

SUPPORTING FARMERS IN APPLYING EVIDENCE-BASED FARMING THROUGH DATA-DRIVEN DECISIONS AND PRACTICAL FIELD

techcoachproject.eu



MAIN CHALLENGE/ OBJECTIVES

Farmers can leverage data to gain better control over their crops, minimize risks of losses, and actively contribute to making their business and the agricultural sector more sustainable. By using data-driven insights, farmers can optimize yields, reduce waste, and support long-term environmental improvements.

MAIN RESULTS/ OUTCOMES

The goal of Evidence-Based Farming is to teach farmers to observe and manage their fields using project principles. By using data from satellite images, sensors, and other sources, they gain insights into crops and make informed decisions on fertilisation, crop protection, and sustainability.

PRACTICAL IMPLICATIONS / RECOMMENDATIONS

Three initial meetings were organised to introduce the project and engage farmers. During these sessions, farmers shared their current activities in precision farming and what they wanted to learn. Based on this input, individual learning paths were created, allowing participants to work at their own level with a coach or advisor and learn from their own case.

When needed, contractors were involved to support practical implementation. Specialists were also brought in for drone imaging and processing, as well as creating task maps. Adoption was triggered by farmers' interest in improving precision farming practices and gaining actionable insights from data. Farmers took the initiative by defining their learning goals and choosing technologies that fit their needs, often after consulting advisors, cooperatives, and technology experts. Collaboration was structured through tailored coaching, joint sessions, and shared tools, ensuring clear communication and active involvement of all actors.



GEOGRAPHICAL LOCATION

The project took place in North Brabant, a province in the south of the Netherlands.

FURTHER INFORMATION

The Evidence-Based Farming groups continued under the name Brabant Bemest Beter. The initiative helps farmers make better-informed decisions by combining field measurements, soil and crop data, and practical experience. By improving insight into nutrient flows and potential losses, participants can optimise fertilisation and crop protection strategies, increase resource efficiency and support the transition towards more circular and sustainable farming systems. Through peer learning, expert guidance and data-driven decision-making, farmers gain the knowledge needed to translate measurements into practical actions on their own farms.



TECHCOACH has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No. 101182908.

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