

EXTENSIVE CROPS TRIALS VISIT



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



COUNTRY/REGION

SPAIN

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MORE INFO

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The Valdorba demonstration was an initiative of the Valdorba agrarian cooperative supported by INTIA. The demo objectives were: new varieties of cereal and new pesticides in cereals as well as crop diversification. The visitors were 22 professional farmers. All of them are active members of the coop and very open to share their practical experiences. During the demonstration, there was a **tour guided by the farmers to their parcels** and INTIA trial plots. The demonstration was in general positive: It was well organized, and it was very interesting. The main practical recommendations to deal with this kind of event were: 1. The **demo has to offer something new that attendees can see beneficial to their interests**: new techniques (varieties mostly in this event), be up to date, meet other professionals, etc. 2. The demonstration should be organized by someone that farmers considers prepared, expert, and also close to the them, as it is the case of the leaders of the coop and technicians of INTIA. 3. It is necessary to program the demonstration from the beginning, field trials or selection of techniques should be designed together to be shown on the day of the event. **Never improvise the day of the event**. 4. Integrating the contribution of technicians with the contributions of farmers is highly valued by the entire group. 5. We need to find instruments, tools, in order to improve peer to peer communication so that all farmers can express themselves. To evaluate the demo results and conclusions, an online survey and a focus group were organized. The outcomes of the demo were mainly a clear identification of best practices to promote (new varieties, pesticides, and techniques) and also some problems and strategies to face together for the new year.

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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