



Case study 1 is commercial arable farm in the southern part of The Netherlands. The main crop is potatoes. There are also a few hectares with maize and sugar beets. The farm has 420 hectares arable land in total. The farm is part of 'Practice centre for Precision farming' (PCvPL) and a pioneer in precision farming. In addition of the 2 entrepreneurs, there are 3 fulltime employees.



Objectives

- Demonstrate and test precision farming techniques in practise

Motivations

- New techniques will give new business opportunities
- Demonstrations as a business case, not for big profit, but just for covering costs.
- Cooperation with Practice centre for Precision farming.

Topic selection

- Bottom-up
- Farmer shares his point of view with the participants
- Determined by participants and farmer/demonstrator

Evaluation peer-to-peer learning environment (Demonstration – 1 march)

- Learning from demonstrator (farmer) to participants (farmer)
- Participant (farmer) to participant (farmer).
- Room for discussions and questions
- Trigger participants with questions

Audience & participation

- Everyone who is interested in precision farming (E.g. farmers, technicians, students, university professors, policy makers, citizens etc.
- Not for free, participants have to pay

Demonstration set-up

- Give good demonstrations to attract participants (the word spreads itself)
- Presentation and farm visit
- Room for discussion

The overall impression of this demonstration farm is very good through a few points. The farm is part of the network 'Practise centre for Precision farming', the farmer is a good story teller and anticipates to the knowledge level of the audience and it is an innovative farm in precision farming.

The three key areas for the workshops are the program of PCvPL, story telling and earnings model of demonstration farms.





FarmDemo CASE STUDY 2 Netherlands: Open Greenhouse days

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Case study 2 is a commercial red pepper farm in the southern part of the Netherlands and started in 2008. The farm is operated by father and his sons. The farm has more than 8 hectares with red peppers. Around 150.000 plants produce 13 million red peppers in a year. The peppers grow all year round. An average of 25 full-time employees work at the farm.



Objectives

- To grow red peppers
- For one day, the farm was decorated for the 'Open greenhouse days'.
- To create support of the people in the region
- To bring stakeholders of the sector together and discuss about a specific subject

Motivations

- To show consumers how they work and how food grows
- A motivation for host the network event is to meet colleagues and stakeholders in the sector.

Topic selection

- Bottom-up
- The growers should take the lead
- Energy-management

Evaluation peer-to-peer learning environment (Demonstration – 8 april)

During this event, P2P-learning happens in a different way than previously thought. After talking with farmers of the greenhouse-sector, we could say that the way of learning is changed. Nowadays network events (like the event in the morning) are more and more popular. These events are focused on a specific subject. Only the employees focused on this subject visit the network event.

Audience & participation

- The network event was intended for other farmers, policy makers and stakeholders in the sector.
- The public event was intended for everyone but most of all for citizens.
- Network and public event were free of charge.

Demonstration set-up

- Network event in the morning
- Public event in the afternoon
- Presentations, Q&A, small group discussion, farm tour and multi-sensorial experience (taste and smell).

Network

- Part of a national yearly event with more than 200 farms)

The Open greenhouse day is a very good day to create public empathy for the greenhouse sector. The special issue of this demonstration event is the public event in combination with the network event. In this event, we saw a good example of the change in learning by the greenhouse sector.

The three key areas for the workshop are the change in the way of learning in the sector, to analyze an event for both citizens and farmers and learning through a specific theme.



PLAID



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Case study 3 is the strawberry demo day. Every year this yearly event takes place by another farm. In 2018 the farm has greenhouses with strawberries and trays outside. The farm is also the 'Berry Plaza' location of Delphy. The farm is operated by a family and started in 2001. An average of 14 employees (and around 25 young students on Saturday) work at the farm.



Objectives

- Objective of the farm is to grow strawberries
- Objective of the demonstration day is show new developments and innovations
- Create a network
- The farm is a test location of Delphy (Berry Plaza)
- Personal goal of the farmer is to stay up to date

Motivations

- Stay up to date in new developments
- Networking with stakeholders and other strawberry growers
- Commercial interest (show farm to potential customers.
- For participants a motivation could be a nice day with new information and networking.

Audience & participation

- Strawberry growers
- Advisors and suppliers related to the strawberry sector
- Free of charge

Demonstration set-up

- Field trials
- Exhibitors
- Short presentations
- Free walk, no time table
- Possibility for networking
- Discussion with stakeholders and other growers

Topic selection

- Bottom-up
- Growers in working groups are asked for input. Organisation (ZLTO and Delphy make the program.
- New development and innovations

Evaluation peer-to-peer learning environment (07-09-2018 Strawberry demo day)

- ...
- ...
- ...

- What are your overall impressions?
- What did you find most interesting/remarkable?

Not really the farm is selected as case study but the event is selected. Every year another farm is host farmer for this demonstration day.

The three key areas for the workshop are, how evaluate a big event like this, make the demonstration attractive every year and how future proof is this approach.

