



PLAID
PEER-TO-PEER LEARNING:
ACCESSING INNOVATION
THROUGH DEMONSTRATION



Demonstration activities in the UK

Farm demonstrations in the UK vary in the four individual Countries of England, Northern Ireland, Scotland and Wales.

The majority of on-farm demonstrations are initiated by organisations (except in England where farmer led demonstrations are more common). Even where organisations set up a network of farms it is the farmers who actively choose to offer their premises to host the demonstrations and the organisers are increasingly encouraging the farmers to lead the choice of demonstration topic. In some cases a management team for the demonstration farm or whole network discuss and select the topics to be demonstrated responding to current trends, innovations or to troubleshoot problems. Increasingly local farm advisor groups are engaged to act as facilitators to ensure smooth running of the actual events.

The purpose of the demonstrations are diverse but often with an underlying slant towards increasing farm profit. Demonstrations taking place on farms in the UK are increasing in popularity but increased availability of funding for farmers to host their own demonstrations may encourage them to take the initiative. It has been observed that the increasing use of social media to widely advertise demonstration events has helped increase attendance. To help remote communities become more involved the use of Innovative technology such as webinars and Virtual Farms may allow increased access to innovations and training opportunities.

* This Practice Abstract reflects only the author's view and the Research Executive Agency (REA) is not responsible for any use that may be made of the information it contains



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