

BRIDGING THE GAP BETWEEN FARMERS AND SMART FARMING

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 Bringing smart farming closer to farmers

MAIN CHALLENGE/ OBJECTIVES

Farmers, especially those using traditional practices, are often hesitant to adopt Smart Farming Technologies. While willing to test them, they remain uncertain about data reliability and recommendations. Bridging this gap in trust and understanding was the main challenge of this Operational Group.

MAIN RESULTS/ OUTCOMES

Through the activities of the "Archaia Oleneia" Operational Group, the main goal was to bring farmers closer to Smart Farming and demonstrate the results of the holistic cultivation protocol for table olives. Demonstration activities were organized, placing farmers at the center of the process, encouraging discussion, and actively bridging the gap between them and these technologies.



PRACTICAL IMPLICATIONS / RECOMMENDATIONS

The main goal of this Operational Group was to promote the effective dissemination of Smart Farming practices, with a focus on the technologies used to develop the holistic cultivation protocol for table olive crops. Field demonstrations and participation in agricultural fairs were organized to engage farmers, stimulate discussion, and increase awareness of spatial and temporal field variability. These activities provided farmers with hands-on experience of the technologies and direct exposure to the results achieved, supporting knowledge transfer and facilitating the adoption of Smart Farming solutions in practice.

GEOGRAPHICAL LOCATION

Archaia Oleneia, Aitolioakarnania, Greece

FURTHER INFORMATION

<https://arxaia-oleneia.agrifoodwest.gr/>



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