



Horizon 2020
Programme



D2.3 – A list of means of communications from Digifarms

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1. Executive summary

The information contained in this report summarises the different methods of communication used by the Digifarms and Innovative farms involved in the Sm@RT project. This information will help to inform the communication and dissemination plan in WP4 (D4.2).

2. Introduction & methodology

A list of potential means of communications was compiled by the consortium and distributed amongst the partners. It comprised:

- Twitter
- Facebook
- Instagram
- Tik Tok
- Contribution to regular podcasts
- Own website
- YouTube
- Regular column in the press
- Attend/hold farmer group meetings
- Member of a farming group
- Newsletter
- Open Days
- Public engagement - e.g. information boards around farm
- Student/school visits
- Trainee/Student placements
- Farm shop
- Others

Members of the consortium asked their Digifarms and Innovative farms which communication means they used.

Data were available from 12 Digifarms and 24 Innovative farms across the project team. No information was available for the Norwegian Innovative farms, as the partner had issues identifying them (outbreak of disease on the main candidate farm at the start of the project). Similarly, the Hungarian partners were still to confirm their Innovative farms, but they should be in place shortly.

The different number of farms in each country are shown in Figure 1. France, Italy and Norway have more than one Digifarm due to the different production systems within each country (meat sheep, dairy sheep & dairy goat).



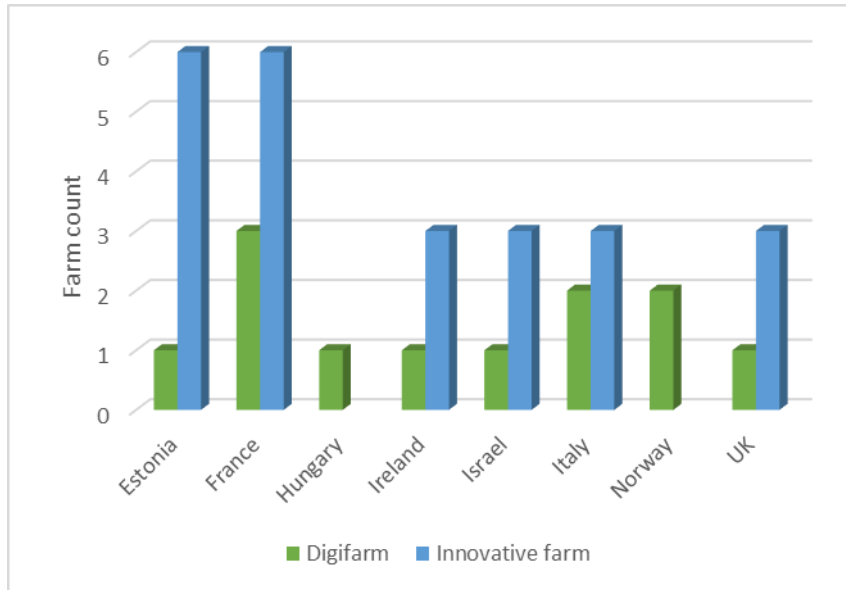


Figure 1. Number of Digifarms and Innovative farms in each country

Additionally, each partner country asked their stakeholders which communication means they most used or preferred, out of the list proposed. This exercise was done during the second series of National Workshops (Jan-Feb 2022). The stakeholders detailed results will be presented in the individual national workshop reports, prepared in WP1.

3. General results

The data collected from all partners is given in appendix A1 (Sm@RT Farm Communication Inventory.xls).

3.1. Social media platform use

The most popular platform used across the Digifarms and Innovative farms was Facebook (used by 100% of the Digifarms and 88% of the Innovative farms). Twitter was more commonly used by the Digifarms, although this may be influenced by overall institution twitter accounts (rather than farm specific accounts). Approx. 30% of both the Digifarms and Innovative farms used Instagram. Three farms occasionally used LinkedIn (2 Digifarms and 1 Innovative farm) whilst none used TikTok. (Figure 2).



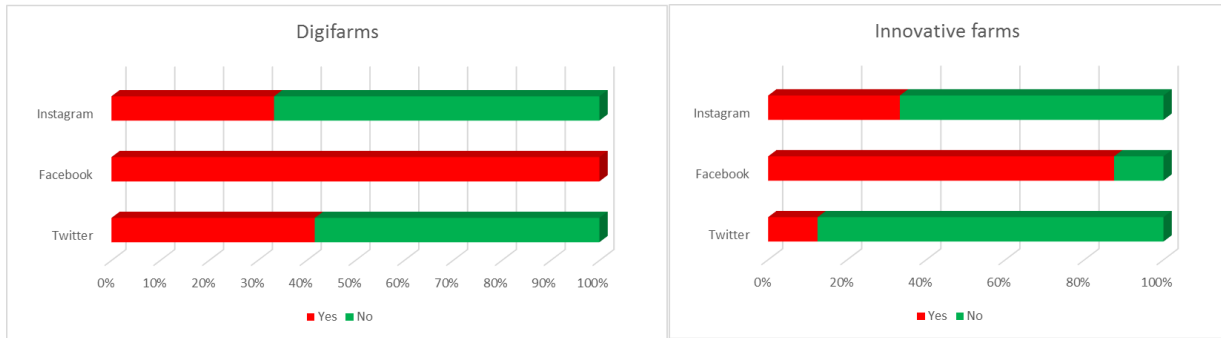


Figure 2. Social media platforms used by the project Digifarms and Innovative farms

3.2. Websites and media channels

Out of the 12 Digifarms that information was available for, 11 had a website. Websites were less commonly used by the Innovative farms. Most of the Innovative farms in Estonia and the UK did have websites but the majority in France and all in Ireland, Italy and Israel did not. (Figure 3).

Four Digifarms (one in Hungary, Ireland, France and UK) and all three of the UK Innovative farms had Youtube/Vimeo media channels available.

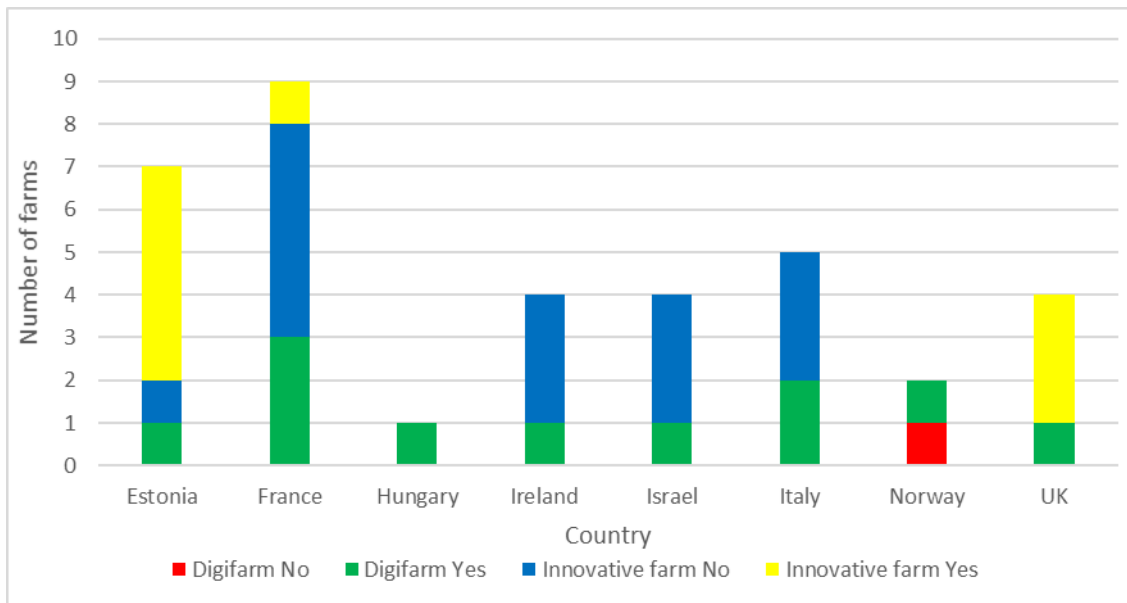


Figure 3. The number of Digifarms and Innovative farms with/without websites

3.3. Written articles and newsletters

The answers from both the Digifarms and Innovative farms when asked if they contributed regularly to articles in the press are shown in Figure 4. The answers when asked if they provided newsletters

were exactly the same. Five Digifarms (3 in France, 1 in Ireland and 1 in the UK) contributed written material to the press/newsletters. The only Innovative farms to contribute written material were the three in the UK.

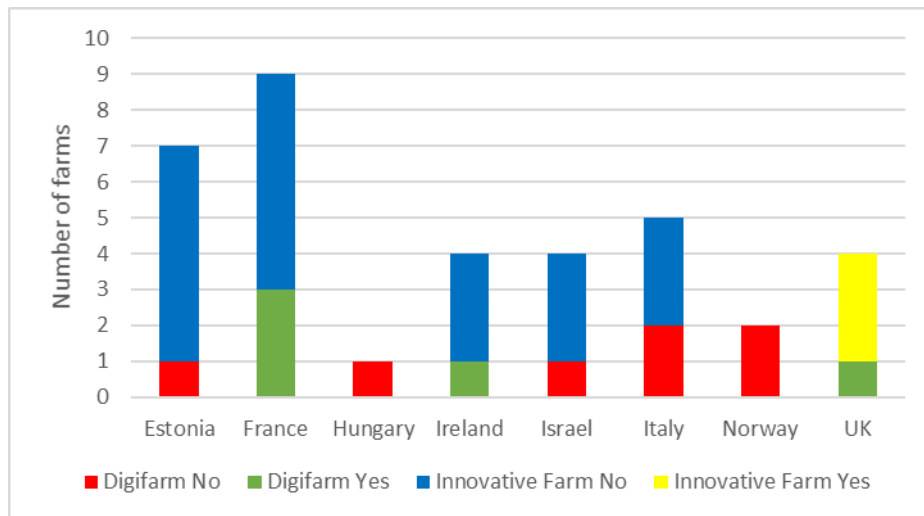


Figure 4. The number of Digifarm and Innovative farms that contribute regularly to press articles.

3.4. Attend/hold farmer group meeting and open days.

The different farms were then asked if they attended/held farmer group meetings on their farm. They were also asked if they held open day events on farm. The results shown in Figure 5 found that all Digifarms were involved in both types of events, apart from the Hungarian Digifarm which had not held an open day. Most of the Innovative farms have also been involved in these different events, although none of the French or Israeli Innovative farms had held an open day.

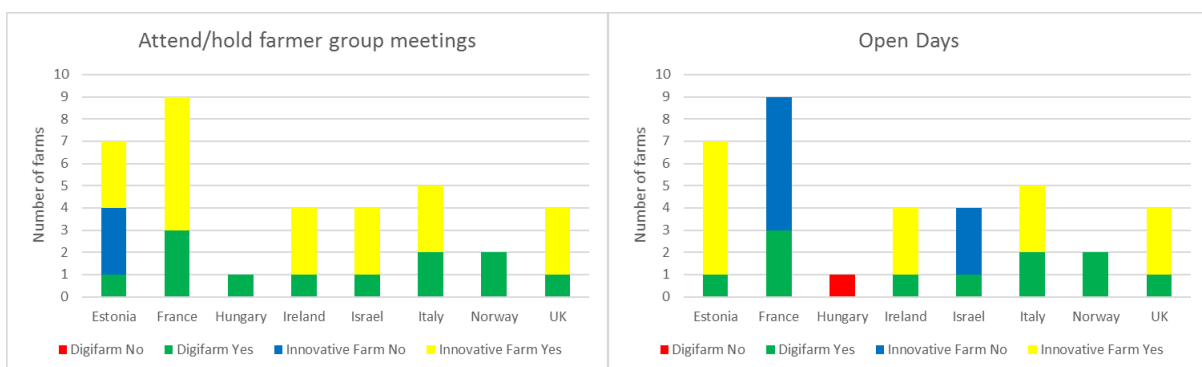


Figure 5. The number of Digifarm and Innovative farms attend/hold farmer meetings and open days.

3.5. School/student visits and trainee/student placements

All Digifarms have been involved in both school/student visits and trainee/student placements. The majority of Innovative farms in Estonia, Italy and the UK have also been involved with school / student visits and all Innovative farms in Ireland, Italy and the UK have had trainees or students on farm placements. (Figure 6)

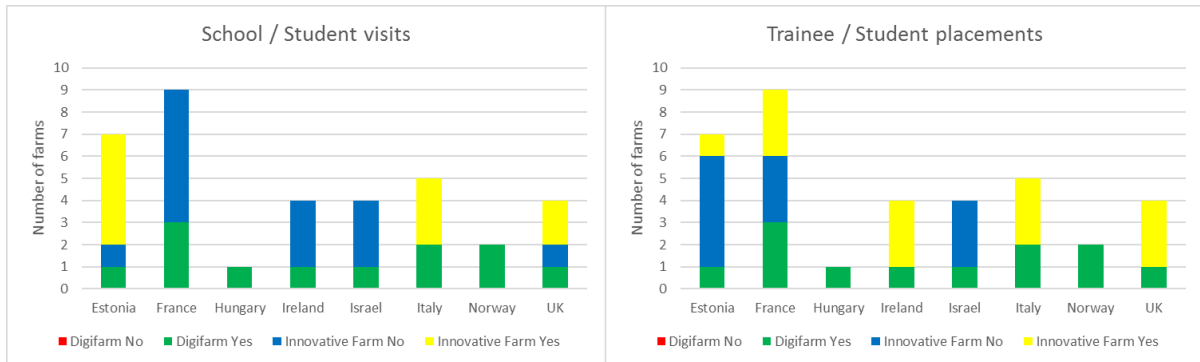


Figure 6. The number of Digifarms and Innovative farms that have been involved with school/student visits or trainee/student placements.

3.6. Results from the national workshops

When asked about information available around the farm premises (e.g., information/interpretation boards) and additional enterprises such as a farm shop, many of the farms did not currently have either on their site. All the Irish Innovative farms had information/interpretation boards available on site as did 7 out of the 12 Digifarms. Only a small number of farms (n = 9) out of all farms had a farm shop. (Figure 7). Additionally, some farms indicated that they had self-catering accommodation on site (3 farms in the UK and one in Estonia).

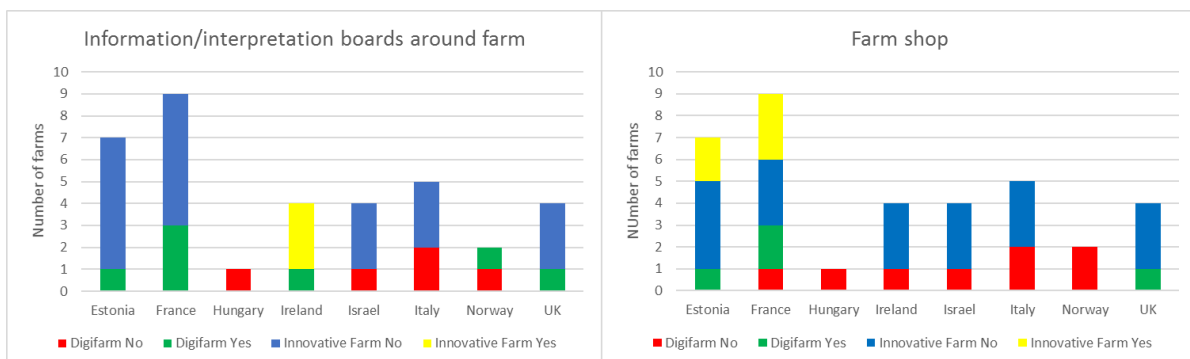


Figure 7. The number of Digifarms and Innovative farms that have information/interpretation boards or a farm shop on site.



3.7. Additional information – from national workshops.

Attendees to the different national workshops held in each county were asked what methods of communication they preferred to use to get information. Overall, in addition to technical notes and peer to peer meetings and discussion (with advisors and at open days), the participants also highlighted that they liked using social media (particularly Facebook), YouTube and podcasts. In some countries, WhatsApp groups were also used to help communication between different farming groups and advisors/researchers. A more detailed outline of these results will be presented in the individual national workshop reports from each participating country as part of WP1.

4. Concluding remarks

Overall, many of the sources of information chosen by the participants during the different national workshops were already being used by many of the Digifarms and Innovative farms involved in the project. This was particularly evident in the high use of social media, particularly Facebook. Websites were perhaps more commonly used by Digifarms (and their institutions) and the Digifarms were more likely to have previously held open days or farmer meeting events. Overall, across the project group, most of the farms involved were already producing a lot of information to farmers through different communication methods. The information collected in this report will be used to tailor the knowledge transfer of the project and will help to update the communication and dissemination plan in WP4.

5. Appendix

D2.3_Sm@RT Farm Communication Inventory.xls

