Props to use in Climate Farm Demo

01 **What is a prop?**
A prop is a physical or visual object used to support, illustrate, or enhance a climate smart demonstration or message.

02 **Why using a prop?**
Using a prop in an on-farm demo helps make information clear and practical by showing concepts in a tangible, real-world way, improving understanding and engagement for farmers and other demo visitors.

03 **How to use props?**
Using props effectively starts with choosing simple, relevant objects that clearly support the key message of your demo. Introduce the prop when it adds the most clarity and impact in the event. Explain what it represents, and actively use it in the demo event. You can use a prop in different ways for different purposes:

7 PURPOSES FOR USING A PROP

- **01** Demonstrate a process
- **02** Start a discussion
- **03** Create a sense of recognition
- **04** Highlight climate urgency
- **05** Attract and hold attention
- **06** Make a comparison
- **07** Show a result

4 ways to use props / they can be:

1. **Something physical**

2. **Something measurable**

3. **Something touchable**

4. **Something side-by-side**

Something physical

Show something physical, also think about things that normally remain invisible, underground or out of sight.



An advisor shows plant roots in a demo about cover crops (The Netherlands)



A farmer shows how he grows soybeans and sunflowers and explains the role these crops play in promoting biodiversity and climate adaptation in the north (Germany)

Something measurable

Sometimes, climate effects cannot be seen by the naked eye, but their effects can be measured.



An advisor shows an infrared measurement that shows frost protection in viticulture (France)



An advisor presents data during a demo event about reducing the carbon footprint of a dairy farm (France)

Something touchable

Let participants use their senses by letting them touch, smell, feel or taste something.



Participants can touch and smell props in a demo about feed additives for methane reduction (Switzerland)



Participants touch the soil in a demo about water management (Portugal)

Something side-by-side

The effects of climate-smart farming can become visible when comparing different measures side-by-side.



Small plots during an Estonian demo event with vegetables and free range laying hens (Estonia)



These long-term trial fields show a comparison between plowing versus reduced tillage (Switzerland)

Props in practice

During the demos of the Climate Farm Demo project, many different props are used:

- **The farm** with its fields, animals, crops, orchards, vineyards, pastures, and/or infrastructure as a demonstration prop itself.
- **Machinery** and **other technical equipment** such as tractors, mowing and spraying equipment, milking robots or precision tools such as sensors or drones
- **Digital tools** such as PowerPoints for presentations or other digital visual aids such as digital farm tools and simulators (e.g. carbon calculators)
- **Posters and banners** with GHG results, farm figures, climate risks or climate measures
- **Soil and plant samples** for example soil samples, soil pits, cover crop plants, forage samples, crop samples, biochar, compost or probiotic preparations
- **Animals** themselves, but also feed samples, bedding materials, welfare monitoring tools or animal products such as milk, cheese, butter or meat
- **Monitoring tools** to support evidence-based discussion. Think about soil moister or pH meters, carbon footprint tools (e.g. CAP2ER, Cool Farm Tool, Agrecalc), nitrogen sensors or assessment tools.
- **Interactive tools** to stimulate interaction, reflection and peer-to-peer exchange. For example, scenario cards, pitch boards, postcards to write personal objectives, quizzes, worksheets or group exercises.

Products can be used as engagement tools, specifically useful when there is a mixed audience. For example cheese, milk, wine or fruit tastings but also think about farm shop visits or meals prepared using farm produce.



During a demo event in Estonia, participants are shown the process of cheese making as part of the demonstration. Picture: Thomas Alföldi

Word from Pilot Demo Farmer

> For our demo event, a practical guide was prepared for the participants explaining how to read the landscape for the implementation of water retention techniques. Several practical and participatory exercises were also carried out, in which attendees built small-scale water retention structures to improve understanding. An infiltration ring was also used to show how to calculate soil water-holding capacity. Finally, a laser level was demonstrated to show how to design infiltration strips and contour-line layouts.
> **Jacobo - Spanish Pilot Demo Farmer**





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