

# BAYER FORWARD FARM



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



## COUNTRY/REGION

**BELGIUM**

## CONTACT

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## MORE INFO

[www.farmdemo.eu](http://www.farmdemo.eu)  
[twitter.com/FarmDemoHub](https://twitter.com/FarmDemoHub)

This case provides an interesting example of a fruitful collaboration between a real working family farm and a commercial supplier in demonstrating innovative techniques. At the **Bayer Forward Farm**, visitors can have a look at the newest techniques in crop protection, smart farming, water protection etc. on a real working farm and under real conditions. **Visitors benefit from both the practical experience of the hosting farmers and the expert knowledge of the Bayer advisors.** Bayer is aware of the possible pitfall of such collaboration. They guard the credibility of their demonstration activities by not doing business at all at the demos and by collaborating with other organisations. The topics of the demonstration events are all about economic, ecological and societal sustainability. The hosting farm was chosen by Bayer because they also believe in the integral approach of farming, they had been working on sustainability on their farm for a long time, they are open for new investments and also because of their close proximity to Brussels. Very interesting is that target visitors include farmers as well as advisors, food chain representatives, the general public, politicians and regulatory authorities. **The demonstrators collaborate with other organisations to increase the access to the farm.** At the farm, there is a room where presentations can be given and where visitors can find a lot of information. Outside, visitors can have a look at the different techniques, test fields and installations. At some places, extra information is given by information boards. **Participants of the demos highly appreciate the mix of theory and practice.** Interactive discussions are triggered by the demonstrator, by asking questions and by making use of voting boxes.

## 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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