



# FAIRshare

DIGITAL TOOLS FOR FARM ADVISORS



2018-2023



31 partners



6,99M

Findable, Available, Interoperable,  
Reusable and Shareable

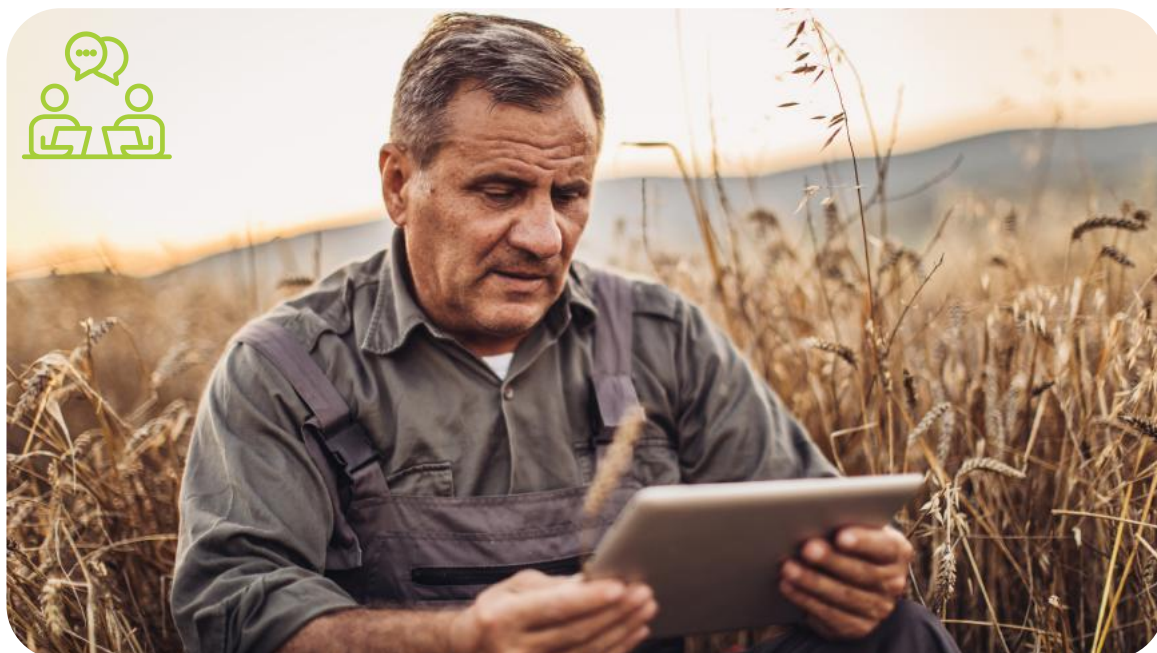
FAIRShare aims to improve farmer engagement with digital technologies through sharing, adapting and enabling more use of digital advisory tools and services (DATS)

Practice abstract n°31

## Bundling of communication channels in advising farmers



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# Bundling of communication channels in advising farmers

## Context

Besides the traditional way of contact (phone, fax, email, site visits) which is still relevant, we use many different ways to get in touch with farmers. For example, social media, including messengers such as WhatsApp and an interactive homepage, are becoming increasingly popular. For the majority of advisors and farmers, face-to-face communication, including site visits, remains essential.

## Innovative solution

Advisors and farmers need one channel to communicate directly, quickly and safely. Neither the farmers nor the advisors should have more work, but should benefit from grouped and specific information requested and provided just in time.

A solution could be a separate communication platform adapted to a (mobile) device that is already in daily use.

- ➔ An example of such a tool is Appack. Check the FAIRshare DATS Inventory for more details:

Appack 



## Recommendations

- The doubling of apps and informations should be avoided
- It should be possible to customize the application upon personal requirements.



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## Consortium

