



This organic dairy farm is located in the Western part of Jutland. The farm has 550 organic dairy cows and 440 hectares of clover grass and corn. In addition, the farm cooperates with six plant breeders in the area with a total of more than 300 hectares.



Objectives

- Promote ØRD (the extension service)
- Develop organic dairy production
- Demonstrate field trials
- Exhibit farm machinery

Motivations

- ØRD: get new costumers/service for their current customers
- Host farmer: pride in his work
- Exhibitors: sell their products

Topic selection

- Determined by the extension service
- Dependent on the field trials at the host farm
- Dependent on the host farmer's production
- Exhibition (what the companies find interesting)

Evaluation peer-to-peer learning environment (05.2018)

- A good mixture of field walks, presentations, demonstrations and time for socializing.
- Few hands-on activities were carried out by participants
- Very few questions and almost no discussion
- Many presentations – they varied in their level of innovation

Audience & participation

- Farmers and advisers
- Participation fee
- ~100 participants

Demonstration set-up

- Exhibition of farm machines
- Presentations of experiments
- Demonstrations of machinery
- Field walks
- Common area where people could socialize

- Good host farm. Presentations of both innovative and well-known subjects
- They expected more than 300 participants but less than 100 showed up – high level of competition from other similar demonstrations
- Workshop: How to... get more participants, engage the participants (hands-on activities, discussions and questions), engage companies and exhibitors

