

COLLECTING PRACTICE-DRIVEN PRIORITIES FOR SMART CROP FARMING THROUGH SHORT SURVEYS AT MIXED AGRICULTURAL EVENTS

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MAIN CHALLENGE/ OBJECTIVES

The approach in TechCoach project addresses the challenge of collecting in-person input from 60+ (aspiring) agricultural professionals on key Smart Crop Farming issues to shape the Dutch bootcamp. As few events convene this mix, it actively brings together farmers ($\geq 30\%$), advisors, policymakers, researchers and other stakeholders.

MAIN RESULTS/ OUTCOMES

Collected votes from 95 participants of which 54 were farmers. The top 3 selected topics were: 1) Manure legislation and regulations, 2) Turning data into actionable information and 3) Knowledge and skills.

PRACTICAL IMPLICATIONS / RECOMMENDATIONS

This method is especially useful in early project phases, when ideas are still being shaped and there are no concrete outcomes to offer yet. Practitioners can use this approach to efficiently collect relevant insights from a broad group of agricultural stakeholders without having to organise large or costly events themselves. When it is difficult to bring farmers, advisors, policymakers and researchers together in one

place, joining existing mixed-stakeholder events proves to be an effective alternative. By using short, interactive survey tools during natural breaks (such as lunch), practitioners can gather targeted input in just 10–15 minutes, using participants' own smartphones. This keeps the time investment low, increases response rates and reduces organisational costs. Answers can be given anonymously, while still being linked to roles (e.g. farmer or advisor), allowing practical differentiation.

By repeating this approach across several events in a region, results become less dependent on one specific setting and more representative of real practice. It allows practitioners to base decisions on real needs from the field, while respecting participants' time and maintaining engagement.

GEOGRAPHICAL LOCATION

The Netherlands



FURTHER INFORMATION

The Tool used to collect input: <https://www.mentimeter.com/>



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