

## PRACTICE ABSTRACT: 6



Sustainable PARasite Control  
in Grazing Ruminants

### Organizing inspiring meetings for farmers and farm advisors to facilitate knowledge-exchange on sustainable worm control practices

Transferring knowledge from research to farmers and farm advisors can be challenging. Demonstrations and network meetings are great tools to bridge this gap. In this practice abstract, we share some key tips and tricks to organize a successful meeting and so to facilitate knowledge-exchange and the adoption of sustainable worm control (SWC) practices.

#### Connect the topic to themes that matter to the audience.

From our interviews and focus groups in the SPARC project, we learned that interest in worm control can be rather low in some sectors. To spark interest, we found it helpful to link SWC meetings to other topics perceived as more interesting, e.g. grassland production, other infectious diseases, or antimicrobial resistance.

#### Tailor invitations to boost attendance.

How participants are invited can also influence attendance. We found that farmers, for example, are more likely to come if the invitation comes from someone they know and trust. Word of mouth and clear, targeted communication can make a big difference in boosting the attendance rate.

#### Discuss the timing with the audience.

Scheduling matters and can vary depending on the group that is addressed. As such, it's important to consult the audience about the best time for the meeting. If in-person meetings are challenging, organizing online sessions can also be considered. Our experience shows that online meetings often attract more participants, but for hands-on learning, face-to-face meetings are generally more effective.

#### Encourage discussion alongside presentations.

To enhance learning, opportunities for interaction beyond lectures should be created. This can be informal, such as including a light lunch or extended coffee breaks, or more structured, such as moderated group discussions, farm visits, or demonstrations. Having a moderator during these sessions is helpful to ensure all participants, including quieter ones, feel comfortable contributing and asking questions.



To improve the return-on-investment of organizing meetings or demonstrations, and improve the adoption of sustainable worm control (SWC) practices, it is important to be well-prepared, have a schedule that fits the attendees and (various) interesting topics. Facilitating interaction, discussion and demonstration can attract more attendees and improve peer – learning.



Funded by  
the European Union

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