



Agroinfluencer Maria Hoffmann



THE INNOVATION JOURNEY

Marie Hoffmann holds an MSc in Agricultural Economics and works as a manager on an arable and speciality crop farm in North Rhine-Westphalia in western Germany. This farm is currently being reorganised for regenerative agriculture and serves as a model farm for sustainable and innovative cultivation concepts, such as agroforestry and technology such as robotics. She is working with Soest University of Applied Sciences to develop recommendations for agri solar panels on the farm as part of a research project. Marie has also been a professional agricultural blogger and entrepreneur since 2021.



Marie organises panel discussions, facilitation, and workshops and makes

explanatory videos about agriculture and nature conservation.

THE IMPACTS OF INNOVATION

Marie is passionate about agriculture and loves to talk about it. She asked herself why the image of agriculture in Germany is so poor and came to the conclusion that many people no longer know enough about where their food comes from and what other opportunities agriculture offers for protecting species and the environment. She has one goal: she wants to make agriculture accessible to people. She therefore not only works with various image partners from the agricultural sector to make people curious about innovative production methods such as drone sowing or monitoring animal health data, but also engages in discussions with critics of agriculture. The original idea was to make explanatory videos for people without an agricultural background. Her opportunity lay in the possibilities and reach of social media. This enabled her to reach young people in particular and show the potential of agriculture.

USEFUL LINK

[https://www.marie-hoffmann-landwirtschaft.de/;](https://www.marie-hoffmann-landwirtschaft.de/)

https://www.instagram.com/marie_hfmm97/?hl=de