



The farm xxx started from questions around the access to land and the realization that people that want to do small-scale agriculture have the passion but face many administrative and commercial hurdles. The farm xxx tries to bring a multitude of enterprises together on their 45ha and offer them administrative services, a commercial identity, and access to markets.



Objectives

- Improve the sustainability of small-scale agricultural businesses by working together.
- Develop a community based of entrepreneurs with a focus on organic and agroecological farming systems.

Motivations

- To share knowledge with people who are interested in learning about orchard production, sustainable water management, and foraging.

Topic selection

- Selected based on what could be demonstrated using the farm as a base.
- The process of finding interested demonstrators has been quite organic for the workshops that have taken place so far. There is no specific strategy.

Evaluation peer-to-peer learning environment (Care and Treatment of Orchards)

- The first part of the workshop was a traditional “classroom style” with a PowerPoint presentation. The participants were very open in posing questions to the demonstrator(s).
- The walk through the orchard was more hands-on for spotting different issues with the trees.

Audience & participation

- Primarily made up of local people (travelling up to 1 hour to reach it).
- This demonstration was the third of a five part series so the group already knew each other.
- There was a participation fee.

Demonstration set-up

- The choice of demonstration is top-down. When the staff meet a demonstrator they like, and if they fit with their ethos, they invite them to come to do a demonstration at their farm. However, the content of the workshops is left up to the demonstrator.
- The staff are responsible for promoting the workshops and arranging the bookings.
- On the day, the staff's involvement in the demonstrations was focused on welcoming and interacting with the participants and providing refreshments.

- Overall, it seemed like the participants took a lot from the day. There was a very good rapport between the participants and the demonstrators and between one another.
- The approach to having a series of connected workshops over the year is quite innovative, rather than having a stand-alone day.
- It would be interesting to find out more about the individual motivation of the participants for joining the workshops in a structured way at the beginning or end of the demonstration. The demonstrations are a new venture for Ferme de Froidefontaine but their approach seems to be working well so far.

