

CONTEXT PROFILE

 THE NETHERLANDS



FARMER
Maiko Kemp



INNOVATION
Citizen participation in grazing cows



[Video](#)



MAIN DOMAIN OF THE INNOVATION
Workload reduction



SOIL TYPE
/



FINANCE/INVESTMENT
Low



AGROCLIMATIC AREA
Atlantic central



MANAGEMENT
Pasture dairy



MARKET
Global



CLIMATE
Moderate rainfall



TECHNICAL
Computer-based



SOCIAL
Full-time farmer

CONTEXT PROFILE

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Case Study: NL_06	Agroclimatic Zone								
Item (Key Innovation Elements)	Alpine	Atlantic Central	Atlantic North	Atlantic South	Boreal	Continental North	Continental South	Mediterranean North	Mediterranean South
Involve citizens from the community in farm work	+++	+++	+++	+++	+++	+++	+++	+++	+++
Organise community participation via WhatsApp groups	+++	+++	+++	+++	+++	+++	+++	+++	+++

+++ Strong transferability **++** Slightly limited transferability **+** Very limited transferability **×** Generic information/not relevant

Implementation Gaps

- Population needs to be in close proximity to the farm
- Positive relationships with citizens close to farm
- Positive impression of farming among citizens

Research Gaps

- Understanding how to build a positive farming image with citizens without a farming background

Suggestions to Adapt

- Citizens could be involved in other types of farm work as well

COST-BENEFIT ANALYSIS

INVESTMENT COSTS

Total initial investment costs at start up:	low
• Initial authorisation costs (e.g. sanitary, veterinary, etc.)	not applicable/not known
• Initial advisory costs	not applicable/not known
• Initial buildings and machineries	not applicable/not known
• Initial certification costs	not applicable/not known
• Initial working capital (personal qualification, marketing and promotion, etc.)	not applicable/not known

ON-GOING COSTS

On-going advisory costs	not applicable/not known
On-going certification costs	not applicable/not known
On-going buildings and machinery costs	not applicable/not known
On-going working capital	not applicable/not known

BENEFITS RELATIVE TO ORIGINAL SYSTEM

◦ Economic

Reduction in energy consumption (electricity; fuel consumption)	high
Reduction in input use (fertilizers; pesticides; feed) etc.	high
Payback period	high
Product value added	not applicable/not known
Additional farm income through agroecological/agri-environmental payment schemes	not applicable/not known

◦ Environmental

Animal feed self-sufficiency increase	not applicable/not known
Biodiversity increase	high
Improved nitrogen cycling	mid
Soil regeneration	not applicable/not known
Animal health and welfare improvement	high

◦ Social

Workload reduction	high
Engagement of young generation	high

Literature

English

- Jackson A., Doidge C., Green M., Kaler J. (2022) Understanding public preferences for different dairy farming systems using a mixed-methods approach, Journal of Dairy Science 105, 7492-7512, ISSN 0022-0302, <https://doi.org/10.3168/jds.2022-21829>