



# CORE organic II



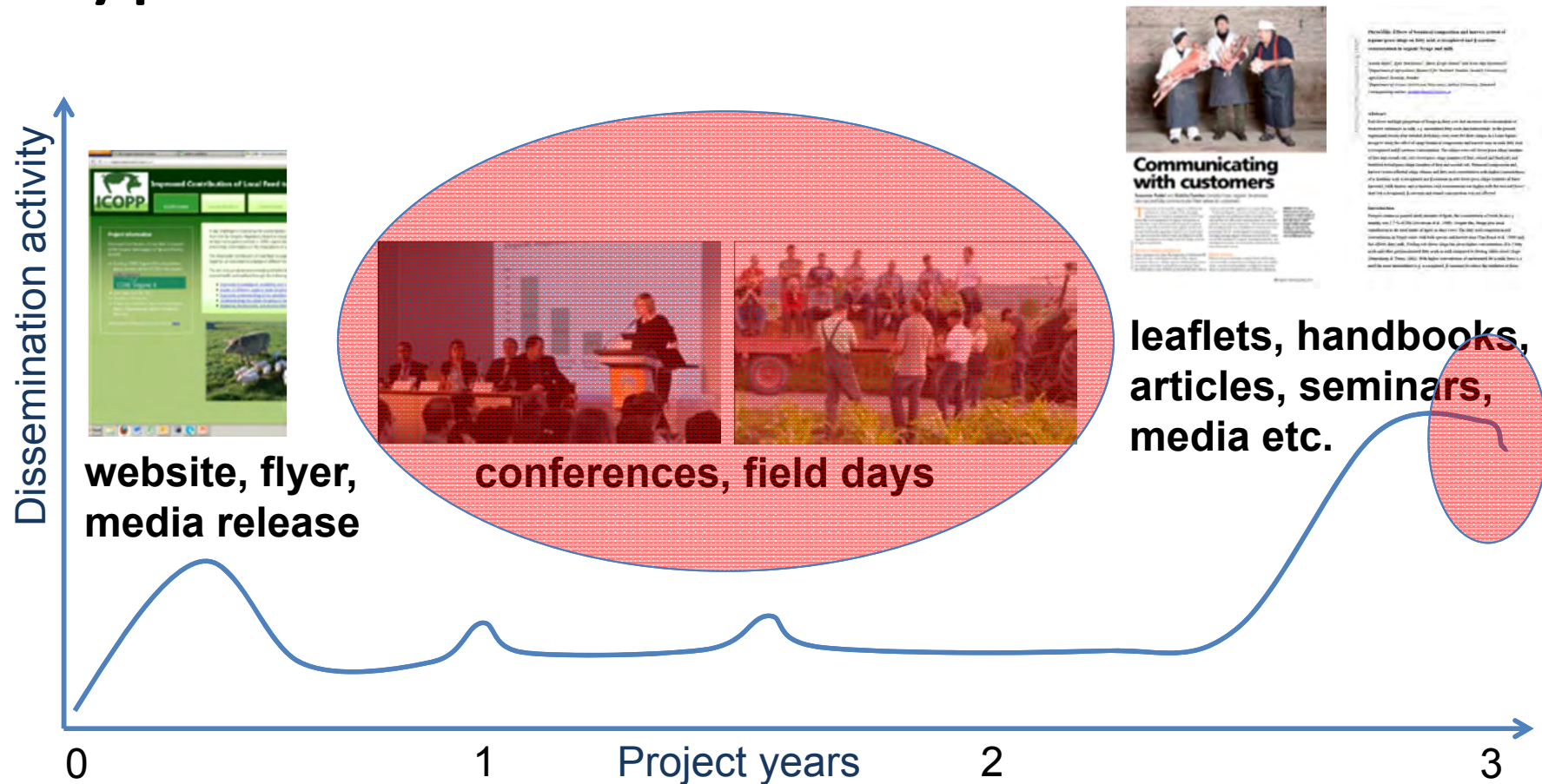
# Disseminaton: Tips, tricks and lessons learnt

Thomas Alföldi & Gilles Weidmann FiBL, Switzerland

Alföldi, Thomas und Weidmann, Gilles (2013) Disseminaton: Tips, tricks and lessons learnt. Vortrag at: CORE Organic II Research Seminar, Amsterdam, 15. April 2013



# Typical dissemination activities



website, flyer, media release



conferences, field days



Communicating with customers



leaflets, handbooks, articles, seminars, media etc.

- How to better exploit “in-between” dissemination activities ?
- How to improve the long-term availability of your research?



# Good dissemination...

- ... is crucial to justify national funds
- ... brings key messages to the target groups by
  - defining exploitable results
  - customizing results to the target groups
  - choosing suitable tools and channels
  - establishing a relationship to the target groups
- ... is challenging because
  - consolidated results are available at the end of a project only
  - of the need to publish in peer-reviewed journals first
  - of the adaption to national needs and languages

**DISSEMINATION PLAN**





# The dissemination plan...

- ... is part of each proposals, but often very standardized
- ... should be developed together with research plan
- ... helps to improve research
- ... ensures continuous communication



# Specify your target groups

Usually: Farmers, advisors, politicians, processors, researchers etc. Be more precise!

1. Specify your target groups
2. Clarify your messages
3. Select tools and channels





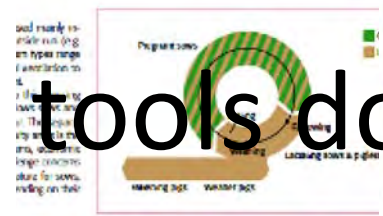
# Written tools dominate

**Link:** Effects of botanical composition and harvest system of grass silage on fatty acid composition and beta-carotene concentration in organic forage and milk

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High and high proportion of forage in dairy cow diet increases the concentration of substances in milk, e.g. unsaturated fatty acids and antioxidants. In the present study twenty-four Swedish Red dairy cows were fed three silages in a Latin Square study the effect of silage botanical composition and harvest time on milk fatty acid, retinol and beta-carotene concentration. The silages were red clover/grass silage (mixture of second cut), red clover/grass silage (mixture of first, second and third cut) and mixed/grass silage (mixture of first and second cut). Botanical composition and protein affected silage vitamins and fatty acid concentration with higher concentrations oleic acid, alpha-tocopherol and beta-carotene in red clover/grass silage (mixture of three cuts). Milk linoleic and alpha-linolenic acid concentration was higher with the two red clover alpha-tocopherol, beta-carotene and retinol concentration was not affected.

High concentration in general small amounts of lipid, the concentration of crude fat in e.g. was 2.7% of DM (Arvidsson et al., 2009). Despite this, forage give more energy to the total intake of lipids in dairy cows. The fatty acid composition and then in forage varies with both species and harvest time (Van Raaij et al., 2009) and in dairy milk. Feeding red clover silage has given higher concentrations of n-3 fatty acids (other polyunsaturated fatty acids) in milk compared to feeding white clover silage (van & Thissen, 2008). With higher concentration of unsaturated fat in milk there is a more antioxidants (e.g. alpha-tocopherol, beta-carotene) to reduce the oxidation of these



**oMilk**

OPEN SEMINAR

23rd of June 2011  
 Drammen, UMB, Norway

at the railway station

free, but everyone

of the PhytoMilk-project where to illuminate how different forage

**HACCP for Parasite Control**

Delimitation of the HACCP project are management made based on the HACCP principle (developed by the National Center for Food Safety and Inspection Service) to reduce the risk of contamination of the feed. The HACCP project is based on the HACCP principle (developed by the National Center for Food Safety and Inspection Service) to reduce the risk of contamination of the feed. The HACCP project is based on the HACCP principle (developed by the National Center for Food Safety and Inspection Service) to reduce the risk of contamination of the feed.

**CORE Organic**

The farm specific report has two parts:

- 1) List of preventive measures already implemented and health evaluation of their control relationship(s)
- 2) List of preventive measures which should be changed or implemented (see table below)

Risk area	Preventive measure	Assessment	Recommendation / correction
Outdoor areas	preventive pasture use	No	The number of surviving eggs and larvae is reduced over time.
Outdoor areas	vegetation height	No	Short vegetation prevents host persistence for the pasture eggs and larvae compared to higher vegetation.
Outdoor areas	rational stock	Yes	The number of surviving eggs and larvae is reduced over time.

3) Overview of the farm's hygiene and awareness (regarding control of parasites)

**Public Organic food Procurement for Youth**

**Analysis and recommendations**

social focus on school meals

**Increasing organic food consumption through public procurement**

The POFY research project studied how increased consumption of organic food achieved by strategies and instruments linked to public food-serving institutions. POFY analysed the following key aspects of public organic food procurement: youth in Italy, Denmark, Finland, Norway and to some extent in Germany. POFY also studied the role of certification, users' perceptions and the public food system, and the health impacts of organic food implementation. The primary research focused on organic school meals as the most important child food provision for youth, but a music festival, military camps and religious events were also studied.

## CORE Organic

**Farmer Consumer Partnerships - How to successfully communicate the values of organic food**

## A Handbook

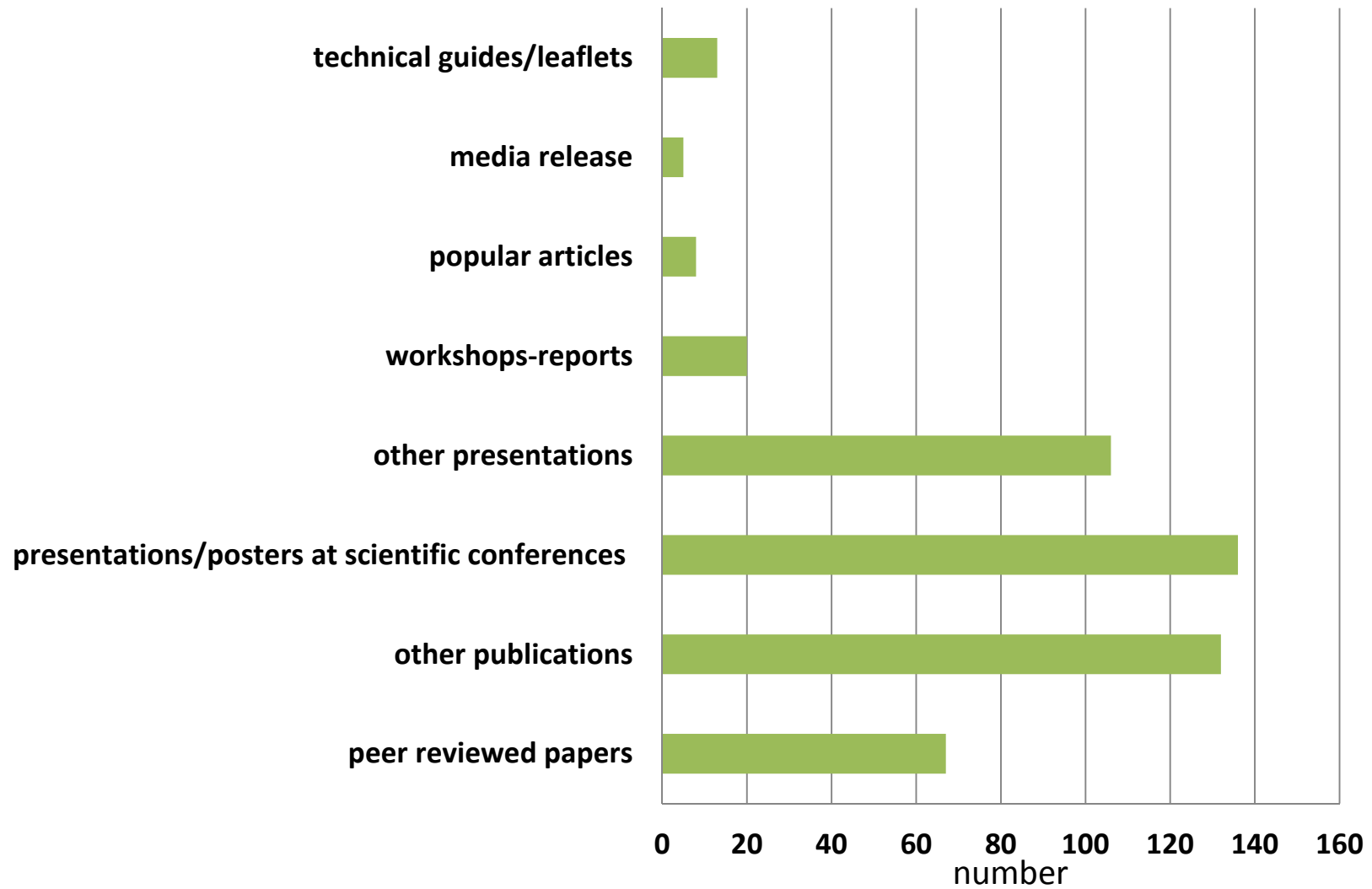
**REPORT**

Quality aspects of organic baby food - case study from an export in the baby food industry in European countries.

Archived at <http://orgprints.org/13664/>



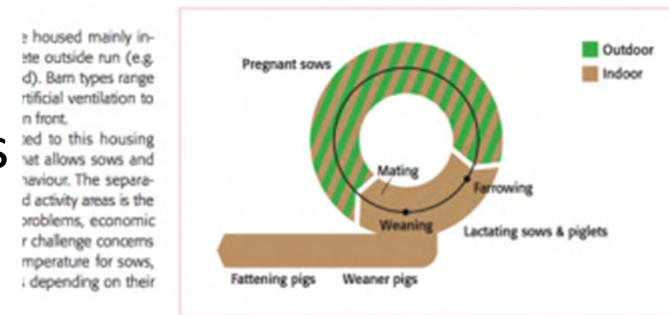
# Output of 8 CO I projects





# Technical leaflets

- Focus on recommendations
- Pictures with legend
- Insert audiovisual elements
- Search for cooperation



nic food consump-  
lic procurement

Increased consumption of organic food may be linked to public food serving outlets for young people of public organic food procurement (POFP) for school meals in Germany. Policy issues, supply-side, users' perceptions and participation in organic food implementation. The interdisciplinarity of school meals as the most important channel of public food procurement.

Gap between science and practice, presents the recommendations to specific actors, such as public school holders from the catering sector, administrative bodies.



**MERKBLATT**

FiBL  
Bioland BERATUNG  
ÖKÖN  
Bio

## Biokartoffeln

Qualität mit jedem Anbauschritt

Kartoffeln eignen sich dank ihrer Vielfalt sehr gut für die Direktvermarktung. Für den Anbau für Handel und Industrie sind bei hohen Kosten für Anbau und Mechanisierung gute Erträge nötig. Die sehr hohen Qualitätsanforderungen in allen Vermarktungsbereichen erfordern höchste Sorgfalt von der Pflanzgutvorbereitung über Pflanzenschutz, Nährstoff- und Wasserversorgung bis hin zu Ernte und Lagerung. Dieses Merkblatt vermittelt eine gute Basis für die Produktion qualitativ hochwertiger Erzeugnisse. Profi-Kartoffelbetriebe vertiefen ihr Wissen mithilfe von Experten und weiterführender Literatur.

Q Die Qualität in jedem Stadium fördern. Die Qualität der Kartoffelknollen kann vor, während und nach dem Anbau der Kultur entscheidend beeinflusst werden. Maßnahmen mit besonderem Einfluss auf die Qualität des Endproduktes sind in diesem Merkblatt mit charakteristischen Zeichen hervorgehoben.

### Kulturmaßnahmen im Jahresverlauf

(design: SCHMID)

Ausrichtung der Produktion





# Articles in newspapers & magazines

- Important for national adaption
- Contacts to journalists
- Attractive for local media

**Slik vil kalven ha det**

Det er viktig for oss at kalven skal ha det bra. Det betyr at den skal ha god mat, god plass og god omsorg. Dette er noe vi jobber med i alle sammen. Vi vil ha en god kalv som blir en god kyr. Det er viktig for oss at kalven skal ha det bra. Det betyr at den skal ha god mat, god plass og god omsorg. Dette er noe vi jobber med i alle sammen. Vi vil ha en god kalv som blir en god kyr.



Testen im Freiland: Beim Entnehmen von Bodenproben auf der Domäne Frankenhäuser sind auf unserem Bild Doktorandin Meike Gross, technischer Mitarbeiter Hanns Schulz und hinten die Studenten David Kottis und Ingnar Kuckelmann zu sehen.

## Schongang für den Acker

Agrarwissenschaftler testen für europaweites Projekt schonende Anbaumethoden

Von FRIEDRICH STAMMROD

WITZENHAUSEN/FRANKENHAUSEN. Der Kampf gegen das Unkraut ist nicht nur eine Aufgabe für Hobbygärtner. Für Dr. Thorsten Haase, Agrarwissenschaftler der Universität Kassel, und seine Kollegen ist er beruflich. Sie wollen herausfinden, wie die Fruchtbarkeit von Ackerböden verbessert werden kann. Ein europäisches Projekt soll dazu beitragen. Die Forscher testen verschiedene Anbaumethoden, die den Boden schonen und die Erträge steigern. Sie verwenden dabei eine Mischung aus organischen Düngemitteln und mineralischen Stickstoff. Die Ergebnisse werden in den kommenden Jahren veröffentlicht.

**UNIKASSEL VERSITÄT**

Thorsten Haase

Das Projekt ist ein Teil des europäischen Netzwerks 'Agri-Net'. Es zielt darauf ab, nachhaltige Anbaumethoden zu entwickeln, die den Boden und die Umwelt schonen. Die Forscher arbeiten zusammen mit Landwirten und anderen Experten. Die Ergebnisse werden in den kommenden Jahren veröffentlicht.

**Welt-Garten feiert zehnten Geburtstag**

Das Bildungsprojekt 'Welt-Garten' feiert am Freitag, 13. April, sein zehnjähriges Bestehen. Die Feier findet von 11 bis 13 Uhr im Gewächshaus für tropische Nutzpflanzen der Uni Kassel in Witzenhausen statt. In Anwesenheit von ca. 100 Gästen wird im Anschluss ein gemeinsames Mittagessen im Kiosk der Uni Kassel gefeiert. Das Projekt 'Welt-Garten' ist ein Gemeinschaftsprojekt von verschiedenen Institutionen, darunter das Tropengewächshaus der Uni Kassel. Es zielt darauf ab, die Bildung und den Wissenserwerb von Schülern und Studenten zu fördern. Die Teilnehmer lernen über verschiedene Kulturen und Anbaumethoden. Das Projekt wird in Zukunft weitergeführt.

**HINTERGRUND**

**Europäisches Forschungsnetz**

Das Projekt 'Agri-Net' ist ein europäisches Forschungsnetzwerk, das sich mit nachhaltigen Anbaumethoden beschäftigt. Es umfasst verschiedene Länder und Disziplinen. Die Teilnehmer arbeiten zusammen, um innovative Lösungen für landwirtschaftliche Herausforderungen zu finden. Das Projekt wird von der Europäischen Kommission finanziert. Die Ergebnisse werden in den kommenden Jahren veröffentlicht.

**Zum Fach**

Am Fachbereich Ökologische Agrarwissenschaften der Uni Kassel gibt es rund 150 Studenten. An dem Uni-Standort in Witzenhausen leben 18 Professoren und 37 weitere Dozenten. Das Fachbereich ist ein wichtiger Bestandteil der Uni Kassel. Es bietet eine breite Palette an Studiengängen und Forschungsmöglichkeiten. Die Studierenden profitieren von der Nähe zu den landwirtschaftlichen Betrieben in der Region.



# Tools for continuous dissemination

- **E-newsletters**

Good for larger projects  
clear target groups  
time consuming

-> CORE Organic Newsletter

- **Social media**

Facebook to get feedback  
to provide insight into your project  
depends on committed person

-> check in your consortium





# Slide show with text

- Visual storytelling for on-going research
- To be embedded on website, facebook, online-guides





# Commented PPT presentations

The screenshot shows the YouTube channel page for 'eOrganic'. The channel banner features a close-up of a bee on a yellow flower with the 'eO' logo. The video player is the central focus, displaying a map titled '200 Organic Farms (2008)'. Three farms are circled in black: 'Buckskir' (top left), 'Arapahe' (top right), and 'Karl 92' (bottom right). Below the map, the text reads: 'Key Challenge to the Organic Wheat Industry: Vulnerability resulting from low production volume and limited genetics.' The video title is 'Organic Farming Systems Research at the University of Nebraska Webinar' by 'eOrganic', with 142 views. The left sidebar lists various channels and playlists, and the right sidebar shows 'Ähnliche Kanäle' (Similar Channels).



# Video-slideshow

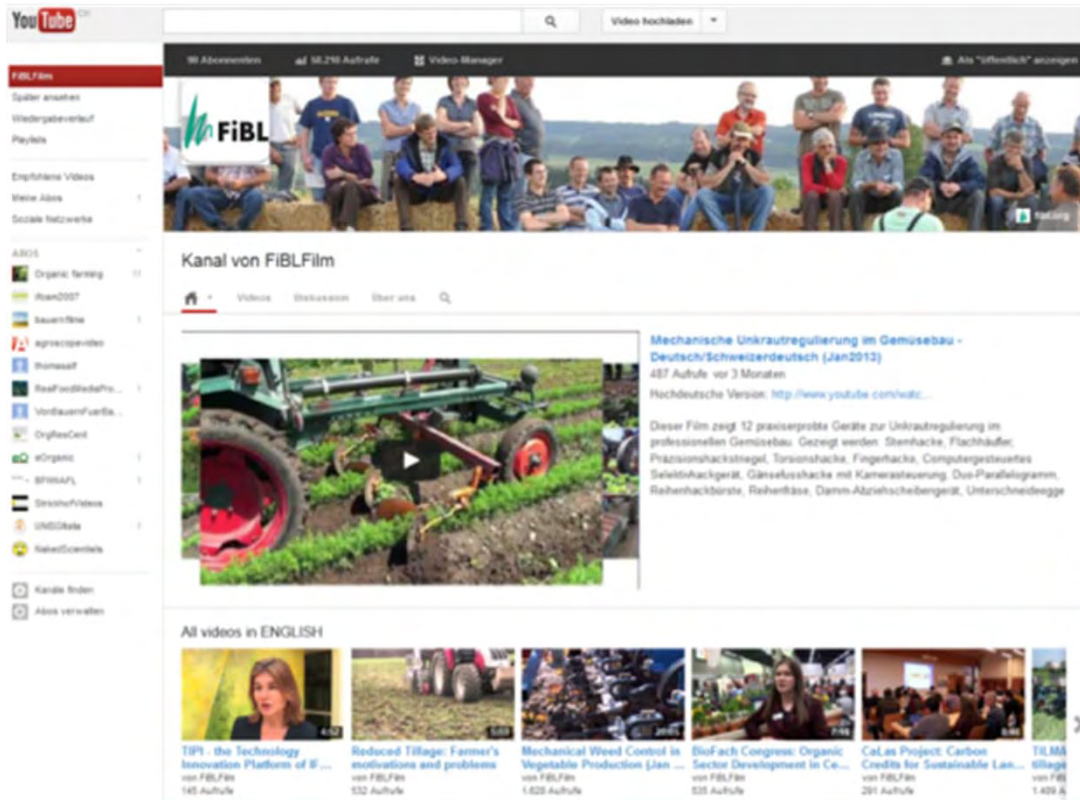
- Project member as narrator
- Lay over: photos, videos, graphs, titles etc.
- Different narrators for different languages
- Testimonials





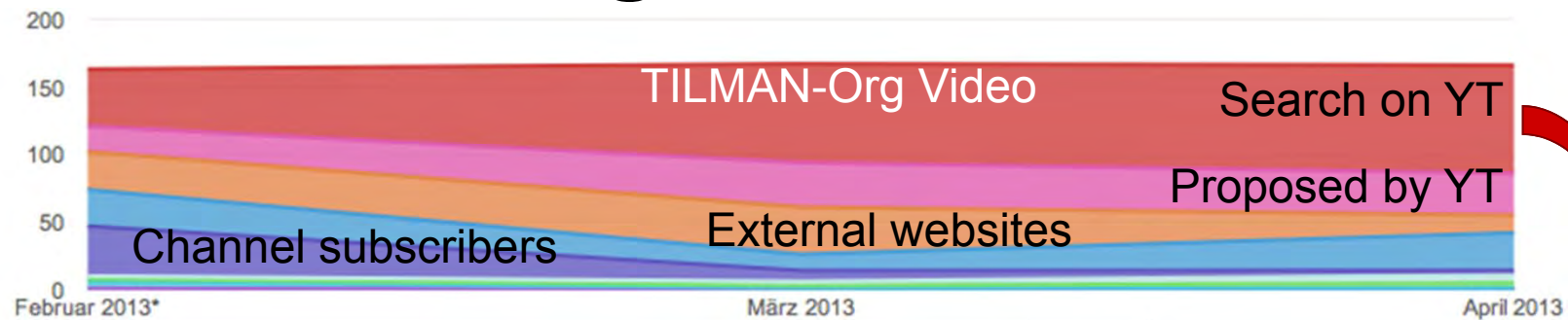
# Videos on YouTube

- Powerful tool to present your project, new techniques
- To reach an audience you usually don't reach





# YT-Videos: targeted and sustainable



- |   |   |
|---|---|
| <input checked="" type="checkbox"/> <a href="#">minimum tillage</a>                               | <input checked="" type="checkbox"/> <a href="#">tillage</a>                         |
| <input checked="" type="checkbox"/> <a href="#">weco dyn</a>                                      | <input checked="" type="checkbox"/> <a href="#">ploughing or minimum tillage</a>    |
| <input checked="" type="checkbox"/> <a href="#">farming in united kingdom 2013</a>                | <input checked="" type="checkbox"/> <a href="#">minimum tillage farming</a>         |
| <input checked="" type="checkbox"/> <a href="#">minimum tillage vegetable production</a>          | <input checked="" type="checkbox"/> <a href="#">problems on vertical farm</a>       |
| <input checked="" type="checkbox"/> <a href="#">hard to reduce tillage</a>                        | <input checked="" type="checkbox"/> <a href="#">isara lyon no till</a>              |
| <input checked="" type="checkbox"/> <a href="#">organic minimum tillage</a>                       | <input checked="" type="checkbox"/> <a href="#">min tillage uk</a>                  |
| <input checked="" type="checkbox"/> <a href="#">ploughing covercrop</a>                           | <input checked="" type="checkbox"/> <a href="#">no tillage systems 2013</a>         |
| <input checked="" type="checkbox"/> <a href="#">conservation tillage problems</a>                 | <input checked="" type="checkbox"/> <a href="#">vegetable tillage</a>               |
| <input checked="" type="checkbox"/> <a href="#">the biggest problem for farmers of the future</a> | <input checked="" type="checkbox"/> <a href="#">eco dyn</a>                         |
| <input checked="" type="checkbox"/> <a href="#">organic weed control crops</a>                    | <input checked="" type="checkbox"/> <a href="#">min tillage</a>                     |
| <input checked="" type="checkbox"/> <a href="#">mechanical weed control</a>                       | <input checked="" type="checkbox"/> <a href="#">messer walze</a>                    |
| <input checked="" type="checkbox"/> <a href="#">minimum tillage vegetable growing</a>             | <input checked="" type="checkbox"/> <a href="#">organic tillage farming uk</a>      |
| <input checked="" type="checkbox"/> <a href="#">tillage</a>                                       | <input checked="" type="checkbox"/> <a href="#">weizenanbau in den great plains</a> |



# Recommendations for researchers

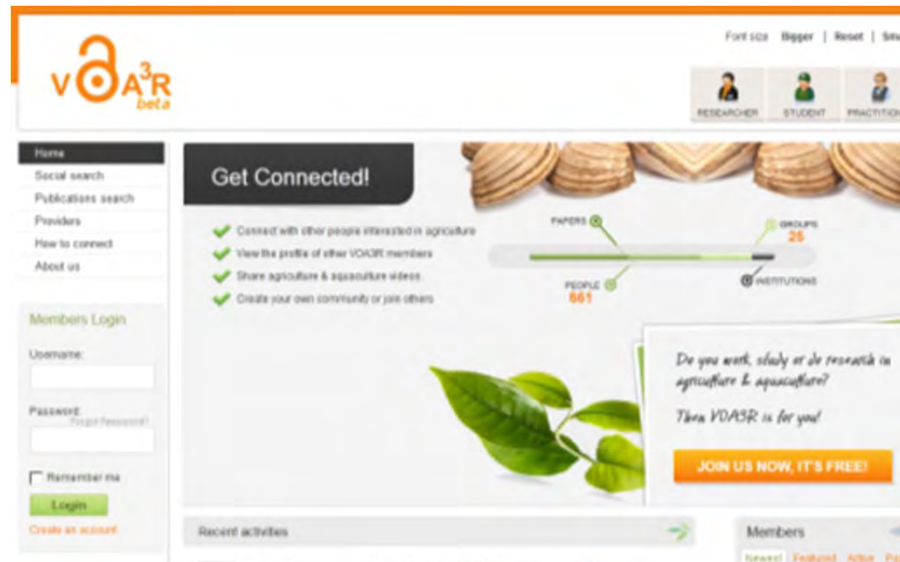
- A well planned mix of tools and channels has best impact.
- Research results should flow into established media.
- Produce dissemination material together with target groups.
- Update existing tools instead of producing new tools.



The screenshot shows the homepage of the website **ökolandbau.de**, which is described as "Das Informationsportal". The page features a navigation menu on the left with categories: Erzeuger, Verarbeiter, Händler, Großverbraucher, Verbraucher, Kinder, Lehrer, and Journalisten. The main content area is divided into several sections: a search bar with a "Suche" button, a "Nachrichten" section with a featured article titled "Ökologische Weinkultur in der Hauptstadt" dated 10.05.2013, and an "Aktuelles" section with a link to "Ökolandbau in Zahlen". There is also a "DGS-Videos" section with a logo for DGS (Deutsches Grünlandinstitut) featuring a hand icon. The top of the page has a banner image showing various agricultural products like tomatoes, grains, and eggs.



# Further possibilities for cooperation





# Recommendations for funding bodies

- Ask for more elaborated dissemination plans.
- Define indicators to measure success of dissemination activities.
- Dissemination expertise should have more weigh in evaluation.
- Support consortia in dissemination.
- orgprints.org is not enough to ensure sustainability.
- Provide “bonus funding” for promising projects for national adaptation.



# Useful information

The screenshot shows the top navigation bar with the European Commission logo and the text 'Research & Innovation'. Below it is a breadcrumb trail: 'European Commission > Research > Science-society > Guide to successful communications'. The main heading is 'Guide to successful communications'. On the left is a vertical menu with items: 'Homepage' (selected), 'Communications strategy', 'Media relations', 'Websites', 'Publications', 'Presentations', 'Audiovisual media', 'External resources', and 'Case histories'. The main content area features a text block about the FP7 grant agreement requirements for communication, with a link to 'relevant clauses in the grant agreement' (22 kB). To the right of the text are two small images: a human ear and a wind turbine. Further right is a sidebar with links for 'Events', 'Links', and 'Bibliography', and a book cover titled 'Communicating EU Research & Innovation'.

- [http://ec.europa.eu/research/science-society/science-communication/index\\_en.htm](http://ec.europa.eu/research/science-society/science-communication/index_en.htm)





# 10 steps to a dissemination plan



1. List your target groups
2. Identify the knowledge needs of target groups
3. List your expected results
4. Allocate your expected results to target groups
5. Define what you want to achieve with dissemination
6. Fine tune the target groups, if necessary
7. Adjust your research plan, if necessary
8. Define key messages
9. Select tools & channels for countries and languages
10. Define time, responsibilities, resources

