



NetPoulSafe

VIRTUAL FARM TOUR AS AN ALTERNATIVE TO PHYSICAL FARM TOUR



MAIN KEY POINTS

- **Avoidance as best biosecurity measure**
- **Virtual visit as alternative for physical visits**
- **Importance of sharing different practices**

What is a virtual farm tour?

As suggested by the name, a **virtual farm tour** is a farm tour carried out through a video or live footage of real situations of different farms

It represents a more “biosecure” alternative to the on-site visits and it could be extended to different topics


You will only need to:

1. **Set an objective** → What would you like to achieve with the virtual farm tour?
2. **Create your own video** → For technical stuff, see next page. As for the rest... be creative!
3. **Choose your audience** → Choose wisely and always remember your final objective!
4. **Start!**

Why a virtual farm tour?

As an additional cue to implement biosecurity measures, many farmers argue that seeing other farms and their biosecurity measures is definitely useful

The most straightforward way to implement such **supporting measure** is to physically visit a farm to see and discuss what other farmers do in their farms

 **Think *biosecure!*** If you are going to gather different people in the same place, better not in the farm area!

VIRTUAL FARM TOUR AS ALTERNATIVE TO THE PHYSICAL FARM TOUR

Video-edited farm tour

What you need:

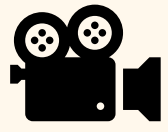
- A farm (**empty period** is recommended!)
- Working **GoPro** or **smartphone**
- Working **video-editing tools**

How to do:

Go to the farm



1



Record

2

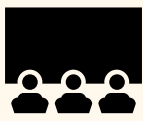
3

Video make



4

Show



Pros:

- Multiple recordings
- Select videos from different farms

Cons:

- Video editing tools and skills
- Time consuming

Live farm tour

What you need:

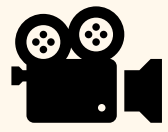
- A farm (**empty period** is recommended!)
- Working **GoPro** or **smartphone**
- Stable **internet connection**

How to do:

Go to the farm



1

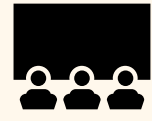


Record live

2

3

Show



Pros:

- Less time consuming
- No need of video editing tools/skills

Cons:

- Limited video selection, internet
- Only one recording



Figure 1. Example of video recording


What's next?

Considering the purposes of the video (either video-made or live streaming), the following steps are **watch it** and **comment it** with a group of farmers

Where

- ❖ **Rooms** large enough to hold many people and possibly provided with a big screen (and with internet connection, if needed). As alternative to the big screen, a laptop should be fine



 **Think biosecure!** If you are going to record a video inside a farm, remember the basic biosecurity rules even while filming!

Who

- ❖ **Moderator**, to facilitate the discussion among the people present
- ❖ **Audience**, namely farmers but also any other relevant person fitting the original objective
- ❖ **External experts**, according to the topic. Great help and support for the discussion!



Tip: gather separately audience with the same interest

How

- ❖ The moderator should make sure to **involve all the participants** and let the **discuss** flow also **among them**
- ❖ Bear in mind the **original objective**. Then, you can shape your discussion accordingly (*i.e.*, watch only the video, make also a presentation, etc.)



Tip: make participants proactive by asking questions directly on the video displayed!

For more information:

- NETPOULSAFE project : <https://www.netpoulsafe.eu>
- [Click here to access an e-learning course on biosecurity in poultry production!](#)

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