smart 4 food
innovative microlearning for farmers





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Introductions

My name is Jakub Dvorský and I come from a family that has been engaged in beekeeping since 1943. We run a small family apiary together with a small winery called *Lišovíno* in the village of Lišov. Our work is rooted in traditional farming practices, but we also place strong emphasis on quality, sustainability, and direct relationships with customers.

In addition to farming, we are actively involved in education. We organise training sessions and hands-on workshops in beekeeping and wine production, mainly for small groups. Our target audience consists primarily of people from practice, hobbyists, and beginning farmers who want to gain practical knowledge and real experience directly on the farm.

What Skill Gaps have you identified

The biggest challenge I see is the gap between theory and real-life farm practice. Many participants are familiar with basic concepts but struggle to apply them in everyday decision-making on the farm. There is also a noticeable lack of basic entrepreneurial thinking, particularly in areas such as cost management, pricing, and marketing of products.

In addition, uncertainty and low confidence in using digital tools remain a significant issue. Participants often hesitate to adopt simple digital solutions that could make their work more efficient or improve their communication with customers.

Describe the Training Tools and Methods you find effective

In our experience, the most effective method is clearly *learning by doing*. When participants can try things out directly in the apiary or vineyard, they understand concepts much faster and with greater confidence. Short educational videos and real-life stories from practice also work very well, as they make learning more relatable. What we find essential is the opportunity to ask questions and engage in discussions about specific, real-life situations that participants encounter in their own work.

What Opportunities have you identified?

Digital tools hold enormous potential for improving everyday farm operations, but too often they remain theoretical. There is a lot of talk about innovation, yet many farmers and students struggle to implement even simple solutions. I see a major opportunity in promoting *practical, easy-to-use applications* – such as tracking production, monitoring weather, or managing sales data. The key is to demonstrate that digitalisation actually saves time and money, rather than adding complexity.

What are the challenges in delivering digital education to farmers

The biggest challenge is the low level of basic digital skills, particularly among older or more traditional farmers. Many of them are afraid of technology or simply not interested, because they don't see an immediate benefit. Time is also a major constraint – farmers are extremely busy, especially during the season. That's why education must be simple, practical, and directly applicable. The value of digital tools needs to be tangible from the very beginning.

Recommendations?

My main recommendation is to *connect new technologies – including AI – more closely with real-life farming needs*. It's not enough to introduce tools; we must show how exactly they help in the daily routines of small farms. It's also important to build bridges between traditional farming practices and innovation. Education should come from the bottom up, starting with the real problems and needs of small-scale farmers. Only then will it be relevant and sustainable. to type…

Top Tip

Clearly, learning by doing – learning directly in practice, through one's own mistakes and real-life experience. This approach works best

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