



# EU-FarmBook

## Online Training Session

### Tips & tricks for Quality contributions

03-12-2024

Florence Bedoin (IDELE)



Funded by the  
European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.

# Important to know

- This is one session in a series of online training sessions
- This webinar is being recorded
- You're not filmed
- The recording will be made available online
- Please ask your questions in the Q&A on Mentimeter, by using this QR-code:



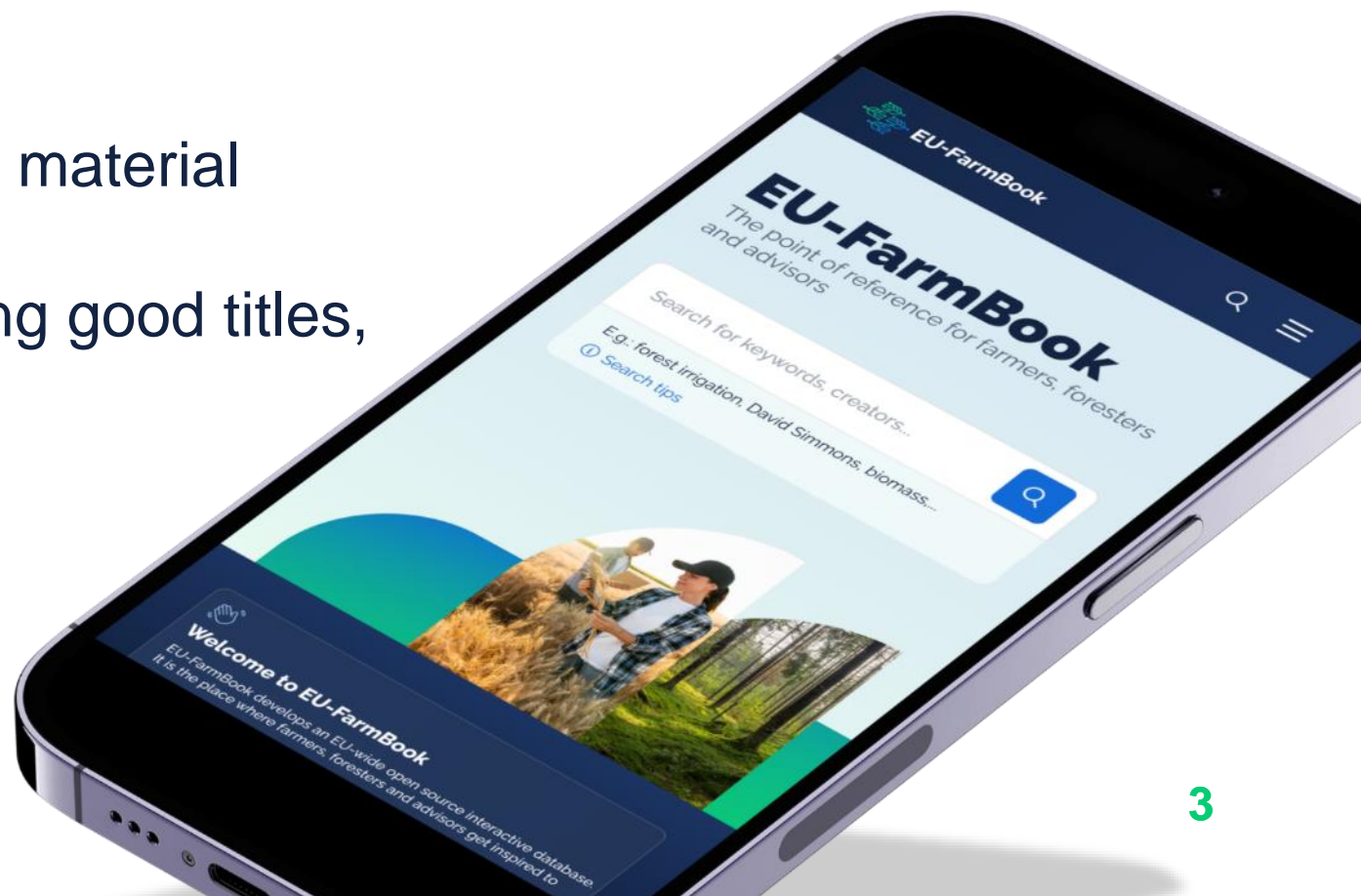
Training sessions  
webpage



Q&A on Mentimeter for this  
online training session

# Agenda

- ❑ Learnings of today's session
- ❑ Intro to EU-FarmBook
- ❑ What is a “good” practice-oriented material
- ❑ Tips, tricks and examples for writing good titles, descriptions and keywords
- ❑ Q&A



# Learnings of today's session

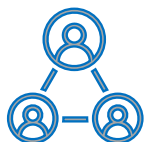


- How to identify which materials are the most suitable for uploading onto the EU-FarmBook?
- How to fill in the fields of the upload form, so that your documents will be meaningful for the users?

# The EU-FarmBook platform



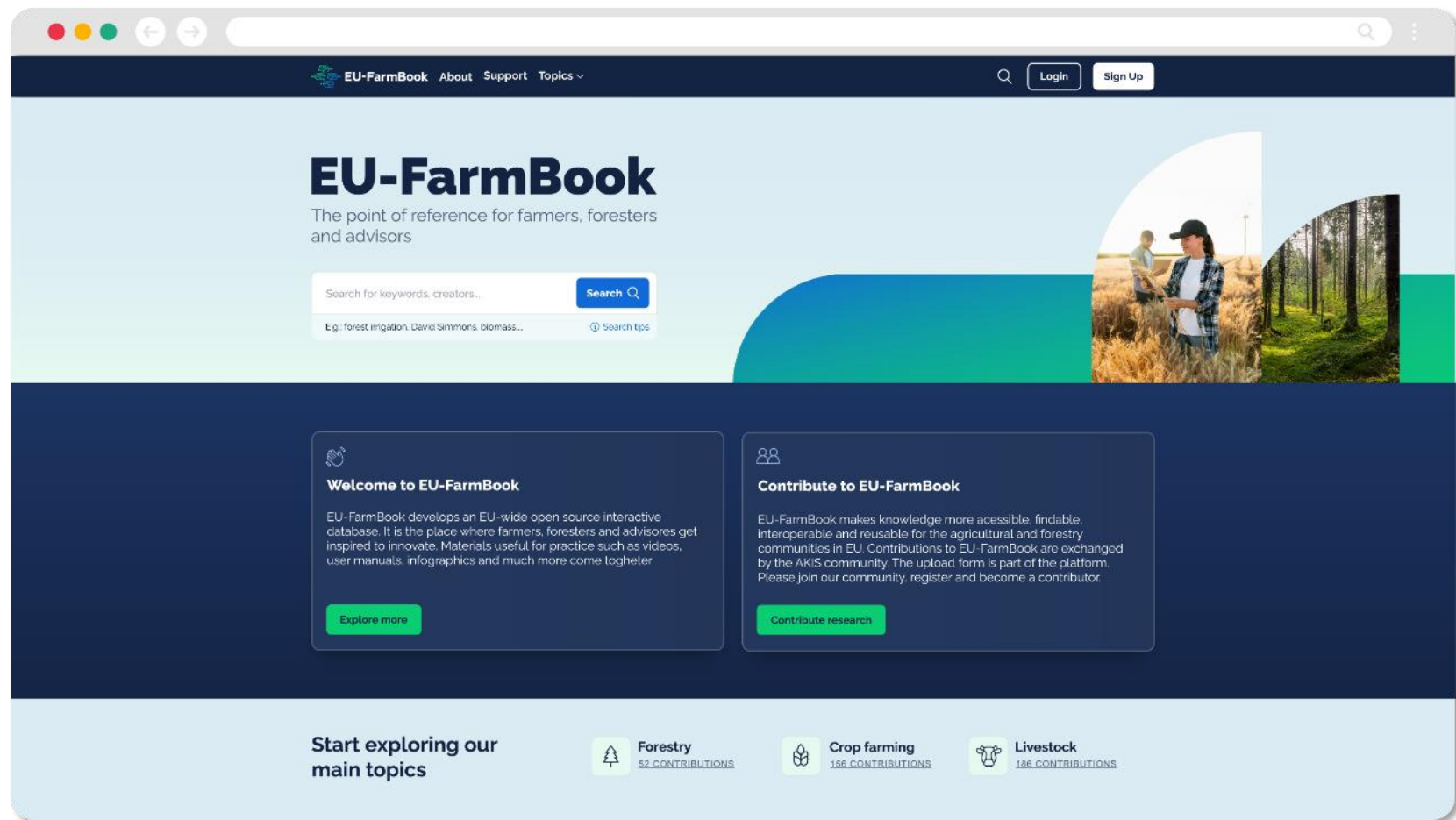
*EU-FARMBOOK IS AN UNDER-DEVELOPMENT **ONLINE PLATFORM** THAT **GATHERS AND PROVIDES PRACTICE-ORIENTED MATERIALS** FROM THE DOMAIN OF **AGRICULTURE AND FORESTRY***



*PARTNER OR CONTRIBUTOR  
EU-FUNDED RESEARCH AND  
INNOVATION PROJECTS*



<https://www.eufarmbook.eu>





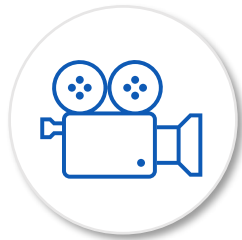
**EU-FarmBook**

# **01 What is “good” practice oriented material?**

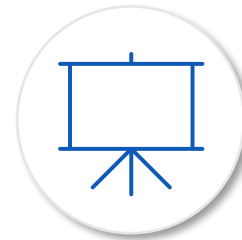
# Format of documents which can be uploaded on EU-FarmBook



**TEXT DOCUMENTS**



**VIDEOS**



**PRESENTATIONS**



**PODCASTS**



**APPLICATIONS**



**DATASETS**



**IMAGES**

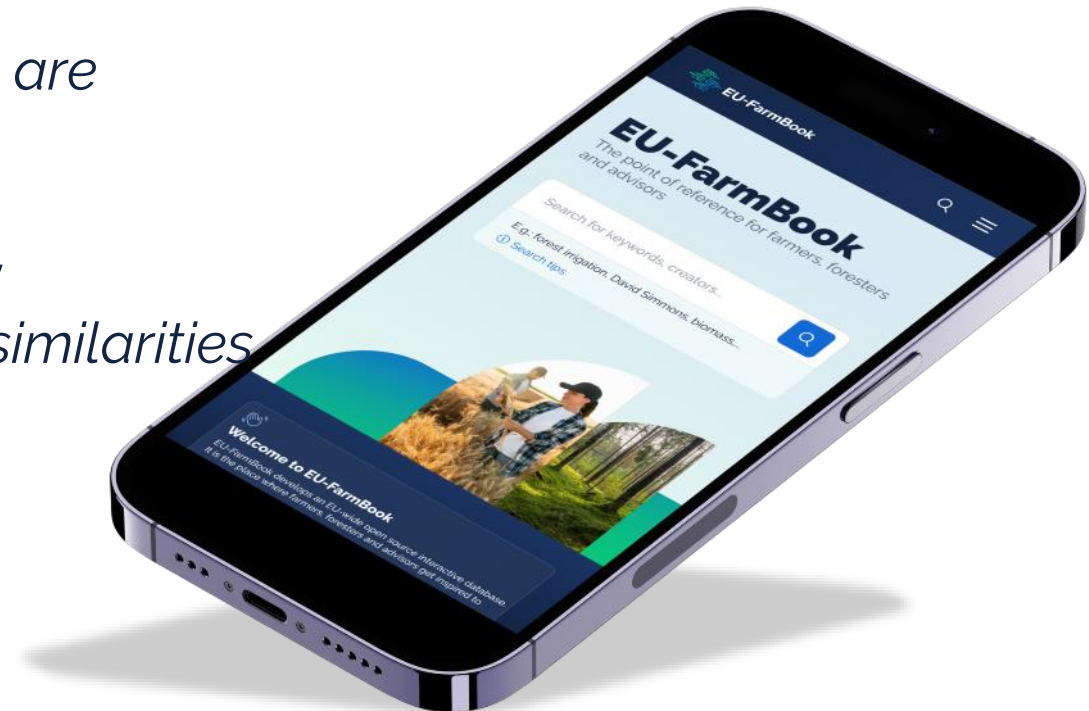
# Target users' needs

**FARMERS**

**FORESTERS**

**ADVISORS**

- ✓ *The content is practice relevant*
- ✓ *The recommendations stand out*
- ✓ *The language is simple – complicated terms are explained*
- ✓ *It is easy to navigate through the content*
- ✓ *The sources are mentioned and trust-worthy*
- ✓ *The context is described so differences and similarities to own context are clear*





# Different documents and purposes

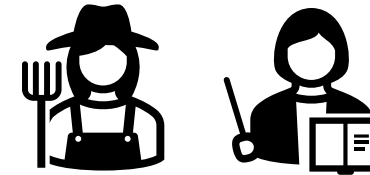
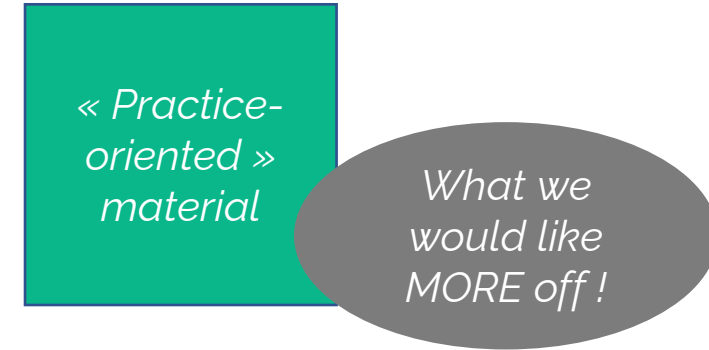


*Audience*

*Academics,  
researchers, DG Agri...*

*Language and  
format*

*Scientific  
Material and  
methods  
Process oriented*



*Advisers, farmers,  
teachers, students...*

*Non-academic/non-policy  
language,  
Concise  
Attractive to read and easy to  
understand  
Results oriented*

# Written documents as practice-oriented materials



Informative  
title

Subtitles and  
paragraphs

Images

## Promote insects as an alternative source of protein in broiler chicken feed

### Situation of insect farming

Europe leads the market in insect farming to produce pet food and feed for fish, poultry and pigs, especially France and Netherlands. According to a recent report, 500,000 tons of insect protein will be produced by 2030, with 120,000 tons for poultry feed (FAO, 2022). Two of the largest insects farms for animal feed in EU are French: Ynsect (*Tenebrio molitor*) and InnovaFeed (*Hermetia illucens*). These companies manufacture a range of insect-based products (Foucard et Pampouille, 2020):

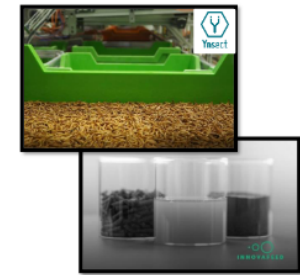
- Whole live larvae.
- Dehydrated whole larvae.
- Defatted whole larvae.
- Insect meals (protein concentrates = PAP).
- Insect oil/fat.
- But also amendment (soil fertiliser).

Whole unprocessed larvae are currently not authorised in European Union for use in poultry feed.

### Benefits of insects in chicken feed

Insects as an alternative protein source of protein from plant-based in broiler chicken feed presents numerous benefits:

- Reduced environmental impact (less imports, avoid deforestation, less water and less space used - large volumes produced in vertical farming)
- Promoting European feed self-sufficiency
- Recycling and processing co-products from agriculture (e.g. fruit and vegetable peelings)
- Excellent nutritional value (level of crude proteins and amino acids comparable to that of soybeans)
- Improved poultry welfare (eating insects is a natural behaviour and could promote foraging behaviours, particularly in their live form)



### Limits of insects in chicken feed

Despite being a promising protein source, challenges persist in achieving the development of a robust insect farming industry, economically affordable and able to control sanitary aspects, namely due to its recent development facilitated by recent regulatory authorisations. Other limits for the incorporation of insect protein in broiler chicken feed are:

- Environmental impact depends on the substrate used (insect diet), the production system (amount of energy consumption for insect farming - renewable source or not) and insect species.
- New logistic to adopt to avoid cross-contamination with feed for ruminant farming.
- Variability of insect meal quality.
- Precaution on chitin content as it could impair digestibility.
- Management of insect's welfare during farming.

### References:

<https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:32021R1372>  
Foucard, P. et Pampouille E., 2020. Utilisation des insectes et produits à base d'insectes dans les filières aquacole et avicole. ITAVI, TeMa n°55  
FAO, 2022. Is the time ripe for using insect meal in aquafeeds? Bangkok  
Azlaf MA., Pampouille E., Méda B., Rousset N., 2022. L'utilisation des insectes pour l'alimentation des volailles, Perception des consommateurs et des acteurs de la filière. TeMa n°63

Publication date: April 2024

Version: 1 (English)



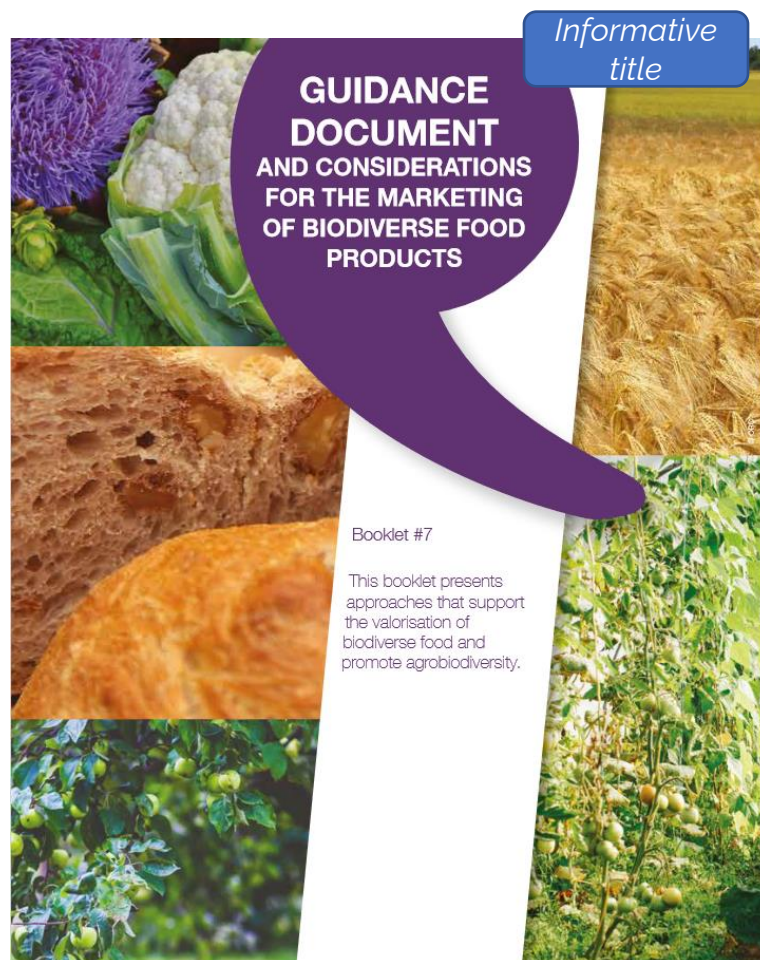
Funded by  
the European Union  
This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No 101019078. It reflects only the authors' view. The European Commission is not responsible for any use that may be made of the information it contains.



Benefits AND  
Limits

Sources and  
references

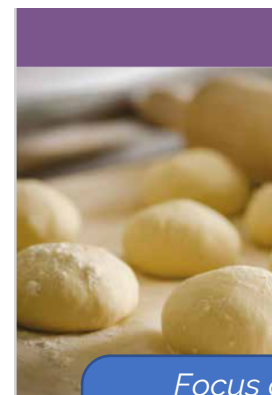
# Written documents as practice-oriented materials



## CONTENT

Clear navigation

Introduction.....	3
Why designing valorisation strategies for biodiverse food products.....	4
The innovative potential of networks.....	10
Recognise and understand the specific quality of biodiverse crops.....	13
Models of development.....	15
Communication about the added value.....	19
Faire pricing and benefit sharing across the value chain.....	24
Investment in trust and credibility.....	26
Evaluation - Matrix for the valorisation of products from biodiverse crops.....	29
Literature.....	31



Focus on recommendation  
s and practical solutions

## WHICH SALES CHANNEL TO USE?

Many of the DIVERSIFOOD initiatives started with local it allows. Local and short supply chains allow the direct interaction with consumers, enables communication about the quality and the story of the product, and allow for transparency and trust. The local dimension also provides a further model impact through an increase number of enterprises involved processors, intermediate (sellers). Later, a network of persons and stakeholders other marketing opportunities contribute to the success of

In Community Supported Agriculture or similar (as the Italian Groups of Solidarity-based Purchase - GAS), consumers are closely involved in the production activities which allows them to develop a strong commitment to the farm and its goals.

The consumer research from DIVERSIFOOD has shown that even when supermarkets are the most important purchase channel, local markets remain relevant, especially in Italy, Spain and France (see figure 3).

## BAKERIES, HEALTH FOOD AND OTHER SPECIALITY FOOD STORES

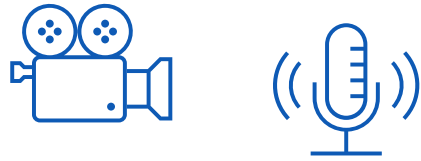
In several DIVERSIFOOD cases – e.g. the French PSR network, the Broa Bread project in Portugal and the Italian initiatives – bakers and artisan processors are active members of the networks and support the ideas with their skills in artisanal food processing. Speciality food stores are suitable outlets for products from underutilised crops or biodiverse food. The customers are likely to appreciate the product attributes, and the shops may already sell similar products. Moreover, they allow face-to-face communication about crops and products. Training events, field visits and tastings with the staff will help to ensure that the right message is communicated. Initiatives should also provide their marketing material, such as attractive packaging and additional communication material for the point of sale in speciality food stores.

## LOCAL MARKETS, FARM SHOP AND CLOSE COLLABORATION WITH CONSUMERS

DIVERSIFOOD case studies identified local markets and direct marketing via farm shops and relationships with organised groups of consumers to be important. Biodiverse crops match very well with the concept of farm shops and local markets, mainly when the farmer is engaged in a network for genetically diverse crops. Direct marketing provides plenty of opportunity for communication about the specific quality of the crops and products. Local markets may also attract people, who are prepared to spend more for quality and local products.



# Other types of practice-oriented materials



## *Video - Process*

- 1. Define the objective of the video and the message you want to get across*
- 2. Ask yourself whether video is the right media, whether the subject provides sufficient visual material.*
- 3. Structure the content: Who is going to talk about what? When ? Where ? What questions will be asked? If the person being filmed is a novice, it may be worth drafting the text.*
- 4. Shoot the video.*
- 5. Edit your video using editing software*  
*The video should be no longer than 3 minutes to capture the attention of Internet users.*
- 6. Subtitle your video: Most people watch videos without sound, so they need to be subtitled.*



**EU-FarmBook**

**02**

**Tips, tricks and examples for  
writing good titles,  
descriptions and keywords**

# Why?

*The EU-FarmBook project has observed that too many materials uploaded on EU-FarmBook have:*

- Titles which make sense in the project context for participants, but cannot stand alone and are not meaningful for users who don't have knowledge of this project context*
- Descriptions which are not meaningful for users*
- Keywords that are not precise enough or misspelt weaken the findability of the material*

*This will help* **ensure better relevance and findability  
for the final user**

# Titles

The title should inform users **precisely** what the uploaded material is about.

The title is the first thing users will see, and they will decide if they want to see more based on it.

## A good title...

- ★ Captures attention
- ★ Sparks the reader's interest to learn more.

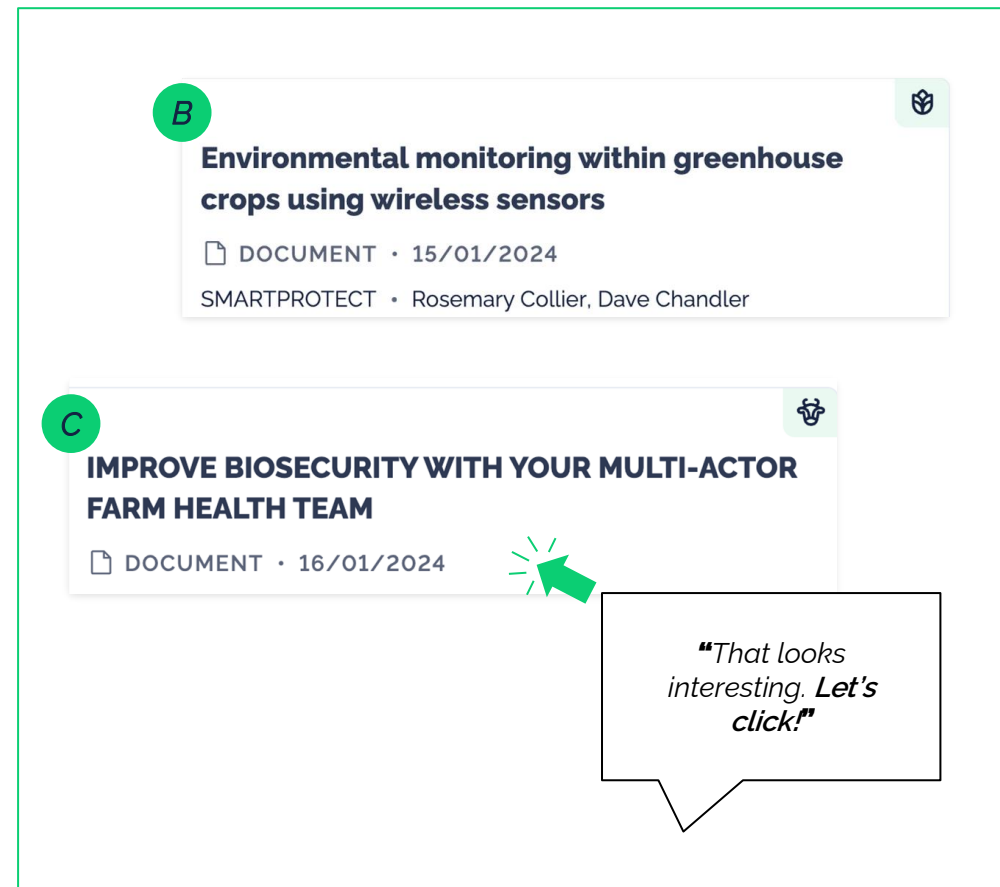
### List of indicators for self-assessment as a result of task 2.2

- 1 In general, **avoid internal project references**, e.g., 'Task X.Y' or 'DX.Y', which are not meaningful to anyone outside of the project.
- 2 You can give your contribution "a platform title" different from the title of the document.

# Titles

BEST PRACTICES > **APPLIED**

- A** **Reflect the Content.** *The title should accurately represent the content of the material. It should give the reader a clear idea of what to expect.*
- B** **Keep it Concise.** *A good title is usually short and to the point. Try to convey the main idea without using unnecessary words.*
- C** **Use Action Words.** *Since the material is about practice-oriented knowledge, using action words can make the title more dynamic and engaging.*



**B** **Environmental monitoring within greenhouse crops using wireless sensors**

DOCUMENT • 15/01/2024

SMARTPROTECT • Rosemary Collier, Dave Chandler

**C** **IMPROVE BIOSECURITY WITH YOUR MULTI-ACTOR FARM HEALTH TEAM**

DOCUMENT • 16/01/2024

"That looks interesting. **Let's click!**"



# Description

## CASE STUDY AND POSSIBLE IMPROVEMENTS

*The description helps users quickly understand a material's content and relevance, offering additional context beyond a compelling title.*

*It aids users in making informed decisions about which materials are most beneficial to them.*

### A good description...

- ★ *Avoids abbreviations and jargon specific to the project.*
- ★ *Remains clear and concise.*

#### Methodology for evaluation of the performance, resilience, and cost-benefit analysis of solutions and best practices

The methodology for the evaluation and selection process of solutions and best practices are defined in this document. During the project, there is a need to assess at least 200 solutions and best practices depending on resilience and performance criteria within the three thematic areas and cost-benefit analysis by using assessment grids. Evaluation and selection procedures will be carried out at the national and EU level. The goal of the process is that at least 80 solutions and best practices are well assessed, adapted and ready to be disseminated among stakeholders. In addition, at least two (2) EU-level digital tools well assessed will be translated developed as expansion of already existing tools. As the numbers of evaluators and solutions/best practises are high, the aim is also to make the process as smooth and clear as possible for everyone involved.

*"This is interesting but, is this methodology only valid for this particular project?"*

*"It's in a future tense, does it mean it has not yet been proven?"*

*"Which country?"*

# Description

"I understand what it is about and who it is meant for. It fits with my needs. Lets' click! "



EXAMPLE OF GOOD DESCRIPTION

- A** Clearly state the purpose of the uploaded material and describe the problem it addresses. Explain why the resource was created and what specific issue or need it aims to solve. This helps users understand the resource's relevance and applicability to their own needs.
- B** Include the main messages and any results or benefits obtained or expected. Summarize the key takeaways and highlight any significant outcomes or advantages the material uploaded. This allows users to quickly grasp the value and impact of the material.
- C** Describe the intended audience for the material, such as students, educators, researchers, or professionals in a particular field. This ensures that users can easily identify whether the material is relevant to their interests and needs.
- D** Offer some explanations of the context in which the practices were developed.

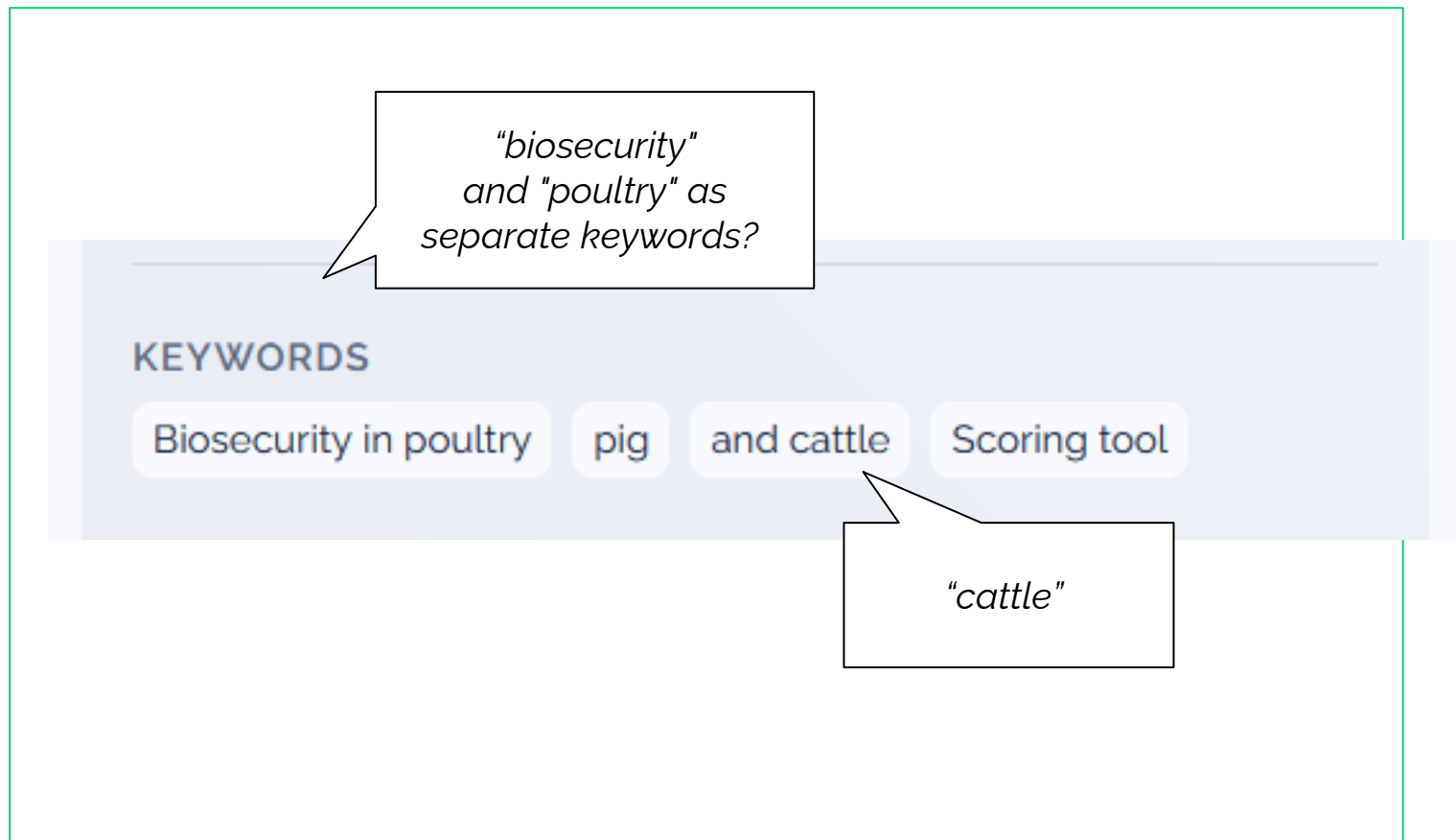
**C** This Handbook of Good Practices in Post-Wildfire Management is designed for forest managers and workers. It serves as a guide to mitigate and prevent the negative impacts of salvage logging while enhancing the natural resilience of forest ecosystems in the Mediterranean basins amid wildfires. **B** **A** **D**

# Keywords

*Choosing the right keywords is essential to make your resources more searchable, which is a crucial function of the EU-FarmBook Platform.*

*Carefully preparing your list of keywords will ensure your materials reach the right people.*

CASE STUDY AND HOW TO IMPROVE IT

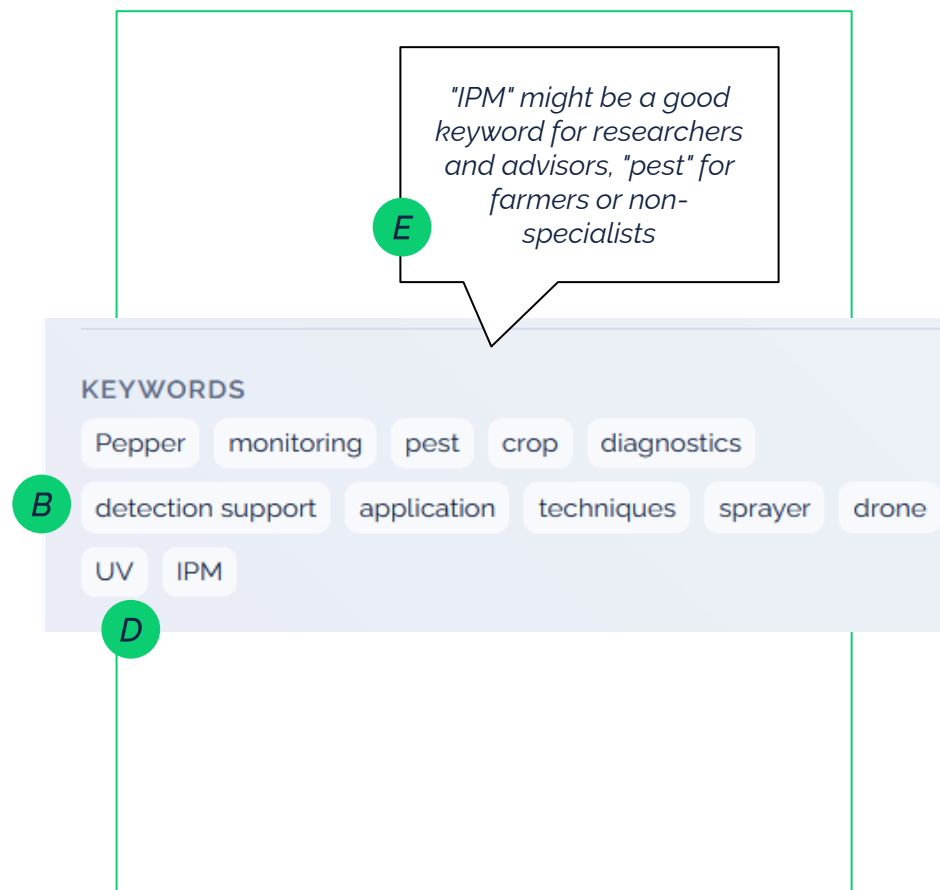


The screenshot shows a light blue rectangular input area with the word "KEYWORDS" in bold blue text at the top left. Below it, four rounded rectangular buttons are arranged horizontally, containing the text "Biosecurity in poultry", "pig", "and cattle", and "Scoring tool". Two callout boxes are present: one at the top pointing to the "Biosecurity in poultry" button with the text "“biosecurity” and “poultry” as separate keywords?", and another at the bottom right pointing to the "and cattle" button with the text "“cattle”".

# Keywords

BEST PRACTICES > **APPLIED**

- A** **Extract terms and phrases.** *Identify and select terms and phrases that are frequently used in your material's description.*
- B** **Use multi-word keyphrases.** *Opt for two to four-word phrases instead of single words to reduce the likelihood of false matches.*
- C** **Provide keywords which increase the chances of your content being found** *by adding relevant synonyms or closely related keywords.*
- D** **Include abbreviations.** *Incorporate abbreviations of key terms if commonly used*
- E** **Think like your audience.** *Consider the phrases your target audience might use when searching for similar resources.*
- F** **Test your keywords.** *Enter your keywords into a search engine and review the results to ensure they accurately match your resource.*



# To summarize

Quality practice-oriented material on the EU-FarmBook

-> think about your audience of practitioners :

What do **they** need?



# Questions or comments?

## EU-FARMBOOK AMBASSADORS

**EU-FARMBOOK AMBASSADORS ASSIST CONTRIBUTORS TO EASILY UPLOAD THEIR PRACTICE-ORIENTED MATERIALS INTO THE PLATFORM. EU-FARMBOOK AMBASSADORS TAILOR THEIR APPROACH TO MATCH THE UNIQUE FEATURES AND DYNAMICS OF EACH COUNTRY, REGION OR SECTOR**

**CONNECT WITH THE EU-FARMBOOK AMBASSADOR WITHIN  
YOUR COUNTRY, REGION OR SECTOR**





**EU-FarmBook**

# Thank You!

Florence Bedoin [florence.bedoin@idele.fr](mailto:florence.bedoin@idele.fr)



Funded by the  
European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.