

# LEARNINGS AND RECOMMENDATIONS FROM UK ON-FARM DEMOS



The main messages attendees take away from demonstration events include learning more about a specific approach or practice, gaining more general knowledge and hearing experiences from host farmer and other attendees through networking.

Attendees to demonstration events are likely to be **people who are already engaged and tend to be the new or early adopters of innovations**. Demonstration events do not cover all learning styles but **focus more on visual, verbal and physical learning styles** which may influence who attends events. Likewise, **location, season and timings will influence attendance to the demonstration event**.

Demonstration events are able to influence the uptake of novel innovations by demonstrating on-farm best practice, providing context to an approach and showing an approach in action. **Combining demonstration events with other impact pathways, such as videos, articles and social media helps to further disseminate the benefits and applications of a novel approach**. Recommendations for future demonstration events, where possible, is to **offer follow up discussion groups and events which help track progress and innovation uptake within a group of farmers**, ensuring they use the information demonstrated on their own farm where appropriate. Utilising videos and virtual demonstration will help to reach other people who may not be able to attend an event, helping to remove geographical barriers and reinforce key messages to attendees. Working with actors across the supply chain will help to share experiences and expertise across the sector. Working with other impact pathways will help to further demonstrate and share innovations to a wide range of stakeholders.

## COUNTRY/REGION

UNITED KINGDOM

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## MORE INFO

[www.farmdemo.eu](http://www.farmdemo.eu)  
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## ABOUT PLAID

The project has been designed to encourage farmers and farm employees to embrace innovations in agriculture by accessing high quality demonstration activities on commercial farms. Demonstration activities may also contribute to network building in agriculture communities, leading to longer term sustainability and economic development in rural areas. However little has been documented on agriculture demonstration activities in European countries and the lack of an inventory or on-line resources have been identified.

All practice abstracts developed by PLAID H2020 project are available in EPI-AGRI official website:

<https://ec.europa.eu/eip/agriculture/en/find-connect/projects/peer-peer-learningaccessing-innovation-through>



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