	disagreed	agreed	strongly agreed	not applicable
I had the feeling that I could share my own knowledge as relevant information.	0	4/13	7/13	1/13	1/13
I asked at least one question during the demonstration .	7/12 yes				
I shared my own point of view at least once during the demonstration.	5/12 yes				
I felt encouraged to ask questions during the demonstration.	0	4/13	6/13	2/13	1/13
When there were any discussions, I felt comfortable sharing my opinion.	0	4/12	5/12	2/12	1/12

	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	0	1	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 multisensorial experiences*

A hands-on activity was demonstrated taking enough time, so it was clear to every participant. The machine 'nivolator' was installed in the glasshouse. To show the effectiveness of the nivolator the advisers did a smoking test. They create smoke and shows the air circulation (Description nivolator: <https://nivola.nl/en/tuinbouw/kasnivolator/>).

The Nivolator consisted of nine raised blades producing a special conical concentrically directed air stream. The under pressure at the fan causes the air to stream from bottom to top, thus creating two air streams, represented by an inner and an outer cone. In this way an ideal air circulation is produced. The participants could smell and see the smoke. Overall the strawberry demoday is a multisensorial day. No hands-on activity was carried out by participants though. Participants could only look and listen to the adviser.

### *Discussion opportunities and negotiating conflicting points of view*

There was no facilitator. The researcher/adviser received and answers questions. There was time for an open discussion and this was not forced by the demonstrator. Nobody really engaged. The topic was illustrated well, which didn't lead to any conflict or critical points of view being shared.

	participant answers				
	strongly disagreed	disagreed	agreed	strongly agreed	not applicable
In my opinion, <b>there were interesting discussions</b> during the demonstration.	2/13	1/13	6/13	2/13	2/13
If participants <b>didn't agree</b> with each other during discussions, somebody (demonstrator/other participant) <b>tried to reach a consensus</b> between them.	0	1/13	2/13	0	10/13

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

### 3. Engagement during the event

Most of the participants are farmers and talk about the same issues. Overall there was an informal vibe. The demonstrator acts open and friendly, but not as close friends with the participants. He was on the same level as the participants and told everything the participants wanted to know.

	participant answers				
	strongly disagreed	disagreed	agreed	strongly agreed	not applicable
I felt actively involved during the whole demonstration process.	0	2/13	9/13	2/13	0
I felt like the demonstration increased my ability to rely on myself as a farmer.	1/13	4/13	2/13	2/13	4/13
I could relate well to other participants (because they have an agricultural background similar to mine).	1/13	2/13	8/13	0	2/13
A lot of the other participants are part of the same farmer network as me.	0	0	6/13	0	7/13
I felt like I could trust the knowledge of (most of) the other participants.	0	0	9/13	2/13	2/13
The demonstration felt like an informal activity to me.	0	0	9/13	3/13	1/13
I thought the host farm was comparable enough to my own farm.	1/13	1/13	6/13	1/13	4/13
I had the feeling the demonstrator was like one of us.	0	3/13	8/13	2/13	0
I had the feeling I could trust the demonstrators knowledge.	0	2/13	5/13	5/13	1/13
I got along very well with the demonstrator.	0	2/13	7/13	2/13	2/13

	demonstrator answers				
	strongly disagreed	disagreed	agreed	strongly agreed	not applicable
Were participants (farmers, advisers, researchers etc.) involved in the overall development of this demonstration?	No				
Most of the participants were well known to me.	0	0	1	0	0
A lot of the participants are part of the same network as me.	0	0	1	0	0
The demonstration felt like an informal activity to me.	0	0	0	1	0
I think the host farm was well suited for this demo.	0	0	1	0	0
I got along well with the participants.	0	0	0	1	0

## T2: Learning outcomes

Explained knowledge was very clearly understandable. The demonstrator knew a lot about the content. Participants only listened and looked. Maybe more interaction could have resulted in better uptake. Common methods or ways of thinking on farming were questioned and alternatives were shortly elaborated on in group. There were small discussions about the participants' way of farming. Common methods or ways of thinking on learning were not questioned.

	participant answers				
What would you <b>ideally like to learn</b> today?	New technology; New systems to apply to my business ; Getting to know what our neighbors are doing for a living; General introduction to the strawberry business; Vertical air circulation; Gaining more knowledge; Innovation in the sector; Use in organic farming				
	strongly disagreed	disagreed	agreed	strongly agreed	not applicable
The <b>demonstration met my expectations</b> regarding what I wanted to learn.	0	1/13	7/13	5/13	0
The <b>demonstration exceeded my expectations.</b>	0	2/13	8/13	1/13	2/13
I <b>felt surprised</b> at some point(s) during the demonstration.	0	4/13	7/13	2/13	0
I <b>obtained a clearer understanding</b> of the topic(s) demonstrated.	0	1/13	7/13	5/13	0
I have the feeling I <b>learned something new</b> (knowledge, skill, practice, etc.).	0	2/13	6/13	5/13	0
I <b>thought about how I could implement</b> some of the ideas and practices on my own farm.	0	1/12	6/12	3/12	2/12
I <b>reflected on my own point of view</b> at some point during the demonstration.	0	2/13	7/13	3/13	1/13
I learnt about <b>the principles underlying a practice.</b>	1/13	1/13	6/13	5/13	0
I thought about <b>how we learn something new</b> on demonstrations (e.g.: teaching methods).	1/13	3/13	7/13	1/13	1/13
I thought about <b>why</b> I want to learn about <b>the topic(s) of this demonstration.</b>	1/13	2/13	9/13	0	1/13

	demonstrator answers				
what do you <b>intend for the participants to learn</b> today?	5-10 participants who want to know more about the product				
	strongly disagreed	disagreed	agreed	strongly agreed	not applicable
I think <b>participants have learnt what I intended them to learn.</b>	0	0	0	1	0
I tried to <b>surprise</b> participants with uncommon/new knowledge/new skill.	0	0	0	1	0
I <b>felt surprised</b> at some point(s) <b>myself</b> during the demonstration (e.g. by a question or discussion).	0	0	1	0	0
I <b>obtained a clearer understanding</b> of the topic(s) myself.	0	1	0	0	0
I have the feeling I <b>learned something new</b> during this demo (from participants, discussion...).	0	0	1	0	0
I <b>reflected on my own point of view</b> myself at some point during the demo.	0	0	0	1	0
I encouraged participants <b>to reflect on their own point of view</b> during this demo.	0	0	0	1	0
I encouraged participants <b>to reflect on their own situation</b> sometime during this demo.	0	0	1	0	0
I encouraged participants <b>to reflect on how we learn something new</b> on demonstrations.	0	1	0	0	0
I encouraged participants <b>to reflect on why we are trying to learn</b> about the topic of this demonstration	0	0	1	0	0

### T3: Overall comments on the effectiveness of the event

#### *Participants:*

With an average of 3,5 on 5, participants rated the event overall as effective. 11 on 12 participants who answered the questions would recommend the demonstration.

As main effective characteristics of the demo participants mentioned: simple with a clear result; I can imagine the effects now; new info; smoke test; a lot of info at one location; see the practical execution.

Participant mentioned following suggestions for improvement: discussion with the group; further expansion on topic; smaller groups.

#### *Demonstrators:*

As main effective characteristics of the demo, the demonstrator mentioned: showing things.

As suggestion for improvement the demonstrator mentioned: a higher greenhouse.