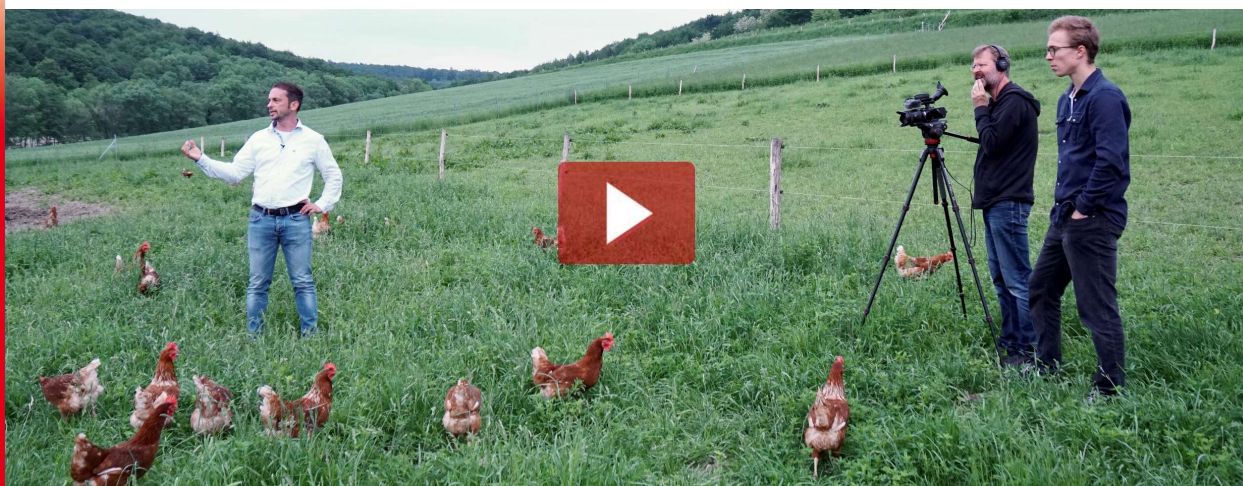




Communicating knowledge on grassland management by fact sheets and videos via Internet

Manuel K. Schneider, Caren M. Pauler, Thomas Alföldi, Helen Willems, Cornel Werder, Daniel Mettler



Agroscope



FiBL

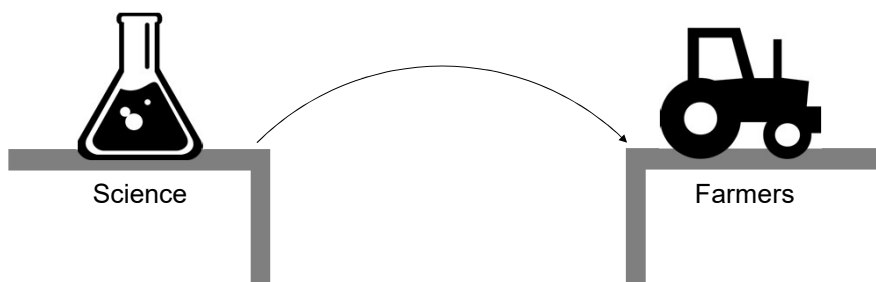


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Aim: Closing the gap between science and practice

by summarising existing grassland knowledge and make it accessible to farmers



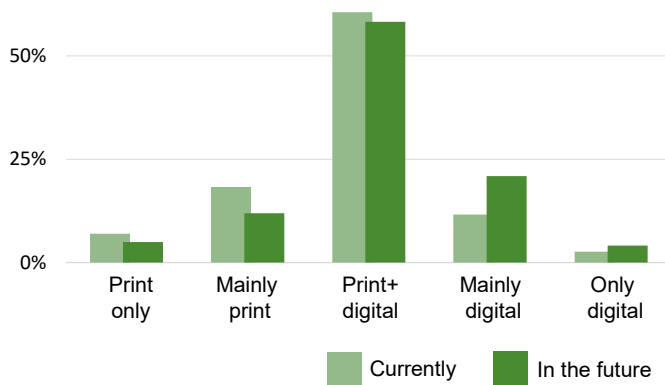
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Motivation: Where do farmers look for information?

Questionnaire among Swiss mountain farm managers, farm personnel and consultants.
345 participants



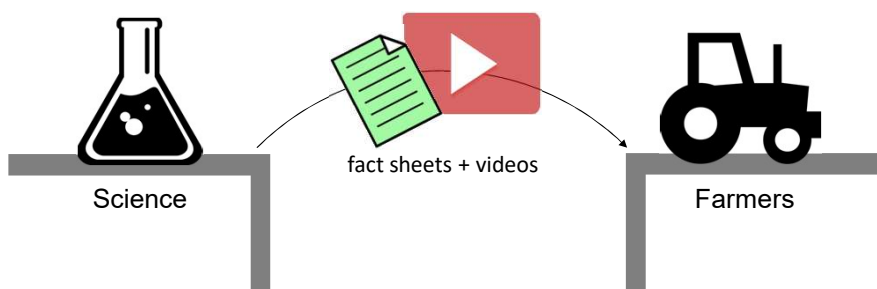
→ Increasing need of digitally available knowledge

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Aim: Closing the gap between science and practice

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Example: www.patura-alpina.ch Weed control in alpine grasslands



- Grassland experts of 5 institutes
- Fact sheets and videos about 8 typical alpine weeds
- Content: plant biology and (organic) control measures
- Standardised production
 1. Summary of knowledge
 2. Key message
 3. Scripting video / writing fact sheet
 4. Filming (farmer + expert)
 5. Editing
- Release:
 - www.patura-alpina.ch
 - YouTube
- 16 500 YouTube views since 2019
- Positive feedback of farmers, consultants and teachers



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Lessons learned

- Video and fact sheet are not alternatives, but complements (attention + background information).
- Featuring farmers AND experts is most convincing.
- A rough script (including all key messages) speeds up filming, but allows freedom for speakers.
- Farmers value this work.



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