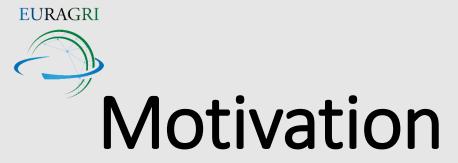




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How to achieve up-take and out-scale? A farmer's perspective

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Which sutainable goals from UN do we want to target?

Which deals from EU green deal do we want to achieve?

In terms of soil management











To achieve up-take from farmers we have to:

- 1. Get farmers **involved** in the process
- 2. Farmers **need to understand** the correlation between different sustainable soil practices and its indicators/environmental outcomes
- 3. Make **living labs** and **lighthouses** to show that the new technic can be implemented and that it works in the field. To experiment in the laboratory is not the same as in the "**real field**"!
- 4. Organise open days in the test fields and in farms





To achieve up-take from farmers we have to (cont.):

- 5. Facilitate farmers' access to research results
- 6. Involve farmers associations in the **dissemination** of new techniques
- 7. Make sure that the technic is **economically viable** so there is a **positive balance** between **results and expenditure**
- 8. Mesure, quantify and disseminate results





To achieve out-scale we have to:

- 1. Organise open days in lighthouse farms to show it works
- 2. Train farmers to master the new technique
- 3. Provision of **technical manuals** to implement new technique
- 4. Get farmers in **groups to discuss** what problems they face to implement the new technic in their farms
- 5. Get a **product differentiation** to distinguish and enhance those in market and price differentiation





Thanks for your attention! Obrigado pela vossa atenção!

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