

Innovation Route

Walloon Rural Network support unit

The Innovation Route is an initiative comprising six farm visits spread over 18 months bringing together diverse 'focus groups' of farmers, consumers, researchers and agricultural advisors to jointly identify the factors, bottlenecks, practice and impact of agricultural innovation.

The objective is gain insights and encourage exchanges on practical knowledge of innovative agricultural systems, analyse their logic and performance, and map out the innovative mechanisms and techniques implemented by Walloon farmers.

Each of the six field visits generated extensive media coverage which helped further disseminate the value of sustainable change and innovation to other farmers.



Target audience

Farmers and people in charge of agricultural supervision and advice in a broad sense (animators, trainers, teachers, researchers, civil servants, etc.).

Results

- All farm visits were well-attended, with an average of 50 participants, and an increasing number of farmers got involved in the exchanges.
- The host farmers got peer-to-peer and business-to-consumer advice and exchanged in the context of their own farms, which allowed them to see their strengths and weaknesses from an external perspective.
- A 'community of practice' approach helped to create a dynamic vision of agricultural innovation, link it to changing economic, environmental and social contexts, and improve interactions between farmers and the users of the surrounding territories.

Find out more

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➔ <http://www.reseau-pwdr.be/news/route-de-linnovation>

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