

EU CAP Network seminar 'On-farm demonstrations for peer-to-peer learning & innovation'

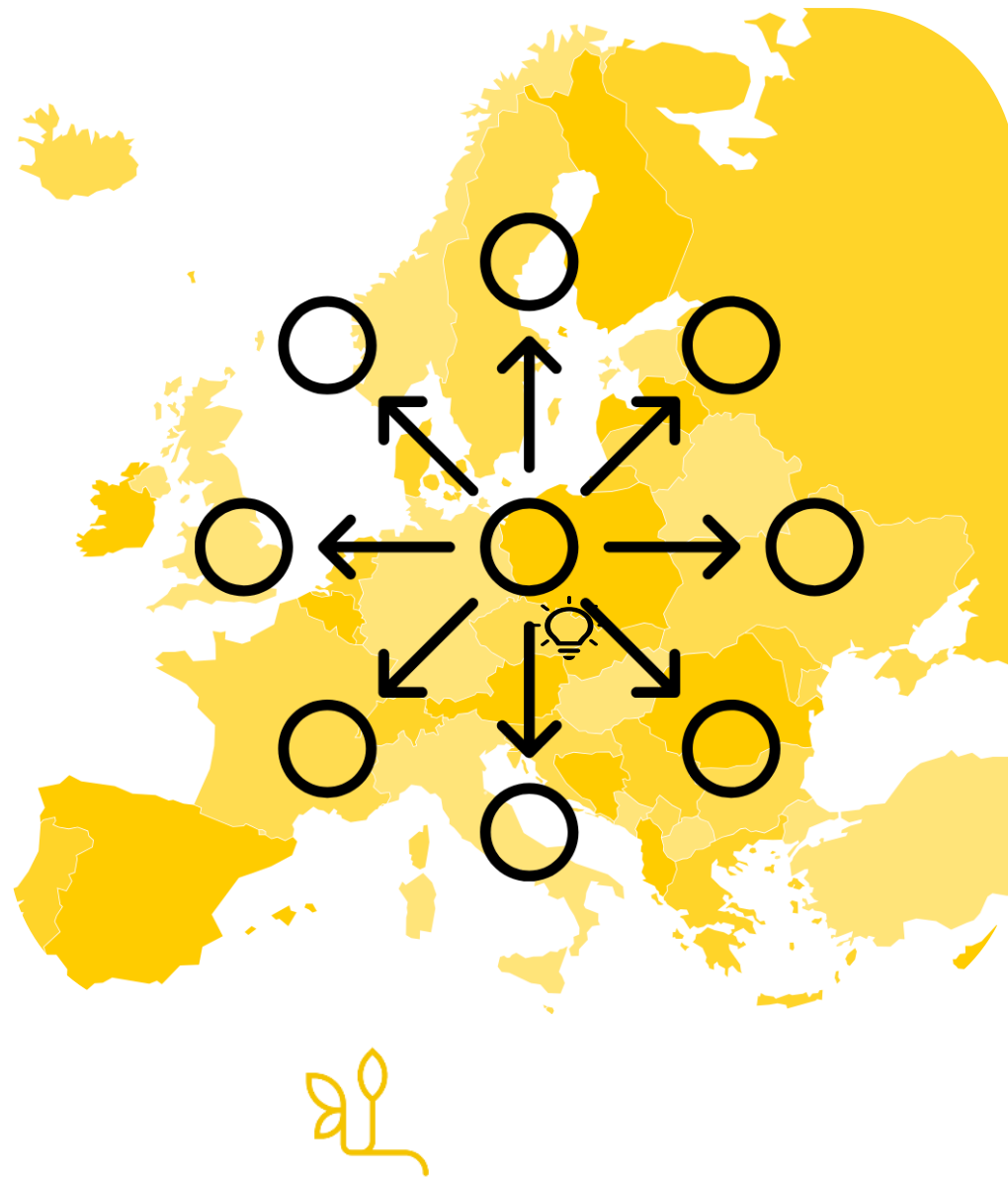
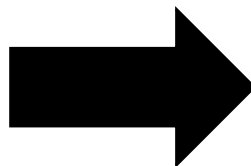
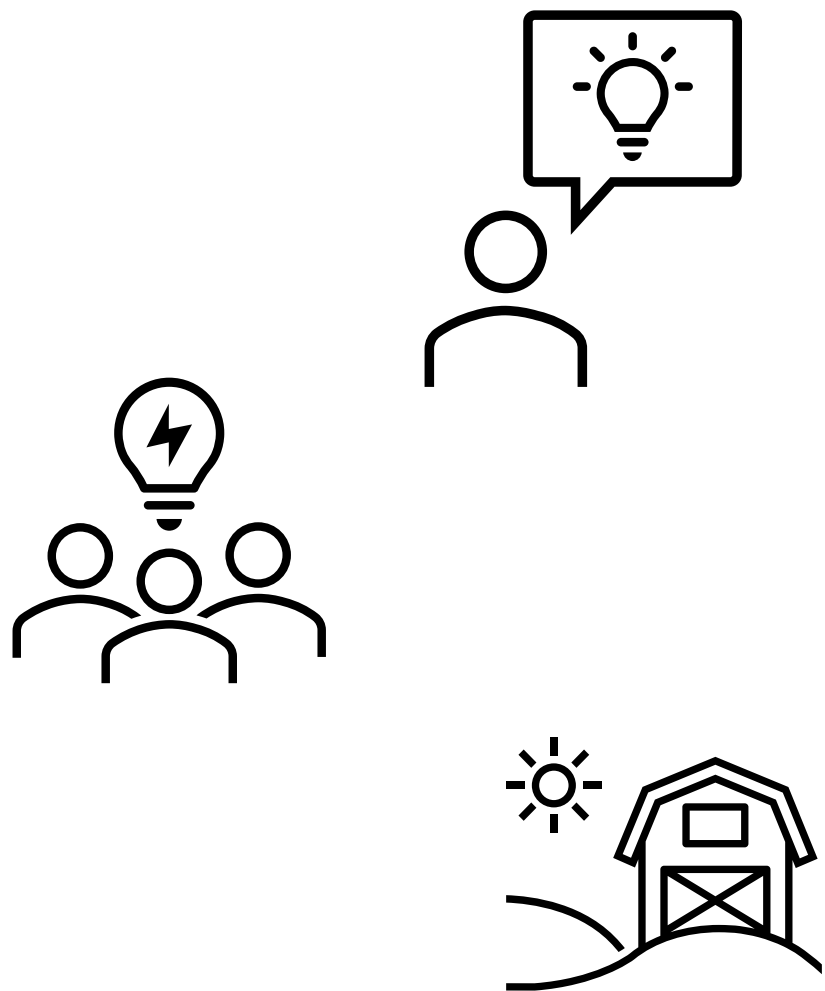
Mestre, Venice, Italy
17 - 18 June 2025



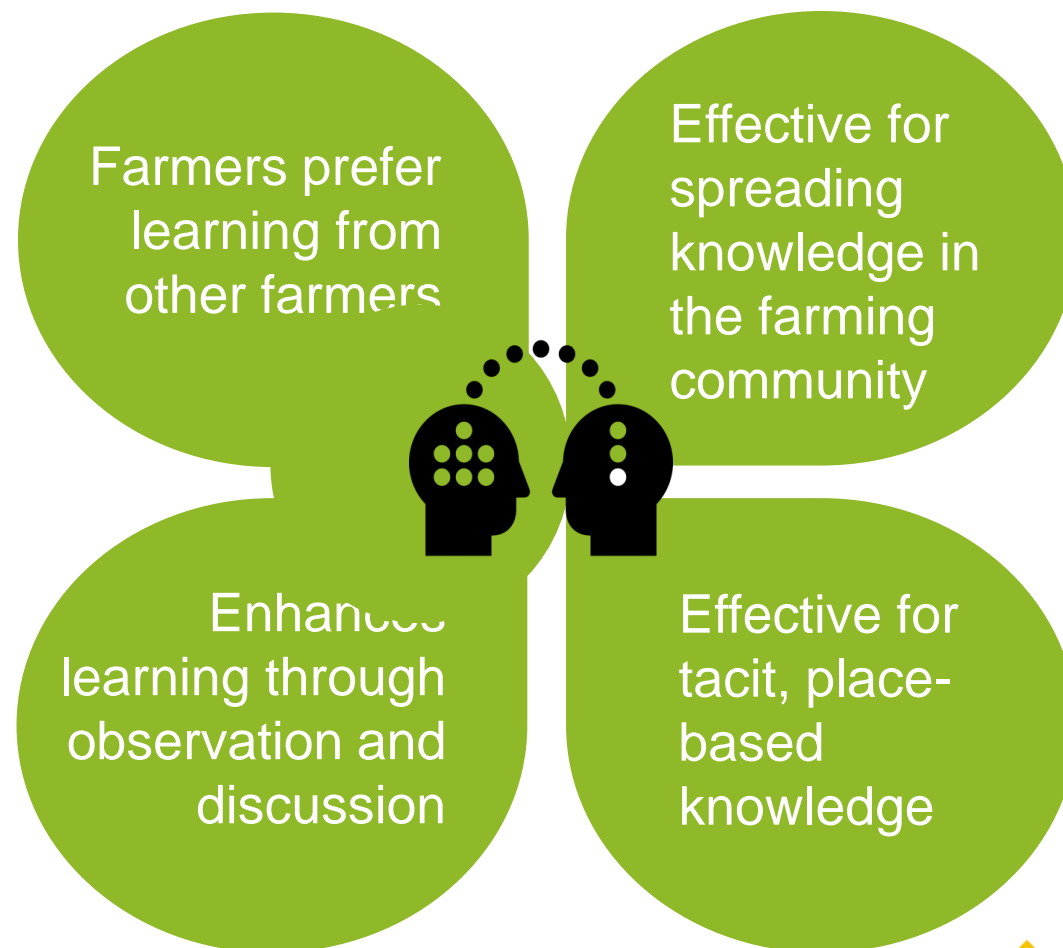
Keynote

On-farm demonstrations and the importance of facilitation and structural support

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Peer-to-peer learning as an effective way to stimulate adoption of sustainable farming practices



Key concepts of the seminar



**Peer-to-peer
learning**



**On-farm
demonstrations**



**Demonstration
farms**

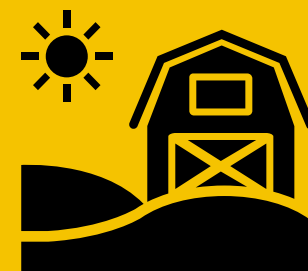
Key concepts of the seminar



**Peer-to-peer
learning**



**On-farm
demonstrations**



**Demonstration
farms**



Peer-to-peer learning

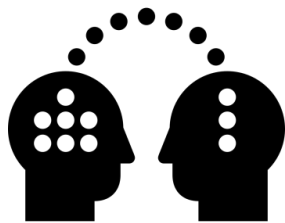


Teacher



Learner





Peer-to-peer learning



Teacher/learner



Teacher/learner



Key concepts of the seminar



**Peer-to-peer
learning**



**On-farm
demonstrations**



**Demonstration
farms**



On-Farm demonstrations

- "a practical exhibition and explanation of how something works or is performed" (Oxford dictionary)
- "An authentic learning environment where farmers and other stakeholders can collaboratively explore and discuss agricultural practices in a setting that is both **socially** and **physically** embedded in the farm context" (Cooreman, 2021)

*Farmer-to-farmer exchanges
Multi-actor exchanges*

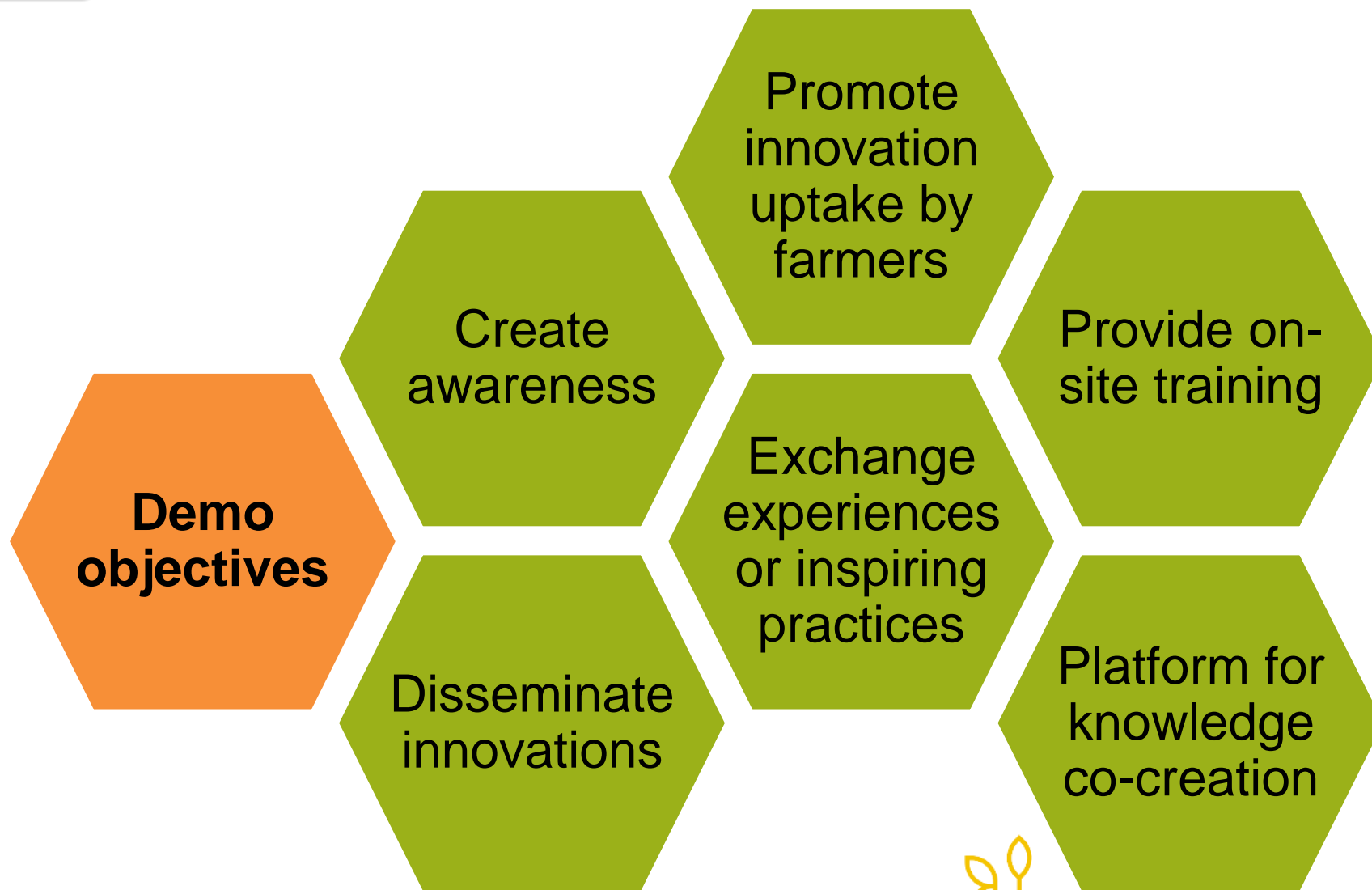


*Sensory experiences through
interactions with farm environment*



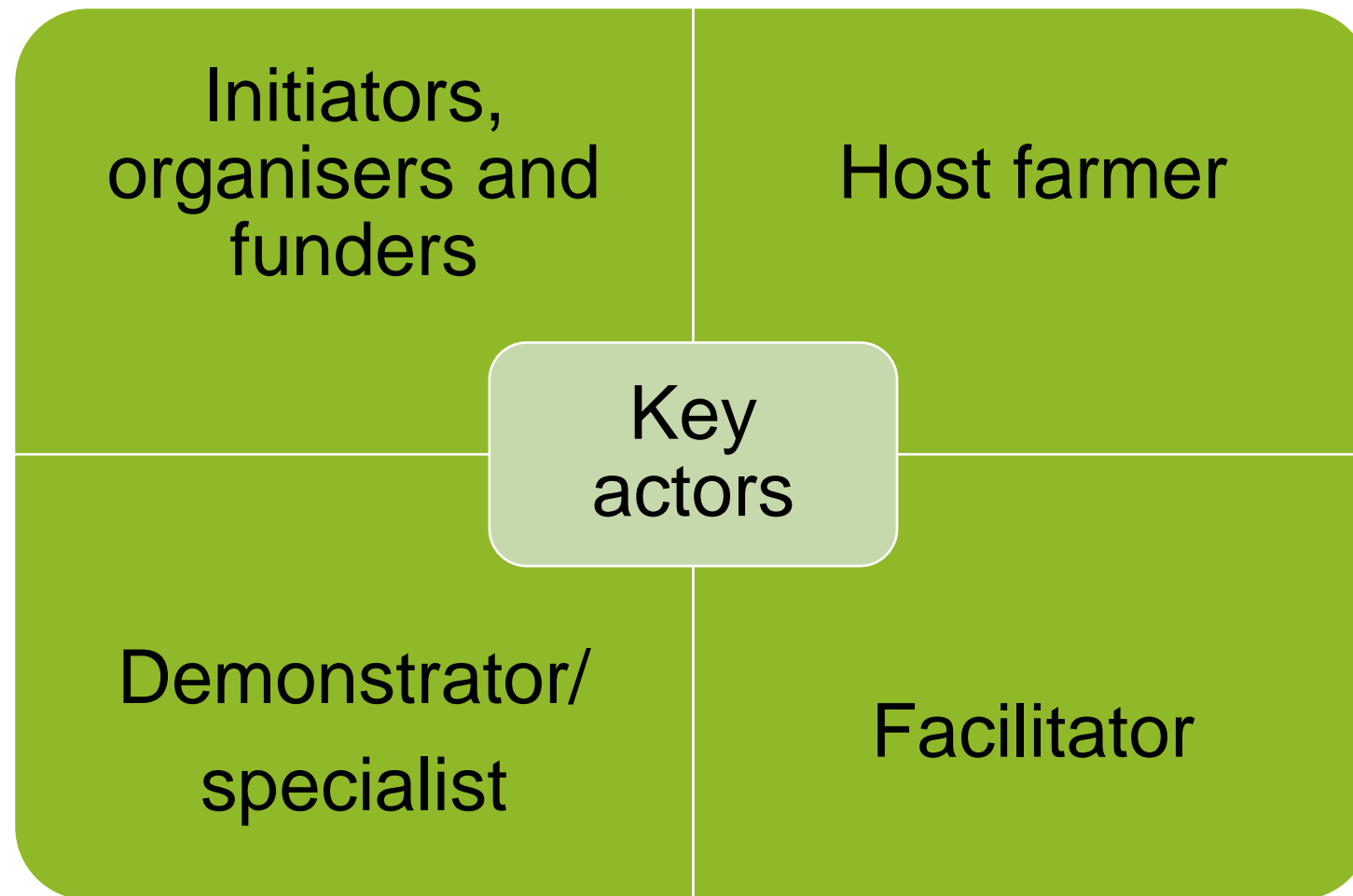


On-Farm demonstrations





On-farm demonstrations



Key concepts of the seminar



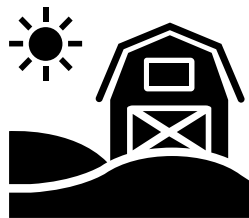
**Peer-to-peer
learning**



**On-farm
demonstrations**

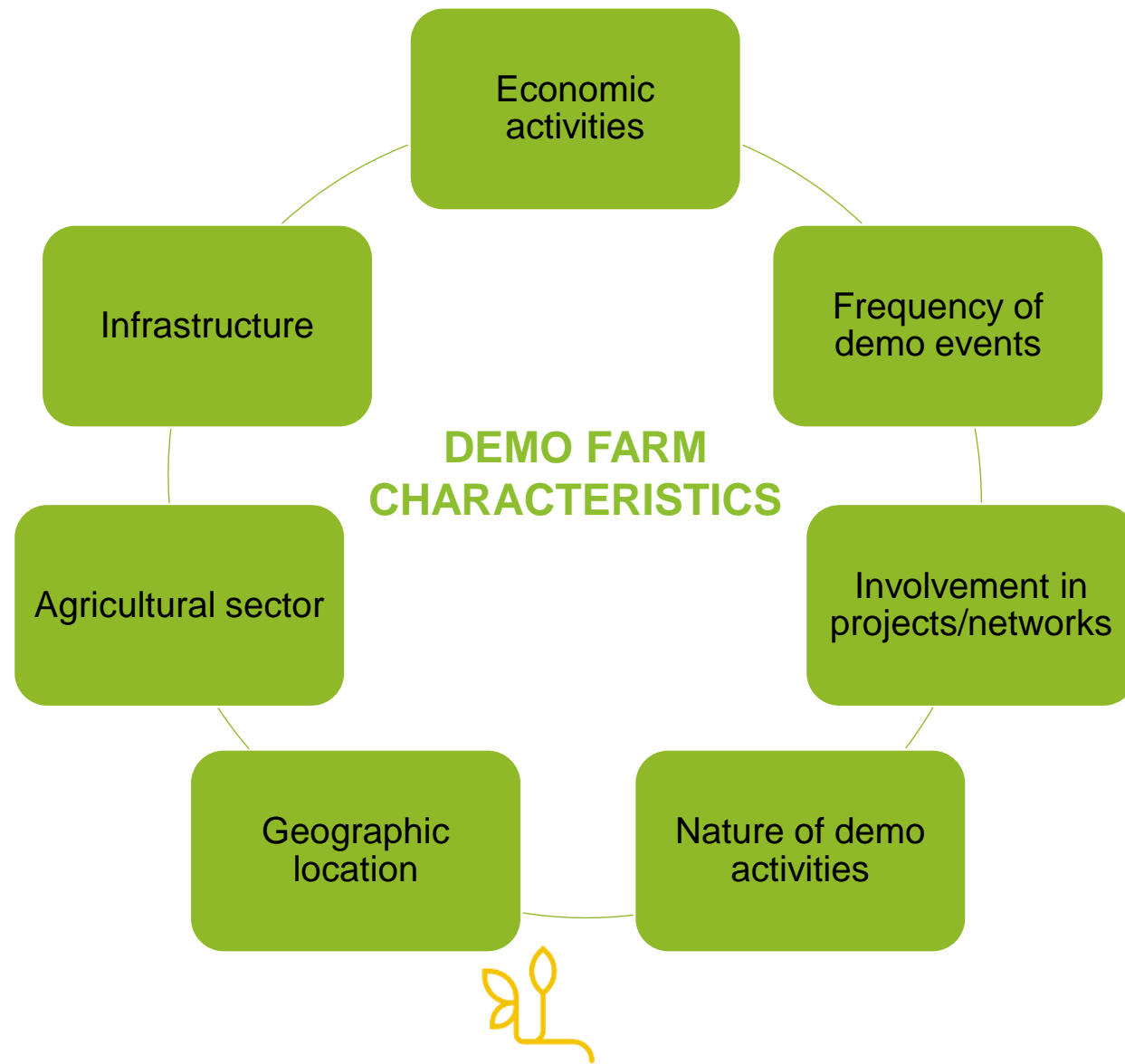


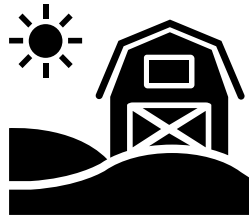
**Demonstration
farms**



Demonstration Farms

“Educational centres for experience-based learning that promote the practical viability of new or improved farm management practices and technologies through seeing and discussing” (Burton, 2017)





Demonstration Farms

**Private
commercial
farms**

*Make profit
from farming
activities*

Public farms

*Research or
educational
purposes*

**Experimental
farms**

*Carry out
experiments*

**Lighthouse
farms**

*Exemplary
performance*

**Monitor
farms**

*Monitor effects
of innovation*



Leveraging the potential of on-farm demonstration



**Organisation and
facilitation of on-farm
demonstrations**



**Structural support for
on-farm demonstrations**

Leveraging the potential of on-farm demonstration

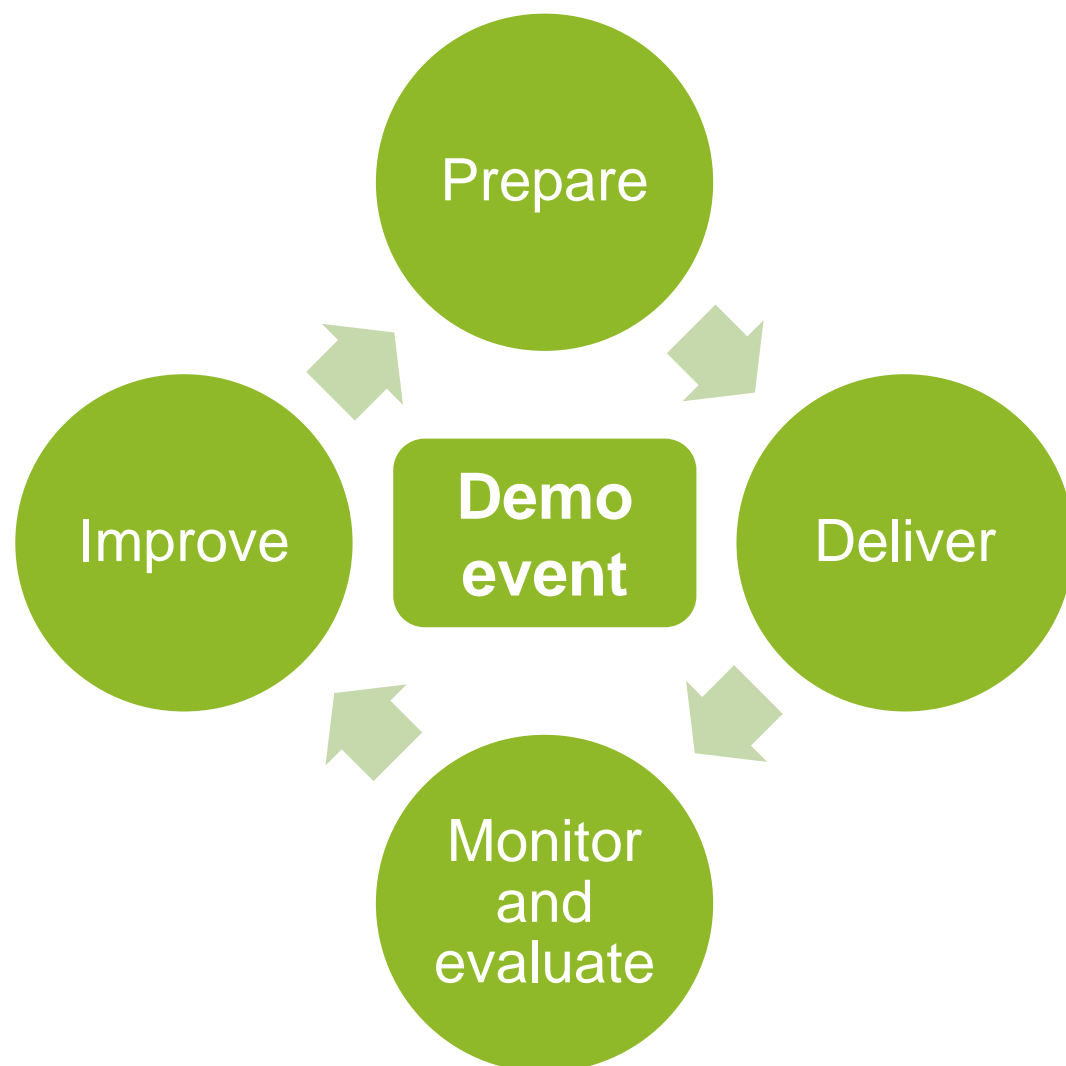


**Organisation and
facilitation of on-farm
demonstrations**



**Structural support for
on-farm demonstrations**

Organisation and facilitation of on-farm demonstration events



Organizing Effective Demo Events



1. Define objectives & target group



2. Choose appropriate host farm



3. Design an engaging set-up



4. Promote the event



5. Facilitate interaction & diversify learning methods



6. Monitor, evaluate & follow up



Facilitating interaction with social and physical environment



Role of the
host farmer as
peer model



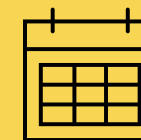
Demonstrating
single
practices vs.
holistic view
on the farm



Use props and
farm
environment
to make
complex ideas
easier to
understand



The effect of
group size and
composition
(E.g.
language,
background,
...)



Series of
events vs.
one-off events



Leveraging the potential of on-farm demonstration



**Organisation and
facilitation of on-farm
demonstrations**



**Structural support for
on-farm demonstrations**

Great diversity in enabling structures and governance

EU projects –
EIP-Agri,
Horizon,
Interreg, ...
(Incl. lighthouse
farms)


National
projects
funded by
government

National long-
term demo
farm networks
funded by
government

Ad hoc farm
demo
activities
organized by
temporary
consortia



Great diversity in enabling structures and governance




Demo programmes embedded in formalised structures and networks in centralised advisory systems

*Countries with strong public organisations and strong farmer organisations
E.g., Ireland, Poland, France, Austria*

Adaptive demo programmes in pluralistic advisory systems

*Changing collaborations and partnerships between private sector actors and NGOs
E.g., The Netherlands, Denmark, Sweden*



Sustainability of the programme
Accumulated knowledge
Governance for farmer decision making



Short-term
Agile, opportunistic networking
Demand-driven
Innovative

Conclusion

- Peer-to-peer learning is an effective way to stimulate adoption of sustainable farming practices, but benefits from an organised and structured approach
- On-farm demonstrations offer authentic, place-based learning experiences that resonate with farmers' real-world contexts and needs, but require facilitation to stimulate interactions with the social and physical environment.
- On-farm demonstrations can be supported through a variety of structures and networks, ranging from a strong embeddedness in (public) formalized structures and networks to adaptive collaborative support mechanisms





**Thank you for
your attention!**

EU CAP Network seminar ‘On-farm demonstrations for peer-to-peer learning & innovation’

17-18 June 2025
Mestre, Italy

All information on the seminar is available on the event webpage:

<https://eu-cap-network.ec.europa.eu/events/eu-cap-network-seminar-farm-demonstrations-peer-peer-learning-innovation>

