



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°34

Optimize the use of digital tools to improve the quality of farm visits



THIS PROJECT HAS BEEN FUNDED BY THE
EUROPEAN UNION HORIZON 2020 RESEARCH
AND INNOVATION PROGRAMME
GRANT AGREEMENT ID 101019150



Optimize the use of digital tools to improve the quality of farm visits

Context

Farm advisors are spending more and more time in the office and less time on the farm. There is a risk that farm advisors will lose touch with what is happening on their clients' farms and that their technical knowledge and confidence will diminish.

Innovative solution

Getting advisors out to farms more often and maximizing the value of their farm visits/focus groups by reducing office work is possible through digitization. It would make better use of advisors time and strengthen the traditional bonds they have with clients. This will be achieved by combining:

- A powerful, portable, easy to use device e.g. Smart Tablet
- Good connectivity to required information sources e.g. Agriculture and Food Authorities
- Powerful, easy to use software to support farm advisors and their clients.

Results

Encouraging innovation and future app development

Improved group meetings, farm walks, one-to-one

Reduced follow-up office work for advisors = saving time

Improve access/uptake of digital tools on farms

Increased access to real time data and technical information during farm visits

Increased efficiency e.g. mapping in real time



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

Consortium

