



WeLASER - The Focus Group Interview

A set Focused Group Interview (FGI) workshops is planned in the project during which various aspects related to the implementation of the WeLASER device in practice are discussed. The first Focus Group Interview was held with participants from seven countries. It was conducted on-line on the 2nd of December 2021, with representatives of farmers, agricultural associations, agricultural advisors and scientists from Belgium, Denmark, Finland, Spain, the Netherlands, Germany and Italy. Active discussion focused on the opportunities and barriers related to the implementation of precision farming techniques in weed control. The focus group participants also conducted a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats).

It is expected that the FGI results will contribute to the improvement of the design and development of business models for the use of precision farming in weed control and will provide suggestions for European policy in this regard.

The next Focus Group Interviews will be held in Belgium / the Netherlands, Spain and Poland.

Focused Group Interviews, on-line, 2/12/2021

