



Public relations of grassland topics



Amos Venema

1 Description of the innovation



In order to increase consumer acceptance, the farmer uses several digital channels to report about his daily life.



Agricultural production is increasingly being criticized by the media and the customer's need for information is growing. By using social media and other public channels, Amos Venema became a known blogger and fills the gap between farmers and consumers.



Consumer Acceptance

2 Farm description

ENVIRONMENT

Soil type 1: Clay

Climate - Temperate oceanic climate

GRASSLAND MANAGEMENT

Grazing : Yes

Grazing management type—rotational grazing

STRUTURE

Agricultural Area : 113 ha

Permanent Grassland : 107 ha

Number of animals: 170 milking cows

Average stocking rates:

- Agricultural area 2.21 LU/ha
- Grassland area 2.33 LU/ha

Animal Performance

Breed type : HF

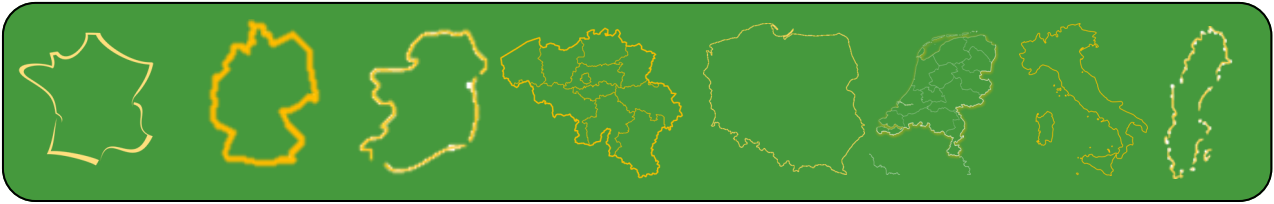
Other features:

- HF breeding farm

WHY IT IS WORKING

The farmer describes his daily life and his farm work in a clear and simple way. He comments on current agricultural policy and explains how farms are affected. Due to transparency and positive descriptions a high acceptance is created.

Country shapes



Domains of innovation



Machinery, tools



Forage mixture



Forage conservation technique



Grazing management system



Legume management



Animal feeding management



Animal type (breed)



Product processing



Marketing



Farm system



Landscape

Main types of animal

