

ARENENBERG ARABLE FARMING DAY



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




COUNTRY/REGION

SWITZERLAND

CONTACT

Rebekka FRICK
rebekka.frick@fibl.org

MORE INFO

 www.farmdemo.eu
 twitter.com/FarmDemoHub

The Arenenberg Arable Day is a **regional demonstration event** on arable farming in the Canton of Thurgau in Switzerland. It has been organised on a yearly basis since 2015 and attracts around 100 visitors every summer. The main organiser of the event is the agricultural centre of the Canton of Thurgau (BBZ Arenenberg).

The main objective of the event is to demonstrate the experimental areas of the BBZ Arenenberg. **At the Arenenberg Arable Day, varying crops are demonstrated depending on the crop rotation rules of the host farm. This year's Arable Day focused on soil protecting cultivation techniques of sugar beet and on weed control in maize production.** The topics were demonstrated at four different sessions.

The target group included farmers and advisors from the region who produce or are interested in producing these crops. Local and regional producers who appreciate the exchange among professionals and the conviviality usually attend the event.

The visitors were generally happy with the contents conveyed and the demonstration. They consider demonstration events of this kind important when it comes to the introduction of new approaches and technologies because they give them the opportunity to benefit from the trials and experiences, which other actors such as the agricultural centre or other farmers have already made. The case study shows that **it is crucial to actively engage the visitors and to promote formats for exchange.** Moreover, our analysis suggests that it is important to also show trials, which have not been successful because they trigger discussions and the visitors easily remember them.

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>



This project has received funding from the European Union's Horizon 2020 research and innovation program under grant agreement No 727388