



Promotion Plan

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ACRONYMS AND ABBREVIATIONS

EC	European Community
EGNOS	European Geostationary Navigation Overlay Service
EU	European Union
FMS	Farm Management System
GIS	Geographic Information System
GNSS	Global Navigation Satellite Systems
GPS	Global Positioning System
IACS	Integrated administration and control system
LPIS	Land parcel identification system
UC	User Community

1. INTRODUCTION

GNSS¹ is currently not widely used in agriculture. Main introduction thresholds are:

1. High investments that needed for equipment, software, and third party services.
2. Lack of beneficiary applications for the farmers.

However, agriculture represents a huge potential for the GNSS market. Farmers are the central player in the agribusiness chain and have to deal with regulations from local and national governments and from the EU in the regulations chain. The agricultural sector is an arena supporting a large user community: In the EU25 some 11 million farmers grow crops and depend upon 110 million hectares of land. This land is divided in millions of parcels of different shapes and sizes. Approximately 5 million farms are larger than 5 ha in size and one million farms are larger than 50 ha. The agricultural user community is completed by stakeholders from the business and policy spheres. The opinion of the user community on the possible benefits of GNSS is changing, influenced by a number of external and internal factors. Important external drivers are formed by the production chain and the government, demanding accurate documentation on the agricultural production process, the production site, and the agricultural products and half-fabricates. On the technical side, equipment is getting cheaper, more accurate, and readily available to the user community. Service providers offer geographical information like satellite images, yield maps and site specific advises on the use of fertilizers and agro chemicals. Manufacturers incorporate GNSS receivers on tractors and farm machinery in order to enable automated farm work.

The objective of the promotion campaign is to raise the awareness of benefits of GNSS-2 use in agriculture. In the critical analysis report applications and their benefits have been described and analyzed. Two priority applications have been selected and will be developed for demonstration and promotion of GNSS-2 use to the agricultural sector. The results are likely to connect to the information demand from the user community, as the critical analysis is performed based on communications with a stakeholder platform. The selected “priority applications” are one low-end and one high-end application. The low-end application is a cheap and easy to use tool for farmers that enhances the user to store data like parcel dimensions and crop monitoring results. This application will help farmers to cross the threshold to the use of GNSS/GIS. The high-end application is a platform where data is integrated with farming advisory tools and where machines are operated according to site specific conditions.

Communication of FieldFact project results and Galileo services in general are major activities within FieldFact. This plan presents promotion activities and tasks to be carried out during the project. Promotion will take place during international conferences, agricultural fairs and three main GNSS in Agriculture events. Articles on GNSS use in agriculture and Galileo will be published in agricultural magazines and on websites. The promotion strategy is described in this promotion plan. It includes a description of the user community, of the promotion methods, and listings of events and fairs at which the promotion is planned to take place.

¹ Current systems GPS and GLONASS are referred to as GNSS-1. Galileo is referred to as a GNSS-2.

2. USER COMMUNITY

2.1 General

The agricultural user community is the target group of the promotion campaign. The agricultural user community can be represented in a two-direction flow (Figure 1). In the horizontal axis, farmers are part of the agribusiness chain with suppliers, food industry, retail and consumers. The vertical axis represents the relation between farmers and regional, national and EU policy implementation. This relation is focused on maintaining sustainable land use and the payment of subsidies.

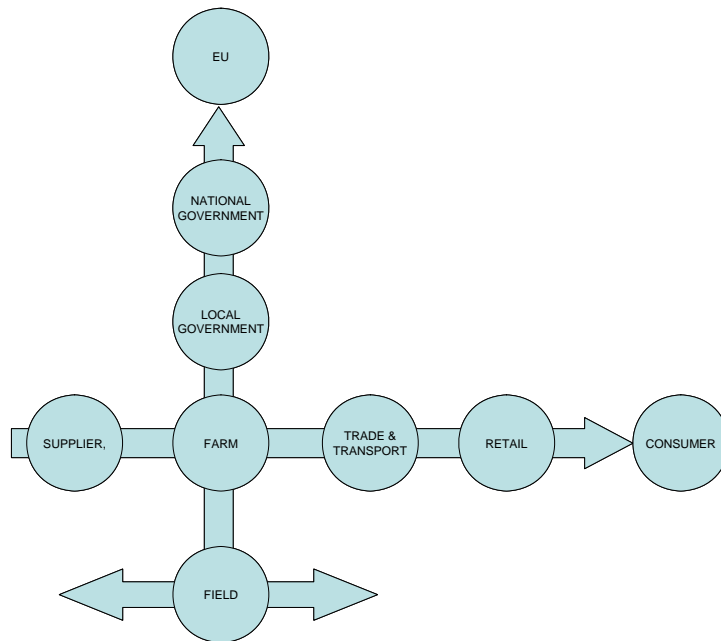


Figure 1: The Farm is the central entity in the agricultural sector at the intersection of two dimensions: the agribusiness chain and the regulations chain.

Both in the agribusiness chain and the policy-farmer relation there is a growing information flow requirement, of which geo information – and in particular, positioning information – is increasingly an explicit component. Approximately the half of all EU farmers is exchanging geo information with their national or regional governments, but this is mainly in a low-tech manner. Automation of information gathering and integration of different information systems can make this huge information flow more easy and less time and money consuming.

Target Groups

This promotion plan focuses on different groups within the agricultural user community. The stakeholder groups to be discerned within the agricultural user community are farmers, agro businesses, and governments.

Many GNSS applications in agriculture are designed for arable crop growing; aiming at a more homogeneous crop, higher yields, and time and cost reduction as a result of easier land management, and lower herbicide and pesticide use. Agro business renders services, machinery or primary products to farmers. It is a heterogeneous target group each having their own links with GNSS use. The agro business comprises producers of machinery, suppliers of fertilizers and chemicals, contractors, and other professional services providers like extension services. These actors often have more financial means at their disposal and need to distinct themselves from the competitors. Therefore GNSS-2 use could be an interesting concept for this user group. Governments should be aware of the technical

possibilities of GNSS-2 use in the agricultural practice. They can stimulate the use, in order to improve the information flow between farmer and government.

Target regions

The promotion campaign focuses mainly on three regions in Europe: Western Europe, Southern Europe, and Central Europe. In each of these regions a more intensive campaign will be organized resulting in special 'GNSS-2 in Agriculture' events in the Netherlands, France, and Czech Republic and Poland. The agricultural user community varies between the regions, as a result of climatic, historic and current socio-economic differences. In order to increase the effectiveness of the promotion campaign, the user communities are being described per region and accordingly indications for the content of the promotion campaign are mentioned.

2.2 Western Europe – Netherlands

2.2.1 Farmers

Dutch farming is characterized by a high degree of specialization. The focus is on high value crops, seed potato, vegetables including onions and potatoes for different use, and bulb flowers. The average size is 40 ha, 25 % of holdings are over 50 ha. In the Netherlands in 2005 there were 44570 holdings that grew crops as primary activity or as a secondary activity (including dairy farms that grow forage for their cattle). On average the arable land is 18.5 ha per holding. 8.5% of the holdings have an area of more than 50 ha. The main grown crops are forage crops (29% of area), followed by cereals (24% of area). 48% of the area is cultivated with high value crops: potatoes, flower bulbs, onions, and large scale vegetable production. All input in high value crops is aiming at high quality and a good yield. Farmers of high value crops expect profitable result from site specific measures because of homogeneous crop yield and crop quality. Around 60% of the farmers in the Netherlands are member of the national agriculture and horticulture organization LTO.

The last decade agricultural sector is undergoing a structural change. The number of holdings has been decreasing by 30% between 1985 and 2005, coinciding with a scale enlargement of the farms. Other farmers choose to perform secondary services, like nature conservation or recreational services. Although many farmers may be interested in GNSS-2 use in farming, only some hundreds of precursors have invested in GNSS equipment on their machinery. The prospect of profitability is too insecure for many to jump in. Cheap, low-end applications in the introduction phase and the expensive, high-end applications in a later phase are likely the best way to go. For large scale farmers, GNSS applications like automatic steering are profitable since they increase work efficiency and reduce fuel consumption. For farmers that combine farming with nature management, data integration would be profitable so that nature management tasks can be easily incorporated in daily farming tasks.

2.2.2 Agro business

Agro business in the Netherlands is well developed, innovative, and professional. The agro business is catching up with trends and developments in the ICT sector, in order to be prepared for the future agricultural sector in the Netherlands. 85% of all farmers use electronic decision support systems. The two market leaders are Opticrop and Agrovision. Since 2005 over 10 projects were launched in which farmers and agro businesses work together on the implementation of GNSS in agriculture. Several agro business companies offer site specific services like providing detailed soil fertility maps, yield maps site specific sampling etc. GNSS use is getting already some attention from national agricultural press.

2.2.3 Government

Dutch government on agricultural businesses is quite forward in the introduction of GIS in their practices. Recently it has provided the opportunity for farmers to perform their yearly parcel registration (LPIS) fully electronically by means of a GIS web application. In the first year, 12% of all registration was received electronically. Communication is the keyword when it comes to GNSS use in agricultural government; communication between farmer and government, and communication with third parties.

2.3 Southern Europe – France

2.3.1 Farmers

In the south of France sun flower production is important. The large wheat farms that foreigners often associate with France are found in the North of France. In 2005 there were 77677 arable holdings in France. The average surface area of arable farms is 112 ha, 55% of all agricultural holdings operate are over 50 ha large. Cereals and forage are the main crops for French farmers.

2.3.2 Agro business

The agro ICT sector in France is well developed. The market leader in farm decision support systems is Isagri, serving 70% of the French farmers. There are several 'GNSS in agriculture' projects in the south of France. Arvalis is the major technical institute for cereals and forage and is in charge of applied research and development and is at the service of producers. Precision Farming is one of Arvalis' research topics. One of Arvalis activities is Farmstar satellite images and site specific fertilizer advises. For a successful promotion campaign cooperation avec Arvalis is indispensable.

2.3.3 Government

This section needs further content.

2.4 Central Europe – Czech Republic

2.4.1 Farmers

Due to collectivisation and nationalisation of farming during the communist era, farming in the Czech Republic had been dominated by large collective and state farms prior to 1989. After the collapse of communism, some original owners restituted their property and resumed farming on their own, but many either merely leased their land or chose to continue farming within transformed cooperative farms. The state farms were privatised and their large size was for the most part retained. As a result of the above process, the size structure of Czech farms is rather polarised. Of the total of 45 800 farms in 2003, 26 600 were smaller than 5 ha and farms smaller than 50 ha together farmed less 7% of total agricultural area. On the other end of the spectre, 6 200 farms larger than 50 ha farmed more than 93% of total agricultural area. The average size of farm (79.4 ha) is the highest in the EU and farms farming more than 1000 ha are not uncommon. Cereals (primarily winter wheat and spring barley) are the main crop group accounting for 38% of total agricultural area. Oilseeds, in particular oilseed rape, are another important crop group.

Agrarian Chamber of the Czech Republic is an umbrella organisation representing the interests of farmers and food producers. Other important farmers' organizations include the Agricultural Association of the Czech Republic, which represents primarily large cooperative and corporate farms, and the Association of Private Farming of the Czech Republic representing primarily private family farms.

In view of the importance of large commercial farms in Czech agriculture, there seems to be scope for a wider use of more expensive GNSS applications such as those involved in precision farming (harvest monitoring, variable rate application of inputs). As a result of the Czech Republic's entry to the EU in 2004, EU Common Agricultural Policy applies to Czech farmers who are eligible to various types of EU farm aid, including area related aid (single area payment scheme). In 2005 more than 20 000 applications for direct payments covering the area of 3 millions of hectares have been submitted by farmers. The availability of area related aid increases the demand for low-end GNSS applications that could be used for area measurement.

2.4.2 Agro business

Agro business in the Czech Republic is relatively well developed. It stems from a former network of state ZZN companies, which were supplying inputs and operated the silos in which bought farm produce was stored. After 1989, the ZZN companies were privatized and some were consolidated into large holding companies such as AGROFERT holding. AGROFERT is, among others, a leading supplier of agrochemicals in the country and offers a package of precision agriculture services under the Farm Plan name. MJM Litovel, another farm input dealer has been offering precision agriculture

services since 1997 and claims to currently provide them to 350 operators on an area exceeding 300 000 ha. The GPS supported services offered by those providers typically include mapping to establish a GIS, georeferenced soil sampling and harvest monitoring and variable application of inputs.

2.4.3 Government

Accession to the EU in 2004 has been the driving force behind the introduction of GIS into the public administration of agriculture in the Czech Republic. Land Parcel Identification System (LPIS), a GIS database created on the basis of photo interpretation of aerial orthoimages back in 2002, has been used to administer and control EU area aid in the Czech Republic. The State Agricultural Intervention Fund (SZIF), a paying agency responsible for the administration and control of EU agricultural supports, has been using GPS equipment routinely during on-the-spot checks applying to EU area aid. National administration provides registered farmers with free access to web GIS portal containing digital orthophotomaps, LPIS and other related geographic data. LPIS database is regularly updated. Data is available for farmers on request and can be used as a base geographic layer in FMS (Farm Management Systems).

2.5 Central Europe – Poland

2.5.1 Farmers

In Poland almost 20% of the population is employed in agriculture, but this amount is continuously decreasing (in 1995 this amount was over quarter of total population). Polish agriculture is characterized by fragmentation of holdings due to the Polish political situation after The Second World War, when lands were divided into small holdings which were given to private farmers. On the other hand there are some large farms which were established during the communist era, these farms are now mainly in private possession. The number of farms under 10 ha has been decreasing while number of holdings over 50 ha has been increasing steadily during the last decade. The agricultural land accounts for over 60 % of total area in Poland. Farms which have arable area under 5 ha and over 50 ha accounts for 20% and 15% of total agricultural area respectively. In 2006 there were 2 598 600 arable holdings (without farms under the 1 ha). The average area of arable farms in Poland is 7,6 ha but only 0,3% of all agricultural holdings are over 100 ha. Cereals are the main crop group accounting for 74,4% of total agricultural area, next groups are forage (7,3% of total area) followed by industrial crop (6,1% of total area) and potatoes (5,8% of area). In the last three groups of crops Poland is one of main producer in EU.

The use of GIS in agriculture is not common in Poland because of difficulties with precise identification of parcel's borders. However it is nowadays becoming more and more popular to use GNSS techniques by the farmers, especially by owners of large holdings. They are mainly interested in parcel area measurements, and to a lesser extent in precise farming e.g. precise spraying, fertilize of soil, and precise sowing.

2.5.2 Agro business

In general, Polish agriculture has preserved its traditional character. The majority of farms have a mixed production pattern and apply extensive methods of cultivation. The use of mineral fertilisers in 2001 amounted to 90.8 kg of NPK/ha (from 132.0 kg of NPK/ha of farmland in Opolskie Voivodeship to 52.1 kg/ha in Podkarpackie Voivodeship). The use of pesticides in Poland is several times lower than the EU average – i.e. 0.62 kg/ha of farmland.

There is relatively low level of modernization of agriculture. An insufficient level of technical infrastructure in rural areas is one of Poland's main barriers to rural development. A poorly developed infrastructure not only decreases the standard of living and farming but also discourages investment in rural areas. Several national and EU project aim in changing this situation. The food industry is one of the most important sectors of the Polish economy in terms of the volume of production sold. The Polish food market still has a large growth potential. Due to low productivity the impact of agriculture on the environment and landscape has been limited. The natural qualities of rural areas and abundant labour resources provide opportunities for the development of labour consuming types of farm

production, including organic farming, which is less developed in Poland than in Western European countries.

2.5.3 Government

In Poland the financial support of the agriculture and rural areas is three times bigger now than in time of accession to the EU. There are three governmental agencies (AMA - Agricultural Market Agency, ARMA - Agency for Restructuring and Modernisation of Agriculture and APA - Agriculture Property Agency) created to provide technical and financial support of agriculture. There are a few programs which are coordinated by those agencies. One of those programs was SAPARD which main aim was to prepare Polish agriculture to benefit from future EU programs. Nowadays Polish government deal with issues like: adaptation of Polish holdings to EU standards, technical support, supporting of agricultural acting on difficulty environmental condition areas, improving of holding's structure and supporting of small farms. In Poland there are also some agricultural associations which aim is to educate farmers, give them knowledge support and represent them in national and international forums.

3. EVENTS

The FieldFact promotion campaign focuses on three types of events: agricultural fairs, congresses and conferences and GNSS demonstration events. Besides these events a number of articles on the use of GNSS in the user community will be submitted to the editorial staff of leading agricultural magazines in the EU. These articles focus on GNSS use and Galileo in general and more specifically on the priority applications and aim to attract the attention of the user community towards possibilities of the use of GNSS in agriculture.

3.1 Agricultural fairs

Agricultural fairs are important events for the introduction of new technology in the user community. They present the possibility of promoting the FieldFact project as well as attracting the attention of the audience to the use of GNSS-2. In cooperation with suppliers of GNSS applications Field Fact aims to broaden the scope on GNSS use and future opportunities offered by Galileo.

In the starting up period of the FieldFact project in 2006, the project has been presented on four events. The goal of these presentations was to raise the awareness to the project of companies, organisations, and projects that operate in the same or in partially overlapping work field. In 2007 and 2008 the results of FieldFact studies and development will be presented in four major agricultural fairs. The FieldFact will cooperate with stakeholders to present valuable GNSS applications to the user community. FieldFact promotion material will be dispersed among stakeholders.

FieldFact will be present at the fairs in 2006 and 2007 as mentioned on the following list. The full list of 2008 is not yet available but we hope to present at 4 fairs.

2006:

- 2-4 October 2006. FAS and FLT 2006, Ispra, Italy.

2007:

- 3 – 5 May 2007. International exhibition on agricultural machinery, Prerov, Czech Republic.
- 6 – 7 June 2007. Les Cultureles 2007, Boigneville, France.
- August 2007. Agrokomples 2007 (International Agricultural and Food Fair), Nitra, Slovakia.
- 17 – 19 October 2007. Landbouwwakbeurs 's Hertogenbosch, the Netherlands.
- 13 – 17 November 2007. AGRITECHNICA, Deutsche Messe AG, Hannover, Germany.

2008:

- 7-10 February 2008. FIERAGRICOLA - the biennial International Exhibition dedicated to manufacturers of agricultural machinery and equipment for animal farming, producers of technical systems and the agricultural-origin bioenergy sector - organised by VeronaFiere in collaboration with Unacoma Service and Unima. Verona, Italy www.fieragricola.com
- 30 June – 4 July 2008 IAMFE International Conference and exhibition on mechanization of field experiments www.lr.dk/iamfe2008

3.2 Congresses and conferences

FieldFact will present at a number of congresses and conferences in Europe. During these attendances an overview of possibilities for the use of GNSS in agriculture is presented to agriculture and GNSS professionals. The FieldFact project will present at the following conferences and congresses:

List of planned events

2006:

- 16-17 October 2006. LPIS update, Ispra, Italy.
- 27-29 November 2006. Control with Remote Sensing (CwRS) Conference, Toulouse, France.
- 30 November 2006. VIAS Symposium, Wageningen, The Netherlands.

2007:

- 13 – 14 March 2007. “geo-innovation dagen”, Rotterdam, The Netherlands;
- 9 – 10 April 2007. “Glonass Forum”, Moscow, Russia;
- 24 – 25 April 2007. CAPIGI conference, Rotterdam, The Netherlands;
- 15 – 16 May 2007. “Information Systems in Agriculture and Forestry” international conference, Prague, Czech Republic. Organized by the Czech Agricultural University and CSITA/EFITA;
- 3 – 6 June 2007. 6th ECPA (European Conference on Precision Agriculture), Skiathos, Greece. www.6ecpa.gr
- 2 – 5 July 2007. 5th Annual Conference of EFITA (European Federation of Information Technology in Agriculture), Glasgow, Scotland. www.efitaglasgow.org
- 10 – 12 October 2007 2nd conference on precision crop protection university of Bonn Germany www.precision-crop-protection.unibonn.de
- 9-10 November Land.technik/Ag Eng 2007 Engineering Solutions for energy and food production 65th International conference on agriculture engineering Leading to fair Agritechnica 2007 Hanover Germany www.vdi.de/land.technik-ageng2007

2008:

- 23 – 25 June 2008. AgEng2008 International conference on Agricultural Engineering Crete Greece

3.3 Demonstration events

FieldFact will organise three GNSS in agriculture events in different regions of the EU. The regions selected are: Western Europe (Netherlands), Eastern Europe (Czech republic/Poland) and Southern Europe (South of France). Local stakeholders in the field of precision agriculture will be stimulated to cooperate in the organisation of the event. Products from work package 3, one high-end application and one low-end application will be key demonstrators at these events. These demonstration events can take place as soon as the demonstrators are finished, which is expectedly towards the end of 2007. During the GPS event in Lelystad, the Netherlands on 4th and 5th of July 2007, a prototype of the low-end demonstrator can be shown if it is suitable for demonstration. The consortium is consulted for this decision in June.

List of planned demonstration events

2007:

- July 5th, 2007. Precies2007. national demonstration day for precision agriculture, Lelystad, the Netherlands
- October 2007: Czech Republic and Poland combined event, possibly half product for high end demonstrator

2008:

- June 2008: France – GNSS in agriculture event by FieldFact FieldFact demonstrators

4. PROMOTION MATERIAL

Promotion material is to be developed for each target group, being either farmers, agro business, or government in either the Netherlands, France, the Czech Republic, or Poland.

All promotion materials should be in conformance with the FieldFact house style that was developed on demand of the FieldFact consortium. The promotion material can be subdivided into three purpose categories, the purpose of promoting:

- The FieldFact project and GNSS in agriculture in general
- The low-en and high-end GNSS-2 demonstrators that are developed in work package 3

Promotion materials are in English by default and translated into the local language of the promotion location when this is considered necessary. Translation costs were not incorporated in the project budget and will be covered from the 5 % management reserve. In 2006 logo's of the FieldFact project



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were developed by graphic designers from Alterra (Figures 2, 3, 4). The graphic files of this logo are used in the design of the posters and leaflet performed by PPO's graphic designer.



Figure 2. FieldFact logo.



Figure 3. FieldFact icon logo.



Figure 4. FieldFact small logo.

4.1 Promotion of the FieldFact project and GNSS in agriculture in general

In the first six months of the project the consortium takes effort to increase the acquaintance with the FieldFact project. The project is presented at several venues. During these presentations the background and the aim of the project are explained. During the promotion of the FieldFact project in the first six months, some attention will be paid to the use of GNSS-2 in agriculture in general. As soon as the results from the critical analysis are available, the findings will be incorporated in the promotion and it will become more focused on GNSS-2 in agriculture than on the FieldFact project. The target group shifts from mainly agribusiness to mainly the farmer community. The promotion will get more content; the results of the critical analysis are presented. In the critical analysis existing and near future GNSS applications and services available to the agricultural user community are described and compared. These outcomes will fill the PowerPoint presentation and the A4 flyers at this stage. The promotion material of GNSS-2 in agriculture is in English by default. It will be translated into the local language when it is presented to the farmer community in a country.

Promotion materials include:

- Standard FieldFact powerpoint presentation (supplemented critical analysis findings)
- A0 poster
 - Background: what is Galileo
 - GNSS-2 in agriculture, discriminators of Galileo. Present and future trends

- Background: FieldFact project, FieldFact consortium
- A5 leaflet of 4 pages
 - Attractive front page
 - Inside pages: information on GNSS applications and discriminators of Galileo
 - Back page: information on FieldFact project and contact information
- Gadgets: pen or compass with FieldFact logo

The standard PowerPoint presentation is available to consortium members on the FieldFact share point. Improvements and additions to the presentation made by consortium members are saved and the updated presentation is added to the share point. Also we're trying to get a scale model of a Galileo satellite to add to the filling-in of the promotion stand. Such a scale model would be a great eye-catcher.

4.2 Promotion of low-end and high-end demonstrators developed in work package 3

In 2007 the development of low-end and high-end demonstrators starts. These demonstrators will be presented as part of the promotion campaign, and complete the scope of promotion content: besides the project itself, and GNSS-2 in agriculture in general, we can then demonstrate concrete applications. In this phase the focus of the promotion campaign is strongly on the farmer user community, since they are the ones that should use the technique in the future. The promotion material of low-end and high-end demonstrators developed in work package 3 is produced in a small edition in English in order to be reviewed by the consortium. It will be translated into the local language when it is presented to the farmer community in a country.

Promotion materials include:

- Powerpoint presentation on GNSS-2 in agriculture, and the demonstrators in particular
- A0 posters
 - Poster from promotion of FieldFact project and GNSS in agriculture
 - Low-end demonstrator (1st poster)
 - High-end demonstrator (2nd poster)
- A4 flyers, one for each demonstrator. The front page of the flyer is attractive, detailed information on the demonstrator is on the back of the flyer.
- DVD or cd-rom with feature material on the demonstrators to be displayed during exhibitions.

4.3 Distribution of promotion materials

Promotion materials mentioned in paragraph 3.1 and 3.2 are distributed at agricultural fairs, congresses and conferences where FieldFact is present and on the FieldFact demonstration events. The material will be displayed in an exhibition stand. The FieldFact project will not acquire own stand material; we make use of available stand material from the event organization. A possible set-up of the FieldFact exhibition stand is shown in figure 5. The promotion material should be eye-catching from the different directions that people walk by. In the stage where the demonstrators are promoted, the table is enlarged so that the demonstrators can be shown, and a DVD or cd-rom will feature on a laptop.

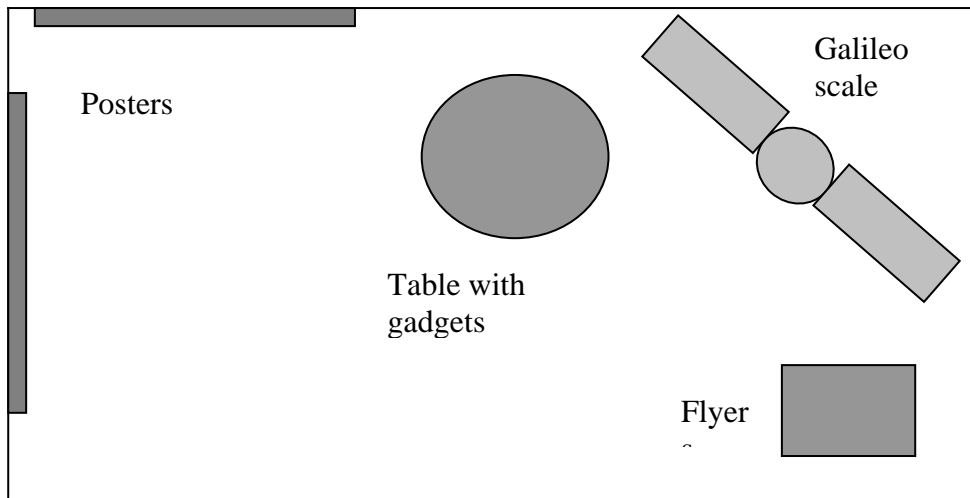


Figure 5. Set-up of the FieldFact exhibition stand

5. Press & Publication

Media attention is an important part of the awareness campaign. An inventory of the media leading in the agricultural and GIS sectors in the countries in which demonstration events are planned is presented in this promotion plan. At project milestones articles are published in national and international agricultural magazines and on frequently visited websites. We aim at a minimum of four press releases during the project, at least one in each county.

Publications in a certain country are coordinated by the FieldFact partner from that country. They are responsible for the content of the publication. Partners do not need to pre-check minor publications with PPO but are asked to give mention of it.

Project results, articles and reports are published on the FieldFact website: www.fieldfact.com. In all publications and presentations it should be mentioned that the project is partly financed by Galileo Joint Undertaking (GJU). Products that are protected or patentable are not open for publication.

In advance of demonstration events, partners organize press publications on the subject of GNSS in agriculture, in order to raise the awareness to the subject and thereby stimulate people to come to the demonstration event.

Writing plan for Precies2007

In the run-up to 'Precies2007', the national demonstration day for precision agriculture in the Netherlands in which FieldFact plays an important role in the organization, a communication plan is constructed containing a writing plan. In the 20 weeks in advance of the date, weekly publications are planned in several agricultural magazines and papers read by the majority of the Dutch agricultural community. Publications encompass advances in research and technology, progress of regional GNSS projects, mention of the event and more. In the writing plan the publication subject, responsible party, source and time are stated in a matrix (appendix 2).

6. PROMOTION PLAN TIME TABLE

Act	Date	Place	Event	FieldFact input	Leading FieldFact member
<i>2006</i>					
AF	2-4 October 2006	Ispra (I)	FAS and FLT 2006	FieldFact presentation Workshop participation	Ekotoxa Alterra
C	16-17 October 2006	Ispra (I)	Update LPIS	FieldFact presentation Stakeholders contact	Alterra Microsoft
C	27-29 November 2006	Toulouse (Fr)	Conference Control with remote sensing	Stakeholders contact	Alterra Microsoft Ekotoxa
C	30 November 2006	Wageningen (NI)	VIAS Symposium	FieldFact presentation	Alterra
<i>2007</i>					
C	13-14 March 2007	Rotterdam (NI)	National Geo Innovation Days	Disperse promo material	Alterra PPO
C	24-25 April 2007	Rotterdam (NI)	CAPIGI conference	FieldFact presentation	Alterra Microsoft PPO
AF	3-5 May 2007	Prerov (Cz)	International exhibition on agric machinery	Stakeholders contact	Ekotoxa
C	15-16 May 2007	Prague (Cz)	International conference Information systems in Agriculture and forestry	Stakeholders contact Presentation FieldFact	Ekotoxa
C	3-6 June 2007	Skiathos (Gr)	6 th ECPA	Paper presentation FieldFact	PPO Alterra
AF	6-7 June 2007	Boigneville (Fr)	Les Cultureles 2007	Stakeholder contact Disperse promo materials	JRC PPO
C	2-5 July 2007	Glasgow (GB)	EFITA 5 th international congress	Presentation FieldFact	Alterra
GE	5 July 2007	Lelystad (NI)	PRECIES 2007 GNSS in agriculture	Demonstration, Promotion	PPO organisation Microsoft Ekotoxa JRC UWM Alterra
AF	August 2007	Nitra (Sl)	Agrokomplex 2007	Stakeholder contact Disperse promo material	Ekotoxa



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C	10-12 October 2007	Bonn (D)	Conference on precision crop protection	Presentation FieldFact	PPO
AF	17-19 October 2007	's Hertogenbosch (NI)	Landbouw vakbeurs	Disperse promo material	PPO Microsoft
GE	October 2007	Cz or P	Major GNSS event in collaboration with local stakeholder organisation	Demonstration, Promotion material	UWM organisation Ekotoxa organisation PPO Microsoft JRC Alterra
C	9-10 November 2007	Hannover (D)	Engineering solutions for energy and food production	Disperse promo material	PPO UWM
AF	13-17 November 2007	Hannover (D)	Agritechnika	Disperse promo material	Microsoft PPO
<i>2008</i>					
AF	7-10 february 2008	Verona (I)	FIERAGRICOLA int. exhibition on agricultural machinery	Disperse Promo material	JRC
C	23-25 July 2008	Crete (G)	AgEng International conference on Agricultural engineering	Presentation FieldFact Promo material	JRC
GE	June 2008	South of France	Major GNSS event in collaboration with Arvalis	Presentation FieldFact demonstrators Promo material	JRC organisation PPO organisation Microsoft Ekotoxa UWM Alterra
AF	1-4 July 2008	Denmark	IAMFE International conference and exhibition	Presentation FieldFact demonstrator Promo material	PPO Microsoft

C = congres/conference
AF = agricultural fair
GE =GNSS event

Appendix 1. Example plan for organizing a demonstration event

Organisation plan for GNSS event

including workshops in the morning, field demonstrations in the afternoon, exhibition through-out the day.

When (week nr)	time fill D-day	What (tasks/ actions)	Who (who is/are going to execute) first mentioned is key person	task/action done	Category
when (weeknr)	19 weeks	find partners to organise the GNSS event (possibly from stake holders and government)			general
	18 weeks	find a location for the GNSS event			general
	14 weeks	Build a team to organize the GNSS demonstration			general
	12 weeks	Make a draft plan on activities and communicate it to the partners for comments and adjustments. Preferably a one day program. Optional a special part with small scale workshops on GNSS use, an information market with company exhibitions, demonstration of GNSS equipped farm machinery and handheld GNSS receivers and demonstration of GIS software.			workshop/ exhibition / demonstration/ communication
	11 weeks	Adjust plan according to comments and make a schedule how the site should look like. Are their field demonstrations how will they be organised do you need an inside space for exhibition. What facilities do you require, e.g. electricity, internet, beverages etc			general
	10 weeks	produce information material on the event. Poster, flyers			publicity
		Formulate official letter to invite stakeholders to participate			exhibition
		make a promotion plan, channels of communication, regional newspapers, agricultural magazines, via seed, fertilizer, agro machinery etc companies, websites. Define target groups and the most appropriate channel			publicity
		Make a of logistics plan including: catering, sanitary facilities, parking facilities, exhibition hall, electricity connections, internet connections, first Aid etc			general
	9 weeks	draw up a list of stakeholders: organisation, companies, government etc that could give information, demonstrate their products or do workshops on specific topics. For the company exhibition and demonstrations the companies should contribute in the general costs of the organisation.			exhibition / demonstration /communication
		make a draft schedule for the activities during the day.			exhibition / demonstration
	9 weeks	General announcement on the website and websites of relevant stakeholders			communication
		8 weeks	Devide tasks among organisation team		
	7 weeks	Contact agricultural press (magazines, papers) to do a special on GNSS			publicity
	6 weeks	Contact caterer for offer (food/beverages, furniture)			exhibition / demonstration
		Contact farmers organisations (request they'll send invitations to their members)			communication
		communicate topics for workshops and ask participants to register for the workshops			workshops
		check the total program and with members organising team			general
		final communication plan and actionplan communication			communication
		acquisition of companies to participate in demonstrations and company exhibition/fare (telephone)			exhibition / demonstration
		final workshop program, list of companies participating in exhibition and demonstrations			exhibition / demonstration/workshops



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When (week nr)	time till D-day	What (tasks/ actions)	Who (who is/are going to execute) first mentioned is key person	task/action done	Category	
	5 weeks	registration for workshops			workshops	
		Invitation for exhibition and demonstration mailing			exhibition / demonstration	
		sending invitations for visitors to participating companies + a letter of introduction and recommendation.			exhibition / demonstration	
		Send invitations to farmers organisations			exhibition / demonstration	
		contact workshop leaders on content of the workshop			workshops	
		make a list of reporters to attend workshops (for communication of workshop results if planned)			workshop	
	4 weeks	phone companies that did not react on the invitation for the demonstration and exhibition			exhibition / demonstration	
		press release for agricultural and regional press			publicity	
	3 weken	inventory of materials needed like flag poles, beamers, internet connection, projection screens, blackboards, flipover, sound system, first aid post, etc.			general	
	2 weken	contact with catering company on details of the services needed			general	
		final list of companies for demonstrations and exhibition			exhibition / demonstration	
		contact location manager on availability of services mentioned in logistics plan			exhibition / demonstration	
	1 week	make a scenario for the day including all actions and responsible persons (who, what and when)			exhibition / demonstration	
		Make a detailed layout for the exhibition and demonstration area (where and what)			exhibition / demonstration	
		workshop program how name participants to attend workshops including workshop schedule			workshops	
		preparation exhibition and demonstration area			exhibition / demonstration	
		prepare handout for visitors on activities and organisation of the day			general	
	2 days	indicate exact locations for demonstrations and exhibition for companies			exhibition / demonstration	
		contact press (telephone) about attendance			publicity	
	1 day	arrange room for workshops (tables, chairs, beamers, screens, markers etc)			workshop	
		host for arriving machines for demonstrations			exhibition / demonstration	
		installation of flagpoles sanitary facilities etc			algemeen	
		preparing team of hosts			markt	
	D-Day	put in place indicating signposts			general	
		put in place flags and banners of participating companies			general	
		organise parking lot 2 - 3 man to guide traffic			general	
		host visitors workshops			workshops	
		coördination workshops			workshops	
		host visitors of demonstration and exhibition			exhibition / demonstration	
		coordination exhibition and demonstrations			exhibition / demonstration	
		host press journalists			general	
		press conference room			general	
		coffee tea water in rooms workshops			workshop	
		first aid post			general	
		- 1 week	evaluation of the day			general
		- 1 week	communication of results and reports of workshops			publicity

Appendix 2. Example writing plan

Writing plan for Precies2007

SUBJECT	B	NO	NOM G	LM	AD	AM	PP	AG	WEEK
N-sensor	X								12
Variable NPK fertilizing		X							13
GEO-tool for sampling			X						14
Haulm killing				X					15
Crop growth monitoring					X				16
Opticrop	X								16
Agrovision	X								16
Review of handheld GPS	X						X		16
Precision in animal husbandry								X	17
System integration				X					20
PPO						X			18
Plant Research International special							X		19
Fine tuning N fertilization using remote sensing information		X							22
Latest precision techniques				X					23
Farming with satellites			X						24
Variable soil sampling					X				25
Galileo system								X	27
Announcement of event with program	X	X	X	X	X	X	X	X	26
Precision agriculture special	X		X						22 & 17
Steering systems		X							18
Traffic line planning						X			25

Press:

B Boerderij

NO Nieuwe Oogst

NOMG Nieuwe Oogst Magazine Gewas

LM Landbouwmechanisatie

AD Agrarisch Dagblad

AM Akker magazine

PP Plattelands Post

Ag Agri-monitor