On-Farm Experimentation Community Newsletter No. 3 - Next Week: Webinars 1) Value, and 2) People

May 4, 2021

ISPA | International Society of Precision Agriculture

NEWSLETTER

On-Farm Experimentation Community

OFE2021 Banner V2



The #OFE2021 Webinar Series - Two more to go!

The On-Farm Experimentation Community is pleased to announce that the first two #OFE2021 webinars (1. Value creation; 2. People and processes) were great successes with a total of 200+ participants from all over the world. Next week, two more webinars will be presented (3. Data and analytics; 4. Policy linkages). Don't miss them!

View the session details below and be sure to register for the last two webinars! **Free and open to all.**

1. Value Creation

Monday May 10th (8-10 a.m. Chicago = 3-5 p.m. Paris)

"Farmer-centric On-Farm Experimentation", or "OFE", is a shared, self-sustaining process of change. Value is essential to its development and success. With the aim of enhancing interest, trust and investment in OFE, this webinar will ask: How is value created? How is value shared? Who gains from OFE? How can science and technology improve OFE processes? Experience suggests that farmers need little persuasion to engage; on-farm experimentation is a process they already do and understand. But to scale up, we need to recognize how OFE creates value for varied stakeholders, how value is shared, and how scientific disciplines can contribute. In addition to general insights, we need to explain impact pathways for OFE which contrast markedly with those of conventional research. Clarity on the value propositions offered by OFE will help bridge diverse views from around the world. This webinar will bring together specialists from agronomy, agro-economics and social sciences to clarify and explain the value of OFE. It will also set the scene for the next webinars on People and

Processes, Data and Analytics, and Policy Linkages.

OFE Value Creation Webinar Content

Program: Creating and sharing value through On-Farm Experimentation
Chair: Prof Simon Cook – Murdoch University, Australia

Simon Cook Murdoch University, Australia	**Introduction to the theme** Purpose, process, map of main ideas
Jess Lowenberg de Boer Harper Adams University, UK	**How OFEs create value** The 'rules' of the game
Roger Sylvester-Bradley ADAS, UK	**How biology adds value in OFE** Why biology is important in the OFE process
Julie Ingram University of Gloucestershire, UK	**How social sciences add value in OFE** Social and organizational dimensions to the process
Terry Griffin Kansas State University, US	**How data sciences add value in OFE** The special role of data sciences
Christian Witt Bill & Melinda Gates Foundation, US & **Sieglinde Snapp** Michigan State University, US	**The value of farmer centric change** If we really want big changes, we must work out how to be more farmer-centric
Tom McMillan Royal Agricultural University, UK	**Reflections** What we've learned, how it fits together

2. People and Processes

Wednesday May 12th (8-10 a.m. Chicago = 3-5 p.m. Paris)

How can we ensure that digitally enabled On-Farm Experimentation avoids the classic "Technology Fallacy," and instead centres transformation around people? Recent research from MIT demonstrated that "people are the real key to digital transformation" (Kane 2019). Change is as much about us and our organizations as it is about the technology. Change occurs when people change, transformation occurs when individual changes scale up through their networks and their organizations. The underlying change throughout is in knowledge and shared culture. This webinar will explore various examples of scalable change that apply to OFE, through lessons learned from thinkers and practitioners with experience in a range of institutional and business settings across the world. The webinar will focus on identifying interactions between digital technologies and these varied organizational environments that nurture (or impede) transformational change. Attention will be paid to pinpoint specific mechanisms supporting systemic goals of productivity, social and environmental sustainability, in both the Global North and the Global South.

OFE People Webinar Content 2

Program: Organising OFE while avoiding the "Technology Fallacy"
Chair: Dr Myrtille Lacoste – Curtin University, Australia

Myrtille Lacoste Curtin University, Australia	**Introduction to the Theme**
Check Abdel Kader Baba TMG Research, Germany	**Enabling co-creation, inclusion and scaling from farmer engagement - Benin**
Zelalem Lema Uni. of New England, Australia	**Multi-Party Innovation Ecosystem Platforms - Ethiopia**
Speaker TBA Australia	**Managing the Interface - Australia**
Osana Bonilla-Findji & Anton Eitzinger CGIAR CCAFS, Alliance Bioversity, CIAT	**Usability and facilitation: the GeoFarmer App - Colombia/Global**
Chloé Salembier INRAE & FNCUMA, France	**Farmer Innovation Tracking: exploring for scaling and changing – France**
Rob Williams AI-Com & ACIAR, Timor-Leste	**Farmer hybridising knowledge and technologies to develop new innovations - Timor-Leste**
Helen Hambly Odame Uni. of Guelph & CGIAR-CIP Board, Canada	**OFE Capacities for Change - Canada/global**

The #OFE2021 Conference

Following the webinars, the First Conference on Farmer-Centric On-farm Experimentation — Digital Tools for a Scalable Transformative Pathway is scheduled for October 13th-15th 2021 in Montpellier, France (or virtually if need be).

More information

- Download the 2-page introduction to the Conference ('PDF' or 'see online')
- Subscribe to the Conference News for updates

Supported by

The conference is supported by the OECD Co-operative Research Program (CRP) "Biological resource management for sustainable agricultural systems," under Theme 3 — Transformational technologies and innovation. It is organised by INRAE Montpellier and the On-Farm Experimentation Community (OFE-C) of the International Society of Precision Agriculture (ISPA).

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The International Society of Precision Agriculture (ISPA) is a non-profit professional scientific organization.
The mission of ISPA is to advance the science of precision agriculture globally.

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