

MAIN CHALLENGE/ OBJECTIVES

The innovation bootcamps implemented in Italy focused on the real needs of crop producers and concrete production issues. The main challenge was to bring together actors whose knowledge and experience could share suggestions aligned with participants' needs and expectations, including farmers, advisors, tech providers and farmers associations.

MAIN RESULTS/ OUTCOMES

The initiative created a space for open dialogue where participants shared the main challenges related to adopting smart farming systems. It also fostered connections among farmers, advisors, and facilitators, encouraging interest in smart farming solutions and supporting future professional collaboration.

PRACTICAL IMPLICATIONS / RECOMMENDATIONS

The innovation bootcamp proved to be a practical event where participants exchanged information on smart crop farming, discussed key challenges, explored their interest in adopting innovations, and established direct contacts with advisors and fellow farmers. The event was organised taking inspiration from the solutions (but also challenges) shared by the TechCoach Operational Groups. Participants were organised into four thematic groups: horticulture, wheat, viticulture, and plant nurseries.

Each group identified key challenges and discussed them with the support of facilitators and advisors. Smart farming solutions were presented and participants assessed whether these could be adopted on farms, what the main barriers were, and which actions could support uptake. For example, in the wheat group, it was highlighted that soil compaction caused by tractors, especially when operating on wet soil, can lead to production losses and soil degradation. In such cases, drone-based operations may offer a practical alternative. In conclusion, the main recommendation shared across all thematic groups was the development of dedicated support services to help producers respond more quickly and effectively in their operations.

GEOGRAPHICAL LOCATION

Oristano, Sardinia, Italy



FURTHER INFORMATION

<https://www.techcoachproject.eu/>



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