FAIRshare
DIGITAL TOOLS FOR FARM ADVISORS
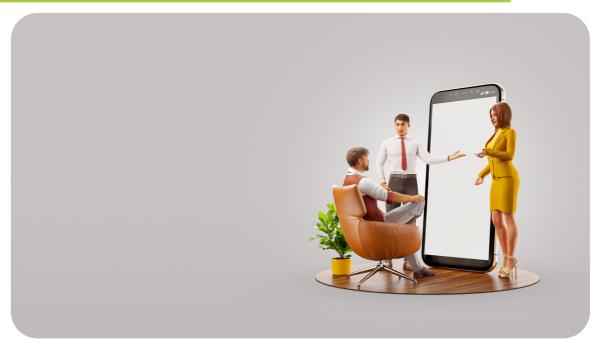
📅 2018-2023

👥 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°67

Tuscany Living Lab for the co-creation of the App Poderi (AEDIT srl)

Co-creation of the App Poderi

Context

The Tuscany Living Lab was aimed at fostering the use of digital tools in the farms trough agricultural advisors. This was carried out by co-creating and testing an App, "Poderi", with a group of advisors (4) being part of the Tuscany Living Lab.

Description of work

Poderi was born as an App for supporting the main aspects of olive growing and includes:

- Decision Support Systems (DSS) for fertilization, irrigation, and olive fly control;
- Tools for monitoring olive fly presence and infestation and to monitoring olive phenology;
- Data sharing and a chat between farmers and advisors.

Advisors carried out the testing of the App in farms and highlighted that Poderi supported their work most through:

1. Easy and fast data consultation;
2. The digital archiving of data, overcoming the use of other systems which make it more difficult to find data (e.g., paper notebooks);
3. DSS giving support for decision making, even directly in the field.

Consortium

Co-creation of the App Poderi

Recommendations

- The co-creation with the main type of users is an efficient instrument to make users more enthusiastic in using Poderi, since they found that the App is tailored on their needs.

- The advisors are key actors of the digitalization of agriculture, since in our project, even if farmers shared the virtually created farm with the advisors, usually they did not use the App to insert data, but they prefer that the advisor use Poderi to give them suggestions.

- Moreover, the Living Lab was useful to collect suggestions on future improvements of the App, such as the inclusion of data, potentially usable by the farmers for marketing purposes, like environmental indicators and chemical characteristics of the olive oil produced.

Consortium