



PRACTICE ABSTRACT NR. 83

AUTHOR(S):

Jorieke Potters,
Jacqueline Ulen
Stichting Wageningen
Research

CONTACTS:

jorieke.potters@wur.nl
melanie.van.raaij@innovatiesteunpunt.be

How different interests of advise providers shape the form and content of advisory tools

In the Agrilink Living Lab in the Netherlands and Belgium, stakeholders jointly discussed how maize cultivation can be made more sustainable. New restrictive legislation aimed to adapt the cultivation of maize to societal and environmental boundaries. The sowing of a catch crop after maize on sandy soils has been required since some time. In 2017 an ultimate sowing date was introduced at 1st of October, this requires serious adaptation of the planning and method of sowing and/or harvesting. In the Living Lab the stakeholders discuss strategies to deal with the new reality in their professional practice.

Researchers, as well as two advisory organisations and contractors were interested in develop decision support for the selection of the appropriate catch crops in maize. The advisory tool would support farmers in optimally apply the catch crop to improve soil quality in maize and to comply with the new regulations that require farmers to sow a catch before a certain date. The selection entails both the type and varieties of catch crops to sow and the sowing system. The options in the latter are to sow the catch crop simultaneously with the maize, when the maize reaches knee height or after the maize harvest.

Since all stakeholders were interested in developing decision support. Several meetings were facilitated to discuss the decision tree as an advisory tool. The idea was to combine the knowledge and experience of all the stakeholders in co-creating the decision support.

COUNTRY/REGION:

The Netherlands
Belgium

KEY WORDS:

#living lab #co-creation
#interests #advisory tool;
#successful innovation

ADDITIONAL INFORMATION

During these meetings it became clear however that the stakeholders were not interested in working together to develop the advice-tool. For these advisors and contractors providing advice on maize cultivation is an additional service to the farmer. Sustaining the client relation with the farmers is the main interest of these advisors. Thus it has their preference to offer an advisory product themselves as a offering to the clients. In addition, each of the advice provider seemed to have their own preferences in the content of the advice. though this is sometimes better from an agronomic perspective. For example, both contractors and advisors tend to advising simultaneous sowing, to be on the safe side with legislation compliance and spread the harvesting work. The interests of advising parties thus influence the form but also the content of the advice. Interestingly, in Belgium, the stakeholders did manage to integrate the individual interests in the development of a decision tree. The difference is that the development of the decision tree was a deliverable in a joint project, Stakeholders then become partners in reaching the objective and competition amongst them was overcome.

Background information: [Catch crops in maize \(in Dutch\)](#), part of [Green manure handbook](#) of Wageningen University



ABOUT AGRILINK

AgriLink is a multi-actor project funded by the European Union's Horizon 2020 research and innovation programme. It brings together 16 partners from 13 countries, including universities, applied research institutes, advisors and consultants from public organisations, private SMEs, a farmer-based organisation and specialists in communication and distance learning.

DISCLAIMER:

"This practice abstract reflects only the author's view and the AgriLink project is not responsible for any use that may be made of the information it contains".



www.agrilink2020.eu



twitter.com/agrilink2020



pierre.labarthe@inrae.fr

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 727577.

All the Practice Abstracts prepared by the AgriLink project in the EIP-AGRI common format can be found here: <https://ec.europa.eu/eip/agriculture/en/find-connect/projects/agrilink-agricultural-knowledge-linking-farmers>