



International Association of

AGRICULTURAL MUSEUMS

June 25, 2021

As required by the statutes, the General Assembly is receiving the “activity report” drafted by the Secretary General and the financial statement prepared by the Treasurer under separate cover.

AIMA Activity Report for September 2017 to June 2021

Prepared by the AIMA Secretary General, Kerry-Leigh Burchill

AIMA exists to serve agricultural museums (including museum of agricultural technology, the food industry, forestry, horticulture, viticulture, fishing, hunting and other agricultural servicing and processing industries), as well as open air museums and museums that have large agricultural departments or collections and research workers engaged in this field. AIMA promotes cooperation between this array of museums by aiding the exchange of exhibitions and exhibits, encouraging governing bodies to sustain support, making detailed recommendations for collecting and documentation, and providing a vehicle for the exchange of information on exhibition techniques and didactics.

Since the last General Assembly Annual Report in Tartu , Estonia (2017), assembly held on May 12, during the 18TH congress CIMAXVIII , AIMA has made progress towards several of the objectives stated in the Statutes:

- Promote cooperation between various categories of agricultural and rural life museums
 - The AIMA Executive Committee (EC) and membership have collaborated with a number of like minded organizations and individuals to promote research, knowledge sharing, conferences/webinars and panels such as Tiller’s International, Draft Animal Conference, A full list of promoted events can be found on the AIMA website <https://www.agriculturalmuseums.org/events/>
- Promote and encourage all initiatives that aim to interest experts, connoisseurs and museums towards research, exhibit activities, and public engagement
 - Since 2017 the AIMA EC, members and partners have launched a blog function that has featured guest writers on 11 topics (agricultural history, bees, draft animals, field crops, fodder, fruits, plants, rural history, seeds, tools, vegetables) <https://www.agriculturalmuseums.org/articles/>

- Promote and encourage international cooperation enabling better knowledge of museography in agriculture, collection sciences and representation of the development of agriculture up to today
 - AIMA EC members organized and delivered a virtual symposium on November 14, 2020 entitled *Coping with Crisis in Agricultural Museums* <https://www.agriculturalmuseums.org/2021/01/10/aima-virtual-symposium-2020/>
 - A total of 16 newsletters were compiled with articles from museum experts, academia, historians and researchers from around the world. This impressive body of work included a special series of newsletters in 2020 that shared information and support for agricultural museums and peers that were impacted by the global pandemic. <https://www.agriculturalmuseums.org/newsletters/>

- Promote and encourage all action aiming at improving the image of agriculture, its sciences and history, on the international level
 - AIMA EC members and the membership used Twitter and other social platforms to promote links between current events and agriculture museum collections, content and expertise
 - <https://twitter.com/MuseumsAIMA>
 - https://www.youtube.com/channel/UCUlamT_jd2-rBsp9btoOaw

The AIMA Executive Committee met a total of 28 times by videoconference and twice in person for Executive Committee Planning Meetings in Ljubljana, Slovenia (2019) and New Delhi, India (2018).

Highlights/actions resulting from these meetings included:

- AIMA Members Survey in 2018 asking for feedback on topics and services of interest
- A new logo and thematic approach to content development in 2019 →
- New social media channels (Twitter in 2017 & YouTube in 2020)
- Website navigation updates and electronic forms for membership in 2021
- Virtual symposium in response to the AIMA 2020 Congress postponement due to COVID 19
- A shared drive was created to safeguard electronic records and meeting summaries for the Executive Committee
- New Scientific Committee and Advisory Committee peers contributed to the newsletters, blogs and presentations



The Executive Committee heard regular updates on membership status, financial status and stakeholder communications. Some Executive Committee members also

participated in information exchanges with the International Council of Museums (ICOM) with which AIMA is an affiliated organization.

Due to the health crisis restrictions limiting international travel and in-person meetings , the 3-yearly AIMA congress scheduled for July 2020 at the MERL (Museum of English Rural Life) , Reading (UK), has been postponed to July 2021 in the form of a videoconference from July 22 to July 26. Consequently, as voted by the AIMA Executive Committee (EC), the AIMA General Assembly meeting will take place by e-mail correspondence with electronic pre-voting of resolutions on July 26th, as allowed by French law in these exceptional circumstances.