

EU Danube Region Strategy

PA 8 LIGHTHOUSE

DIGITALIZATION, ARTIFICIAL INTELLIGENCE, METAVERSE & VIRTUAL WORLDS



DIH Agrifood Demo Farms

ITC Murska Sobota, Slovenia

Basics

Acronym: DEMO FARMS

Name: DIH AGRIFOOD Demonstration Farms



Country: Slovenia

Scoring: 47/50

Project Coordinator:



ITC Murska Sobota



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Darja Kukovic



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Key Project Data:



Since 2023



approximately
1.000.000 EUR

Funded by:

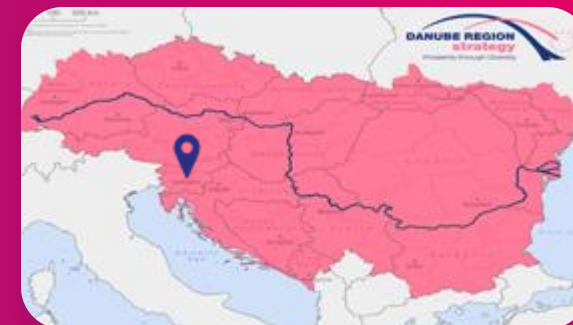
- EDIH (Digital Europe)
- Horizon Europe
- Horizon 2020
- EIP-AGRI

Consortium

ITC - Innovation Technology Cluster Murska Sobota

Institute of Agriculture and Forestry Murska Sobota

Regional agricultural advisory office



About the project

The **DIH AGRIFOOD DEMO FARMS** initiative is a user-centered, place-based ecosystem that brings together farmers, agricultural advisors, technology providers, and scientists to collaboratively **research, co-design, test, and demonstrate innovative solutions in real farm environments**.

By gathering all actors and by implementing **cutting-edge technologies** like AI, robotics, and digital twins directly in agricultural settings, the program will:

- Accelerate the adoption of new practices
- Improve farming methods
- Supports evidence-based policy development

Mission:

Create one of **Europe's most advanced, digitized rural regions for food production and supply**, based on the cooperation of all actors in the food system.



INNOVATION

DIH AGRIFOOD DEMO FARMS offers an **advanced and innovative co-creation concept**, representing a foundation for true food system transformation. The project involves actors and stakeholders in **systemic research and co-design, testing, monitoring, evaluation and demonstration of solutions in real-life settings**.



TECH-DRIVEN TRANSFORMATION

To improve farming practices, DIH AGRIFOOD DEMO FARMS **accelerate the adoption of new technologies and support policy development**.

Methodology

DIH AGRIFOOD DEMO FARMS is following three main building blocks, as a basic principle:

Exploration

Understanding the current state and designing possible future states. Involving users early in the creative process helps to identify new and emerging user patterns.

Experimentation

Real-life testing of one or more proposed future states.

Evaluation

Assess the impact of the experiment in relation to the 'current state' to inform the 'future state'.

The following principles are core within Demonstration Farms methodologies:

Real-life setting

Multi-
Stakeholder
Participation

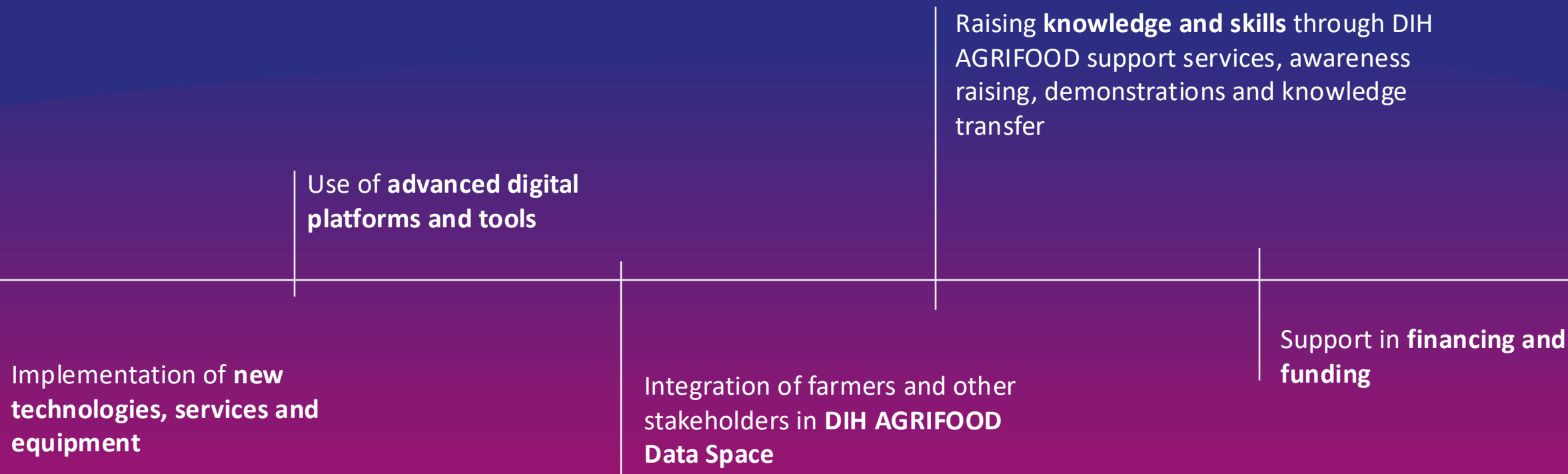
User
engagement

Co-creation

Multi-Method
Approach

Activities

DEMO FARMS comprise five large groups of activities and services:



Impact

Results and Impact of the DEMO FARM project:

- Project is active in **more than 10 farms (or: 20 sites)**
- Farmers are using advanced digital tools (e.g. Digital FieldBook, MyFarm, Benchmark, Farm manager) and become users of Data Space
- Creation of a cross-collaboration environment
 - Various actors can work together on themes of common interest
 - They replicate actions and solutions, compare results, exchange good practices and validate methodologies
 - Benefits from cross-fertilisation within a local or regional setting





DIH AGRIFOOD Demonstration Farms



**Steinbeis
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Gospodarska
zbornica
Slovenije

Chamber of Commerce
and Industry of Slovenia



Interreg Programme
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Labour and Tourism



DIH AGRIFOOD Demonstration Farms

