



FarmDemo



## Good practices from a demonstration in Southern Jutland (Denmark)

**On June 20th, Seges Organic Innovation, in collaboration with the local agricultural advisory service, held a field demonstration in Southern Jutland. Consultants from Seges Organic Innovation were responsible for the presentations in the field, while the agricultural advisory service was responsible for invitations and catering.**

No registration was required for the event, so the farmers could decide on the day, if they had time to attend. The local advisory service is in close contact with farmers in the area. They sent a private text message to their customers prior to the event. This, in addition to ads on Facebook and in news media, gave a big attendance.

The presentations were held in the fields where the attendees could see the results from the trial. This gave a more visual understanding of what was presented. In addition, the participant received material with recommendations, results etc.

There was time allocated for questions along the way, but no questions were prepared beforehand to open a discussion among the participants. It could have given more interaction if the participants were asked what they already knew about the subject. This would also have improved the farmer-advisor and farmer-farmer interaction.

All in all, there was a great interest from the participants, probably due to a mix of:

- Presentation of very innovative subjects (new crops and species, new farming systems etc.)
- Personal invitations
- No participation fees
- No registration requirements
- Catering

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