

Picture card tool for holistic planning in plant production

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”Why do they not do what I tell them?”



- The challenges to organic farmers are complex

The HighCrop project

- Scientific background for an increase in productivity and tools for implementation in practical organic farming.



The picture card tool

- Recommendation cards presenting the potential actions



The picture card tool

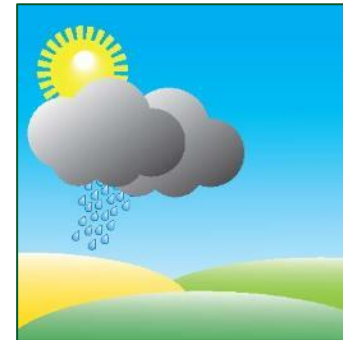
- Cards describing important conditions



Machinery



Money



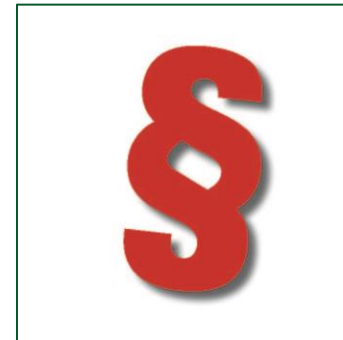
Weather



Time



Work force



Regulations

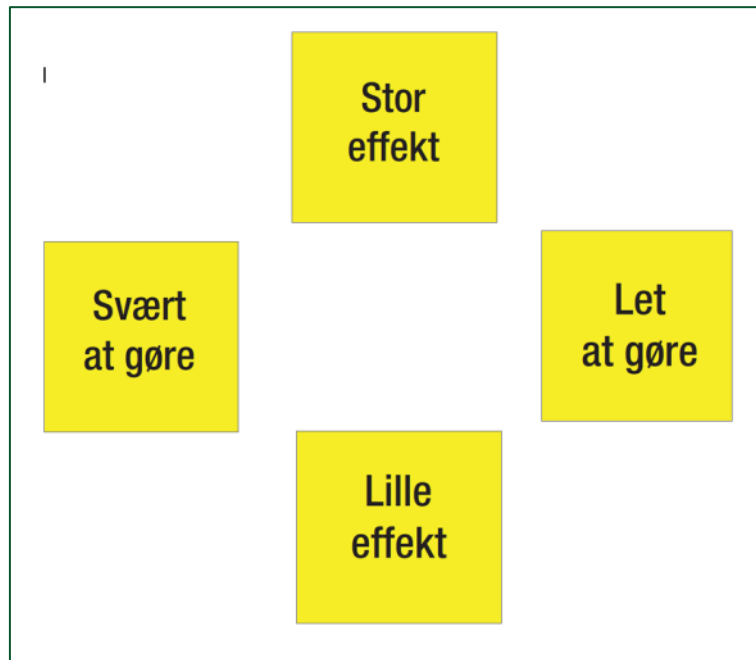
The picture card tool

- Cards to indicate positions



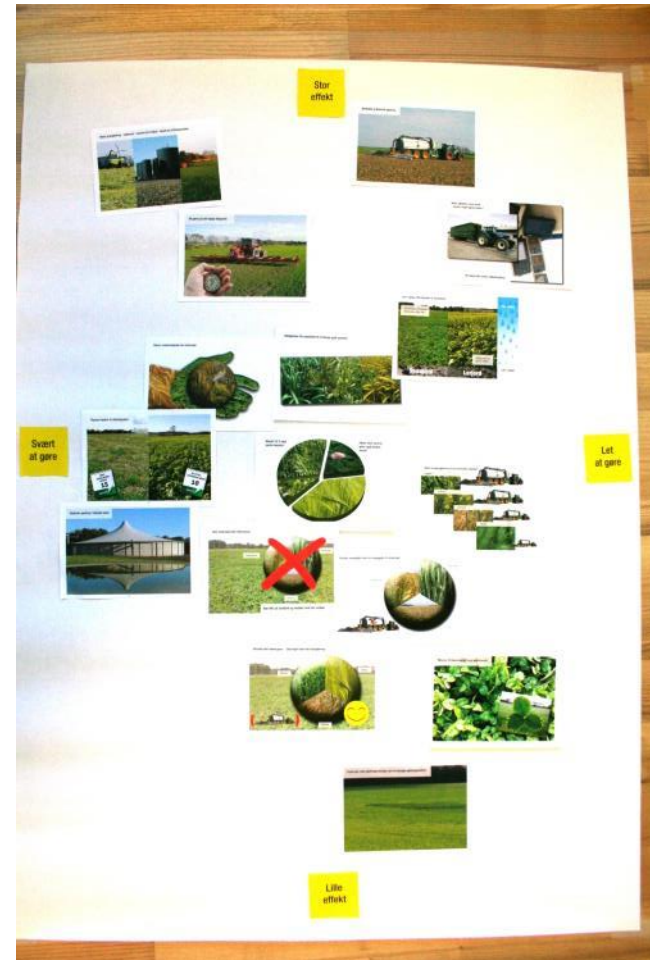
The picture card tool

- The "management game"
 - Build an effect / difficulty frame on a table



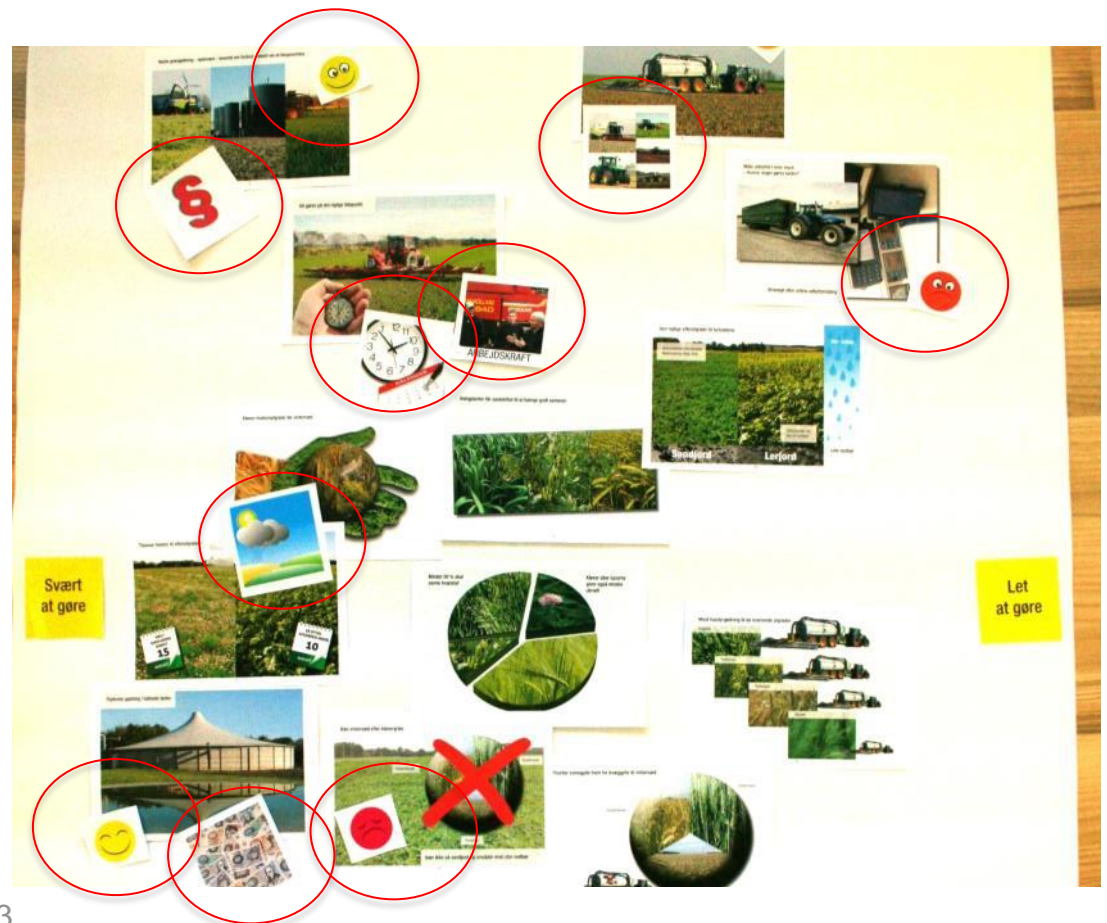
The picture card tool

- The "management game"
- Place the recommendation cards in the frame



The picture card tool

- The "management game"
- Add condition and position cards



The picture card tool

- The "management game"
 - Discuss the information that can be seen in the card pattern



The picture card tool

- The "management game"
 - Select the most appropriate actions and make an action plan



The picture card tool

- The "management game"
 - Follow up on actions
 - Play the card tool periodically



Tool in test

- Farmers are enthusiastic
- Advisers have some barriers
- Possibility for flexible use – e.g. in experience exchange groups
- The idea is spreading to other applications:
 - Education
 - Cattle management



A picture is worth a thousand words



Thank you for your attention

More information on the HighCrop project site:

<http://agro.au.dk/highcrop/>