



Country Report for France

Migliore Stefano⁵ & Sturel Sylvain⁶ (APCA), Merlhe Mathieu⁹, Bogucka Monika⁷ & Dagron Pascal⁸ (AC3A), Dockes Anne-Charlotte¹, Leprince Florence², Guichaoua Adrien³ & Bodin Pauline⁴ (ACTA)

¹anne-charlotte.dockes@idele.fr; ²l.leprince@arvalis.fr; ³adrien.guichaoua@acta.asso.fr; ⁴pauline.bodin@acta.asso.fr; ⁵stefano.migliore@apca.chambagri.fr; ⁶sylvain.sturel@apca.chambagri.fr; ⁷monika.bogucka@ac3a.chambagri.fr; ⁸ac3a@loire-atlantique.chambagri.fr; ⁹mathieu.merlhe@bretagne.chambagri.fr



Topics of demonstration

(most frequent topics)

- Crop production:
 - arable crops (combinable crops)
 - fodder crops & pasture
 - vegetables (open field & greenhouse)
- Animal production:
 - dairy and beef cattle breeding
 - pig farming
 - sheep farming
- Other topics:
 - Ground & surface water protection
 - Farm succession & new entrants
 - Renewable energy & energy efficiency
 - Business models
 - CAP/State subsidies & schemes

Providers and purpose of demonstration

Organizers: Even if the demo takes place on a commercial farm, it is usually organized by a chamber of agriculture, a research institute or a farmers' association.

Funders: demo activity are mostly financed by public funds (local, regional, national, EU).

Demonstrators: Usually, farmers present their practices and farm organization, while advisors or researchers present project results.

The five main reasons for demonstrations:

- Information gathering/sharing
- Innovation development
- Knowledge creation
- Competitiveness/Productivity
- Improvement of environmental conditions

History

At the end of the Second World War, various schemes were gradually set up on the initiative of public authorities and farmers organizations :

- in the 1940s: creation of pilot farms led by civil servants, of pilot villages ("villages témoins") where technical trials were carried out on the fields of volunteer farmers and CETAs (Centres d'Etudes Techniques Agricoles), groups of leading farmers. The first demonstrations concerned wheat production and were targeting leading farmers.
- in the 1950s, some Chambers of Agriculture hired advisers and created their first extension services. In the meantime, farmers' specialized unions created technical institutes which, through engineers, set up experimental programs in collaboration with farmers.
- in the 1960s, a large number of agricultural extension groups were created on the initiative of farmers' unions and chambers of agriculture.



Types of Demonstrations

2 main types:

- **Demos on commercial farms (main type):**
 - hosted by a commercial farm
 - organized by a local organization (chamber of agriculture, association, cooperative...)
 - part of a regional or national network
 - often on a specific product or technology, sometimes on a production system
 - various sizes, from small groups of farmers to open days with > 200 visitors
 - peer to peer learning & exchanges between farmers
 - example for others farmers, present & disseminate the results of public-funded projects
- **Demos on experimental stations:**
 - hosted by a research or applied research farm
 - cross fertilization between researchers, advisers and farmers

Access Issues

Gender: in half of the demonstrations, the audience is evenly divided between men and women. In the other half, women are significantly under-represented.

Age: in more than half of the cases, there is no age group more represented than another. In the other half of the cases, the age group 40 to 55 is slightly over-represented.

Geography : the majority of the public comes from local and regional levels, there are few participants from the national or European level. Some demonstration events are tailored for agriculture students.

Distinguishing Characteristics

- Mainly on commercial farms and experimental farms
- Usually, part of a regional or national network from 10 to more than 1000 farms
- Demo topics well-balanced between crop production and animal husbandry
- Audience mainly from local or regional level.



The PLAID project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 727388.
The AgriDemo project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 728061