

# KANON

## Innovation projects in North East Netherlands

EIP workshop establishing operational groups

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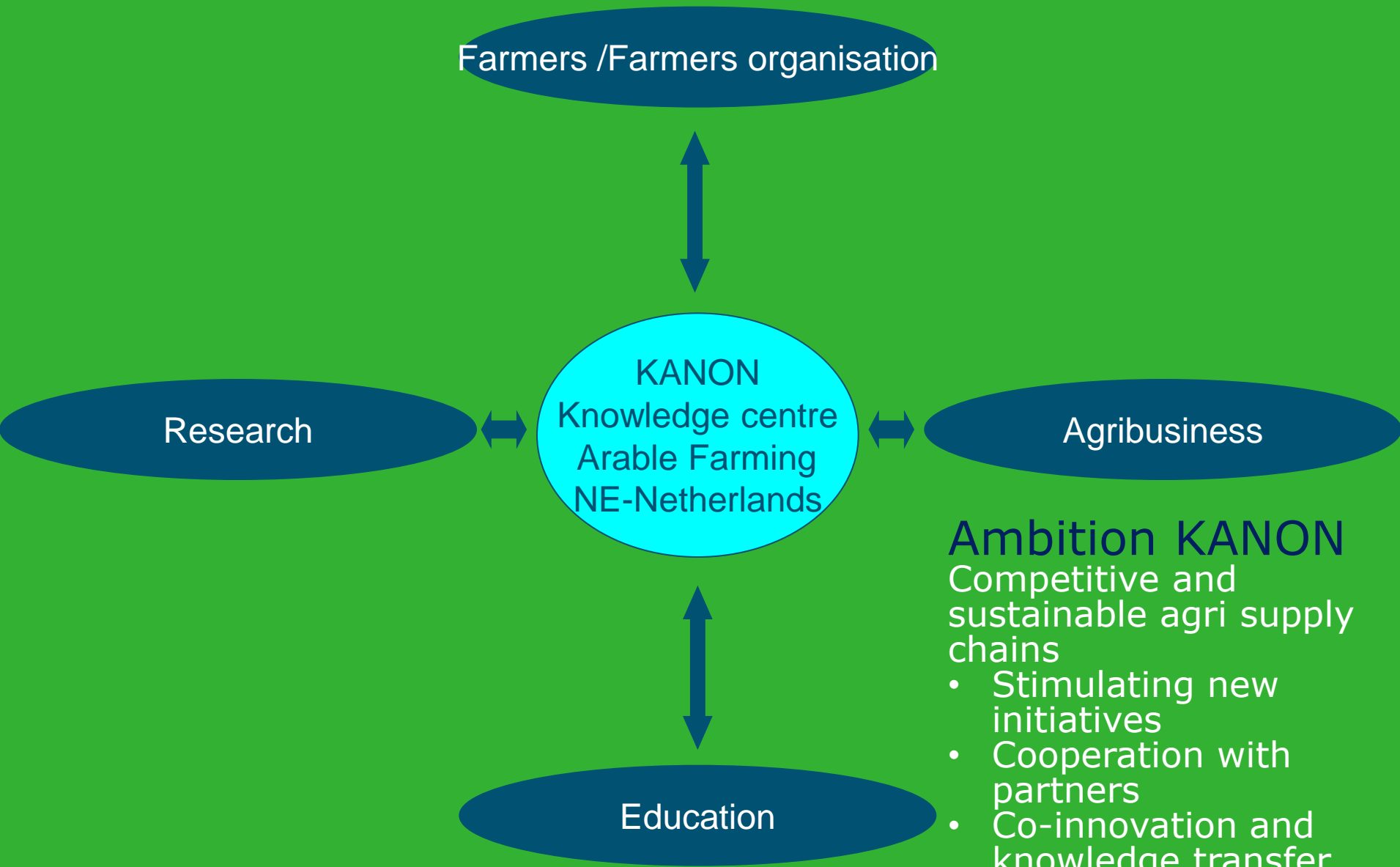


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# The region: Veenkoloniën

- Located in North-east Netherlands
- Agriculture as important source of income
- 2000 farmers, 100.000 ha
- Soil: Peat
- Main crops: starch potato, wheat, sugarbeet
- Agrofood companies related to these crops





# KANON – (Innovation veenkolonien)

- Informal organisation with committed partners (PPO processing companies, farmers org., etc.)
- Sponsored by local government
- Partners bring in manpower, expertise, their professional networks
- Located at experimental farm of Wageningen UR
- Broker for innovation projects



# KANON knowledge centre approach

- Precondition: shared sense of urgency for innovation:
  - Farmers: CAP reform → € 600 per ha decrease
  - Coops (AVEBE, COSUN, Agrifirm): processing capacity, efficient supply of potatoes, sugar beets etc.
  - Large differences in yields within and between farms
- Innovation themes based on pilot activity:
  - Innovative farmers share and compare results
  - Farmers, field managers and researchers analyse differences
  - Resulting in list of topics with potential to improve
  - Presentation and discussion during meetings of farmers study groups





# KANON: roles and actions

- Farmers, regional researchers and field managers build the projects together with a shared ambition for innovation
- Brokering for different skills, knowledge and networks: parties involved in ICT, DSS, soil sampling, mechanisation, pesticide suppliers
- Guiding the innovation process: right discussion on right moment, commitment about innovation agenda and roadmap



# KANON knowledge centre approach

- Access to and refreshment old research results
- New bottlenecks/questions arise
  - basis for new projects
- Sharing during field days, thematic workshops, demo's



# Innovation projects KANON

- 61 project groups working on new strategies for crop protection, yield optimization, precision farming, storage etc. (<http://www.innovatieveenkolonien.nl/projecten>)





# Innovation projects KANON

- Different sizes and approaches, like:
- 2 farmers and Water Board work on individually controlled drainage
- 10 farmers and processing industry work on variety specific fertilizing
- 30 farmers work on a control strategy for Fusarium in wheat, resulting in DSS and App



# Example: project pH variation in soils

- objective: reduction of (big) differences in soil pH by using precision agriculture (PA).
- 2 year project (as a start)
- participants: 10 farmers, PA company, farmer's coop (supplier inputs), PPO, machinery contractor
- Research: trials on PPO research location
- Pilots (small) on the 10 farms to show effectivity
- Field demonstrations to stimulate other farmers



# Success factors and bottlenecks

- Start with a shared ambition, bottleneck or question (sense of urgency!!)
- Full commitment for agenda and roadmap
- Access to a wide range of knowledge and service suppliers (finding the right combination)
- Process management: skills for facilitation of the innovation process
- Interaction with enabling environment
- Presence in region
- Face to face, informal contacts



# Thank you



More information

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