



## FARM DEMO CONFERENCE

BRUSSELS, 21st MAY, 2019

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Demonstration Farms

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The Farm Demo Conference is achieved through a close collaboration between 3 European projects funded under Horizon 2020 - PLAID, Agridemo F2F and NEFERTITI.



**PLAID**  
PEER-TO-PEER LEARNING:  
ACCESSING INNOVATION  
THROUGH DEMONSTRATION



**AGRIDEMO**  
FARMER TO FARMER



These projects have received funding  
from the European Union's Horizon 2020  
research and innovation programme





**Nathalie  
Sauze-Vandevyver**  
Director B - DG Agri

Since 1987, Mrs Nathalie Sauze-Vandevyver has held various positions within the services of the European Commission. She has been nominated on the 1st of October 2017 as Director of the Directorate "Quality, Research and Innovation, Outreach" within the Directorate-General for Agriculture and Rural Development (DG AGRI). Her mission is to promote research and innovation in the agricultural sector through the EU's research policy (Horizon 2020) and the European Innovation Partnership for Agricultural Productivity and Sustainability. Mrs Sauze is a lawyer trained in European law (Institute of European Studies, ULB).

She started her career at the Commission within the Financial Control department, where she was already involved in the agricultural sector, particularly within the framework of the Integrated Mediterranean Programs. She was then in charge of the management of the Directive on the labeling of foodstuffs within DG Enterprise. In 1999, she joined DG AGRI where she held the posts of Deputy Head of Unit and Head of Unit of the Legal Unit and then the post of Director of the Directorate responsible for Legal, Institutional and Procedural matters which enabled her to participate actively in the different reforms of the Common Agricultural Policy.



**Inge Van Oost**

**DG AGRI -Unit B2**

**Inge Van Oost** is policy officer at the European Commission, Directorate General Agriculture and Rural Development (DG AGRI).

She has been setting up and is now supporting the implementation of the European Innovation Partnership “Agricultural Productivity and Sustainability” (EIP-AGRI), in particular as regards cross-cutting aspects and rural development.

As member of the DG AGRI Taskforce “Research and Innovation” she was instrumental in shaping DG AGRI’s research and innovation approach and Horizon 2020 work programmes, and developed the new concepts “multi-actor approach” and “thematic networks”.





**Lee-Ann Sutherland**  
James Hutton Institute

Lee-Ann Sutherland is senior researcher working in the Social, Economic and Geographical Sciences Group (James Hutton Institute). Raised on a family farm in Canada, she is an interdisciplinary social scientist with a background European agrarian development, human-environment relations, and farm-level decision-making.

Her current work on gentrification processes in agricultural restructuring is a progression of her research on land manager relationships with the agri-environment, where she drew on multiple theoretical perspectives, particularly Bourdieu's conceptualisation of capital exchange, the multi-level perspective, and the theory of planned behaviour. Lee-Ann is also undertaking research on farmer engagement in renewable energy production and backyard poultry keeping.

Lee-Ann currently coordinates the PLAID H2020 project (Peer to Peer Learning: Accessing Innovation through Demonstration) (2017-2019) and leads the governance WP on SALSA H2020 (Small Farms, Small Food Businesses and Sustainable Food Security). She also leads the Hutton social science teams in EPIC (Scottish Government's Centre of Expertise on Animal Disease Outbreaks) and a stream of work on agricultural restructuring and farm diversification within the RESAS Strategic Work Programme (2016-2021).

Lee-Ann was the coordinating expert for the EIP Agri Focus Group on New Entrants to Farming (2015-2016). Lee-Ann co-ordinated the FarmPath FP7Project and is the editor on a book on associated findings (Transition Pathways towards Sustainability of Agriculture: Case studies from Europe) (CABI, 2015). A monograph on 'Good Farming', co-authored with Rob Burton, Paul Stock and Jeremie Forney is scheduled for publication in 2018. Lee-Ann is an elected member of the European Society for Rural Sociology Executive Committee (2013-present), and chaired the local organising committee for the ESRS congress in Aberdeen (2015).



**Fleur Marchand**  
ILVO

**Fleur Marchand** (Prof. Dr. ir.) is research coordinator and group leader within the Social Science Unit of ILVO.

She heads the research group Agricultural and Farm Development. She is doctor in science (UA, 2006) and agricultural engineer (UGent, 2001).

She builds her expertise mainly on empirical case-studies of learning processes with stakeholders striving for sustainable agriculture and food chains.

She uses mainly a transdisciplinary and system approach focusing on the following research topics: knowledge exchange, agroecology and transition of the food system.

She is responsible for different national and international projects on these topics. She is now coordinator of the H2020 project Agridemo-F2F and WP leader within the H2020 NEFERTITI project.

Furthermore, she is professor at the University of Antwerp where she is responsible for courses on methodologies and techniques for interdisciplinary research. She is a member of the OECD network TempAg, the agroecology- GIRAF network and the scientific committee of IFSA2020.



**Adrien Guichaoua**  
ACTA

**Adrien Guichaoua** is Director of the European and Regional Affairs at ACTA (The French Agricultural Technical Institute). He holds a master's degree in Policy Science (2006). He is chairman of the SCAR Strategic Working Group AKIS since January 2016 and active member since 2012.

He is an expert on Innovation policies related to the agricultural sector and a key actor in the framework of the EIP “Agricultural Productivity and Sustainability” in France and Europe.

He is French National Contact Point for Horizon2020 Societal Challenge 2 since 2014 and Coordinator of NEFERTITI since January 2018.



**Florian Herzog**  
IALB - EUFRAS

**Florian Herzog** holds a bachelor's degree in Environmental System Sciences and in Agrarian Pedagogy and a master's degree in Natural Resources Management & Ecological Engineering.

He started his professional career as a research fellow at the University of Natural Resources and Life Sciences Vienna (BOKU). Working in applied research projects in the field of entrepreneurship and innovation capacity building among rural communities formed the basis for his keen interest in the drivers of transformational change and rural development.

Since 2013 Florian Herzog is working in advisory services coordination at the Austrian chamber of agriculture, currently as head of unit 'knowledge transfer & innovation'. Applying his expertise in methods and instruments of knowledge transfer and promoting rural development and innovation, his current focus of interest lies on farm business management, digitization of agriculture and agricultural innovation systems.

Since 2018 Florian Herzog is the president of the "International Academy of Advisors in Rural Areas" (IALB), a network of over 600 advisors from 17 European countries. The focus of IALB is on the promotion and further development of advisory and education services through conferences, seminars, exchange of experience and project work.



The IALB deals primarily with questions of the future of rural areas and the peasant family businesses. IALB believes, that an effective and efficient knowledge transfer is essential to tackle existing and future complex challenges successfully. Therefore IALB sees the promotion of peer-to-peer learning and farm-demonstration as an important investment in the future and welcomes this explicitly.



**Natalia Bellostas**  
INTIA - Spain

**Natalia Bellostas** is the Research & Development project coordinator at INTIA (Navarra Institute of Agri-food Technologies and Infrastructures), where she oversees the implementation of R&D&I projects in regional, national and EU programmes, ensuring links between them and with different actors in the regional agricultural sector.

She leads the INTIA team in Nefertiti and is especially interested in knowledge brokering and the role of public policies for fostering innovation and knowledge transfer.







**David Michie**  
Soil Association - Scotland

**David Michie** is Deputy Director of Soil Association Scotland. As part of the Future Farming Scotland team, David facilitates the exchange of knowledge and ideas between land managers, specialists, and researchers in Scotland. These are mainly about sustainable and efficient food production with minimal environmental impact.

David joined Soil Association Scotland in November 2015, after working for SRUC for several years, where he mainly carried out agricultural consultancy.

He also taught postgraduate and undergraduate students, worked on research projects, and specialised in soil nutrient management projects, including the development of PLANET Scotland. David was also responsible for the delivery of organic farming advice for the Scottish Government.

David has over 15 years' experience of working in agriculture, including working on a mixed cattle and arable farm, as a field trials officer for an agricultural science agency, and as a certification officer for an organic certification body.

David's range of experience can help people understand and develop sustainable farming systems.



**Anikó Juhász**  
Ministry of Agriculture  
Hungary

**Anikó Juhász** is the Deputy General Secretary of the Hungarian ministry of Agriculture since 2018, and former general director of AKI (Research Institute of Agricultural Economics, Budapest, Hungary).

Anikó has seventeen years of experience in food supply chains and related policy research.

Ms. Juhász has been project and programme evaluator of FP7 and H2020 calls since 2012, and she is a member of the Advisory Group for H2020 Societal Challenge 2 “Food Security, Sustainable Agriculture and Forestry, Marine, Maritime and Inland Water Research, and the Bioeconomy” (2016-2018).

She holds a Master’s degree in Horticultural Engineering (1997) and a PhD in Management and Business Administration (2010).



**Nils Zehner**

**Member of Swiss Future Farm  
AGCO - CEMA**

**Nils Zehner** is Agricultural Engineer, Commercial Fuse EME at AGCO International (Switzerland).

He holds a PhD from the Agroscope Research & Development Centre of Tänikon, obtained after having completed the full course of study in Agricultural Sciences in Germany.

Nils has also recently joined the Operating Team of the Swiss Future Farm, a demonstration site for Precision Agriculture created in 2018 on the initiative of AGCO Corporation, the Swiss Agricultural Vocational Training Centre (BBZ Arenenberg) and GVS Agrar, with the aim of making digital agriculture visible, tangible and accessible.





**Kjell Ivarsson**  
Copa-Cogeca representative

**Kjell Ivarsson** has worked for the Federation of Swedish Farmers and part time for the Swedish Farmers' Foundation for Agricultural Research during the last 15 years. Since taking a first degree in agronomy and a licentiate degree in plant nutrition and soil fertility, Mr Ivarsson has worked in different areas.

For ten years he worked close to the field in the Swedish advisory service, followed by business development, sustainable production, crop production and research & development.

As a senior policy advisor Mr Ivarsson work with bioeconomy, crop production, and research & innovation in the food chain. In Brussels he is the vice chair for the Copa-Cogeca working party on research & innovation. As a Copa-Cogeca representative he is the vice chair of the Commission stakeholder panel for bioeconomy. He says that it is important to him to increase and improve the interactions between scientists and society and create a two-way communication between knowledge and stakeholder involvement.





**Alfred Grand**  
Organic farmer - Austria

**Alfred Grand** is an organic farmer from Austria, he is earthworm specialist, entrepreneur and founder of VERMIGRAND natural products. He is passionate about soil health and compost, more specifically wormcompost.



**John Renner**  
Livestock farmer - UK

**John Renner** runs mixed livestock farms, of in total 202 hectares bordering the edge of the spectacular Northumberland National Park. His family has farmed in this area for over five hundred years. A strong tradition of combining environmental care with sound, practical farming runs right through the business. The Farm is a LEAF Demonstration Farm since 2005 and regularly host visits to a wide range of interested audiences both out in the field and in their tailor made on site classroom.



**Jolanda Raaijmakers**  
Arable farmer - Netherlands

Together with her husband Ad, Jolanda Raaijmakers runs an arable farm with crop protection for third parties. They focus on specialized work that requires specific knowledge and skills. They also grow new crops, like soy beans, and demonstrate the results to different groups of colleagues within their region. In addition, they are involved in practical education together Helicon vocational school, in the context of the Contractors Sector Plan.