



FarmDemo



Innov'Action in Brittany, a farmer to farmer Innovation exchange

Part of a national program Innov'Action is the main demonstration activity lead by the Regional chamber of Agriculture. In 2018, 32 farms hosted 5 000 visitors mainly farmers (60%), advisers (10%), students (10%), and farm employees (5%) and local authority agent.

The main aim of this program is to identify and present relevant innovations and facilitate farmer to farmer knowledge exchanges. A steering committee composed of coordinators and elected members manage the global organisation of the program.

Based on the balance between several characteristics but especially the farmer's motivation the choice of the farms is a key point and begin several months before the event. Each program local coordinator has to find the right balance between geographical distribution, farms size, innovations topics, farm types and the agricultural sector.

The success of this regional demo action which engage more than 130 people is also based on a right definition of committed people role and the good coordination between them. The good link between the farmers, the local coordinators, the advisers as demonstrator, the elected members and the local stakeholders is fundamental. All these actors have to find the best ways to present the innovations: video, field trip, short talk ...

The communication before, during and after the event is also a crucial point. Video, general and agricultural newspapers, radio program, social media are used to promote the event.

More info: www.innovaction-agriculture.fr