



THIS PROJECT HAS RECEIVED FUNDING FROM
THE EUROPEAN UNION'S HORIZON 2020 RESEARCH
AND INNOVATION PROGRAMME UNDER GRANT
AGREEMENT N. 772705



Improving demonstration activities to foster change towards sustainable organic livestock farming

NEFERTITI Projet



Hub 3 : Robust organic dairy farming

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EAAP 2022 - Porto

The H2020 NEFERTITI project



32 R&D partners

17 european countries

10 interactive thematic networks linked to livestock farming, field crops, horticulture, and the attractiveness of farming

Objectives: improving the quality of demo activities



- ➔ Stimulate the **uptake** of innovation by rural actors
- ➔ Improve **knowledge exchange** and peer to peer learning
- ➔ Develop the **connecting of agricultural networks** across Europe



Contributing to a more competitive and sustainable agriculture

10 NETWORKS, divided into regional groups : the HUBS



Members of the hubs: farmers, advisors, trainers, researchers and policy makers

Mission: to organise and improve the quality of demonstration activities

→ any event allowing an exchange between farmers and ecosystem actors

→ Ex: open days on farms, in experimental stations, technical days...

NETWORKS	01 - Grassland & carbon sequestration	02 - Data driven decisions for dairy farmers	03 - Robust organic livestock systems	04 - Optimal soil quality in arable crops	05 - Arable crop sensing & variable rate applications	06 - Increasing productivity & quality in organic arable crops	07 - Improved nutrient use efficiency in horticulture	08 - Water use efficiency in horticulture	09 - Reducing pesticides use in the production of grapes, fruits & vegetables	10 - 'You can farm' Farm attractiveness
HUBS	DE	UK	ES	BE	NL	PL	BG	ES	FR	IE
	FR	BE	UK	NL	FR	ES	DE	PT	DE	FR
	UK	FR	FR	PL	PL	FI	NL	PL	PT	DE
	IE	DE	DE	ES	FI	DE	ES	NL	ES	UK
			HR		HU				BG	HR
										HU

3 CAMPAINS

780 demonstrations

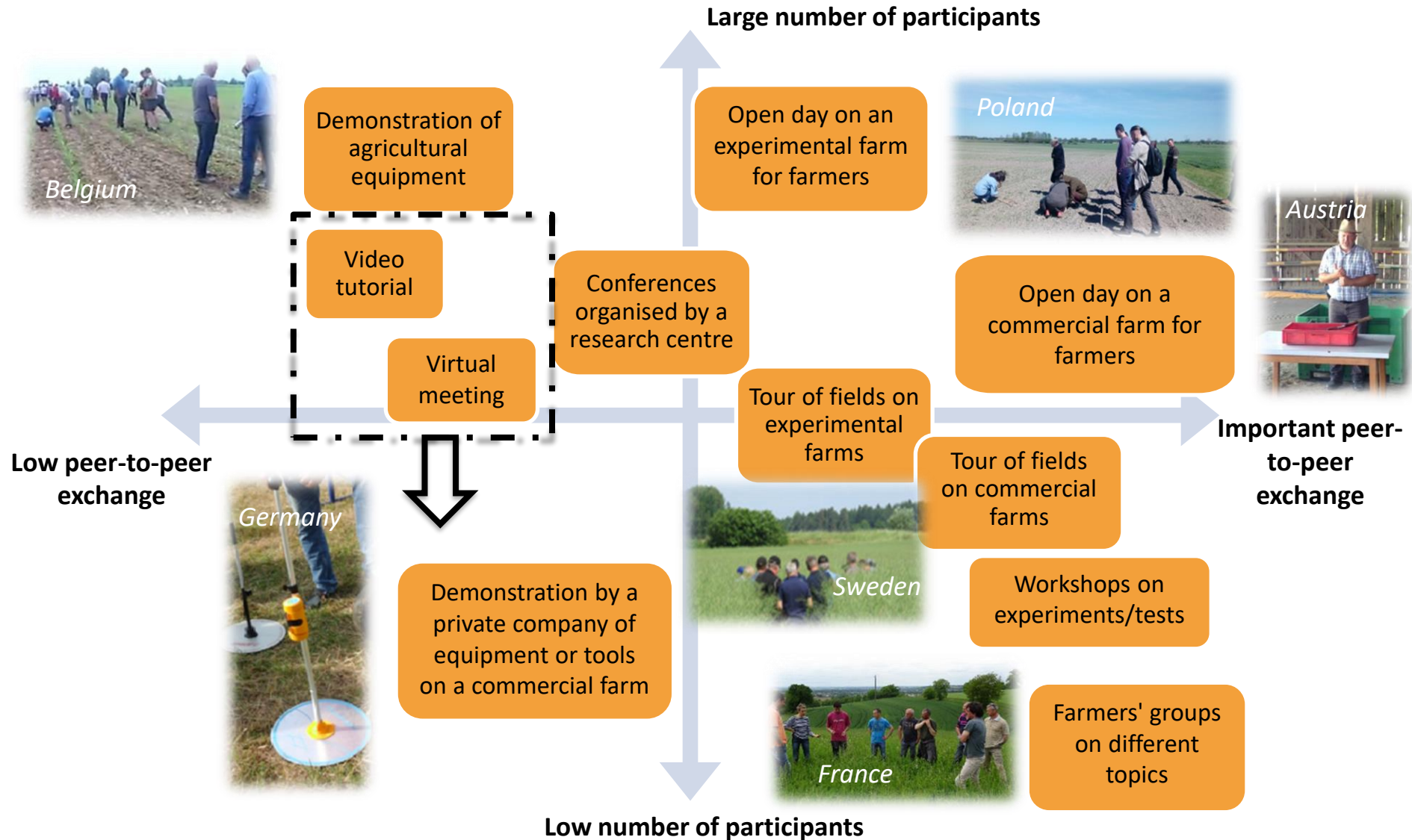
45 000 participants



4 networks dedicated to livestock



Diversity of demonstration activities



Presentation of the French Hub on "Robust Organic Dairy Farming Systems"



**Robust organic
livestock systems**



- 
- 
- Perimeter : Brittany
 - Coordination: Idele and Regional Chamber of Agriculture
 - Members: 6 organic dairy farmers and 4 organic field advisors
 - Actions: organise at least 15 demonstration activities on a given theme in 3 years (2019, 2020, 2021) (5/year)
 - By benefiting from the tools created thanks to the project (from preparation to evaluation of the actions)
 - By sharing the learnings with its European network, notably through annual cross visits

Demonstration actions for the French organic hub: events organised and work themes

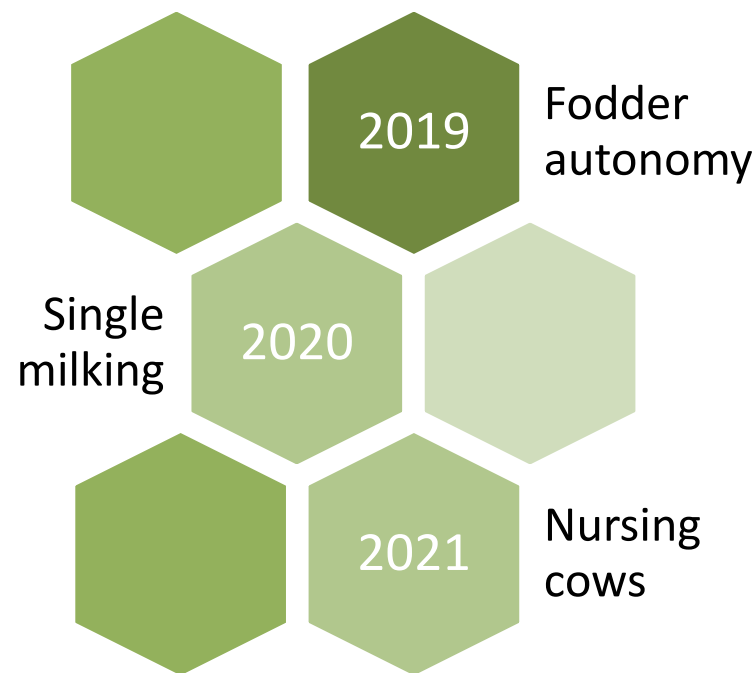


➤ Diversified formats of events:

- Some in **small groups** to maximise peer-to-peer exchange.
- Others for a **large on-farm audience** to maximise awareness and knowledge transfer through on-farm visualisation.

➤ Work themes :





- Topics systematically chosen according to the **expectations of the hub's farmers**, in order to meet the needs of the field

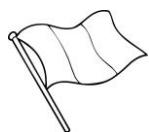


Demonstration actions for the French organic hub: Overview of events



⇒ Description of the farms and calendar of events [online](#)

Year		2019	2020	2021
Nb of demo events	Physical event		4	4
	Virtual event	-	1	1
Nature of events (number of participants)	Visit of an experimental farm	1 (190) 	-	-
	Open day on a farm	4 (380) 	3 (290) 	4 (213) 
	Agricultural fair			
	Wébinaire followed by debate (virtual)	-	1 (185)	1 (180)
	Workshop debate during the « organic week »	-	1 (7)	-
	TOTAL démo events	570	485	400
	Total network cross visit	15	50	50



Cross visit



On average, 500 people reached annually by the events

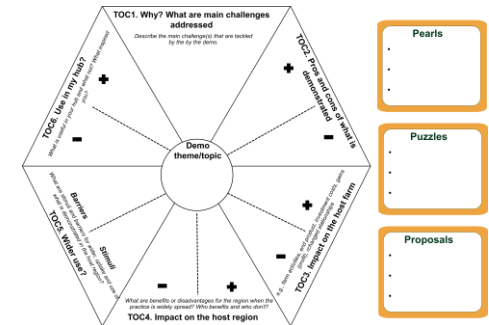


Demonstration actions for the French organic hub: Main successes and lessons learned



Collective learning at all levels of the project

- ... in the thematic networks
 - **Key skills** through the materials created and the exchanges
 - In particular the "**soft skills**": facilitation, communication, organisation...
- ...through the cross visits
 - Highly appreciated by farmers and organisers
 - Strong "**cross-fertilisation**" between countries
- ...in the hubs
 - **Peer to per exchange** as a central element of a demonstration event
 - **Evaluation** as a means to improve the quality of the demo





Demonstration actions for the French organic hub: Main successes and lessons learned



➤ Maintaining a real cohesion within the hub, thanks to :

- A dynamic **facilitation**
- Regular and constructive **exchanges**
- Phases of debate and **capitalisation** on technical subjects

➤ Development of virtual demos to adapt to the Covid-19 pandemic:

- A high level of **reactivity** to cope with the sudden cessation of face-to-face meetings
- **Technical uncertainties** (handling of online platforms, connection problems, etc.)
- But an **increase in skills** for farmers as well as the facilitators and operators

Focus on virtual demos:

A learning solution in times of health crisis

➤ Virtual demos as a « Plan A »

- To be **more inclusive** and **reach different populations** (youth, women, geographically isolated populations)
- To reach a **wide audience** (international)
- To make up for a **lack of budget** (reduce travel costs, accommodation, etc.)
- To respect **hygiene rules** (visit to risky farms or laboratories, pandemic...)

➤ The 6 steps to organising a virtual demo are described in the guide





Demonstration actions for the French organic hub :

The main margins of progress



- Evaluation and impact of demonstration activities:
 - Difficult to know **what participants learn** and what they will put into practice on their farms
 - Better take into account the impact of the demonstration activities
 - Improve the satisfaction questionnaire with more specific questions on impact
 - **Lack of follow up**
 - Continue the technical discussion through **organized professional training sessions** with participants in the demo actions
- Anticipating the logistical organisation, an essential prerequisite for the smooth running of a demonstration action, in particular :
 - **Upstream communication** to reach the target audience
 - **No "over-anticipating"** given the sanitary context to avoid cancellations and rescheduling of events

Notable and structuring productions for the organisation of demonstration days

- Consequent support for this digital transition, with the publication of **methodological guides and the training of project members**



Want to learn more?
Consult our guide available
in all EU National
languages!

Notable and structuring productions for the organisation of demonstration days



Training kit

➤ <https://trainingkit.farmdemo.eu/>



DEMO DESIGN GUIDE
ON-FARM DEMONSTRATIONS

READ MORE



DEMO DESIGN GUIDE
VIRTUAL DEMONSTRATIONS

READ MORE



INSPIRATION FROM
PRACTICE

READ MORE



TOOLS FOR PREPARING
A DEMO EVENT

READ MORE



TOOLS FOR DELIVERING
A DEMO EVENT

READ MORE



TOOLS FOR EVALUATION
AND FOLLOW-UP

READ MORE

invitation.
facilitation learning
planning
video
pressrelease

Notable and structuring productions for the organisation of demonstration days



FarmDemo Video channel

- Fed by contributions from each hub
- Videos produced by a professional



<p>Dairy farming Milking with robots & automatic feeding with Lely... 5:09</p>	<p>Mob-grazing Lower costs - more biodiversity & carbon sequestration 5:38</p>	<p>Machine demo Combicut, Kvick-Finn GH4 Eco Ridger 3:07</p>	<p>FarmED A Demo Farm for Food & Farming Education 3:19</p>	<p>Network 7 - Bulgaria NAAS Analytical Laboratory 5:08</p>	<p>Tutorial 3/3 Tools to prepare, deliver & evaluate on-farm demos 7:13</p>
<p>Milking robots & automatic feeding with Lely... 53 vues • il y a 2 jours Sous-titres</p>	<p>MOB-GRAZING - coûts réduits, plus de biodiversité... 377 vues • il y a 5 jours Sous-titres</p>	<p>Machines pour les exploitations biologiques :... 104 vues • il y a 5 jours Sous-titres</p>	<p>FarmED - Une ferme de démonstration pour... 118 vues • il y a 2 semaines Sous-titres</p>	<p>Network 7 - Bulgaria 32 vues • il y a 4 semaines</p>	<p>Tools to prepare, deliver & evaluate on-farm... 81 vues • il y a 4 semaines Sous-titres</p>
<p>Tutorial 2/3 How to organize virtual FarmDemo events 7:21</p>	<p>Tim & Louise Downes Agroforestry in Organic Dairy 4:53</p>	<p>FARM DEMO CONFERENCE Showing Innovation for Next Agri 4:08</p>	<p>Terhi Kerpi Improvement of soil quality, organic farming and... 2:30</p>	<p>Farm Demos What has NEFERTITI achieved 3:54</p>	<p>Tutorial 1/3 Six étapes pour concevoir tes démonstrations à la ferme... 8:39</p>
<p>Comment concevoir des démonstrations agricoles... 46 vues • il y a 1 mois Sous-titres</p>	<p>Lagroforesterie dans le secteur laitier biologique -... 504 vues • il y a 1 mois Sous-titres</p>	<p>Innovation pour une agriculture durable -... 216 vues • il y a 1 mois Sous-titres</p>	<p>Improvement of soil quality, organic farming and... 105 vues • il y a 2 mois</p>	<p>NEFERTITI Achievements & Impacts 300 vues • il y a 2 mois</p>	<p>Six étapes pour concevoir tes démonstrations à la ferme... 296 vues • il y a 4 mois Sous-titres</p>
<p>FarmDemo Conference Brussels 11 May 2022 1:11</p>	<p>Farm-Dating Rencontre entre générations 2:13</p>	<p>Robot de traite mobile et pâturage à la ferme... 1:11</p>	<p>Low-cost organic milk production Monotraite - Croisement - Génisses sous vaches nourri 4:56</p>	<p>New technologies in dairy farming Robots en élevage laitier 4:19</p>	<p>Incorporating green manure Which machine fits my farm? 8:17</p>
<p>Join the FarmDemo Conference in Brussel 11... 263 vues • il y a 4 mois</p>	<p>Farm-Dating - Rencontre entre générations 153 vues • il y a 4 mois Sous-titres</p>	<p>Robot de traite mobile et pâturage à la ferme... 1,8 k vues • il y a 7 mois Sous-titres</p>	<p>Production de lait bio à faible coût: monotraite, croisemen... 4,3 k vues • il y a 7 mois Sous-titres</p>	<p>Comment les nouvelles technologies transforment... 453 vues • il y a 7 mois Sous-titres</p>	<p>Détruire des engrais verts - démonstration de machines... 157 vues • il y a 9 mois Sous-titres</p>



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Obrigada pela sua atenção !

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NEFERTITI PARTNERS

