Farmer's CoffeeShop

Farmer's CoffeeShop is a visual benchmarking and social networking tool designed to support strategic decision-making on farms, encourage knowledge sharing, and improve the information cycle.

With the CoffeeShop dashboard, users can flexibly represent comparable data across farms in a way that supports real understanding and knowledge.

By sharing outcomes and practices in conversation with other producers, users gain insight based on the variables that matter to their operation holistically, rather than through decontextualized data points.

It's a space where producers can compare and share information to identify best practices for their operation, putting the power of data-driven strategic decision making into the farmer's hands.

WHAT CAN THE COFFEESHOP DO FOR YOU?

Understand your test results and **compare** against our database using innovative visualization tools.

Share and discuss outcomes and methods within your community, or connect with other groups using Hylo and peer-to-peer chat.

Join a community dedicated to answering complex questions using accessible methodology and open-source tools.

Analyze and **share** farm information—**without compromising** your privacy or putting your data at risk.

The Digital CoffeeShop is a **visual benchmarking tool** for better strategic decision making on farms.

It is designed to be a space where producers can enter information about farm management practices, field tests, and lab tests to compare the data to fellow producers to help identify best practices for their operation. The goal is to start conversations in the community, encourage knowledge sharing, and improve the information cycle using fully open source software co-created with the community.

The CoffeeShop will put the power of data driven strategic decision making into the farmer's hands since, after all, *no one knows the farm better than the farmer*.

VALUES: Visual representation of the different values submitted for benchmarking.

FILTERS: More than 50 customizable filters allow you to highlight specific results for easier comparison.

COMMUNICATION: Chat with your community using the Hylo Integration.

AMENDMENT LOG: Click on any value to learn more about the planting and farming practices.
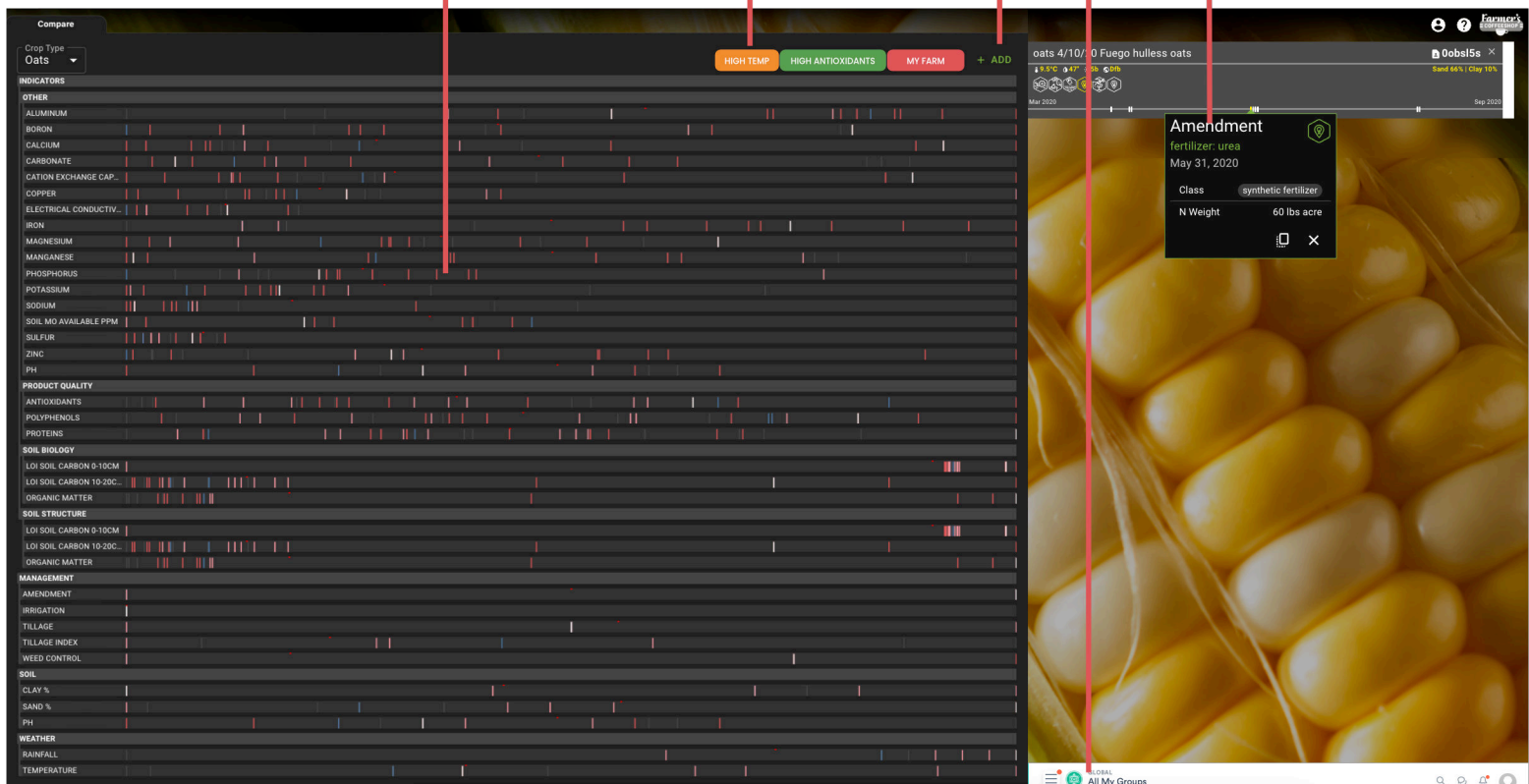
HOW DOES IT WORK?

→ All producers that are interested in participating in the CoffeeShop will fill out an onboarding form in **SurveyStack**. In this form, the producer will enter basic information about the farm such as product details and management practices.

→ That information will then be pushed to their **FarmOS** account. If they do not have a FarmOS account, one will be created for them in the onboarding process.

→ After filling out the initial survey they will have the opportunity to join different groups that are relevant to them and contribute additional information.

→ From there they will be able to benchmark their farm with others in the Digital CoffeeShop and have conversations with other farmers through **Hylo**.
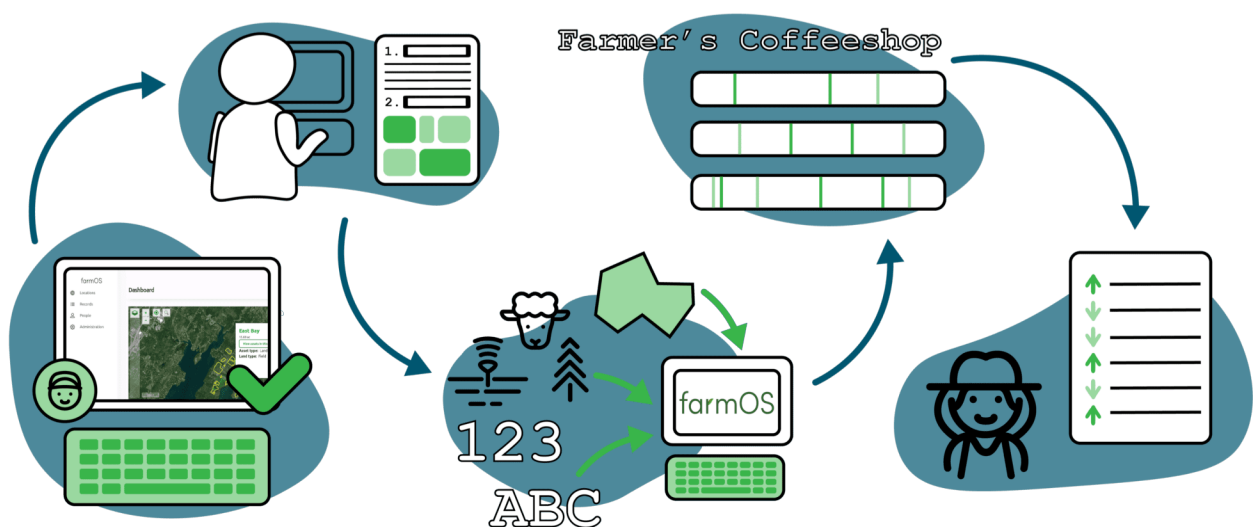
HOW CAN I PARTICIPATE?

There are four ways you can participate right now!
You may choose one or more of the following roles:

- **INDIVIDUALS:** Use the CoffeeShop to identify best practices through benchmarking your data against other producers.

- **RESEARCHERS:** Contribute your expertise and tested field methods to help users identify the best practices for their environment.

- **PROFESSIONAL ORGANIZATIONS:** Support farmers, build place-based communities and help initiate farmer conversations about what matters today.

BACKGROUND

The ability to identify, and therefore support, regenerative practices requires a deep understanding of every region, operation, and field. While some practices are broadly useful in supporting soil and ecosystem health (low tillage, cover crops, reducing pesticide use, etc.), their field-by-field application can only be contextualized by the producers themselves. Regenerative strategies must come from, and be implemented by, producers.

Until now, producers have looked to their neighbor to evaluate their strategies and learn new ones: starting in the local coffee shop. While the ability to communicate has expanded beyond the coffee shop, the quality of that communication remains the same: verbal anecdotes. For modern producers, risky changes to farming practices must be backed by high fidelity, high quality, and contextualized examples - not anecdotes, one-line explanations, or even PDFs provided by extension. This is particularly true if those changes need to propagate quickly throughout a supply chain.

- FarmCoffeeshop.com

- Coffee Shop In-Depth Interview

- OpenTEAM Community Tools & Support Page

- Contact us: info@our-sci.net