

# SEASN NEWSLETTER

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## SEASN COLLABORATES IN TWO NEW PROJECTS THAT FOCUSES ON DIGITAL INNOVATION IN LIVESTOCK FARMING

SEASN is proud to collaborate in two Horizon 2020 projects focused on advancing digital innovation and sustainable practices in livestock farming. Kicking off in Stirling, Scotland, and Paris, France, these projects will focus on advancing sustainable livestock farming and harnessing digital technologies.

### INSIDE :

#### SEASN's Role in the STRATUS Project

STRATUS project has celebrated its achievements in the first year of operation at the General Assembly in Athens, Greece

#### Climed-Fruit Deliverables

Climed-Fruit project has provided new deliverables, that are also adapted for advisors in South-Eastern European region

#### New Projects: DIGI- Rangeland and LiveNet

The end of October marked the conclusion of the i2connect project. Over its five-year span, the project delivered many significant achievements.

#### IALB, EUFRAS, SEASN conference 2025

Announcing the European Advisory Service Networks conference, which will take place in Brussels, Belgium, from June 25th to 26th, 2025.

# About SEASN newsletter

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*The newsletter aims to serve as a hub for knowledge sharing within our network. It will provide the latest updates on SEASN's projects, insights into ongoing activities, and information about upcoming events. Subscribers can look forward to reading interesting articles, reports, and news contributed by members from across Southeast Europe and beyond.*

*We encourage everyone to get involved and make the newsletter a collaborative success. Subscribing is easy—just visit our website and sign up to receive it directly in your inbox. We also invite all SEASN members to contribute content. Whether it's an article, a report, or news from your organization, your input is invaluable. Don't let language be a barrier; we welcome contributions in any language to ensure everyone's voice is heard.*

*By subscribing to the SEASN newsletter, you'll not only stay informed but also gain access to a wealth of knowledge and ideas from across the network. Join us in making this platform a vibrant space for sharing, connecting, and growing together. Subscribe today and be part of the conversation!*

# SEASN'S ROLE IN THE STRATUS PROJECT: STRENGTHENING ADVISORY NETWORKS AND KNOWLEDGE EXCHANGE

The STRATUS project, dedicated to advancing Integrated Fertilization Management (IFM) through collaboration among agricultural advisors across Europe, recently marked its first year with a General Assembly and Annual Consortium Meeting in Athens, Greece. This event gathered representatives from all 14 partner organizations to review progress, exchange insights, and set objectives for the upcoming year. Hosted by the Agricultural University of Athens (AUA), the meeting combined presentations, workshops, and working sessions to further develop the project's impact.

## **SEASN's Contribution to Soft-Skills Training**

A key highlight of the event was a soft-skills training session, designed to enhance advisors' communication and engagement skills. SEASN actively contributed to the event by actively cooperating and helping with some of the workshop activities. The session provided valuable insights into improving advisory interactions with farmers, making knowledge transfer more effective.

## **STRATUS Online Dissemination Event: Sharing Best Practices in IFM**

In parallel with the consortium meeting, the first STRATUS Online Dissemination

Event was held, attracting over 100 participants. This virtual event highlighted innovative approaches to precision agriculture, bio-based fertilizers, and soil quality improvement. Experts shared case studies on drone applications in fertilization, the use of bio-based fertilizers derived from organic waste, and sustainable soil management techniques such as biochar application.

A major outcome of the event was the presentation of 52 best practices in IFM, developed collaboratively by advisors, researchers, and farmers involved in the project. These best practices, covering bio-based fertilization, precision farming, and soil quality management, will soon be available in 10 languages, ensuring wide accessibility for European advisors and farmers.

## **SEASN's Continued Engagement: Future Cross-Visits in Bulgaria and Austria**

Looking ahead, SEASN will organize two Cross-visit events in Bulgaria and Austria. These visits will provide agricultural advisors with hands-on learning experiences at farms and advisory institutions, focusing on innovative fertilization techniques and sustainable farm management to ensure soil quality. They will also facilitate direct exchanges between different participants (AKIS

actors), such as farmers and researchers, further strengthening the STRATUS network and accelerating the adoption of best practices in IFM.

Through its active participation in STRATUS, SEASN is a bridge to bring knowledge of soil quality, Integrated Fertilization management, and more, ensuring that agricultural advisors are well-equipped with the knowledge and skills needed to provide quality advice to farmers.



## STRATUS PROJECT IN A GLANCE:

STRATUS connects advisors across Europe to promote the use of Integrated Fertilization Management (IFM) practices, contributing to the Farm to Fork and Biodiversity Strategies.

### Key Focus Areas

- **Precision Farming:** Optimizing fertiliser use through technology and digitalisation
- **Bio-based Fertilisers:** Sustainable, affordable alternatives to mineral fertilisers
- **Soil Quality:** Farming techniques to improve nutrient management and soil fertility

### Project Scope

- **Duration:** 60 months
- **Countries:** 27 EU member states
- **Budget:** €4 million
- **Partners:** 18 organisations

### Key Results

- 60 on-farm demonstrations
- 104 good practices for optimal fertiliser use
- 48 Best Practices identified and ready for EU-wide adoption
- 150 advisors trained in technical, organisational, and soft skills
- 3 international joint events and 10 country workshops
- Digital platform for knowledge sharing and Nutrient Management Plans

### Support for Advisors

- 10 Communities of Practice in EU countries
- Knowledge exchange on fertiliser use, challenges, and best practices

# CLIMED-FRUIT DELIVERABLES: KEY AGRONOMIC PRACTICES FOR MEDITERRANEAN FRUIT GROWTH

The Climed-Fruit project has recently produced valuable deliverables in the form of digital stories (DS) and extended practice abstracts (EPA). These resources are now available on the Climed-Fruit website as well as on the SEASN website, providing essential information for improving the growth and quality of Mediterranean fruit crops. These resources focus on innovative agronomic practices that are crucial for enhancing both the productivity and quality of Mediterranean fruit plant growth.

The extended practice abstracts provide detailed descriptions of these agronomic practices, supporting farmers and advisors with evidence-based solutions. Additionally, the practices are further demonstrated through engaging video content, which can be accessed on YouTube.

The Institute for Science Application in Agriculture (IPN) from Serbia has played an essential role in successfully producing these deliverables. Their contributions were instrumental in bringing these resources to life and making them widely accessible for agricultural advisors.

As of now, six Digital Stories (DS) and Extended Practice Abstracts (EPA) have been published, including the following:

1. The use of subsurface irrigation in viticulture
2. Spontaneous plant cover in almond trees
3. Green manure in Mediterranean viticulture
4. On-farm production and application of compost tea
5. Improving the shelf life of organic table grapes through an innovative packaging system endowed with a breathable device (BlowDevice® Technology)
6. Late winter pruning to prevent spring frost damage and maintain freshness of the grape/delay ripening

*(All the deliverables can be accessed at [SEASN](#) and [Climed-Fruit website](#))*

These deliverables provide comprehensive insights into how these agronomic practices can be implemented in the field, offering practical advice to improve sustainability and efficiency in Mediterranean farming.

## Key Benefit: Translations Available in Croatian

One of the biggest advantages of these deliverables is that they have been translated into Croatian, making them even more accessible for the SEASN network. This is a significant asset, as it enables advisors in our network to easily access these practices and share them with farmers or publish them on other communication platforms. By having these resources available in Croatian, the information can be distributed more widely, ensuring better uptake and implementation of these agronomic practices across the region.

## What's Next?

In the coming months, SEASN members can look forward to receiving additional agronomic practices that were collected throughout the Climed-Fruit project. These new practices will continue to support advisors in their efforts to improve Mediterranean fruit farming, providing them with valuable insights to share with farmers and further enhance their advisory services.

## DIGITALNE PRIČE I PROŠIRENI SAŽETKI PRAKSE dostupni na hrvatskom jeziku:

1. Podzemno navodnjavanje
2. Spontani biljni pokrov u nasadima badema
3. Zelena gnojidba u mediteranskom vinogradarstvu
4. Proizvodnja i primjena kompostne juhe na poljoprivrednom gospodarstvu
5. Povećanje roka trajanja organskog stolnog grožđa inovativnim sustavom pakiranja opremljenim uređajem za paropropusnost (tehnologija BlowDevice®)
6. Kasna zimska rezidba kako bi se izbjegla oštećenja zbog proljetnog mraza i održala svježina grožđa/odgodilo sazrijevanje



PROŠIRENI SAŽETAK  
PRAKSE br.1



PROŠIRENI SAŽETAK  
PRAKSE br.2



PROŠIRENI SAŽETAK  
PRAKSE br.3



PROŠIRENI SAŽETAK  
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PROŠIRENI SAŽETAK  
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PROŠIRENI SAŽETAK  
PRAKSE br.6



## NEW PROJECTS FOR SEASN: DIGI-Rangeland and LiveNet

SEASN is thrilled to announce the launch and participation in two new projects that will contribute to the modernization and sustainability of agriculture across Europe: DIGI-Rangeland and LiveNet.

### **DIGI-Rangeland: Enhancing Rangeland Livestock Farming with Digital Technologies**

In February 2025, SEASN kicked off its participation in the DIGI-Rangeland project, which focuses on enhancing rangeland livestock farming systems (RLFS) using digital innovations and data technologies. These farming systems play a significant role in the European Green Deal, providing crucial ecosystem services. However, they still face challenges that require support, including extension services, farmer-to-farmer networks, and participatory monitoring and evaluation.

The DIGI-Rangeland network will bring together actors such as farmers, land-users, and agricultural advisors from 10 European countries. The project's goals include:

- Establishing an EU network with farmer groups, innovation hubs, and important stakeholders.
- Identifying the needs, challenges, and expectations of farmers and land-users in rangeland areas.
- Evaluating and assessing digital technologies and innovative solutions for rangeland farming.
- Promoting knowledge sharing and increasing awareness through training, demonstrations, and scaling activities.

This project, based on a multi-actor approach, will foster cross-border collaboration between farmers, advisors, researchers, and other key stakeholders to improve the future viability of rangeland livestock farming systems.





*Kick-off meeting of DIGI-Rangeland project*

### **LiveNet: Building a Network for Sustainable Livestock Production**

The LiveNet project will also be a major focus for SEASN in 2025. Set to officially begin in March 2025 with a kick-off meeting in Paris, France, LiveNet aims to build a network of livestock advisors across the EU to support Sustainable Livestock Production in alignment with the Farm to Fork strategy of the European Green Deal.

This project will focus on enhancing the knowledge-sharing capacity of livestock advisors and increasing the adoption of innovative solutions for sustainable farming. Key goals of LiveNet include:

- Establishing an EU-wide network of livestock advisors that will cover all EU Member States, the UK, and Switzerland, using a twinning approach to connect national networks with associated networks.
- Selecting and validating Innovative Advisory Practices (IAPs) for sustainable livestock production.
- Scaling these solutions through trainings, demo-events, and other outreach activities to encourage adoption by advisors, students, and farmers.

- Facilitating connections between livestock advisors and other regional, national, and EU initiatives to strengthen the role of livestock advisory organizations in Agricultural Knowledge and Innovation Systems (AKIS).

LiveNet's multi-actor approach will engage 20 partner organizations, ensuring the integration of diverse stakeholders from across the livestock sector.



*Kick-off meeting of LiveNet project*






# 64th IALB, 14th EUFRAS and 11th SEASN CONFERENCE 2025




The 64th IALB, 14th EUFRAS, and 11th SEASN Conference will take place on June 25–26, 2025, focusing on “Strengthening the Role of Advisors and Educators in the CAP – Now and in the Future.” The event will explore how advisory services can support farmers in tackling challenges like climate change, cost pressures, and biodiversity loss while aligning with EU policies such as the CAP, the Green Deal, and the Farm-to-Fork Strategy.

Organized by the Free State of Bavaria, in cooperation with IALB, EUFRAS, SEASN, country representations, and Boerenbond Flanders, the conference will feature keynote speakers, workshops, best-practice examples, and policy discussions. On June 25, the plenary session will include expert talks, a position paper presentation, a poster session, and an agricultural policy evening. On June 26, participants will engage in thematic workshops and visit EU institutions for insights into agricultural policymaking.

This is a great opportunity to connect with experts and contribute to shaping the future of advisory services. EUFRAS and SEASN members can benefit from a €30 discount for up to three participants, including young advisors under 35.

 Register now at <https://eveeno.com/ialb-eufras-seasn-2025> Conference materials will be available on the IALB website from June 26.

## Key Information:

-  Location: Representation of the Free State of Bavaria to the EU, Brussels
-  Dates: June 25–26, 2025
-  Topics: Role of advisors & educators, CAP, Green Deal, innovation
-  Discount: €30 for EUFRAS & SEASN members (up to 3 participants per organization)
-  Register here: <https://eveeno.com/ialb-eufras-seasn-2025>

Program is available [here](#)



# SEASNFair's First Event



The first-ever SEASNFair event marked a significant step forward in fostering digitalization, knowledge exchange, and advisory excellence in agriculture. With around 60 participants from across Europe, the event provided a valuable platform to discuss innovative tools and methods that support farmers and advisors.

## A Platform for Learning and Collaboration

Titled “Tools and Methods for Enhancing Digitalization in Agriculture”, the event focused on how advisory services and digital innovations can drive efficiency and sustainability in farming. The high level of engagement highlighted the growing need for educational initiatives and knowledge-sharing events that empower advisors to better serve farmers.

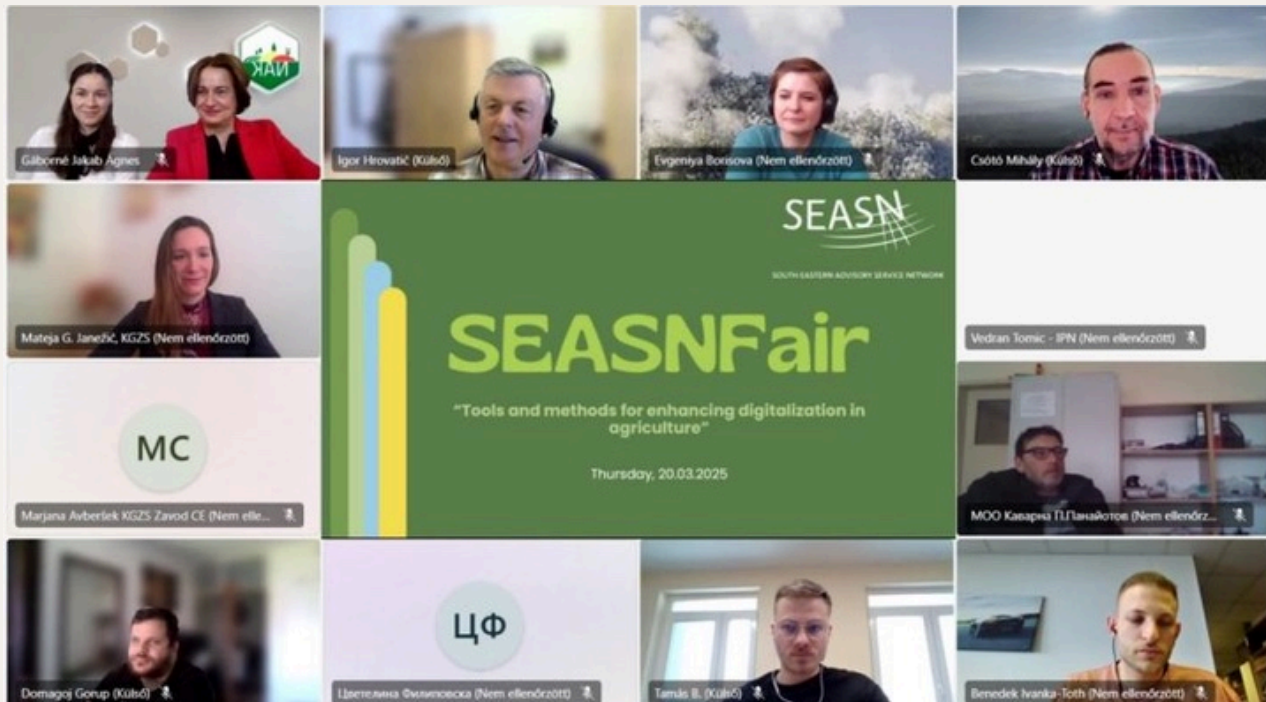
The event featured four expert speakers who shared insights on two key topics:

- **The AEDIH Project** – Presented by Zóra Pók & Ágnes Jakab (Hungarian Chamber of Agriculture) & Mihály Csótó (Hungarian University of Agriculture and Life Sciences), this session introduced the Agricultural European Digital Innovation Hub (AEDIH). The project aims to train advisors in digital tools and strategies that improve farm productivity and efficiency, helping them navigate the digital transformation of agriculture.
- **ISM Methodology & SMT Tool** – Mateja Gorše Janežič (Slovene Chamber of Agriculture and Forestry) introduced the Interactive Strategic Management (ISM) methodology and the SMT (Strategic Management Tool). These tools are designed to help advisors guide farmers in developing strategic farm plans, addressing key challenges, and unlocking growth opportunities.

## A Strong Demand for Knowledge Exchange

The overwhelming participation and active engagement throughout the event reaffirmed the strong need for continuous professional development and strategic knowledge exchange in the agricultural sector. Participants expressed great interest in digitalization, innovation, and best practices that can enhance the role of advisory services in South Eastern Europe and beyond.

SEASNFair's success underscores the importance of collaborative learning and networking in building a more resilient and sustainable agricultural future. By equipping advisors with cutting-edge tools and methodologies, we empower them to drive positive change in farming communities.



*SEASN hosted its first online event - SEASNFair*

### **Looking Ahead: More Opportunities to Learn and Innovate**

The success of SEASNFair is just the beginning. We look forward to hosting future editions that will continue to facilitate innovation, advisory excellence, and sustainable development in agriculture. These events will serve as key opportunities to exchange knowledge, explore new technologies, and strengthen collaboration among advisors, farmers, and industry experts.

A heartfelt thank you to all the speakers and participants who made this event possible!

Stay tuned for more SEASNFair activities—exciting developments are ahead!