

November 19, 2025
10h-11h30 CET
Online



ISS in action: Overcoming Barriers to Innovation on Small and Medium Farms

This WoW webinar highlights practical examples of how small and medium-sized farms overcome barriers to innovation and keep developing new ideas even when resources, time, or funding are limited. Through real-life stories, the session explores how networks, advisors, peer learning, and an entrepreneurial mindset can help farmers and rural actors sustain innovation and turn challenges into opportunities.

Agenda

10:00 - 10:20

Introduction to the event and the ATTRACTISS project
Maria Suomela, ProAgria and Ana Allamand, Soil Association, Tuija Kallio, Finnish Rural Network

10:20 - 10:35

Starting out as a farmer: innovation journey to succeed, Arta Zikmane, Latvia

10:35 - 10:50

Smart Farming Thematic Group – Regularity to keep multi-actor network connected, Petri Linna Jyväskylä University of Applied Sciences member of the thematic group

10:50 - 11:05

Learning Beyond Borders: Study trips supporting peer learning and knowledge sharing among beef farmers, Jane Mättik from the Estonian Beef Breeders Association

11:05 - 11:20

Advisor's story: How Dutch farmers keep innovating despite uncertain funding – a testament to entrepreneurial, “can-do” spirit. from Djessie Donkers/ ZLTO, Netherlands

11:20 - 11:30

Your experiences and questions!

Key Learnings

- Innovation thrives through collaboration – Lasting network keep ideas and progress moving.
- Mindset matters as much as resources - attitude helps farmers innovate despite limited resources.
- Peer learning accelerates change – Sharing experiences builds confidence and speeds up adoption of new practices.

Who should join?

- Advisors, innovation support services and other providers of specialized services
- Researchers and academics
- Farmers
- Networks
- AKIS coordination bodies