

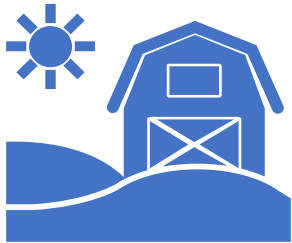
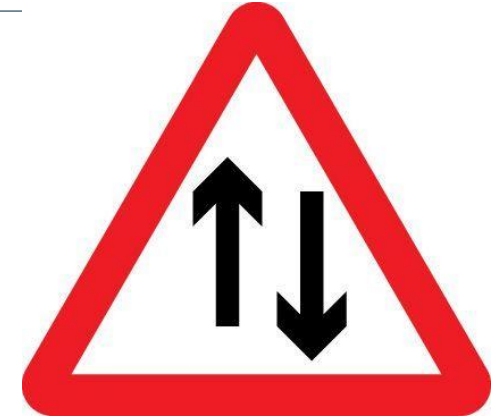
Knowledge exchange for best practice



Date 7th December 2022

What is Knowledge Exchange/Transfer

- Knowledge transfer is **one-way process**
- Knowledge exchange is **a two-way process**
- Those with knowledge
 - **Own** benefit
 - **Share** for wider benefits



Variety of ways farmers share knowledge
- evolved with social media



Social **bonds** – Trust

Small groups

Larger groups and online

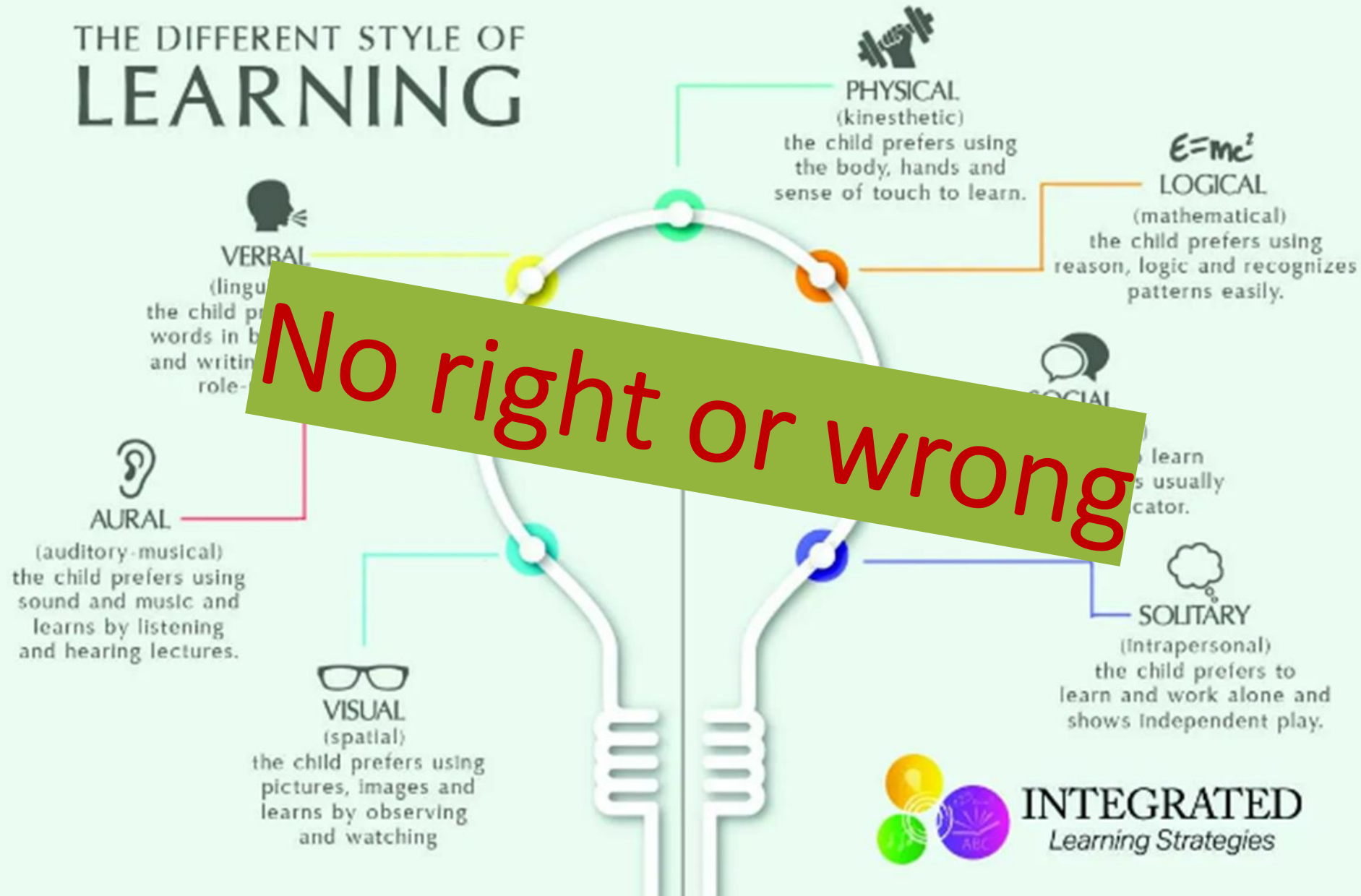
People

- Change is constant
- Some resist, some are willing
- Different characters



#addtexeladdvalue

THE DIFFERENT STYLE OF LEARNING



Learning styles

- Visual (**Seeing**)
- Auditory (**Hearing**)
- Reflective (**Reading and thinking**)
- Kinesthetic (**Feeling**)



Different ways

- Distribute
 - Same message
 - Different ways
 - To target different learning styles

Articles

Social media

Website

Hard copy
booklets and
leaflets

Texel clubs

Stakeholder
engagement

Sales

Shows

Tools and
resources

Youth
Development

Events /
webinars

Project work

Target

- Target messages –Simple and to the point
- Show reason or value for ease of adoption



Learning – taking it in

Tell

Tell me and I'll forget

Show

Show me and I'll remember
(30% adoption)

Involve

Involve me and I'll understand
(70% adoption)



To engage with farmers

- Short, sharp sentences, no waffle
- Percentages work well
- Offer more than one call to action
- Impact needs to be believable
- Avoid jargon or acronyms
- Use context not vague
- Infographics and visual formats
- Multi-channel
- Simple – more likely to be received and understood



Conclusion



Think about:



The messenger



Environment

**The Messenger
is The Message**



Seeing is
believing



People are
different

