



Added Value of Networking

Success Story

Success Story title *Young AND farmer*

Theme *Network communications; Knowledge exchange; Training; Cooperation*

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Partners *Fédération des Jeunes Agriculteurs, Fédération Unie de Groupements d'Éleveurs et d'Agriculteurs, Service Public de Wallonie, training centers and schools for agriculture*

Period *2011-2012*

Geo-location *Wallonia*

Beneficiaries *Young farmers, training centers and schools*

Background

Following a meeting with representatives of young farmer support and training structures, it appears that training and support during the installation path could be better taken into account. Today, the course of installation is reduced to a techno-economic study, and doesn't meet social needs of young people.

Similarly, training opportunities (after installation) need to be updated according evolution and changes of farming profession: a new range of training should be reflected more in line with these evolutions and announced changes (climate, environment, multifunctionality, ...).

In this context, the role of Walloon Network for Rural Development is to bring together various stakeholders (training centers, associations of young farmers, managers of agricultural schools and administration) in a working group and brainstorm to:

- Identify new challenges that young farmers face, and what implications in terms of skills to be developed, strengthened;
- based on the inventory of current trainings, identify themes to be addressed in various training courses;
- provide food for thought to current approaches, including creation of a center info for supporting young farmer installation;
- produce recommendations for public authorities.

Main activities

In order to launch debate and acquire a better knowledge of field reality, the NSU decided to meet six young farmers. Each of them answered to one of the following challenges:

- To start or continue a farming activity ;
- Multifunctional agriculture and small scale farming ;
- Environment and energy ;
- Networks ;
- Entrepreneur and businessman ;
- Regulatory aspects.





Six videos have been produced and shared online. Videos were used as an animation tool for farmers associations, rural NGO, local communities in order to launch the debate around new challenges, training of young farmers and recommendations for future RDP. We propose to work on a methodological guideline for the use of this video. They are also used as a way to promote agriculture and young farmers near a wider public (diffusion via other medias, local televisions,...).

This initiative has been extended at European level with 7 other rural networks.

Main results/benefits

- To bring together young farmers associations with different approaches, different ideological view;
- Six videos built on a common language, bringing an answer to common concerns, overcoming individual positions of participating structure;
- Partnership between 8 Rural Network;
- Creation of a blog : <http://youngandfarmer.blogspot.com> with 6 Walloon and 12 European videos;
- Videos used during the European seminar in Milan “Communicating RD to citizens”, “Festival A travers Champs” (film festival on rurality), a conference in AGRIBEX (International Fair for Agriculture) on future for young farmers. They were also presented to students and discussed.
- Videos promoted and used as basis for some TV sessions “La Clé des Champs” (link : http://www.rtf.be/tv/actualite/detail_notre-agriculture-de-demain-emission-du-10-mars-2012?id=7700493&emissionId=31);
- Videos diffused on Facebook : <http://www.facebook.com/pages/Réseau-rural-wallon/266680454766>;

Contribution of the NSU

- To support working groups in identifying and formalizing challenges;
- To produce and finance videos (technical aspects, edition, etc);
- To ensure promotion and dissemination of videos;
- To link the Walloon initiative to European level.

Contribution of the partners

- To identify challenges and main questions to be approached in the videos;
- To identify young farmers responding to these questions;
- To relay information and use videos in their own practices (meeting, congress,...);
- To assess impacts of videos and networking.

Success factors

- Use of videos as media (easy to disseminate, anchored in young people habits.
- Short videos formats (in order to launch discussion);
- Production of a notice for use;
- Neutral position of NSU in order to overcome individual positions / views;
- “Casting” of young farmers on a voluntary basis;
- Strong preparation before filming (list of questions, phone call, discussion around kitchen table);
- Valorization of young farmers stars during events, seminars, conferences.

