



AGRIDEMO

WHERE DO FARM DEMONSTRATIONS FIT IN THE AKIS ?

Theme 6

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Demonstration programmes and activities do not operate in isolation

They are part of, and contribute to, a wider advisory landscape and national AKIS.

How do demo programmes interact with national AKIS?

AKIS SHAPES DEMOS

AKIS steers and determines the organisational arrangements of demos,)

DEMOS SHAPE AKIS

Demo programmes affect the AKIS, they play a role in the advisory landscape and deliver AKIS objectives

**AKIS
INTERACTIONS**

AKIS: Objectives, structures, actors, networks

Programme level

Strategies and approaches for:

- Appropriate outcomes
- Goal setting
- Governance
- User involvement in demonstrations

Objectives:

- Technology adoption
- Farm practice change
- Enhance capacity
- Shift to sustainable systems

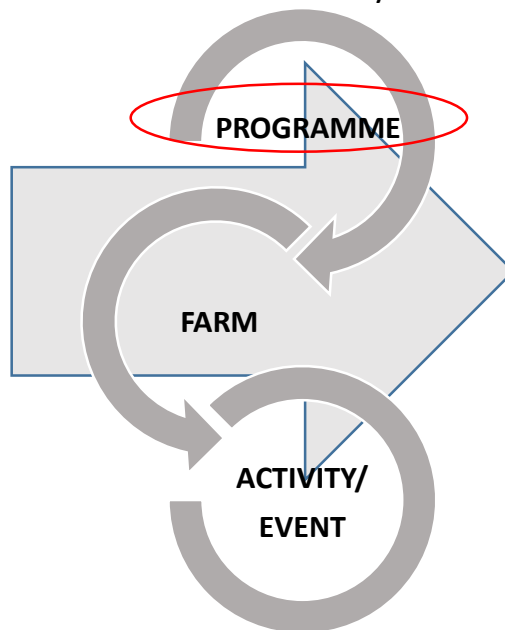
Objectives achieved :

Learning outcomes & impact

- Incremental, -transformative, adaptive learning
- Building competence and capacity over time, empowerment
- Practice change

Farm and event level
techniques and tools for:

- Facilitation of peer-peer interaction
- Multi-sensorial experiences, hands-on
- Problem solving
- Space for dialogue



Methods

- 33 case studies
- Organisation/Programme level interviews x 37
- Farm level interviews x 27

5 organisation types:

- Farmer organisations
- Private/public extension or advisory service,
- Research institution
- Individual farmer
- NGO

METHODS



SHAPED BY THE AKIS

**AKIS
INTERACTIONS-
SHAPED BY AKIS**

AKIS characterised by public funding in advisory organisations or influential Farmer Organisations:

- Demos can be rolled out as part of existing structures and networks - embedded
- Strategic planning and coherence
- Stability/longevity- relationships, local knowledge, trust
- Part of wider network or programme
- Funding –better access
- Integration – benefit from links to research, trial sites, training centres
- Accountability – M&E systems

**AKIS
INTERACTIONS-
SHAPED BY AKIS**

EXAMPLE Austria: Embedding into existing networks

CS -precondition for a successful demonstration activity is the embedding in a network-

The main actors in AKIS Austria are

- Federal Ministry,
- Bio Austria,
- Nine agricultural chambers
- ÖKL (Austria's advisory board for agricultural engineering), research institutions,
- Nine LFIs (rural institutes for agricultural training) and the farming population.
- A strong network in the different working groups ("Arbeitskreise") with various topics of local agricultural chambers where farmers meet, cooperate and exchange views.



**AKIS
AUSTRIA**



AKIS are largely privatised, pluralistic and demand-led

- Demos are delivered by more diverse organisers differing arrangements –collaborations, networks, projects
- Fragmented, less continuity
- Access to funding
- Reliance on projects, commercial sponsorship
- Competitive
- Synergies, opportunities
- Diversity and creativity of networks

**AKIS
INTERACTIONS**



EXAMPLE Netherlands –

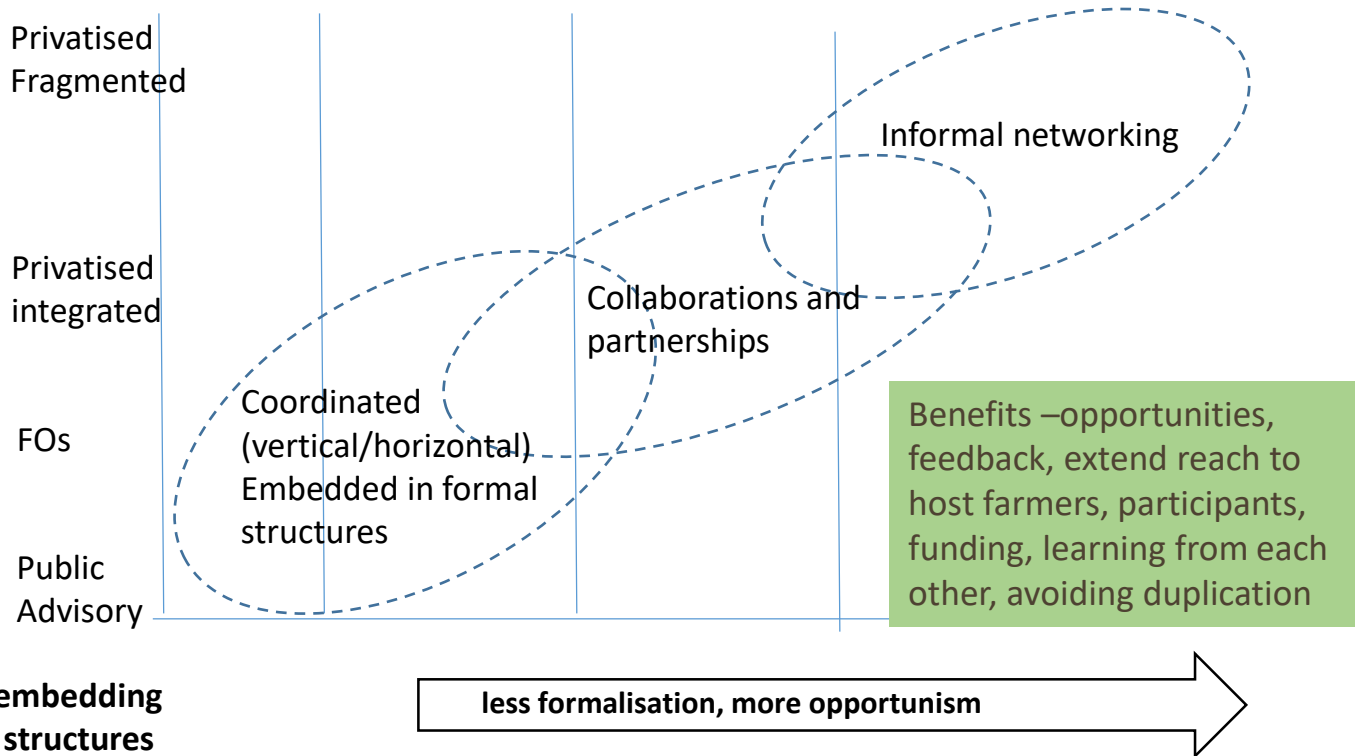
different multi partner arrangements were reported with different roles assigned to partners.

**AKIS
NETHERLANDS**

Strawberry demo day network - a network around the strawberry demo day consists of a foundation, with a board of strawberry growers, Delphy and ZLTO. Delphy take care about the test field. ZLTO take care of the organisational part of the demonstration.



Interaction with AKIS- organisational arrangements





SHAPING THE AKIS

**AKIS
INTERACTIONS-
SHAPING AKIS**

Demos within a wider programme of advice

Purpose:

- part of delivering a coordinated advisory programme
- means of sharing in a network or group – e.g Monitor farm
- research, project dissemination

**SHAPING THE
AKIS**

42% of case study programmes continue to engage participants after demonstrations.

Farmer organisations (58%). advisory services (53%) Research orgs (16%), NGOs (0%)

Do you try to assess the extent of influence (diffusion) from your demonstration programme(s) to non-participants?

%	Yes	No
Farmers' organisation	59	41
Private/public extension or advisory service	82	18
Research institution	83	17
Individual farmer	50	50
NGO/charity and/or other ag dev org	33	67

Demos within a wider programme of advice

Important role of **mentoring, coaching and peer support** in addition to demos (**Demo+**) to help to ensure buy in and group commitment.

**SHAPING THE
AKIS**

EXAMPLE Farming Connect in Wales

Demonstration Network

Agri Lab

Study Visits

Wales Master Grass

Knowledge Exchange Hub

**European Innovation Partnership (EIP)
Wales**

Master Soils

**Sustainable Management Scheme Support
Service**



Demo 'progression meetings' which lead farmers along a journey, they attend an open meeting first, then if interested they attend a more focused closed meeting, this may ultimately end in a 2 day master class at the innovation centre

Demonstration Sites

Our Demonstration Sites form an important part of our new Demonstration network. These sites, located throughout Wales, have been selected in order to share with the wider industry examples of best practice, innovation and new technologies.

The Demonstration Sites will focus on:

- the integration of new technology and/or new approaches to management
- raising standards of on-farm efficiency
- decreasing inputs, increasing outputs
- profitability

Significant support from industry specialists will be available to develop sector-specific projects and monitor progress.

Information will be shared with the wider industry as part of our events programme. We would encourage you to attend Farming Connect events on a regular basis.

You will see at first hand new ways of working and increase your knowledge base which in turn will improve your skill set, inspiring and encouraging you to implement new ways of working within your own business.



Our Demonstration Sites are:

Group Questions

Group 1

What impact do AKIS characteristics have on planning/running effective demo programmes? (access to funding, long term sustainability and relationships, links to commercial companies etc)?

Group 2

What is the relationship between farm demo programmes and private companies in collaborations and networking?

Group 3

How are/are demos used as part of delivering a campaign, advisory programme? What is their contemporary role in the AKIS?

**QUESTIONS
BEST PRACTICE?**



BEDANKT

