



FAIRshare

DIGITAL TOOLS FOR FARM ADVISORS



2018-2023



31 partners



6,99M

Findable, Available, Interoperable,
Reusable and Shareable

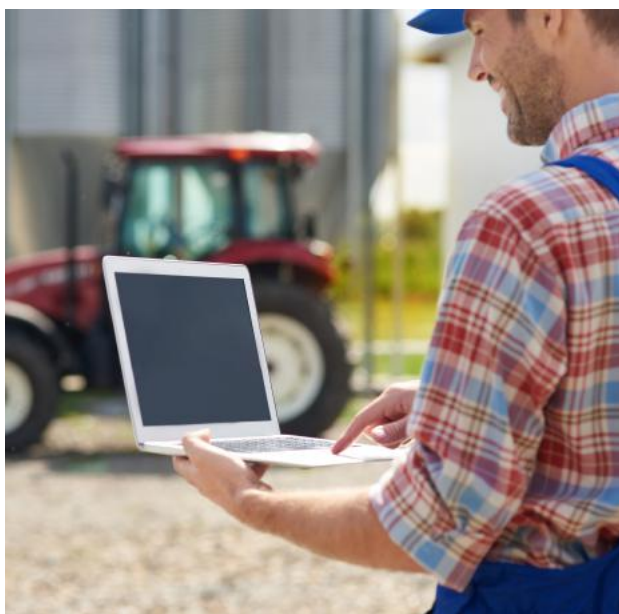
FAIRShare aims to improve farmer engagement with digital technologies through sharing, adapting and enabling more use of digital advisory tools and services (DATS)

Practice abstract n°8

Organising online Agricultural Shows for Farmers



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Organising online Agricultural Shows for Farmers

Context

To ensure that farmers can get more visibility, even in times of health crisis or other phenomenon, the concept of hosting agricultural events online has been developed on sustainable platforms.

Agricultural events are important for farmers because they allow them to have interactions with other professionals, but it is also an opportunity for them to discover and interact with innovative companies, to ask them for advice and to eventually invest in innovative equipment.

Recommendations

- Make it free and open to a broad public
- Choose a platform adapted to your event and interactions
- Enable people to join the event at anytime
- If the online event is charged, a solution must be found to keep farmers willing to participate and to ensure the viability of these types of online events organised on platforms where payment is mandatory.



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Consortium

