



FARMDemo



PLAID



AGRIDemo



# RAISING THE IMPACT OF DEMONSTRATIONS



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# IMPACT PATHWAYS: WHAT INFLUENCES FARMERS?

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Demos are **only one of many channels** of influence

Other channels

- Farming advisors (various categories: 'impartial'; or related to specific business)
- Farming press (broad variety of magazines, newsletters, etc.)
- Internet (news-sites, farmers organisations, businesses)
- Farmer colleagues: peer-to-peer
- Farmer study groups, working groups
- Farmer household members
- Policy or societal pressure

**Combine!!**

# TWO ROUTES FOR IMPACT AFTER A DEMO

- What farmers take home from the demo (outcome)
- What happens after the demo (impact)

Findings PLAID and AgriDemo-F2F case studies:

Some (few) farmers will change because of the demo. But many will need **extra stimuli and input afterwards**



# RAISING DEMO OUTCOME

For effective follow-up you need to **know your demo visitors**, e.g. via **exit polls**.

- To improve the next version of a demo
- To get a better feel for what motivates visiting farmers and what they need

## **Make the demo 'stick'**

- Provide take-home materials: Brochures, folders, hand-outs
- Provide recordings of the demo (photo, video, web posts, etc.)



# BOOSTING DEMO IMPACT



## CHANNELS TO RAISE IMPACT

- **Advisors** and **farming press** can act as 'multipliers' of a demonstration
- Farmers can stimulate each other → Create **peer-to-peer groups** (based on exit polls)
- Farmers and **other stakeholders** depend upon each other → facilitate interaction & 'co-creation'
- Other channels ...



# SUMMING UP

- Demonstrations are only **one of many** influencing sources for farmers
- **Combine** targeted **smart activities** during and after the demonstration to influence many aspects of this process
- This can **boost the overall impact** of demonstrations to make agriculture more 'integrally sustainable' (i.e. good for farmer, animal, society and the environment)

