User Cases in the FAIRshare project as a method of advisory work and knowledge transfer in agriculture

Authors: Vedran Tomić, Ph.D., Msc Nikola Popović, Institute for Science Application in Agriculture (IPN), Belgrade

Agricultural advisors and farmers across Europe confront a variety of challenges on a daily basis. Thus, the User Cases (UC) are a crucial component of the entire FAIRshare (Horizon 2020) project
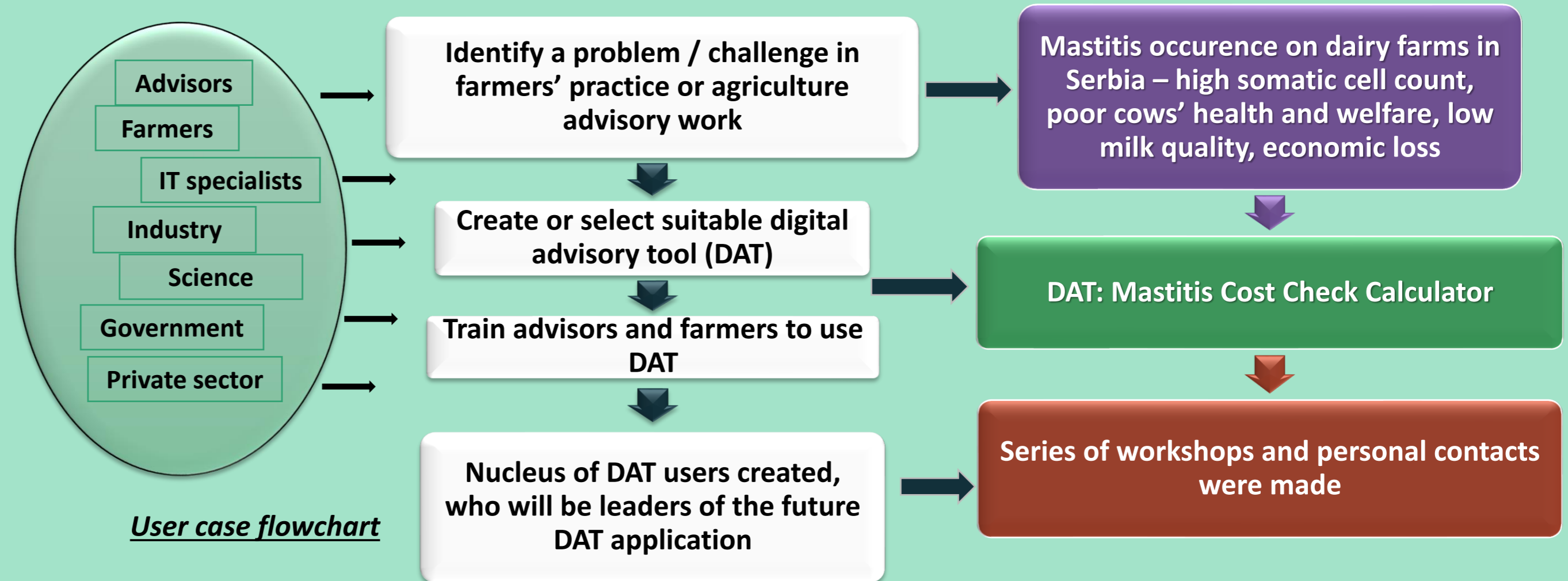
User Cases in the FAIRshare project aim to address a challenge faced by a group of agricultural advisors by implementing Digital Advisory Tools and Services (DATS)

Within a UC, a(an) (group of) advisor(s) describe a challenge, specify their goals, and select tool(s) from the FAIRshare DATS, or other existing digital tool(s), that they find most suitable to help them address their identified challenge.

The user cases contribute to understanding the context and recognise the motivating factors and obstacles to the use of digital advisory technologies.

The User Case of IPN (SEASN):
'Improvement of health and welfare of dairy cows by using Digital Advisory Tool –
Mastitis Cost Check Calculator'

User case flowchart

Advisors
Farmers
IT specialists
Industry
Science
Government
Private sector

Identify a problem / challenge in farmers' practice or agriculture advisory work

Create or select suitable digital advisory tool (DAT)

Train advisors and farmers to use DAT

Nucleus of DAT users created, who will be leaders of the future DAT application

Mastitis occurence on dairy farms in Serbia – high somatic cell count, poor cows' health and welfare, low milk quality, economic loss

DAT: Mastitis Cost Check Calculator

Series of workshops and personal contacts were made

In addition to the obvious purpose of establishing the use of digital tools, user case can highlight other specific issues / challenges in agriculture practice and advisory work, increasing our awareness of them, as well as our readiness to address them.

FAIRshare
DIGITAL TOOLS FOR FARM ADVISORS