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

May 4, 2021



# **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

## **OFE Value Creation Webinar Content**

Program: Creating and sharing value through On-Farm Experimentation

Chair: Prof Simon Cook - Murdoch University, Australia

Simon Cook	Introduction to the theme
Murdoch University,	Purpose, process, map of main ideas
Australia	
Jess Lowenberg de Boer	How OFEs create value
Harper Adams University, UK	The 'rules' of the game
Roger Sylvester-Bradley	How biology adds value in OFE
ADAS, UK	Why biology is important in the OFE process
Julie Ingram	How social sciences add value in OFE Social and
University of	organizational dimensions to the process
Gloucestershire, UK	
Terry Griffin	How data sciences add value in OFE
Kansas State University, US	The special role of data sciences
Christian Witt	The value of farmer centric change
Bill & Melinda Gates	If we really want big changes, we must work out how to be
Foundation, US	more farmer-centric
& Sieglinde Snapp	
Michigan State University,	
US	
Tom McMillan	Reflections
Royal Agricultural University, UK	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	Introduction to the Theme
Curtin University, Australia	
Check Abdel Kader Baba	Enabling co-creation, inclusion and scaling from
TMG Research, Germany	farmer engagement - Benin
Zelalem Lema	Multi-Party Innovation Ecosystem Platforms -
Uni. of New England, Australia	Ethiopia
Speaker TBA	Managing the Interface - Australia
Australia	
Osana Bonilla-Findji	Usability and facilitation: the GeoFarmer App -
& Anton Eitzinger	Colombia/Global
CGIAR CCAFS, Alliance Bioversity, CIAT	
Chloé Salembier	Farmer Innovation Tracking: exploring for scaling
INRAE & FNCUMA, France	and changing – France
Rob Williams	Farmer hybridising knowledge and technologies to
Al-Com & ACIAR, Timor-Leste	develop new innovations - Timor-Leste
Helen Hambly Odame	OFE Capacities for Change - Canada/global
Uni. of Guelph & CGIAR-CIP Board,	
Canada	

## The #OFE2021 Conference

Following the webinars, the <u>First Conference on Farmer-Centric On-farm Experimentation</u> — 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.