

Digital tools in advisory services: Are demand and supply aligned?

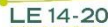
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Group Discussion Results

What are the biggest challenges towards digitalization for farmers and advisory services?

- Digitalization is a journey – allow for different speeds; build trust along the way
- Digitalization will not work without fundamentals – working infrastructure (connectivity) and user-friendly/mature applications
- Digital competences for advisors– methodical and expert/technological competences for advisors help drive digitalization

Group Discussion Results

What must advisory services do to match farmers' demand?

- **Become agile** – small, quick steps with follow-up evaluation of success
- **Don't forget empathy** – put yourself in farmer's shoes and offer individualized advice
- **Offer both in person and online services**
- **Manage and integrate data from multiple sources**; enable better decisions and more transparency for farmers

Group Discussion Results

Which conditions are necessary so that digitalization can simplify farm management and advisory services?

- Different digital maturity on farms – **offer services for all maturity levels**
- **Data interoperability (standards) are necessary** to enable data exchange/integration
- **Data ownership and control must remain with the farmer**; tools for easy, intuitive and safe use are available
- Personal infrastructure (device, camera, headset) and basic IT-skills necessary for farmers



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