

## Organic Farm Knowledge – Your Go-To online hub for European organic farmers and advisors

### Background

Farmers are increasingly looking for more sustainable farming practices such as organic<sup>1</sup>. The European Commission recognises the potential of organic farming and has set forth the target of achieving at least 25% organic farmland in the EU by 2030 in its Farm to Fork strategy as part of the European Green Deal<sup>2</sup>. To leverage research to achieve this target, the new EU Organic Action Plan<sup>3</sup> pledges to allocate at least 30% of the budget for research and innovation (R&I) in the field of agriculture, forestry, and rural areas<sup>4</sup> to topics specific to or relevant for the organic sector. This is crucial since organic farming systems rely on knowledge rather than external inputs.

### *Organic Farm Knowledge: Empowering Organic Farmers with Practical Tools and Collaborative Learning*

[Organic Farm Knowledge](#) serves as a comprehensive online platform, bringing together a vast collection of practical resources helping both organic and conventional farmers to improve their methods. From factsheets and guides to calculation tools and instructional videos, the platform offers over 800 tools in 19 European languages across six key themes as of July 2024. Organic Farm Knowledge not only provides quick access to valuable information but also fosters an interactive community where users can comment, discuss, and engage with content on social media. This dynamic exchange enhances innovation and facilitates peer-to-peer learning across borders, empowering farmers and advisors to adopt more effective and sustainable farming practices.

### *Target Groups and Users: Who Can Benefit?*

With nearly 430,000 organic producers in Europe as of 2019, the demand for practical, accessible knowledge is evident. Organic Farm Knowledge meets this need, attracting an ever-growing audience with an average of 10,000 unique visitors per month in 2024 up from just 690 per month in 2017. Visitors come from 100 countries, with the majority (70%) coming from Europe, particularly from Germany, Italy, France, Bulgaria, Poland, Spain, Hungary, Switzerland, and the UK. The platform also draws significant interest from the United States, Mexico, and Colombia. The site's popularity is driven by organic search through Google, direct access, and increasing traffic from social media platforms like Facebook and Twitter.

### *Boost Your Project's impacts with Organic Farm Knowledge*

*Organic Farm Knowledge* is on track to becoming **Europe's leading hub for practical organic farming knowledge. Horizon Europe projects are invited to showcase their results on the platform, ensuring wider visibility and long-term impact.** Unlike traditional dissemination methods that often lose momentum post-funding, Organic Farm Knowledge offers a long-lasting sustainable channel for ongoing engagement. By disseminating your project's outputs whether factsheets, videos, or other materials you can reach a broad audience and extend the life of your research. Packages start at EUR 4,000 to 5,000 for disseminating 25 project materials.

## Join Organic Farm Knowledge today where innovation meets organic farming!

### Contact

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<sup>1</sup> European Commission (2020). Organics at a glance. Available at [https://ec.europa.eu/info/food-farming-fisheries\\_en](https://ec.europa.eu/info/food-farming-fisheries_en)

<sup>2</sup> European Union (2020). Farm to Fork Strategy. For a fair, healthy and environmentally friendly food system. Available at [https://ec.europa.eu/food/sites/food/files/safety/docs/f2f\\_action-plan\\_2020\\_strategy-info\\_en.pdf](https://ec.europa.eu/food/sites/food/files/safety/docs/f2f_action-plan_2020_strategy-info_en.pdf)

<sup>3</sup> European Commission (2021). [Organic Action Plan](#).

<sup>4</sup> i.e., calls related to Intervention Area 3 'Agriculture, forestry and rural areas' of Cluster 6 of Horizon Europe