



The **xxx** is a dairy farm, situated in the northeastern part of Flanders. Innovative breeding and producing milk are key objectives for the farm. The farm recently embraced and invested in technological advancements like milking robots and their brandnew stables, equipped with the latest innovative elements. This because they believe in their added value for the wellbeing of the cows and to make their own life easier. The farm only started hosting demonstrations, inspired by their success during the latest 'open doors day of Flemish farms'.



Objectives

- Tell the story of our finished new shed for dairy cattle with new technologies, started in 2015
- Emphasize benefits of the comforts of the shed compared to outside meadow
- Earn a little extra money

Motivations

- Inspire young people about technology in agriculture
- Inspire other farmers about the technological innovations
- Social aspect
- Financial aspect

Topic selection

- Depending on the audience, and is discussed beforehand with the organizing party (the new meeting room can be used to discuss anything)
- (Innovations in) dairy production

Audience & participation

- Very diverse: children, high school students, farmers, families, researchers, companies, ...
- Participation fee: always, but depends on the audience and required facilities (timing, catering,...)

Demonstration set-up

- Farmer's wife organizes the demo's and enjoys the social aspect. She has a lot of ideas to expand in hosting of demonstrations.
- They are very new to demonstrating and only started now because the investments are finished.
- Based on consultation with requesting party and audience
- Usually involves an explanation of how the farm got where it is now and a guided tour.
- New meeting room with bridge looking out into the stables provides great opportunities to facilitate visits

Evaluation peer-to-peer learning environment (June 2018)

- Diverse group of approx. 30 researchers and farmers, open to anyone interested who subscribed, farmers were the target.
- Guided farm visit was linked to presentations on a new decision support tool to optimise dairy cattle management
- Prior knowledge on dairy farming was not required, though clearly an advantage

- Farm is new to hosting demonstrations and started this now because the installations of their recent investments are finished.
- No real structural support in Flanders for farmers who have an interest in hosting demonstrations.
- One-man show: farmer's wife is central in organizing and conducting the demonstration. She has a lot of ideas for the future on expanding the amount and audience coverage of the demonstrations.
- Key areas to explore: guidance/support for farmers interested in hosting demonstrations, structural support for on-farm demonstrations (besides projects) – business model, creation of local networks, development of demonstrator skills

