

# How to produce informative & low-cost farm videos



Webinar with [Thomas.Alfoeldi@fibl.org](mailto:Thomas.Alfoeldi@fibl.org)  
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**FiBL**

# Content

1. Intro 5'
2. Equipment 15'
3. Planning 10'
4. Filming 10'
5. Editing 10'

Q & A  
Your experiences



# Why to produce your own video?

- Powerful dissemination tool
- Knowledge of stakeholders
- Increasing the reach-out of field-days
- Equipment is good, simple & inexpensive

Photo: Donausoja/Ina Jaeger



# Video applications in agriculture



1) Machine demo



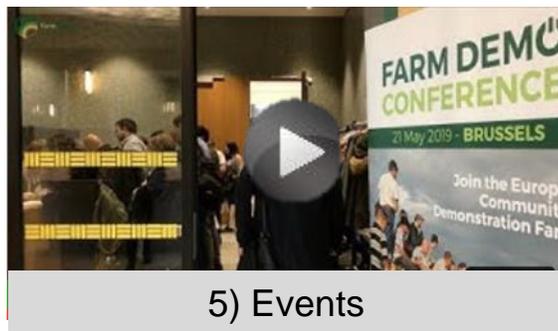
2) Practice Innovation



3) Tutorial (field)



4) Tutorials (studio)



5) Events



6) Research projects



7) Teaser, Promo



8) Online-texts, webinars



9) Animated PPT

# 3 steps of each video production

## 1 Pre-Production: planning, equipment



## 2 Production: shooting



## 3 Post-Production: editing/dissemination



# Smartphone, VideoCam or PhotoCam?



## Smartphone

- + Cheap, always at hand
- + Picture quality
- + Easy to operate
- External mic needed,
- Image control in sunshine
- No zoom



## VideoCam

From 300 € e.g. Sony HDR-CX625 Full HD

- + Zoom wide/tele
- + Viewfinder for Image control
- + Handling
- Additional costs

Plugs for Mic and headphone!



## PhotoCam

- + picture quality
- Handling needs exercise
- Picture control

# External mic: Crisp sound without wind noise



**Lavalier mic**

20 Euro

<https://www.youtube.com/watch?v=yiWHsfjHGQ>



**Shotgun mic**

50 Euro

<https://www.youtube.com/watch?v=HWL3mZkUnW8>



**Wireless mic**

160 Euro

<https://www.youtube.com/watch?v=1uTFm-tu41s>

# Stabilize your video



## Rig

20 Euro

<https://www.youtube.com/watch?v=b-eWH-boeXE>



## Gimbal

150 Euro

<https://www.youtube.com/watch?v=AphESb06R8Q>



## Shoulder rig

50 Euro

<https://www.youtube.com/watch?v=yCT9LnpHPJk>



## Tripod with video head

200 Euro

<https://www.youtube.com/watch?v=oFTPxQMdmho>

# Nice-to-have equipment



## Actioncam

e.g. GoPro



## Drone

e.g. DJI Mavic air mini

<https://dronerush.com/international-drone-laws-16520/>



## DJI Osmo Pocket

Compact stabilized handheld cam

<https://www.techradar.com/reviews/dji-osmo-pocket>

# Time for exchange: **Equipment**



**Q & A**  
**Your experiences**

# Planning and structuring your video

## Tell the viewer...

- Relevance of the topic
- What will he/she learn

Intro 30"

- Define main key messages and length for each part
- Make chapters

Main Part 90"

- Conclusion
- Call for action

Outro 30"

# Example: Intro Stubble cultivation

<https://www.youtube.com/watch?v=wsK6U8c5Jso>

Video 1



NET  
arable

Hansueli Dierauer  
FiBL consultant

# Understanding A- and B-roll (footage)



B-Roll



B-Roll



B-Roll



B-Roll



B-Roll



A-Roll  
Interview



A-Roll  
Interview



A-Roll  
Interview



A-Roll  
Interview



A-Roll  
Interview

Intro

Main part

Outro

# Using A- and B-Roll in the editing program

The screenshot displays a video editing software interface. On the left, a media library shows 37 selected clips, including aerial and ground-level shots of a field. The main preview window shows a man in a plaid shirt standing in a field of tall green plants. The timeline at the bottom shows a sequence of clips, with a blue box labeled "B-roll" pointing to a close-up clip and a green box labeled "A-roll" pointing to the main clip of the man in the field. The right-hand panel contains various transition and effect options.

B-roll

A-roll

# Off-speaker or presenter?

## Advantages

## Disadvantages



Presenter

- efficient
- authentic

- suitable person
- good planning
- no corrections afterwards
- editing time consuming



Speaker

- writing afterwards
- precise formulations

- Less authentic
- writing needs more time

**Combination: Moderator and off-speaker**

# Write an outline

Picture level

See related video under:

- [https://www.youtube.com/watch?v=eMg4h\\_eklm0](https://www.youtube.com/watch?v=eMg4h_eklm0) (French)
- <https://www.youtube.com/watch?v=dozO8i9zmy4> (German)
- [https://www.youtube.com/watch?v=tBv\\_3RIWELc](https://www.youtube.com/watch?v=tBv_3RIWELc) (English)

Content level

If you have questions, please contact:  
matthias.klaiss@fibl.org, +41 (0)62 865-7208

## Video outline Machine Demo (Example)

### Content level (100 words=1 min) (What is said?)

- Intro** Explain the problem, relevance, topic, what will be shown in the video
- Explain where we are (Machine demonstration on weed control)
  - The Relevance: Weed control key factor influencing economic production
  - New technologies and machinery now available
- Estimated time for intro: 45 sec

### Main part: Explain your innovation step by step

- Show all machines presented at the demo-event
  - The presenter explains the most relevant particularities of each machine, advantages, disadvantages. Max 45 sec for each machine
- Estimated time: 5 minutes

### Outro: recommendations, call for action, statements of farmers.

- 1-2 statements of farmers participating at the demo e.g. Which machine suits best on my farm
  - Further information
- Estimated time: 1 minute

### Picture level (What is shown?)

- e.g. presenting farmer, crop, machines
- Show site, overview machinery
  - Introduce presenter
  - Show some selected machinery in action to encourage viewers to continue to watch

- e.g. presenter, machines, crop, farmers
- Show each machine in action, different perspectives, interesting details

- Presenter is visible from time to time, especially if he has to explain something directly at a machine, otherwise he speaks in the off to pictures machines in action
- Show participants examining the work of the machine, hands in soil, close ups of soy-plants etc

# Time for exchange: **Planning**



**Q & A**  
**Your experiences**

# Tipps for interview

- Interviewed person (IP): sitting or standing
- Focus on IP and content -> tripod, camera in auto mode
- Always check sound via headphones
- Let IP speak freely
- Keep eye contact, mute, nod
- Ensure relaxed atmosphere, little interruptions
- Ask follow-up questions, let IP repeat if not focussed enough



[Link to tutorial](#) "How to conduct interviews"



# Cadrage, Rule of third



# Light at the interview



# Shooting B-roll/Footage

- Sufficient footage, min 30 sec, no pan, no zoom!
- Various settings: Long, medium shot, close-ups
- Move camera slowly, avoid zooming



[Link to tutorial](#) "How to create varied footage"



Long shot, establishing



Medium long shot



Close-ups



Close-ups with Action Cam



Close-ups with Tele



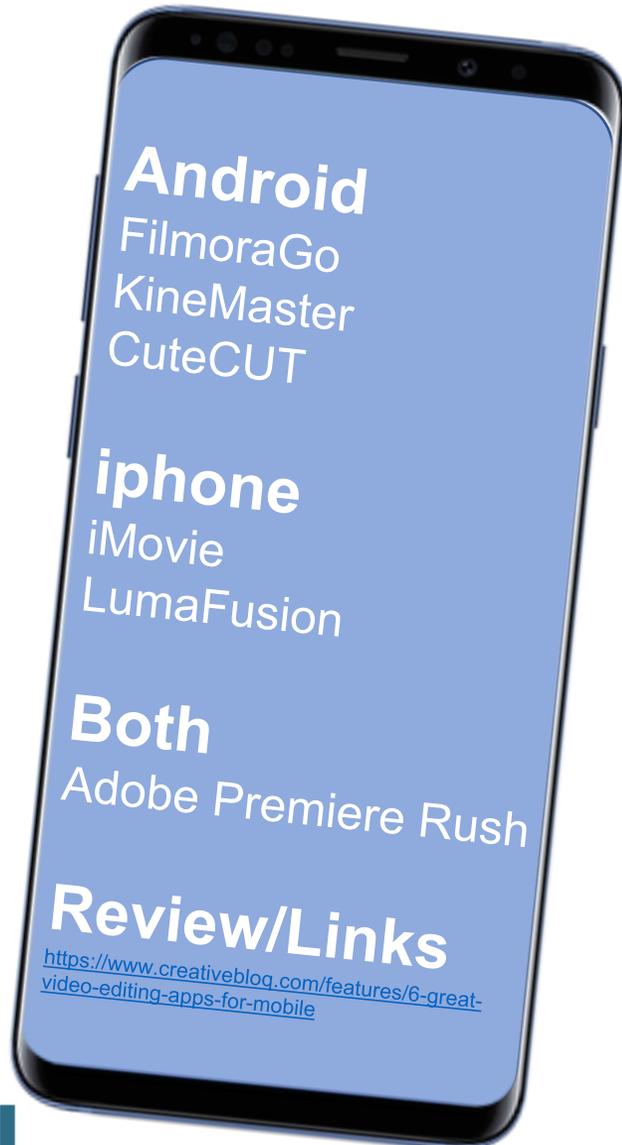
Footage

# Time for exchange: **Filming**



**Q & A**  
**Your experiences**

# Editing software



	Price		Points		
Apple Final Cut Pro X (10.4.4)	330	Mac	82	sehr gut	3/19
Magix Vegas Pro 17	599	PC	82	sehr gut	1/20
Magix Video Pro X (17.0.1.31)	399	PC	79	sehr gut	6/19
CyberLink PowerDirector 18 Ultimate	130	PC	77	sehr gut	6/19
CyberLink PowerDirector 365	70***	PC	76	sehr gut	5/19
Blackmagic DaVinci Resolve Studio 16.2	325	PC/Mac	74	sehr gut	4/20
Corel Pinnacle Studio 23 Ultimate	130	PC	74	sehr gut	1/20
Magix Video Deluxe Premium (19.0.1.18)	129	PC	73	sehr gut	6/19
Magix Vegas Movie Studio 16 Plat.	70	PC	72	gut	1/18
Corel VideoStudio Ultimate 2019	90	PC	65	gut	3/19
Adobe Premiere Pro CC 2018	*	PC/Mac	80	sehr gut	2/18
Blackmagic DaVinci Resolve 12.5 Studio	1077	PC/Mac	76	sehr gut	2/17
Blackmagic DaVinci Resolve 12.5	0	PC/Mac	75	sehr gut	2/17
Adobe Premiere Elements 2018	99	PC/Mac	70	gut	1/18

# Tips for editing

1. Decision: On Smartphone or Computer
2. Edit voice track first
3. Place B-roll pictures over audio track
4. Add titles and breaks
5. Use effects very sparingly
6. Add music



[Link to tutorial](#) "How to edit your video"



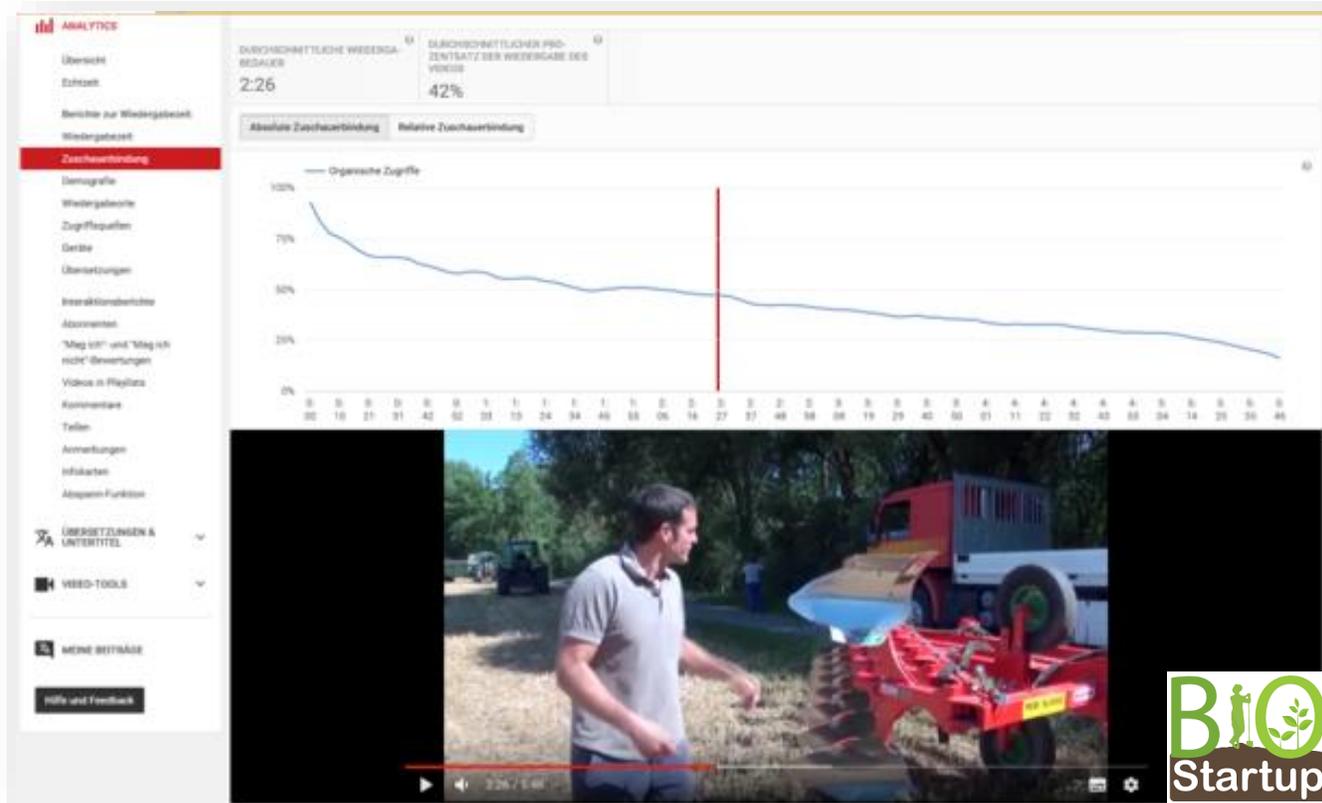
# Ideal length of a video...

... does not exist -> **As short as possible, as long as necessary**

Ideally 2-3 minutes -> **YT-users are quickly lost**

Show rough cut to a friend -> **kill your darlings!**

Rule of thumb: 1 min video -> **100 words (650 characters)**



# Use only license-free music

Audio library in YouTube: free of charge

Other music providers:

<https://audiojungle.net> ca. USD 20.-

<https://www.premiumbeat.com> ca. USD 50.-

The screenshot shows the YouTube Studio interface. On the left is a navigation menu with options: DASHBOARD, VIDEO-MANAGER, LIVESTREAMING, COMMUNITY, KANAL, ANALYTICS, and VIDEO-TOOLS. The 'Audio-Bibliothek' option is highlighted in red. The main content area has a blue header with the text 'Enthält dein Video andere Musik? Urheberrechtliche Richtlinien prüfen'. Below this is the 'Audio-Bibliothek' section with two tabs: 'Kostenlose Musik' (selected) and 'Soundeffekte'. A message reads: 'Suche nach kostenloser Musik, um sie herunterzuladen und für dein Projekt zu verwenden.' Below this is a search bar and a table of music tracks.

Titel	Favoriten	Genre	Stimmung	Instrument	Dauer	Namensnennung	Nach Musik suchen
▶ End of Summer		1:49	The 126ers	Pop   Hell			⬇️ ☆
▶ Big Swing Band		1:50	Audionautix	Jazz & Blues   Fröhlich		ⓘ	⬇️ ☆
▶ Sneaky Snooper		1:02	Audionautix	Filmmusik   Dramatisch		ⓘ	⬇️ ☆
▶ Rags 2 Riches Rag		3:06	Audionautix	Klassisch   Fröhlich		ⓘ	⬇️ ☆

# Time for exchange: **Editing**



**Q & A**  
**Your experiences**

# Creating an animated Slideshow as video in PPT

Example: <https://youtu.be/8kv85NhNdtI>

Video 2

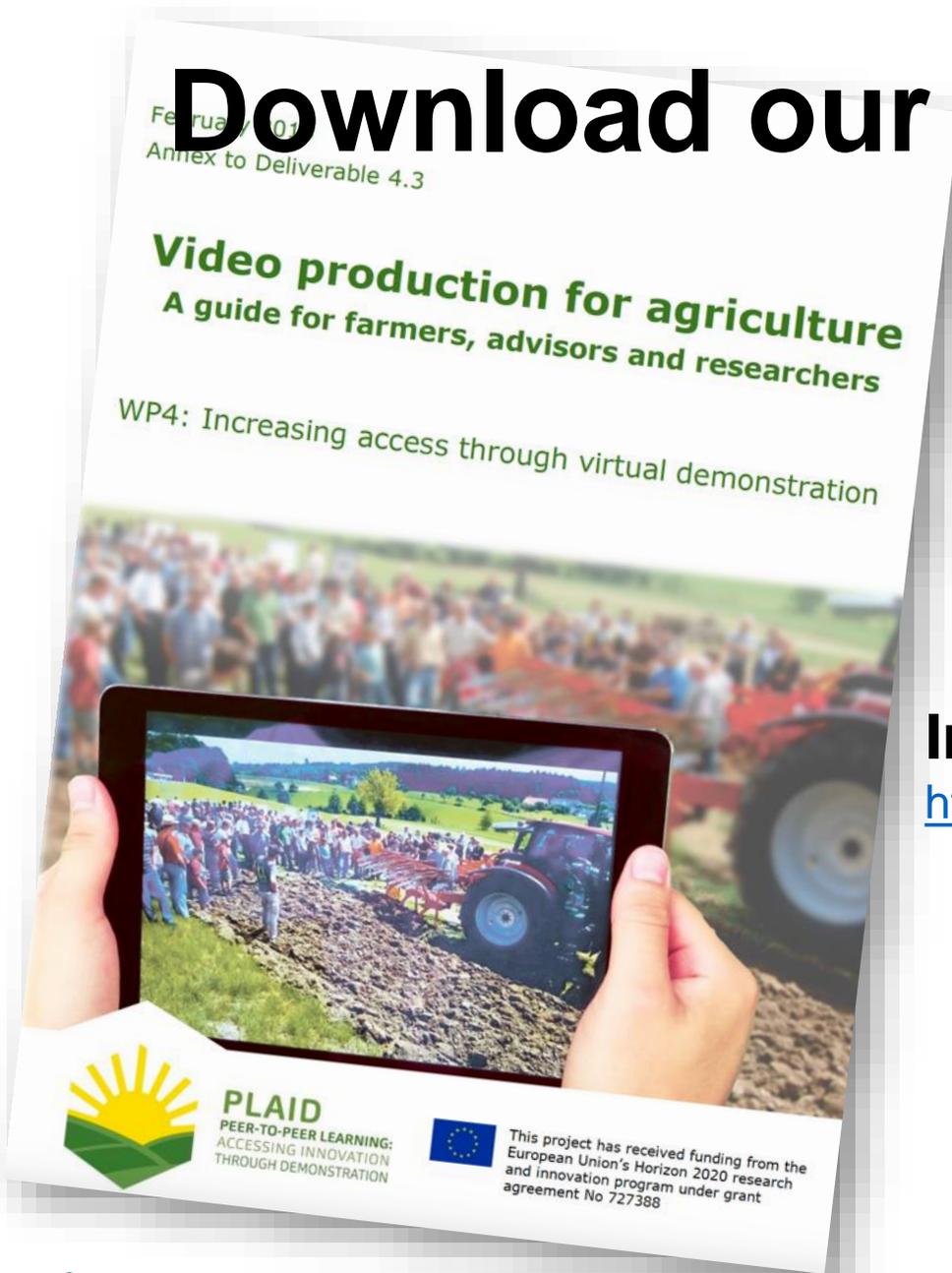
The screenshot shows a PowerPoint presentation in German. The main slide features a photograph of a woman in a blue protective suit leaning over a metal cage to examine several white pigs. The text on the slide reads: "Feeding pigs: effect of silage" and "by Mirjam Hollinger & Barbara Früh, FiBL". The presentation includes a table of contents on the left side with 9 slides, each with a small thumbnail image. The footer of the slide contains the FiBL logo, the text "OK NET 20 partners from 13 countries", and navigation icons for "Notizen", "Kommentare", and a zoom level of "229%".

# Summary & recommendations

- Start with a simple topic suitable for visualisation
- Prepare outline with key messages
- Select a suitable presenter
- Use external microphone and tripod
- Shoot enough B-roll/footage
- Plan approx. 1 day for editing
- Disseminate via established channels



# Download our video guide



In English, Polish, French, Italian, German, Spanish

<https://farmdemo.eu/hub/app/project-outputs>

# Tutorial style

- For more complex content
- Good planning of content and visualisation
- Green screen technique, lamps not needed
- Use beamer, teleprompter app, or cards to remember text



# Filming at conferences, project meetings

- Overview or selected topics
- Footage: Speakers, audiences etc.
- Footage: Photos, PPT, videoclips from interviewed partner



# How to add subtitles/translations on YouTube



## Transkript

Ich bin Dieter Leibling.

Ich bin Biobauer und Maschinenbauer.

Ich habe meinen Betrieb vor fünf Jahren auf Biolandwirtschaft umgestellt.

Ich bin vor dem Problem gestanden, dass die Hackgeräte meine Anforderungen nicht erfüllt haben

Die gängigen Modelle waren mir zu kompliziert, zu verschleissanfällig und zu teuer.

So dass ich die Sichelhacke, wie sie hier zu sehen ist, für meinen eigenen Betrieb entwickelt habe.

In diesem Video zeige ich euch, wie die Maschine aufgebaut ist und wie sie funktioniert.

Die Sichelhacke vorgestellt von Dieter Leibling an den Oekofeldtagen 2019

Probleme bei den jetzigen Hackgeräten

Deutsch ▾

## Nächste Titel

AUTOPLAY



**Maschinendemo: Mechanische Unkrautregulierung in Soja**  
FIBL Film  
10.450 Aufrufe · vor 1 Jahr



**Maschinendemo: Unkrautregulierung im...**  
bauernfilme  
2.895 Aufrufe · vor 7 Jahren

Sichelhacke entwickelt und vorgestellt von Dieter Leibling an den Oekofeldtagen 2019 in Kassel

5.928 Aufrufe · 28.11.2019

👍 15 🗨️ 0 ➔ TEILEN ⚙️ SPEICHERN ⋮



**Farm Demo**  
512 Abonnenten

Dieter Leibling – Landwirt und Maschinenbauer – hat vor fünf Jahren seinen Betrieb auf Bio umgestellt. Die gängigen Hackgeräte entsprachen nicht seinen Ansprüchen: Sie waren ihm zu

ANALYSEN VIDEO BEARBEITEN

Melden

Transkript öffnen

Übersetzungen hinzufügen

# Title, description and tags on YouTube

The screenshot shows the YouTube Studio interface for editing a video. The main content area is titled 'Videodetails' and includes sections for Title, Description, Thumbnail, Target Audience, and Tags. The video title is 'Désherbage mécanique - Démonstration de herse étrilles et bineuses'. The description provides context about a mechanical weeding demonstration in Oudenaarde, Belgium, and lists various agricultural machines used. The thumbnail section shows a preview of the video content. The target audience section is set to 'Not for kids'. The tags section contains several keywords related to mechanical weeding and organic farming.

**Titel (erforderlich)** ?  
Désherbage mécanique - Démonstration de herse étrilles et bineuses

**Beschreibung** ?  
Aux « Werktuigendagen » à Oudenaarde, à l'ouest de la Flandre, Inagro a organisé une démonstration de désherbage mécanique. En agriculture biologique, les machines sont en fort développement, les outils deviennent de plus en plus performants. Dans cette vidéo, Lieven Delanote présente des herse-étrilles et bineuses suivantes :  
Treffler  
Garford Inrow  
Monosem  
Kongskilde Vibro Crop Intelli  
Carré econet  
Garford robocrop  
Steketee IC Light  
APV Kruse  
Carré  
Einboek Aérostar rotation

**Thumbnail**  
Du kannst ein Bild auswählen oder hochladen, das den Fans zeigt, was in deinem Video passiert. Ein gutes Thumbnail fällt auf und erzeugt Interesse bei den Zuschauern. [Weitere Informationen](#)

**Zielgruppe**  
Wurde dieses Video speziell für Kinder erstellt?  
Unabhängig von deinem Standort gelten die Bestimmungen des US-Gesetzes zum Schutz der Privatsphäre von Kindern im Internet (Children's Online Privacy Protection Act, COPPA) und/oder anderer Gesetze. Du musst angeben, ob deine Videos speziell für Kinder erstellt wurden. [Informationen dazu, welche Inhalte als 'speziell für Kinder' gelten](#)

Ja, es ist speziell für Kinder  
 Nein, es ist nicht speziell für Kinder

▼ Altersbeschränkung (erweitert)

**Tags**  
yt:cc-on machine demonstration organic farming  
mechanical weed control herbicide free weed control agriculture

Wenn du mehrere Werte eingibst, trenne sie jeweils durch ein Komma 118/500

**Thanks for your participation  
and all the best with your own farm videos!**

