



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°69

Update PA 28: Interactive strategic farm management planning



THIS PROJECT HAS RECEIVED FUNDING FROM THE EUROPEAN UNION HORIZON 2020 RESEARCH AND INNOVATION PROGRAMME UNDER GRANT AGREEMENT N° 815485



Context

Strategic planning begins with an assessment of the most appropriate strategy for an individual farmer. From there, it is much easier to make a comprehensive assessment of current and future business developments on the farm.

Description of work

The workshops are implemented using an interactive digital Strategic Management Tool (SMT) and a methodology that puts the farmer at the center, meaning that instead of an advisor, the farmer him/herself is responsible for the content of the strategic plan. It answers the question: which strategy suits the farmer and his farm and how does he realize it?

In Slovenia we firstly trained 8 advisors who trained another 16 advisors and all of them had 3 days long workshops with the farmers. The groups at the workshops were just big enough so that the farmers could open up and exchange the information and learn from each other. With providing the farm data to the SMT they could see what were the strong and the weak points of their farm and where they could put more attention to strengthen the weak points. They were encouraged to think in long term goals and translate them to concrete actions. The SMT is already used by advisors in their everyday work and the results are very promising.

Main Outputs / Recommendations

- Workshops provide clear and realistic understanding of the current situation on the farm (strong & weak points, external influencing factors,...) and the farmer (knowledge, skills, personal characteristics,...). The groups must not be too large to allow participants to share easily.
- Formulation of the strategy that fits best to the specific farm.
- Improvement of farmers' general management capacity.



THIS PROJECT HAS RECEIVED FUNDING FROM THE EUROPEAN UNION HORIZON 2020 RESEARCH AND INNOVATION PROGRAMME UNDER GRANT AGREEMENT N. 815488

Consortium

