



Turning Crisis into Opportunity: Aleix's Search for Solutions

Problem: The Pest Strikes

Using the EU-FarmBook

Events

Pest Problem

Aleix's family notices a growing pest problem affecting their pistachio crop. Despite **their usual methods**, the pests are causing significant damage.

Seeking Help

Aleix and his father turn to the **local advisor**, who has known their farm for years. However, the advisor is unsure why the pest is appearing and promises to return for further tests and a better diagnosis.

Community Support

A neighboring farmer reports similar pest issues. **The local farming community comes together**, demanding their lands be checked, believing the problem is caused by external factors.

In the Classroom

At school, Aleix mentions the problem to his **teacher** who suggests diversifying. She says he should have a look on the internet and show her some results.

Google helps

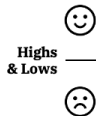
Aleix looks up farm diversification in Spain on Google. He lands on a page about farm diversification on the EU-FarmBook, but can this be trusted? Researchers often only generate hot air...

More to be found

He notices that there is quite a bit of information linked to the page he found, related content and collections.

Search function

He uses the **search filter** to look for "diversification" and narrows it down further using the location filter to focus on Spanish farms.



Highs
& Lows

Challenges



Parental Decisions
Following traditional knowledge



Research stereotype
Does it work on a real farm?



Knowledge oversight
So much information



Knowledge oversight
So much information

Opportunities & Touchpoints



Local Advisors
Trusting long-standing relationships



Community
Knowledge sharing



Vocational School
Teacher



Self-actualisation
Looking for information



Features
Related content & Collections



Features
Search function and filters



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Problem: Intergenerational communication

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AI possibilities

Feeling overwhelmed by the results, Aleix turns to the **chatbot** for more specific guidance.

Broaden the scope

Aleix clicks on the chatbot and starts a conversation on how to diversify a farm in Spain. The chatbot presents results linking to the **broader Mediterranean**, which Aleix hadn't considered yet and look quite interesting.

Intergenerational gap

Aleix knows his dad values tradition and inherited knowledge. He 's not sure if his father will accept these new ideas.

Involve the advisor

Aleix' teacher suggests he discuss the ideas with their advisor next time he visits the farm.

Confirmation

Their local advisor confirms that more farmers are diversifying and suggests that Aleix and his father visit the EU-FarmBook together to look for case studies.

Not only in English

Aleix' father is pleasantly surprised that the information is not just in English. He does notice some translation mistakes, could this be too good to be true?

Other farmers

They find a case study on farm diversification where the story of a farmer is shared and the farm characteristics seem related. Maybe this is worth a shot...

Highs & Lows



Challenges



Knowledge oversight
So much information



Intergenerational renewal
Different communication styles



Research stereotype
Does it work on a real farm?



Language gap
Not everybody understands English



Research stereotype
Does it work on a real farm?

Opportunities & Touchpoints



Features
Chatbot



Features
Chatbot



Content
Relevant information



Vocational School
Teacher



Local Advisors
Trusting long-standing relationships



Features
Multilinguality



Content
Case studies