



FAIRshare

DIGITAL TOOLS FOR FARM ADVISORS



2018-2023



31 partners



6,99M

Findable, Available, Interoperable,
Reusable and Shareable

FAIRShare aims to improve farmer engagement with digital technologies through sharing, adapting and enabling more use of digital advisory tools and services (DATS)

Practice abstract n°27

Support farmers in entrepreneurship by introducing an innovative tool for strategic thinking



Support farmers in entrepreneurship by introducing an innovative tool for strategic thinking

n°27

Context

Farmers are occupied with day-to-day management and operational decisions, rather than strategic decisions that are key success factors, especially for small farms.

Innovative solution

Through an in-depth analysis of the farm, the interactive Strategic Management Tool (SMT) helps him or her prepare a farm development strategy and its implementation. Using the SMT provides important benefits:

For beginner farmers: make more correct decisions and establish an economically successful farm faster

For farmers who have already specialized in production: possibility to adequately improve it

Overall improvement of the economic situation on the farm

Recommendations

- In the use of SMT tools and interpretation of results, farmers should be assisted by qualified agricultural advisers
- SMT tool should help advisors to present farmers the real picture of each farm, different opportunities for their future development and to give farmers clear, understandable and argumentative information for their own decisions.



THIS PROJECT HAS RECEIVED FUNDING FROM THE EUROPEAN UNION HORIZON 2020 RESEARCH AND INNOVATION PROGRAMME UNDER GRANT AGREEMENT N. 818488

Consortium

