

## DiverIMPACTS

### Diversification through Rotation, Intercropping, Multiple cropping, Promoted with Actors and value-Chains Towards Sustainability

#### *Deliverable D7.4 - Videos and written documentation of success stories of crop diversification throughout Europe.*

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CI Classified, as referred to Commission Decision 2001/844/EC	
CO Confidential, only for members of the consortium (including the Commission Services)	

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Contents

- 1. Introduction ..... 3
- 2. Selection process ..... 3
- 3. Videos and Storyboards ..... 3
  - 3.1 Videos produced to date ..... 4
  - 3.2 Storyboards produced ..... 4
- 4. Written success stories ..... 4
- 5. Why videos and written documentation? ..... 5
- 6. Guidance on how to create the video ..... 6
- 7. Dissemination and communication of the videos and written documentation ..... 6
- 8. Annexes ..... 7
  - 8.1 Belgian Storyboard- Organic production for human consumption: diversification in the field and on the plate ..... 7
  - 8.2 Hungary Storyboard- Crop diversification experiences at Csorszlya Farm ..... 9
  - 8.3 Polish Storyboard- Maximum diversification of organic farming to stabilise farm income ..... 11
  - 8.4 DiverIMPACTS Success Stories of crop diversification across Europe webpage ..... 14

## 1. Introduction

This document outlines the DiverIMPACTS videos and written documentation of success stories of crop diversification throughout Europe. LEAF (Linking Environment and Farming) are the task lead on this deliverable with support from work package lead FIBL (Research Institute of Organic Agriculture). Each story defines the barriers, opportunities, and successes of crop diversification, specifically focusing on three key messages:

1. Demonstrate crop diversification on a range of commercial farms, farm types and countries
2. Share successes and how crop diversification strategies have been implemented
3. Highlight the range of crop diversification approaches which can be implemented

The three key messages will be portrayed by disseminating DiverIMPACTS activities by promoting and communicating crop diversification through:

- a. A short film (2-4 minutes long) - using videos to portray success stories
- b. Written documents published on the DiverIMPACTS website.

## 2. Selection process

WP1 partners identified and analysed factors of success and failure associated with a variety of crop diversification experiences, including those which are already represented in the consortium through the case studies.

Stand-out success stories were chosen by WP1 lead, and then partners were asked to be involved in the dissemination and communication through videos and written documentation of the success stories. Figure 1 shows this process, from story selection to dissemination and communication of key messages to the wider DiverIMPACTS community.



Figure1: Video and written documentation of success stories of crop production throughout Europe process (Authors own, 2020).

## 3. Videos and Storyboards

Partners from five European countries agreed to participate in the dissemination and communication of crop diversification through the production of videos. LEAF (UK) and FiBL (Switzerland) have both produced a short video of their individual success stories, which have been published on the DiverIMPACTS YouTube channel and website. A following three success stories were due to be transformed into video documentation in Spring 2020. However, these have been delayed due to COVID-19 pandemic restrictions put in place across Europe since March 2020, and which is still ongoing in many countries. Filming was due to take place in March/early April to catch the best of crop

diversification, but due to restrictions and government guidelines on not-essential travel surrounding the COVID-19 pandemic, the remaining videos have been put on hold until restrictions are lifted. However, we do envisage these videos to be produced later this year.

### 3.1 Videos produced to date

- › Title: Combined rotation, cover cropping and companion cropping  
Produced by: LEAF (Linking Environment and Farming), UK  
<https://www.youtube.com/watch?v=3mkws6luqSY>
- › Title: Increasing domestic protein supply with intercropping: A success story from Switzerland  
Produced by: FiBL (Research Institute of Organic Agriculture), Switzerland -Laura Kemper  
<https://www.youtube.com/watch?v=PAyIDfBn2OI> (English version)  
<https://www.youtube.com/watch?v=VUMpeMaalk0> (German Version)

### 3.2 Storyboards produced

Since LEAF has expertise in producing and editing videos, they provided partners with a storyboard template. Partners then adapted the storyboard according to their success story and plans for filming. LEAF, which is responsible for producing the majority of the videos for the project, will edit the raw footage provided by the partners in order to produce the final videos. The storyboards therefore not only help partners plan and structure their videos but also provide LEAF with the information they need to in order to finalise the videos (see section 6 for more information). Due to the delay in filming because of COVID-19, the following storyboards have been produced to demonstrate what will be incorporated in each video:

- › Title: Producing food for human consumption while enhancing arable land: crop diversification in an organic farm in Wallonia (Annex 8.1)  
Author: Louise Legein & Frederic Vanwindekens, CRA-W (Walloon Agricultural Research Centre), Belgium
- › Title: Crop diversification experiences at Csoroszlya Farm in Hungary (Annex 8.2)  
Author: Jade Ducretot, OMKI (Hungarian Research Institute of Organic Agriculture), Hungary
- › Title: Maximum diversification of organic farming to stabilise farm income (Annex 8.3)  
Author: Pawel Radzikowski, IUNG-PIB (Institute of Soil Science and Plant Cultivation, State Research Institute), Poland

## 4. Written success stories

Alongside the videos, seven success stories have been documented. In some cases, these expand on the video content and in others, where filming was not possible, partners provided written documentation. Written documents are accessible on the DiverIMPACTS website and will feature in the DiverIMPACTS newsletter. There is also potential for some to be developed into practice abstracts. The following written success stories have been published on the DiverIMPACTS website <https://www.diverimpacts.net/success-stories.html> a screen shot of the webpage can be found in annex 8.4.

- › Title: Maximum diversification of organic farming to stabilise farm income  
Author: Pawel Radzikowski, IUNG-PIB (Institute of Soil Science and Plant Cultivation, State Research Institute), Poland

<https://www.diverimpacts.net/success-stories/success-stories/maximum-diversification-of-organic-farming.html>

- › Title- Producing food for human consumption while enhancing arable land: crop diversification in an organic farm in Wallonia  
Belgium - CRA-W (Walloon Agricultural Research Centre) Authors- Louise Leggin & Frederick Vanwindekens  
<https://www.diverimpacts.net/success-stories/success-stories/crop-diversification-in-wallonia.html>
- › Title: Crop diversification experiences at Csoroszlya Farm in Hungary  
Author: Jade Ducretot, OMKI (Hungarian Research Institute of Organic Agriculture), Hungary  
<https://www.diverimpacts.net/success-stories/success-stories/crop-diversification-at-csoroszlya-farm.html>
- › Title: Combined rotation, cover cropping and companion cropping  
Author: Emily Trivett, LEAF (Linking Environment and Farming), UK  
<https://www.diverimpacts.net/success-stories/success-stories/combined-rotation-cover-crops-and-companion-cropping.html>
- › Title: Increasing domestic protein supply with intercropping: A success story from Switzerland  
Author: Laura Kemper, FiBL (Research Institute of Organic Agriculture), Switzerland  
<https://www.diverimpacts.net/success-stories/success-stories/increasing-domestic-protein-supply-with-intercropping.html>
- › Title: Cover crops to reduce nutrient leaching in Sweden  
Author: Raj Chongtham Iman, SLU (Swedish University of Agricultural Sciences), Sweden  
<https://www.diverimpacts.net/success-stories/success-stories/cover-crops-to-reduce-nutrient-leaching.html>
- › Title: Soybean in Flanders  
Author: Bram Vervisch and Lieven Delanote, INAGRO (Research and Advice in Agriculture and Horticulture), Belgium  
<https://www.diverimpacts.net/success-stories/success-stories/soybean-cultivation-in-flanders.html>
- › Title: Implementation of catch crops for drinking water protection  
Author: Hauke Ahnemann, LWK (Chamber of Agriculture Lower Saxony), Germany  
<https://www.diverimpacts.net/success-stories/success-stories/catch-crops-for-drinking-water-protection.html>

## 5. Why videos and written documentation?

Video filming is becoming one of the most popular type of online content currently available. It is easily shareable and increases reach of an event and communication. Video filming shows practices in action with real farmers and other actors demonstrating differing crop diversification strategies across Europe. It is a great way to report results and, in this case, success of crop diversification practices. For viewers, it can help them to understand the project and people within it and become more personal than reading just a set of results. A video shared within social media channels can also help to link viewers to further areas of the project and increase engagement of the project as a whole.

Written documentation is another means of addressing the project target audience, without requiring as much investment as videos. By providing these stories on the DiverIMPACTS website and in the newsletter, we can reach those who have already shown an interest in the project and raise awareness

of these strategies. The stories are written in a way that is easy to understand and clearly identifies the reasons that the strategies were successful in these cases. As a result, readers can easily pick and choose which topics they want to learn more about.

By disseminating selected success stories using both means of communication, we can also provide a wider range of information and help draw attention to both mediums. These strategies are also well suited for further dissemination in order to reach a wider target audience. See section 7 for more information.

## 6. Guidance on how to create the video

A storyboard is a very important part of the pre-production process of videos because it clearly conveys how the story will flow, as you can see how your shots work together. It also allows the person preparing the video to see potential problems that would otherwise go unnoticed, ultimately saving time. Furthermore, the majority of the videos planned for this deliverable are on farm, where many farmers only have a small amount of time to give in a Q & A (Question Answer video). Pre-planning can help the person involved in the video prepare, in this instance by sending the pre-set questions before filming.

Having a storyboard also helps with interaction between LEAF and other partners as LEAF supports the filming and give guidance where needed. Storyboards have also been an advantage to this deliverable to show the content of the planned videos currently delayed due to COVID-19.

## 7. Dissemination and communication of the videos and written documentation

Firstly, the videos are uploaded to the DiverIMPACTS YouTube channel, which allows for ease of sharing among partners and other DiverIMPACTS stakeholders. The videos will also be shared through the following channels:

- › DiverIMPACTS Website / Partner websites <https://www.diverimpacts.net/service/videos.html>;
- › DiverIMPACTS social media channels / Partner social media channels;
- › Partner YouTube channels;
- › Written documentation pages via links to the videos.

The written stories are also shared through a number of channels:

- › DiverIMPACTS website <https://www.diverimpacts.net/success-stories.html> ;
- › DiverIMPACTS newsletter;
- › DiverIMPACTS social media channels / Partner social media channels;
- › Links to/from the videos (where applicable) for more information;
- › Potential to be adapted into practice abstracts.

## 8. Annexes

### 8.1 Belgian Storyboard- Organic production for human consumption: diversification in the field and on the plate

#### Questions to ask in video:

- Could you tell us who you are & where is your farm?
  - *Extra guidance: location (geographical and agroecological), how long have you been farming*
- Could you sketch the main steps of the farm since you started farming and the main transitions of your farming practices?
  - *Extra guidance: Organic farming, cover crops, intercropping, new crops, no-till*
- What types of crop diversification approaches have you implemented?
  - *Extra guidance: new crops, intercropping and multiple cropping*
- Could you explain your experiences with mixing two crops that both have to be harvested?
  - *Extra guidance: sorting, maturity*
- What were your motivations for diversifying your cropping system?
  - *Extra guidance: finance, ecology, health*
- How did your crop diversification experiences impact your system?
  - *Extra guidance: consequences on the farm: ecology, economic, work...*
- How do you see your cropping system/ crop diversification in the future?
  - *Extra guidance: Will you continue to use the crop diversification approach(es)? Is there anything else you are considering implementation on-farm?*

<b>Audience:</b>	Farmers, Advisors, Consumers
<b>The point of the film</b>	Promote and communicate crop diversification. Disseminate DiverIMPACTS activities
<b>Summarise the 3 main messages you want your film's audience to know, share and use:</b>	<ol style="list-style-type: none"> <li>1. Demonstrate crop diversification on a range of commercial farms, farm types and countries</li> <li>2. Share successes and how crop diversification strategies have been implemented</li> <li>3. Highlight the range of crop diversification approaches which can be implemented</li> </ol>
<b>Any logos, web address, credits and other onscreen info to add to the film</b>	DiverIMPACTS, EC logo and statement. Farm logo (if applicable), Institution Logo: "Centre wallon de Recherches agronomiques (CRA-W)" and regional logo: "Wallonie" (see attached files)
<b>Whose approval of preview required before sharing? (Who do you need to share video with prior to us uploading the video?)</b>	Farmer (Philippe Mattez), CRA-W (Didier Stilmant, Louise Legein, Frédéric Vanwindekens), LEAF, INRA, FIBL

<b>YouTube description and key words to attract traffic and direct to other info</b>	TBC: Organic farming, crops for human consumption,
<b>Any other notes:</b>	Video length: 2 - 3 1/2 minutes

<b>Section in film (E.g. start, section 1/2/3 ect) You can subdivide sections into scenes</b>	<b>What medium: -Film -Still photo -Graphic -Ect</b>	<b>Who is in the shot?</b>	<b>What to say/show or add in narration afterwards?</b>	<b>What activity in the shot?</b>	<b>Notes</b>
Opening Shot	Film	None- B-roll	Video title	Examples include: Pan of field, pan of farmer in field, pan of fields, crop operations	5 secs
Introduction and history of the farm	Film/ photo	Farmer	Farmer and farm introduction, Main steps and transitions & Current on-farm activity	Interview with farmer B-roll of general farm operations	1 min
Types of crop diversification and Example of intercropping	Film/ photo	Farmer and researcher/advisor collecting data	Crop diversification done on-farm. Illustration of a complex intercropping of two harvested crops	Interview with farmer and a researcher. B-roll of crop diversification farm operations	1 min
Experiences and motivations	Film/ photo	Farmer	Experiences (Successes, effects) of crop diversification. Motivations for implementing	Interview with farmer B-roll of products on local store's shelves	1 min
Future	Film	Farmer (advisor or another relevant person if applicable)	Any future crop diversification approaches interested in implementing	Interview with farmer	30 secs
Credits	logos	DiverIMPACTS logo EC logo, CRA-W, Wallonie & statement Farm logo (if applicable)	EC statement	n/a	5 secs



## 8.2 Hungary Storyboard- Crop diversification experiences at Csorszlya Farm

### Questions to ask in video:

- Can you briefly explain who you are and your farm business?
  - *Extra guidance: Farm name, location, how long have you been farming, family farm vs estate.*
- How would you describe you current on-farm activity?
  - *Extra guidance: Crops grown, rotation etc*
- What types of crop diversification approaches have you implemented?
  - *Extra guidance: based on their interview adapt to fit the crop diversification they do e.g.: How have you diversified your rotation on-farm/ what are your experiences with intercropping? What crop mixtures do you use?*
- What are your experiences with implementing the crop diversification experiences?
  - *Extra guidance: Has it improved the farms economic or environmental resilience? Has its improved pest and disease burden on-farm? Etc*
- What were your motivations for diversifying your cropping system?
- How do you see your cropping system/ crop diversification in the future?
  - *Extra guidance: Will you continue to use the crop diversification approach(es)? Is there anything else you are considering implementation on-farm?*

### Storyboard

<b>Audience:</b>	Farmers, Advisors
<b>The point of the film</b>	Promote and communicate crop diversification. Disseminate DiverIMPACTS activities
<b>Summarise the 3 main messages you want your film's audience to know, share and use:</b>	<ol style="list-style-type: none"> <li>1. Demonstrate crop diversification on a range of commercial farms, farm types and countries</li> <li>2. Share successes and how crop diversification strategies have been implemented</li> <li>3. Highlight the range of crop diversification approaches which can be implemented</li> </ol>
<b>Any logos, web address, credits and other onscreen info to add to the film</b>	DiverIMPACTS, EC logo and statement. Farm logo (If applicable)
<b>Whose approval of preview required before sharing? (Who do you need to share video with prior to us uploading the video?)</b>	Farmer, LEAF, INRA, FIBL
<b>YouTube description and key words to attract traffic and direct to other info</b>	TBC once video had been drafted.
<b>Any other notes:</b>	Video length: 2 - 3 1/2 minutes

Section in film (E.g. start, section 1/2/3 ect) You can subdivide sections into scenes	What medium: -Film -Still photo -Graphic -Ect	Who is in the shot?	What to say/show or add in narration afterwards?	What activity in the shot?	Notes
Opening Shot	Film	Fields	Crop diversification experiences at Csoroszlya Farm in Hungary	Pan shot of fields with different crops	5 secs
Introduction	Film	Ágoston Nobilis	Introduction of Csoroszlya farm	Interview with farmer B-roll of general farm operations	30 secs
Types of crop diversification	Film	Ágoston Nobilis and also videos of the different crops	Explain crop diversification done on-farm at the beginning. 10 varieties, and now is around 6-8 types of crops.	Interview with farmer B-roll of crop diversification farm operations	30 secs – 1 min
Experiences and motivations	Film	Ágoston Nobilis	Experiences (Successes, effects) of crop diversification. Motivations for implementing what benefits of crop diversification they experienced, how they solved initial problems with harvesting and storage.	Interview with farmer B-roll of crop diversification farm operations	45 secs- 1 min 30 sec
Future	Film	Ágoston Nobilis	Any future crop diversification approaches interested in implementing, also speaking about the investment in cleaning machine, and seed trading plans as well.	Interview with farmer	30 secs
Credits	Logos	DiverIMPACTS logo EC logo & Csoroszlya farm logo & ÖMKi logo	EC statement	n/a	5 secs

### 8.3 Polish Storyboard- Maximum diversification of organic farming to stabilise farm income

#### Questions to ask in video:

- Can you briefly explain who you are and your farm business?
  - *Extra guidance: Farm name, location, how long have you been farming, family farm vs estate.*
- How would you describe your current on-farm activity?
  - *Extra guidance: Crops grown, rotation etc*
- What types of crop diversification approaches have you implemented?
  - *Extra guidance: based on their interview adapt to fit the crop diversification they do e.g.: How have you diversified your rotation on-farm/ what are your experiences with intercropping? What crop mixtures do you use?*
- What are your experiences with implementing the crop diversification experiences?
  - *Extra guidance: Has it improved the farm's economic or environmental resilience? Has it improved pest and disease burden on-farm? Etc*
- What were your motivations for diversifying your cropping system?
- How do you see your cropping system/ crop diversification in the future?
  - *Extra guidance: Will you continue to use the crop diversification approach(es)? Is there anything else you are considering implementation on-farm?*



#### Storyboard

<b>Audience:</b>	Farmers, Advisors
<b>The point of the film</b>	Promote and communicate crop diversification. Disseminate DiverIMPACTS activities
<b>Summarise the 3 main messages you want your film's audience to know, share and use:</b>	<ol style="list-style-type: none"> <li>1. Demonstrate crop diversification on a range of commercial farms, farm types and countries</li> <li>2. Share successes and how crop diversification strategies have been implemented</li> <li>3. Highlight the range of crop diversification approaches which can be implemented</li> </ol>
<b>Any logos, web address, credits and other onscreen info to add to the film</b>	DiverIMPACTS, EC logo and statement. Farm logo (If applicable)
<b>Whose approval of preview required before sharing? (Who do you need to share video with prior to us uploading the video?)</b>	Farmer, LEAF, INRA, FIBL
<b>YouTube description and key words to attract traffic and direct to other info</b>	TBC once video had been drafted.
<b>Any other notes:</b>	Video length: 2 - 3 1/2 minutes

Section in film (E.g. start, section 1/2/3 ect) You can subdivide sections into scenes	What medium: -Film -Still photo -Graphic -Ect	Who is in the shot?	What to say/show or add in narration afterwards?	What activity in the shot?	Notes
Opening Shot	Film	None- B-roll There are 4 suggestions to show in the first shot: 1. Seat of processing company. 2. Picture of fields from drone. 3. Picture of fields from the ground. 4 Farm location on map or simple animation.	Video title The title of the movie appears on the background of the first shot. “Maximum diversification of organic farming to stabilise farm income” The title is read by the teacher or appears mute.	Examples include: Pan of field, pan of farmer in field, pan of fields, crop operations In the first shot, we don't show the farmer yet, only quick shots from the field and the processing plant.	5 secs
Introduction	Film	Farmer Tomasz Obszański, Magda Obszańska	Farmer and farm introduction Current on-farm activity Tomasz and Magda briefly talk about their farm, localisation, work, processing plant and store.	Interview with farmer B-roll of general farm operations During the speech, we can install shots from the field, processing plant, store and general work carried out on the farm.	30 secs
Types of crop diversification	Film	Farmer Tomasz Obszański, Magda Obszańska	Explain crop diversification done on-farm Tomek and Magda talk about what diversification techniques were introduced on the farm during the project. We focus here mainly on crop diversity, intercropping and new food products.	Interview with farmer B-roll of crop diversification farm operations During the interview, examples of farm diversification practices will be shown: crops, intercropping, and others.	30 secs – 1 min
Experiences and motivations	Film/ photo	Farmer (advisor or another relevant person if applicable?) Tomasz Obszański, Magda Obszańska,	Experiences (Successes, effects) of crop	Interview with farmer B-roll of crop diversification farm operations	45 secs- 1 min 30 sec

		CS10 Monitor as interviewer	<p>diversification. Motivations for implementing</p> <p>The purpose of the interview is to answer the question about the purpose of diversifying the farm and what are its benefits. Examples of success and ways to overcome obstacles will be presented. The interview will be conducted by CS10 Monitor.</p>	<p>In this relatively long scene, it's time to show both the interview and the side shots. Examples of obstacles (weeds, drought and other visible aspects), but also a technical solution will be shown. The detail production process in the field and in the factory can be shown as well. At this point, the film will also feature products.</p>	
Future	Film	<p>Farmer (advisor or another relevant person if applicable)</p> <p>CS10 Monitor, Tomasz Obszański, Magda Obszańska,</p>	<p>Any future crop diversification approaches interested in implementing CS10 Monitor will summarize the initiative's activities and ask for further plans. Tomasz or Magda will talk about current needs, new ideas and plans.</p>	<p>Interview with farmer, Magda or Tomasz</p>	30 secs
Credits	logos	<p>DiverIMPACTS logo</p> <p>EC logo &amp; statement</p> <p>IUNG logo, BARWY ZDROWIA</p>	<p>EC statement</p>	n/a	5 secs

## 8.4 DiverIMPACTS Success Stories of crop diversification across Europe webpage









**DiverIMPACTS**  

**ABOUT PARTNERS CASE STUDIES FIELD EXPERIMENTS SUCCESS STORIES COMMUNICATIONS**

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### Success stories of crop diversification across Europe

Crop diversification has the potential to produce many benefits, such as improved soil nutrient concentrations and soil fertility. However, it also comes with several challenges. DiverIMPACTS has identified several success stories of crop diversification across Europe. The examples below show a selection of these success stories and highlight why certain crop diversification strategies have been successful and what challenges needed to be overcome in order to achieve success.

-  **INCREASING DOMESTIC PROTEIN SUPPLY WITH INTERCROPPING**
-  **COMBINED ROTATION, COVER CROPS AND COMPANION CROPPING**
-  **CROP DIVERSIFICATION AT CSOROSZLYA FARM**
-  **MAXIMUM DIVERSIFICATION OF ORGANIC FARMING**
-  **CROP DIVERSIFICATION IN WALLONIA**
-  **SOYBEAN CULTIVATION IN FLANDERS**
-  **COVER CROPS TO REDUCE NUTRIENT LEACHING**
-  **CATCH CROPS FOR DRINKING WATER PROTECTION**

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**Work package 1**  
Identification of success and failure factors of crop diversification >

(Source: <https://www.diverimpacts.net/success-stories.html> , 2020)