



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°28

Workshops on Interactive Strategic Management in agriculture



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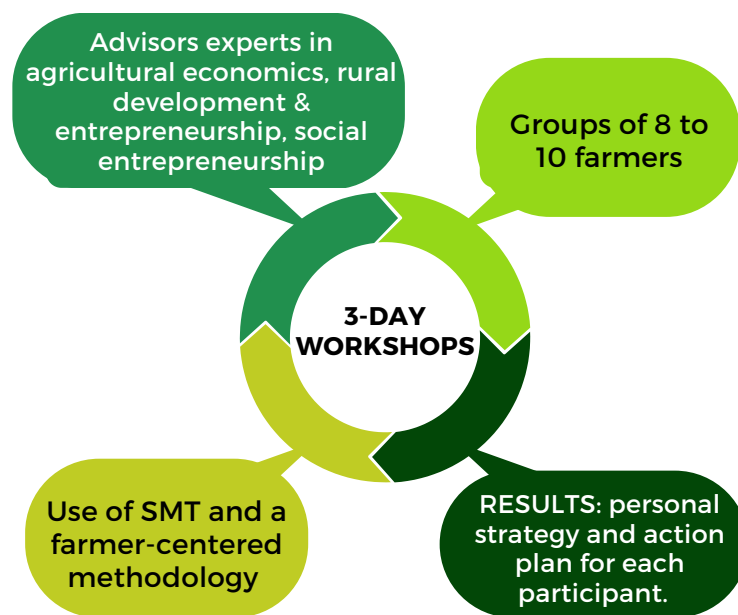
Workshops on Interactive Strategic Management in agriculture

Context

Strategic planning begins with an assessment of the most appropriate strategy for an individual farmer. From there, it is much easier to make a comprehensive assessment of current and future business developments on the farm.

Implementation

The workshops are implemented using an interactive digital Strategic Management Tool (SMT) and a methodology that puts the farmer at the center, meaning that instead of an advisor, the farmer him or herself is responsible for the content of the strategic plan.



Main results of the workshops

- Clear and realistic understanding of the current situation on the farm (strong & weak points, external influencing factors,...) and the farmer (knowledge, skills, personal characteristics,...);
- Formulation of the strategy that fits best to the specific farm;
- Improvement of farmers' general management capacity.



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Consortium

