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INDIVIDUAL COACHING FOR THE SPECIFIC DIFFICULTIES OF DIRECT SELLING FARMS



KEY POINTS

- Short-run farms have varying levels of health and technical support, with complex production systems.
- The individual coaching tested on French direct selling farms seems to be an effective measure.
- This coaching method could be disseminated to all advisers for a wider impact.

Direct selling farms : production systems often complex



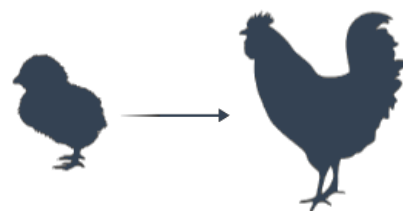
Free-range



Multi-species



Multi-ages



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- Such diverse systems make it difficult to apply **biosecurity standards** in the field.
- Direct selling farms have varying levels of **technical and sanitary supervision**: the presence of a technician and the degree of specialisation in poultry differs depending on the region...

→ **Applying biosecurity is all the more difficult !**

Results of coaching in direct selling farms

The individual coachings were led in Brittany and Center regions, France.

1. The main challenges in complying with biosecurity standards

- Raising awareness of biosecurity among farmers
- Setting up hygiene locks
- Delimiting zones



2. Well-thought-out and implemented solutions

Installation a farm hygiene lock



Partial enclosure of the production zone



Installation of a lime foot bath



3. Satisfied farmers !



"Imagining changes is more difficult than implementing them, I'm delighted with the result!"

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An efficient supporting measure

What are the prerequisites for effective coaching?

- Putting the farmer at the **centre of the improvement process**



Long term motivation

- Sharing **knowledge and ideas** with the farmers and their employees



Operational solutions that can be realised on the farm

How can the use of individual coaching be extended?

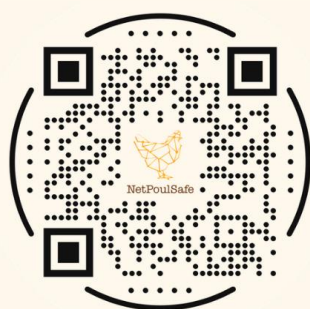
- Disseminating this method **to all the advisers** who work with these farmers
- Creating a network for **sharing solutions found and tested** in different configurations



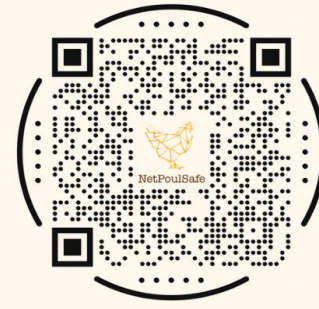
Find out in detail how to carry out coaching and use a biosecurity level assessment tool :



Coaching methodology



The Biocheck.Ugent tool



Discussion between 2 coaching experts

For more information :

[Guide de biosécurité en circuit-court \(en Français\)](#)



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Icons designed by Freepik and BioRender.

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