



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°79

Update PA26: Digital communication and better access to digital services and information for Advisors and Farmers - Mobile app



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Context

Innovative solution Mobile applications of digital tools are becoming more and more popular. Their main objective is to facilitate and improve access to and use of information. In addition to allowing closer cooperation between advisors and farmers, a computerbased farm management program designed can help them manage all farm data and processes in one place.

Lessons learnt

During the implementation of the UC, we faced some organisational challenges that caused delays in the development of the tool. The mobile application was developed by our own IT staff resources. We underestimated that these IT specialists would have to combine the development of the application with other strategic and urgent tasks of our organisation. IT staff turnover also contributed to delays. This lesson will help us better plan the development of other IT tools in the future.

The most important lesson, however, is the importance of identifying all the actors who should be involved in the development of the tool and maintaining close collaboration between them throughout the tool development process. The main actors involved in the UC were our product and service developers and IT developers. After the training of advisors and farmer on how to use the newly developed tool, it became clear that advisors and farmers were not sufficiently involved in the process. As a result, after the training the advisors and farmers made quite a lot of comments on what should be improved in the mobile application. This suggests that there could have been more collaboration and better involvement of advisors and farmers during the development process to create a tool that best meets the real needs of farmers and advisors.



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Consortium

