



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°68

Update PA59: Smart Sustainable Farming for young Agro entrepreneurs



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Context

The e-OPG digital platform contains all the important information for farmers in one place. In order to increase the number of users and showcase the benefits of the digital platform, we have conducted a series of activities related to the promotion of the e-OPG digital platform.

Description of work

We have organized and participated in various agro conferences and conducted training sessions and webinars for farmers and agricultural advisors. Additionally, through various media sources (social media, website), we regularly advertised the e-OPG digital platform. We will also continue with these activities in the final stages of the project.

The result of these activities has been an increase in website traffic and the number of regular users. Through the conducted training sessions and statistical data, we have obtained information about the website categories that are most useful for farmers and agricultural advisors. The greatest interest has been expressed in information related to agro tenders. We see the greatest added value for farmers in a special tool through which farmers can check their eligibility for specific agricultural tenders. This way, farmers will save time and increase their productivity.



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Description of work

Another category of the digital platform that has shown high traffic are success stories of farmers. Through success stories, we aim to inspire and motivate farmers and encourage good agricultural practices. In order to collect as many successful agricultural stories as possible, we have developed a strategy for the development of success stories. Through the activities conducted, we have created a database of potential success stories and continue to work on contacting farmers and publishing their stories until the end of the project. The added value for farmers is the free promotion of their agricultural businesses. Platform e-OPG is created for farmers with farmers, and it provides many useful information covering various segments of the sector at one place. This way, farmers can faster and more easily access all important information that can help them in improving their farm, and therefore have more time for their primary job - farming and food production.

Recommendations

- Put a bigger focus on agro tenders to save time for farmers.
- Through the redesign of the digital platform, make access to information even simpler for the end-users.
- Focus on success stories to inspire, motivate farmers and encourage good agricultural practices.



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