



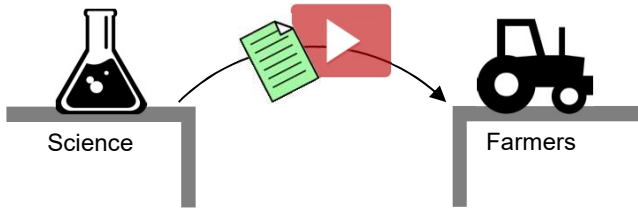
# Communicating knowledge on grassland management by fact sheets and videos via Internet

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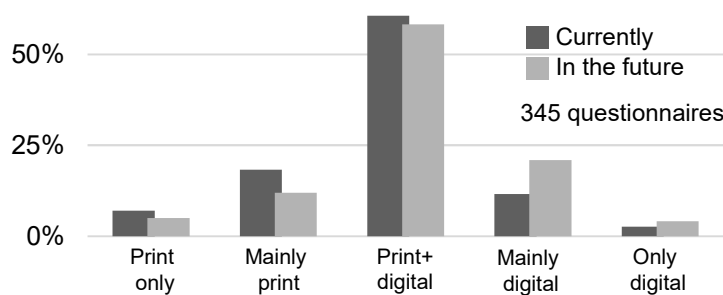
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## Aim

Summarising existing grassland knowledge and make it accessible to farmers → Closing the gap between science and practice.

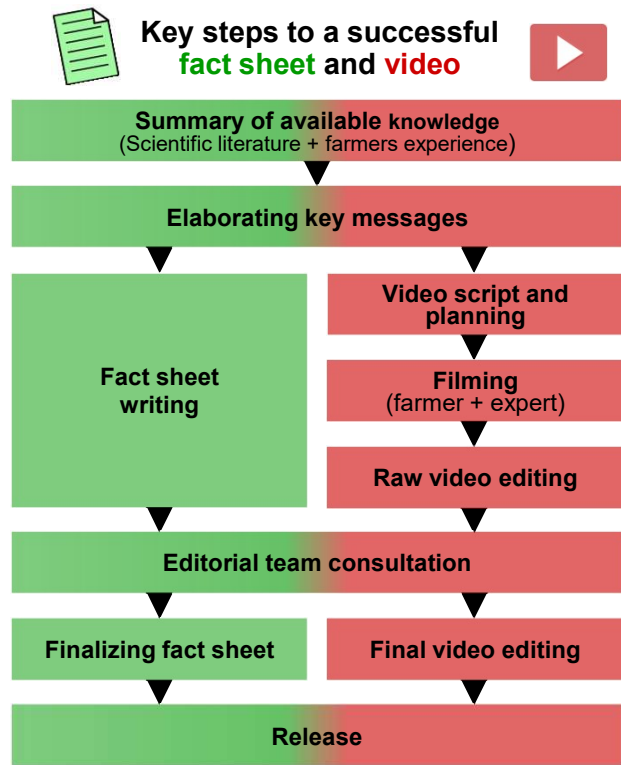


## Motivation: Where do farmers look for information?



## Example: Weed control in alpine summer pastures

- Fact sheets and videos about 8 typical alpine weeds created
- Content: plant biology and control measures
- Standardised production and content structure: reduces production workload + enhances usability for farmers
- Release: [www.patura-alpina.ch](http://www.patura-alpina.ch)  
YouTube, smartphone app of Agridea ~ 16 500 YouTube views



## Lessons learned

- Featuring farmer AND expert is most convincing.
- Video and fact sheet are not alternatives, but complements (attention + background information).
- A rough script (including all key messages) speeds up filming, but allows freedom for authenticity of speakers.
- Synthesis and discussions within the editorial team are fruitful.