

USING STORYMAPS AND FARM DATA TO DISCUSS PRECISION FARMING CHOICES; FROM REAL FIELD DATA TO SHARED LEARNING

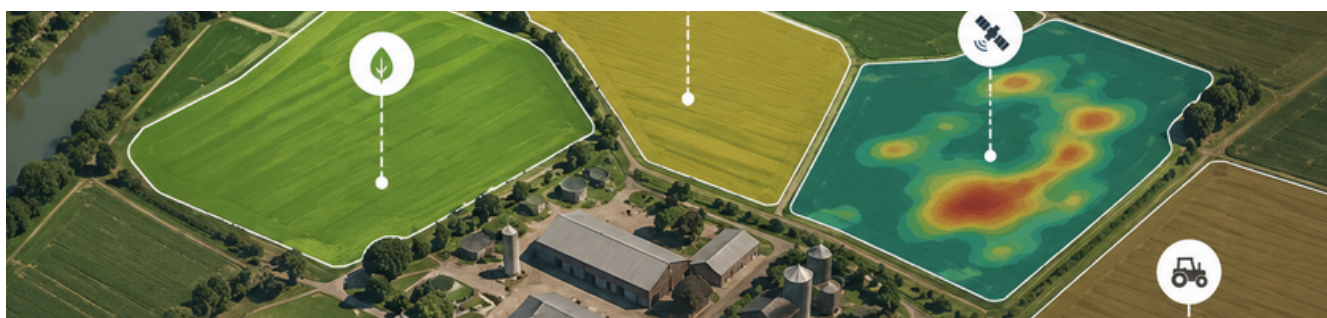
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MAIN CHALLENGE/ OBJECTIVES

Precision farming decisions are complex and often based on separate data sources. This practice aimed to combine farm data with storymap scenarios to help farmers and contractors better understand choices, costs, and effects through joint discussion and learning.

MAIN RESULTS/ OUTCOMES

An interactive storymap was used to allow interactive groups to work with real field situations supported by crop and field data on variable potato planting. The storymap was used in group discussions with farmers and contractors to compare scenarios, interpret data, and discuss different precision farming options and their outcomes.



PRACTICAL IMPLICATIONS / RECOMMENDATIONS

Storymaps work best when real farm data is used to support the scenarios. A story map is an interactive digital presentation that combines geographic maps with multimedia content like text, photos and video. Data on soil, yield, inputs, and field conditions helps make the storymap realistic and relevant. By linking data to practical situations, farmers can see how different choices affect crop performance, costs, and environmental impact. Using the storymap in group meetings or workshops encourages discussion and knowledge exchange between farmers and contractors. Participants can compare approaches, question assumptions, and learn from each other's experiences, supported by data rather than theory alone.

This approach helps build confidence in decision-making, as farmers better understand not only what precision techniques are available, but also when and why they may work on their own fields. It is recommended to use this method regularly within study groups, training sessions, or advisory meetings.

GEOGRAPHICAL LOCATION

Flevoland, the Netherlands

FURTHER INFORMATION

https://eu-cap-network.ec.europa.eu/projects/data-farmers-farming_en and their follow-up <https://www.sia-projecten.nl/project/precisialandbouw> About the OG: Although farmers collect increasing amounts of data on factors affecting crop growth and storage, smart use of data is still limited. Decisions are often based on advice from commercial parties, and data sharing remains sensitive. Barriers include the lack of easy data exchange mechanisms and concerns about data confidentiality. This project showed that sharing data within the farming community and supply chain could significantly improve performance. The project also addressed missing data in smart farming, which often results from focusing on what works rather than what does not. It recommends proactively identifying data gaps and conducting research on the environmental impacts of agricultural practices.



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