



FARMER-DRIVEN
INNOVATION

Farmer-driven innovation

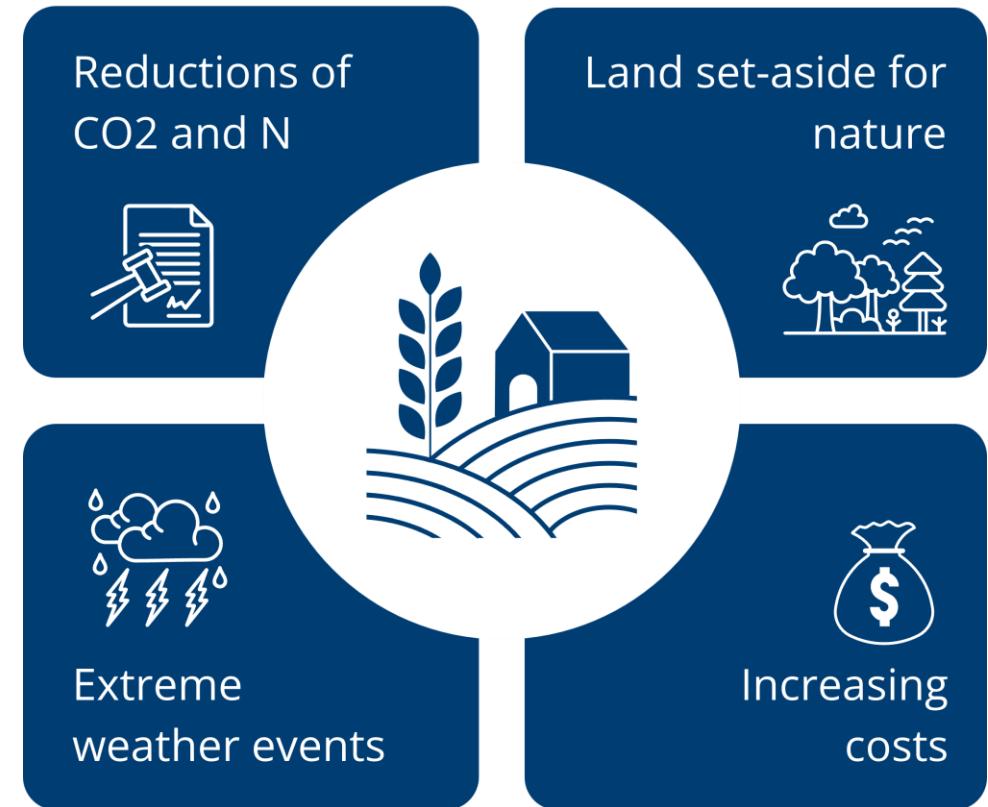


What is the project about?

A challenging time for agriculture

- Significant requirements to reduce greenhouse gas emissions and nitrogen discharge (Green Tripartite Agreement)
- Greater consideration for nature, environment, and biodiversity
- Climate change increases pressure on production (wet winters, dry summers)
- Rising costs, volatile markets, major green investments

Need for innovation, collaboration, and sharing of practical experience to achieve green goals



Farmers' own ideas are brought into play

Farmers from all over the country are invited to join a new project to generate ideas and test new and more sustainable solutions for the crop production of the future.

The project runs from 2025-2027.

Farmer-driven innovation is supported by the **Novo Nordisk Foundation** with 23 million DKK.

The project has been established by **Agrovi** (Agrovi.dk) and **Danish Technological Institute** (teknologisk.dk).



Bottom-up approach



Objectives

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Idea development by farmers

- 6 regions in Denmark will establish **5-6 innovation groups** each facilitated by current advisors – *in a new role: To listen, not to advise...*
- Each group will hold app. **5 ideation meetings over 2 years.**
- Each group consists of **10-14 farmers**
- Each farmer are expected to contribute with **1-2 ideas**, which are categorised by theme.
- Farmers will develop ideas which are collected in a shared online idea catalogue published at the website: www.landmandsdrevet.dk



Objectives

Trials

- Selection of ideas for trials: **20-30 nationwide field trials.**
- Field trials are carried out by **200 farmers in theme-based groups across regions.**
- At least **20 field trials must have open data** (comments, results, validity).
- Results from the first season will be ready in **August 2026.**
- Access to **test material, machinery, and technology** will be available.

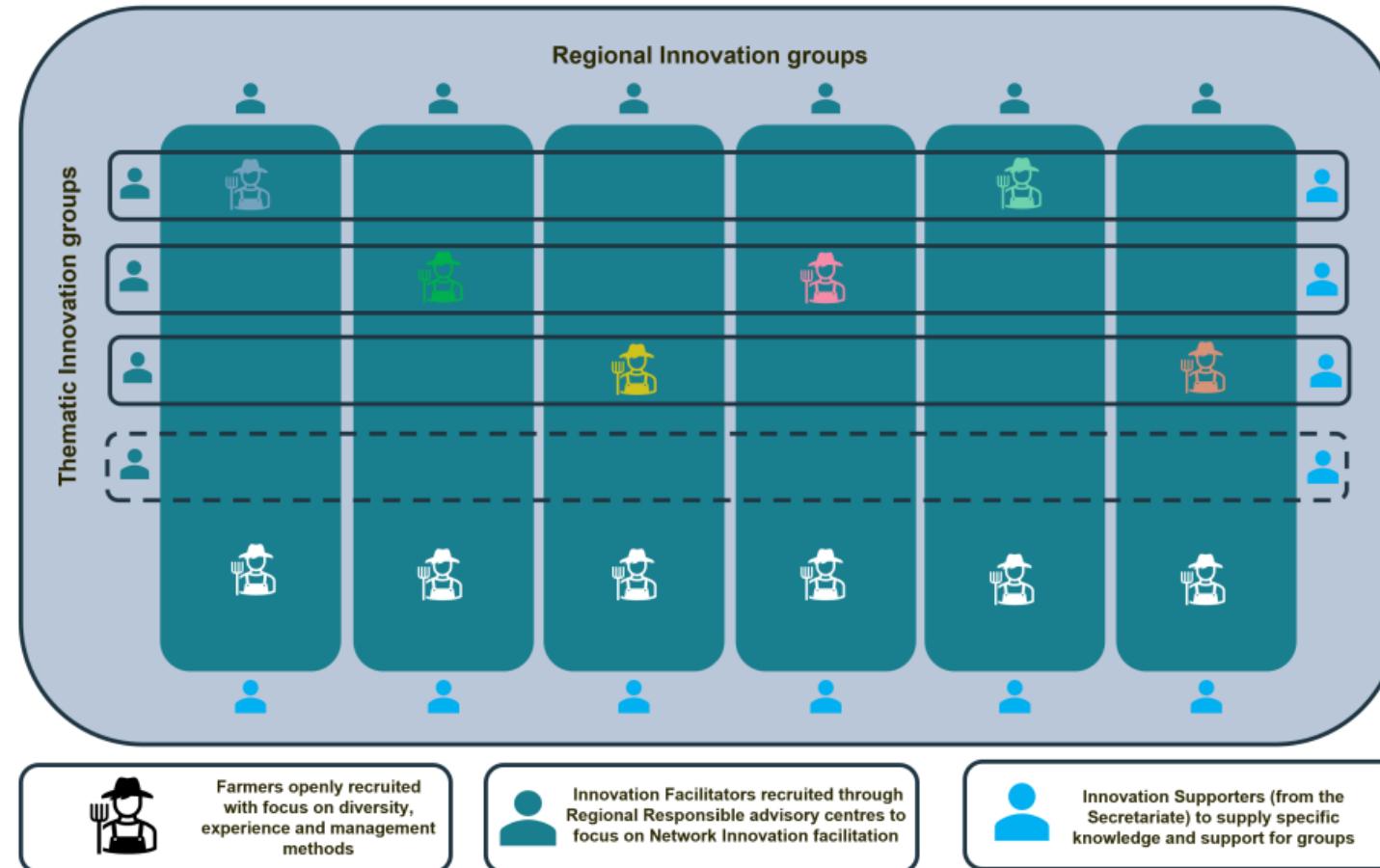
Joint events

- **6 field days** for farmers, advisors, and stakeholders.
- **2 large farmer events** for broader target groups.

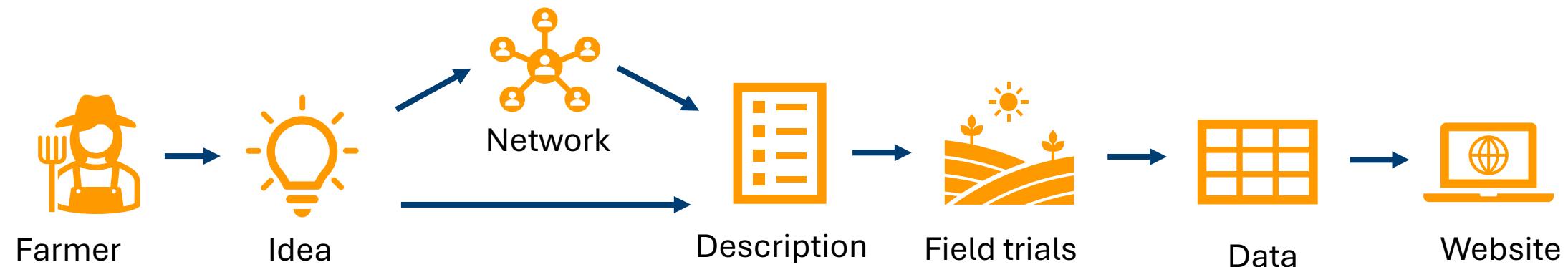


How does it work?

Farmer-Driven Innovation

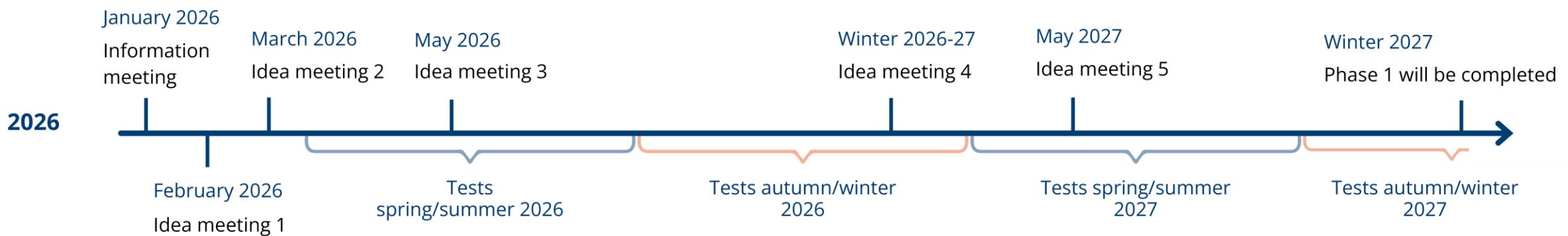


Innovation facilitation



1. **Ideas for field trials** are developed in farmer groups across the country, in collaboration with facilitators.
2. **The ideas are tested** over a period of two growing seasons.
3. **Documentation of the field trials** is collected by innovation supporters in the project secretariat.
4. **Ideas are shared** with everyone in the network via the project's website.

Timeline



Field trials

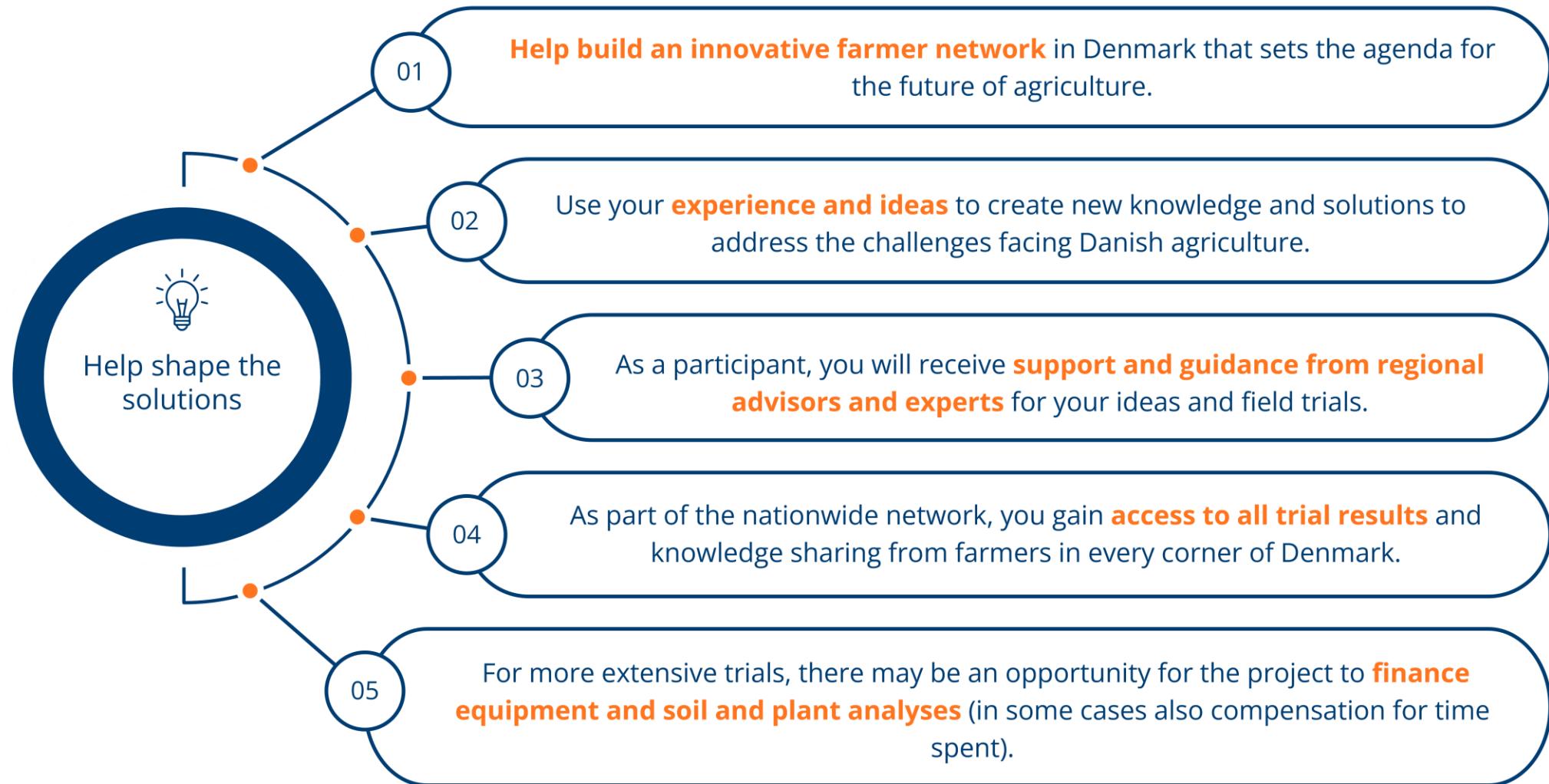
There are different levels of trials:

- **Level 1:** Without replications – where the farmer has initiated the trial themselves.
- **Level 2:** With replications – where several comparisons of the same treatment are made.
- **Level 3:** With replications and GPS data – where additional GPS-based data such as soil maps, drone data and yield maps are collected for more precise results.



**What do the farmers
gain from participating?**

5 reasons to join





All farmers can participate, regardless of:

- Farm size
- Crop type
- Cultivation method
- Experience with field trials
- Age and gender



Thank you for your attention

Visit www.landmandsdrevet.dk (the page is in Danish)