

## Panel session: European inventories of demonstration activities (AgriDemo & PLAID)

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**Abstract:** *Demonstration activities have been key knowledge exchange mechanisms in agriculture for over 100 years. Research has demonstrated consistently that “other farmers” are farmers’ most frequently reported source of information (Garforth et al., 2003, p. 324), and that innovation and up-take of new farming technologies or practices result from iterative engagement in non-linear knowledge networks or systems. Demonstration activities can be organized on many farm types, such as experimental or research farms (linked to institutes and universities), charitably owned farms (owned by trusts and charitable organisations) and commercial farms (owned by private citizens and limited companies). Demonstration activities are organized by farmers, private companies, farmers’ organisations, NGOs, extension services, research institutes and/or public institutions in many different coalitions. On-farm demonstrations range from one-off ‘field day’ events established by input suppliers; to multi-year ‘monitor farms’ where farmers, advisors and industry members come together at regular intervals to assess farming opportunities in situ; to permanent ‘research farms’ where researchers demonstrate cutting edge technologies and approaches. Increasingly, farmers themselves are opening up their farms for engagement with their peers and the general public as part of business development strategies (e.g. short food supply chains, community supported agriculture), using both traditional and new virtual ‘on-line’ methods.*

*This workshop is based on the collaboration between the PLAID and AgriDemoF2F Horizon 2020 projects (2017-2019), both of which were funded under the call RUR-11-2016: “On-farm demonstrations: deepening farmer-to-farmer learning mechanisms”. This session will be in the form of an interactive workshop, involving the presentation and discussion of the national case studies across Europe (covering the EU28, Norway, Serbia, and Switzerland) by the PLAID and AgriDemo consortiums.*

*The session will be organised into three groups: Eastern, Northern and Southern European supra-regions. The presentations and discussions will be held in parallel sub-groups, each led by consortium members. In these groups, participants will have the opportunity to discuss the case studies and the associated characteristics of demonstration farms in each region. Session participants will also have the opportunity to compare the case studies between supra-regions. The session will end with a whole group discussion of the opportunities for further development of demonstration farming in Europe.*

**Keywords:** *AKIS, learning, multi-actor, demonstration, tacit knowledge*