



# **EIP-AGRI Seminar 'Promoting creativity and learning through agricultural knowledge systems and interactive innovation'**

**3-4 December 2015  
Dublin, Ireland**

**All information of the workshop  
available on [www.eip-agri.eu](http://www.eip-agri.eu)  
at the event webpage**

**<http://ec.europa.eu/eip/agriculture/node/1336>**

***“Delivering an integrated package of knowledge,  
information, advisory and training tools”***



**AGRICULTURE AND FOOD DEVELOPMENT AUTHORITY**

***Dr Tom Kelly, Director of Knowledge Transfer, Teagasc***

***Chairman of EUFRAS***

The Irish Agriculture and Food Development Authority

# Agriculture in Ireland is almost exclusively family farm and mainly pastoral-based

140,000 farms  
40,000 fulltime farms  
Av. age 57 years  
20% with successor

## % of Agricultural output

Dairy	36%
Beef	34%
Sheep	4%
Pigs	7%
Crops	14%
Other	5%

## Ireland's Self sufficiency

Beef	673%
Butter	527%
Cheese	1003%



# Teagasc Goals

Improve the **competitiveness** of agriculture, food and the wider bio-economy

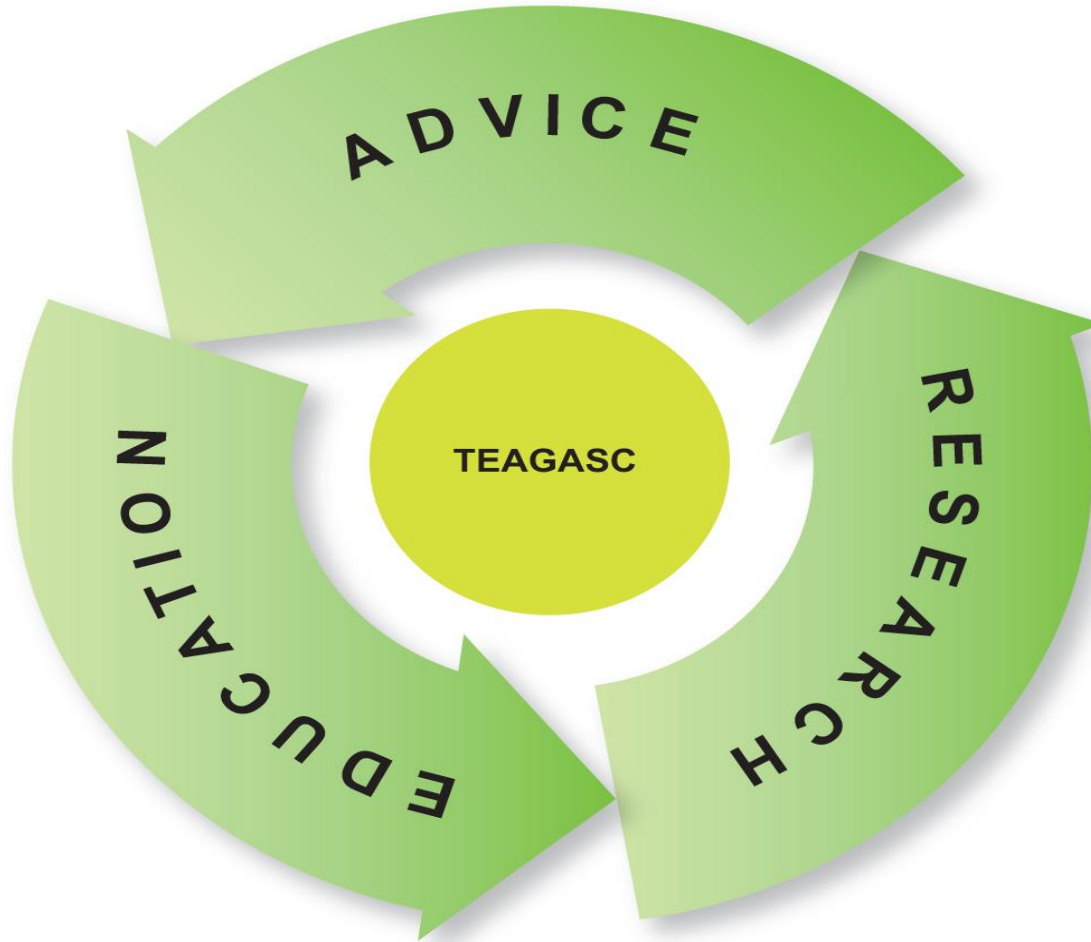
Support **sustainable** farming and the environment

Encourage diversification of the rural economy and enhance the quality of life in rural areas (**viability**)



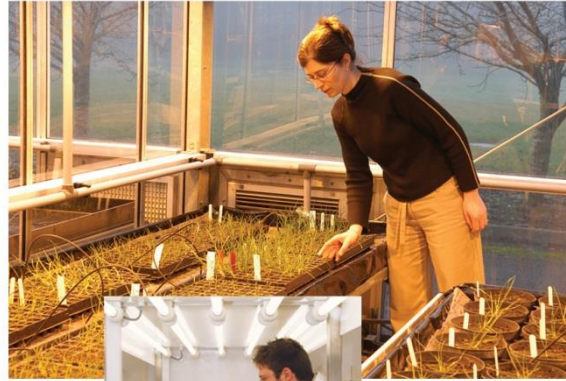
# Role of Teagasc

*Science-based innovation support to agriculture and food sector*

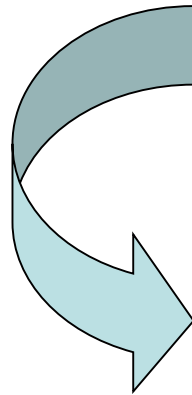
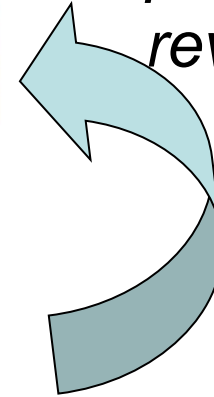


# Integrating Research and Knowledge Transfer

*Researchers create new knowledge*



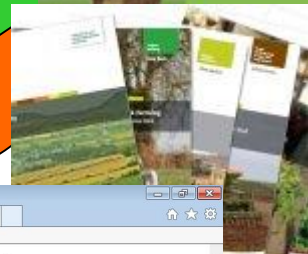
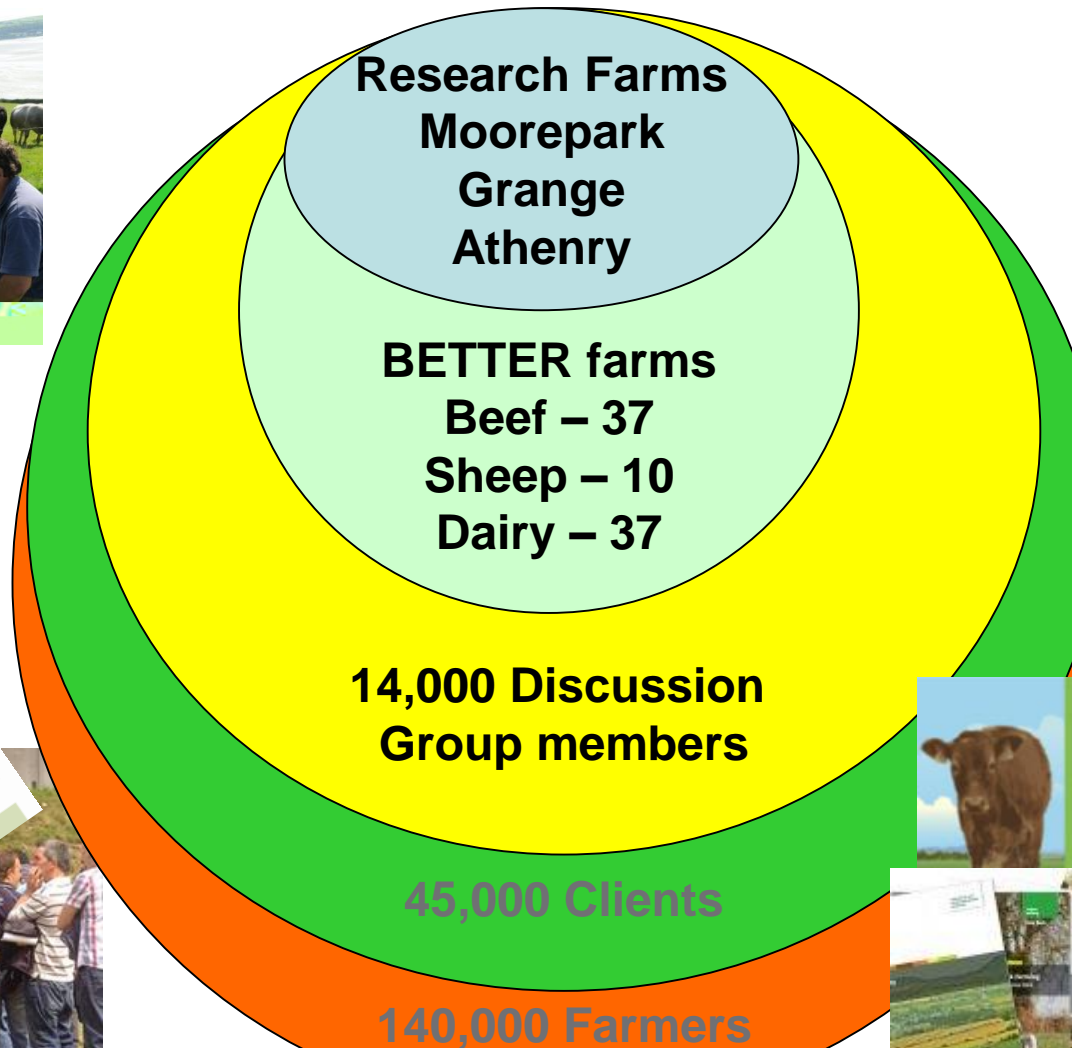
*Stakeholders participate in programme reviews*



*Specialists mould this knowledge into information for farmers*

*Advisers work with farmers to implement the new technology*

# Advisory model - operational version of Teagasc AKIS



http://www.teagasc.ie/advisory/

File Edit View Favorites Tools Help

teagasc  
Agriculture and Food Development Authority

Home About News Events Publications Opportunities Contact Gaelge

Quick Access Menu Go Search... Go

Research & Innovation Knowledge Transfer Education & Training

Knowledge Transfer  
Animal & Grassland  
Dairy  
Cattle  
Grassland  
Sheep  
Pigs  
Crops, Environment & Land Use

Knowledge Transfer

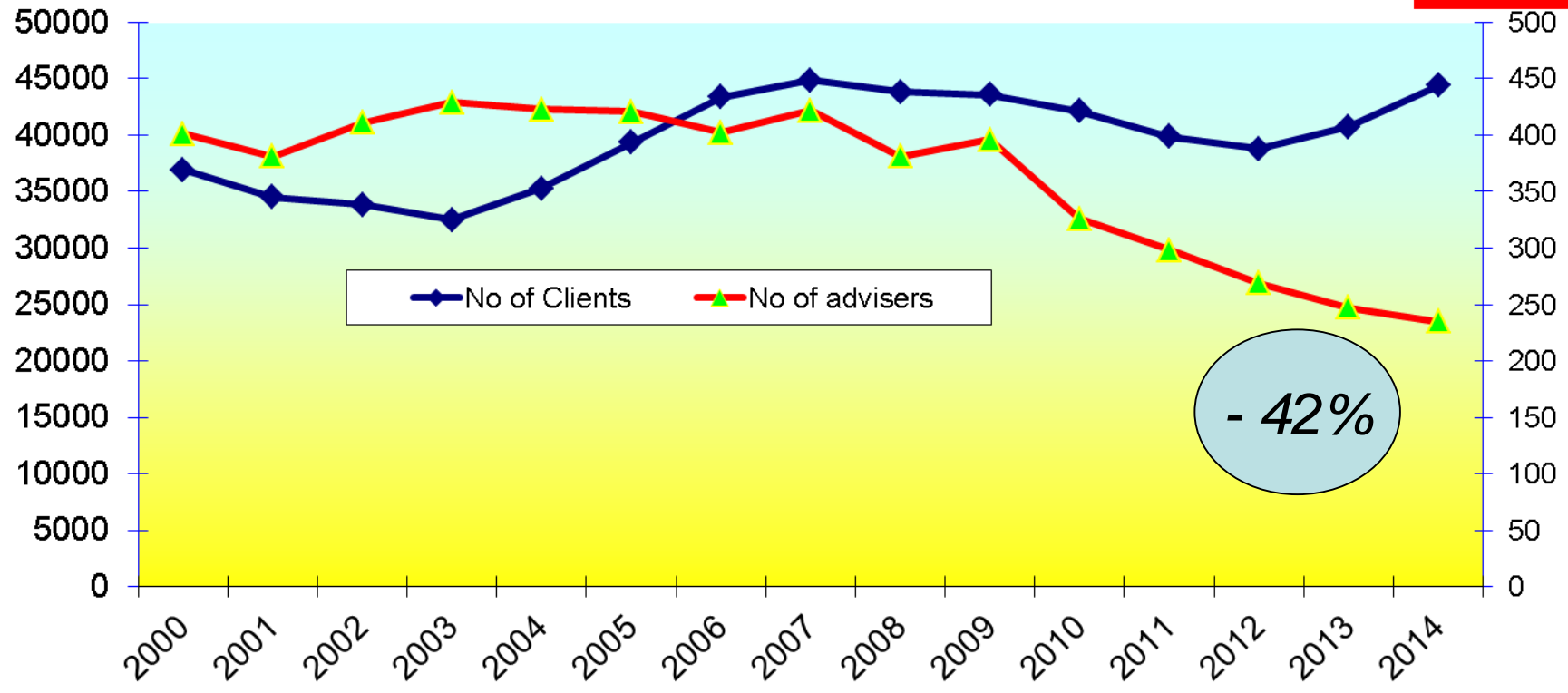


Authority

# Trends in client and adviser numbers 2000 to 2014

Clients

Advisers





# Teagasc client service 2013 to 2015

Year	% of Contracts		
	2013	2014	2015
Club package (office and phone)	34%	36%	41%
Technology (Plus on farm visit)	25%	25%	32%
Discussion Groups ( 6 to 12 meetings)	21%	24%	22%
REPS / AEOS	20%	15%	5%

# Advisory methods can improve effectiveness

## Adviser as Instructor



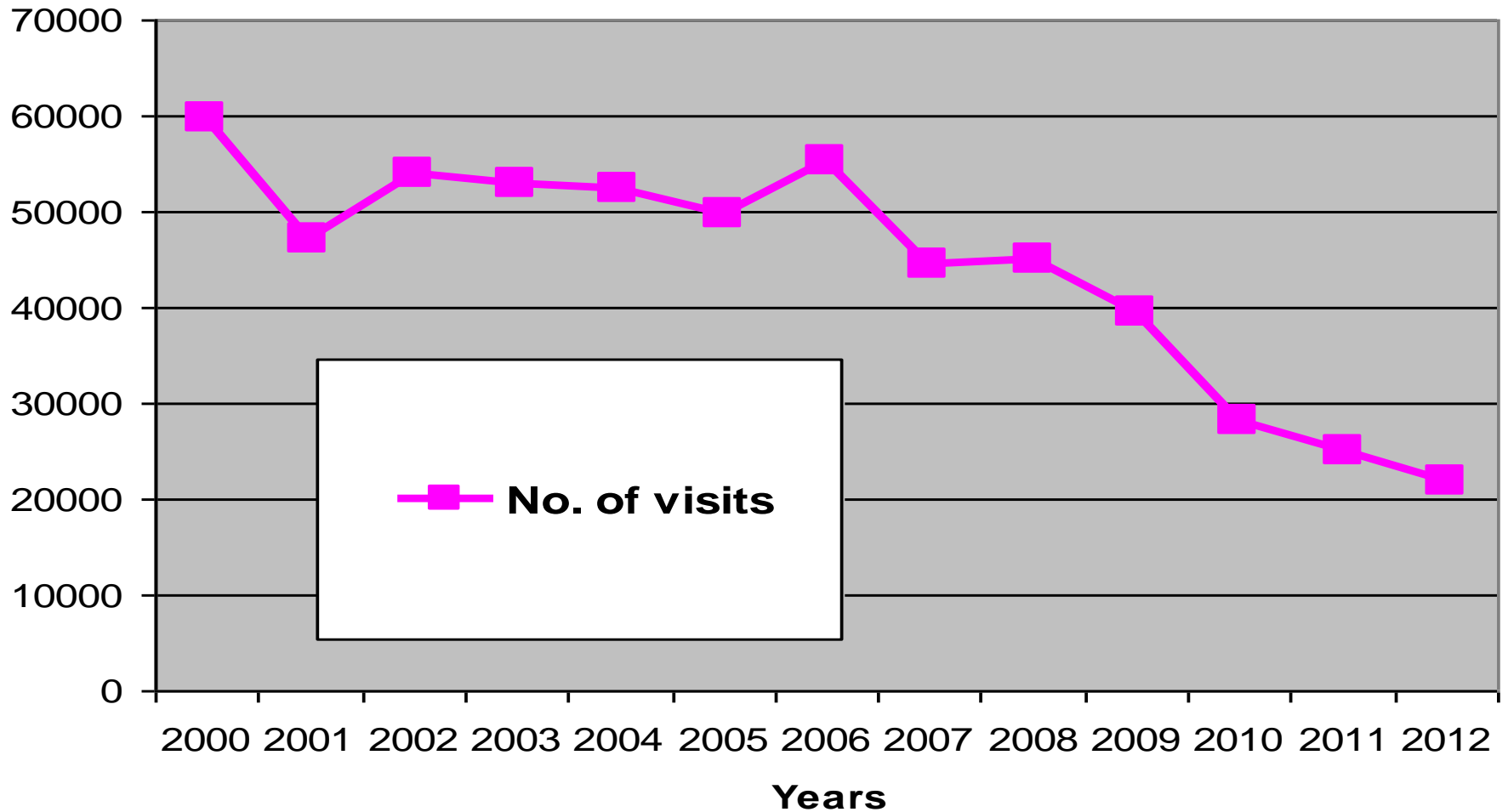
## Adviser as Facilitator



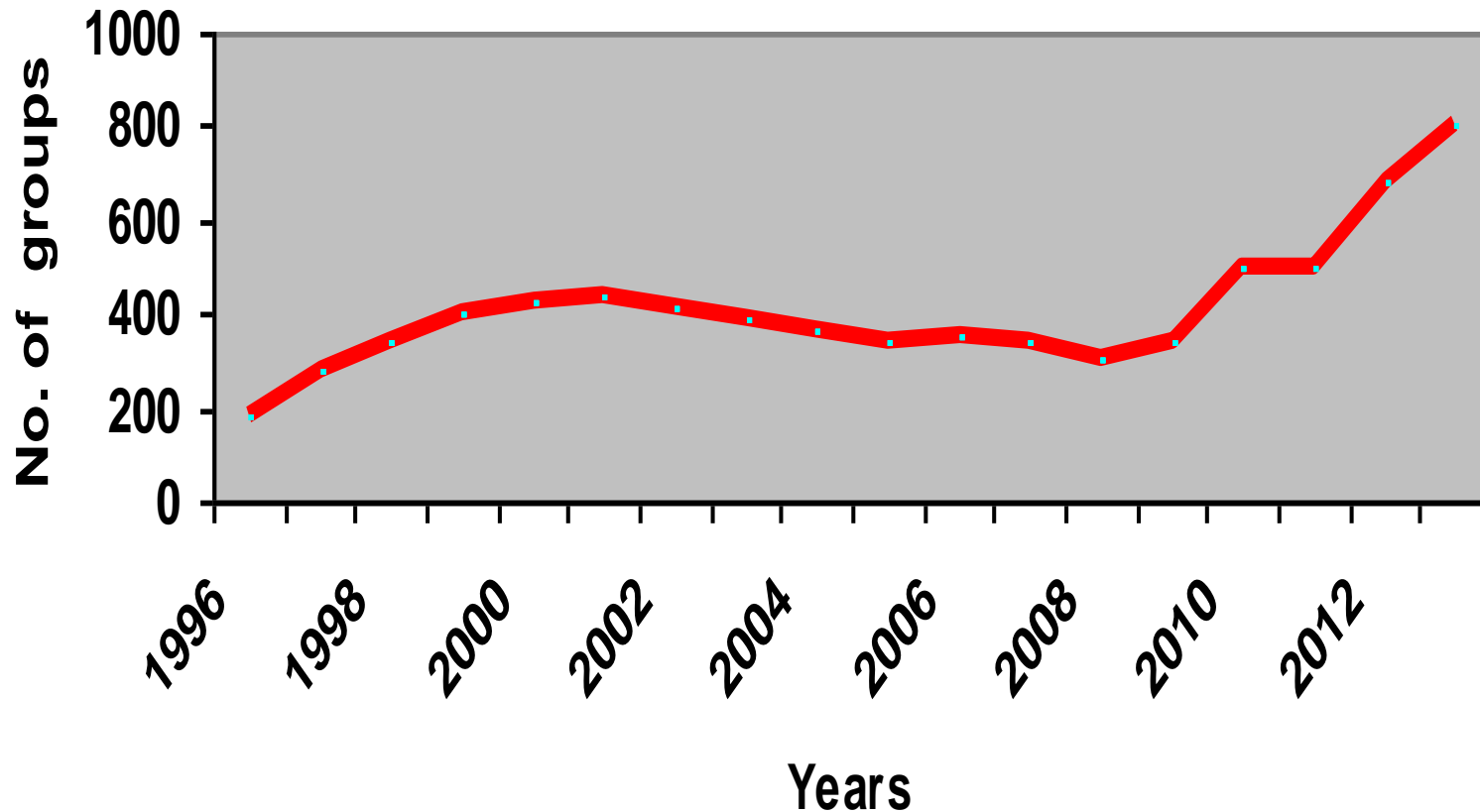
## ***Discussion Groups as a Technology Transfer Tool –*** *(Hennessy et al 2012, Bogue 2013)*

- Discussion groups are a key methodology to transfer new technology
- Increase adoption of technology and management practices
- Evaluation shows increased financial benefits €9,600 for a 40 hectare dairy farm (€240 x 40)
- Survey results show that farmers join groups primarily to learn and gain information
- Discussion groups are a valuable peer to peer learning environment
- The benefits of group membership need to be continually highlighted to overcome one to one culture

## Trends in Farm Visits 2000 to 2012



# Trends in Teagasc Discussion Group Numbers(1996-2013)



# Service Versus Innovation Support Based Advisory Work

## Service based

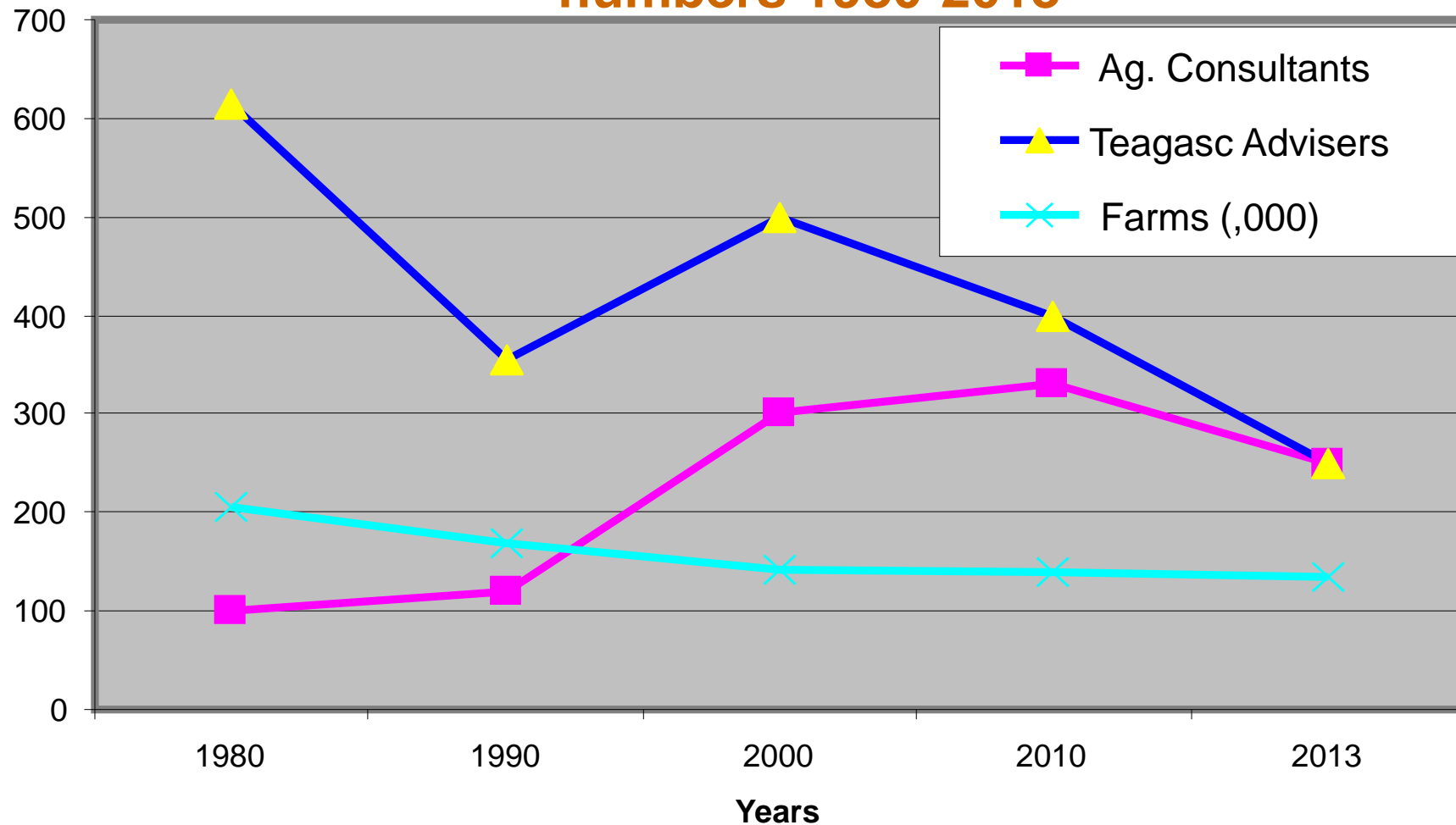
- Easier to be paid for
- Short term or one off
- Based on schemes
- Mainly mandatory
- Easy to build farmer contact
- Trust needed

## Innovation based

- Difficult to get paid for
- Longer term relationship
- Some Scheme support
- Mainly voluntary
- Difficult to build contact
- Trust essential

***The mix of both is important, Teagasc funding drives innovation based activity***

# Change in farmer, adviser and private consultant numbers 1980-2013



## Step 1 - Information



## Step 2 - Persuasion



## Step 3 - Decision



## Step 4 - Implementation



# Step 5 - Confirmation



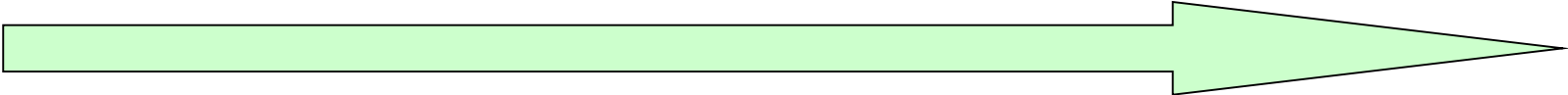
Group 274 West Offaly Dairy

Advisor JAMES MOYLES

Code	Prod Type	Gross Output c/Litre	Feed c/Litre	Fertiliser c/Litre	Veterinary c/Litre	AI/Breeding c/Litre	Contractor c/Litre	Other V.Costs c/Litre	Total V.Costs c/Litre	Gross Margin c/Litre	Machinery c/Litre	Car / ESB/ Ph. c/Litre	Depreciation c/Litre	Hired Labour c/Litre	Leases c/Litre	Other F.Costs c/Litre	Total F.Costs c/Litre	Total Costs c/Litre	Net Profit c/Litre
<b>Average</b>		<b>36.31</b>	<b>3.18</b>	<b>2.00</b>	<b>1.15</b>	<b>0.68</b>	<b>1.21</b>	<b>1.80</b>	<b>10.02</b>	<b>26.29</b>	<b>1.36</b>	<b>1.23</b>	<b>2.43</b>	<b>0.58</b>	<b>0.76</b>	<b>2.64</b>	<b>8.98</b>	<b>19.00</b>	<b>17.31</b>
37015	2	32.50	2.63	1.97	1.07	1.09	2.28	1.93	10.97	21.53	0.84	2.37	5.17	0.38	0.00	3.79	12.55	23.52	8.98
37032	2	36.27	3.61	3.41	1.96	1.03	0.55	1.66	12.20	24.07	2.63	1.26	2.37	0.82	2.61	2.04	11.71	23.91	12.36
37161	2	37.27	3.01	1.99	1.15	0.47	1.50	1.52	9.63	27.63	1.75	1.24	1.66	0.02	0.80	3.98	9.45	19.08	18.19
37223	2	38.48	1.50	2.80	1.58	0.54	1.62	2.43	10.47	28.01	0.83	0.87	1.91	1.83	0.56	2.31	8.28	18.78	19.72
37279	2	35.92	3.98	1.00	0.82	0.48	1.03	0.97	8.87	27.05	0.49	0.53	1.84	0.00	1.25	1.52	5.63	14.50	21.42
37296	2	37.20	3.56	1.43	1.68	0.71	1.07	0.82	9.27	27.93	1.60	1.15	0.85	0.00	0.37	3.01	6.99	16.26	20.94
37301	1	35.42	3.19	2.13	0.65	0.69	0.91	2.74	10.30	25.12	1.59	1.31	2.14	0.49	0.23	2.48	8.23	18.53	16.99
37901	2	38.03	2.10	1.56	1.21	0.47	1.22	1.97	8.53	29.50	1.28	1.23	3.52	0.39	0.19	3.32	9.93	18.46	19.57
37971	2	36.68	5.78	1.28	0.95	0.60	1.68	1.77	12.06	24.62	1.09	1.46	1.31	0.62	0.51	2.83	7.82	19.89	16.80
38127	2	38.18	1.69	2.79	1.70	0.54	1.32	2.23	10.28	27.90	0.80	1.00	4.13	0.47	2.32	2.76	11.47	21.74	16.43
38372	2	35.82	3.18	1.53	1.22	0.56	0.00	2.06	8.55	27.27	2.76	1.01	1.37	1.81	0.00	2.42	9.37	17.93	17.90
38870	2	38.02	2.98	1.47	0.33	0.83	1.17	1.48	8.25	29.77	0.87	1.05	2.56	1.01	0.98	1.57	8.05	16.30	21.72
38885	2	32.46	6.02	1.63	0.65	0.78	1.61	1.89	12.57	19.88	1.22	1.87	2.35	0.00	0.28	3.08	8.79	21.36	11.09
39026	2	36.08	1.33	2.42	1.06	0.72	1.01	1.72	8.26	27.82	1.30	0.87	2.83	0.22	0.51	1.78	7.50	15.76	20.32



# A Development-Oriented Advisory Service for Ireland

General Information and Advice		Detailed Advice		Innovation Support	
Awareness	Information on context	Information on process	Influence and Support for decision making	Support for action	Review of decision and further action
120,000 farmers		95,000 farmers		25,000 farmers	
<b>Impact</b> 					
Media, seminars, events Other farmers		Advisory one to one, demonstration farms, newsletters		Intensive advice, discussion groups	

## Advisory – Joint Programmes

### Success factors for Joint Programmes:

- Agreed objectives, KPI's and reviews
- Financial input (€1m) from industry
- Driver of change in methodology (discussion groups and monitor Farms)
- Additional Teagasc contract staff (12 Dairying + 4 Better Beef)



Food Group



CARBERY



# Advisers contribution to Education programmes

- Engaging Farm families through the “OPTIONS Programme” on challenging issues
  - Financial Viability planning
  - Succession planning
  - Diversification and specialisation
- Delivery and supporting Part Time and Distance education programmes
- Organising and delivering short training courses
- Identifying on farm placement opportunities for students
- Supporting graduate students in the MAIS programmes

## *CECRA (Certificate for European Consultants in Rural Areas)*

### *Ireland*

***“Proud to have two founding members of EUFRAS”***

- ***Teagasc***
- ***Agricultural Consultants Association (ACA)***

***Co-operation in delivery of CECRA skills training and accreditation***

***Participation in adviser exchange programmes***

***Participation in Project consortia***

***Share expertise and resources***

# Teagasc ConnectEd Programme

- Agriculture and Food Networks
- Corporate membership
- Small business membership

Leveraging wider professionals actors

**Access to publication, training and support tools**



# M.Agr.Sc Innovation Support Programme (MAIS) 2010-2015

- Post graduate studies to aid to agricultural advisory and education services in Teagasc and Ireland
- 20 graduate students per year, 21 -24 months, working with advisers/teachers
- Fellowship address challenges for advisers and teachers
- Co-supervision Teagasc and UCD
- Potential to advance to PhD studies
- Development of taught undergraduate modules

# Farm Advisory delivery model 2015 - 2020

- Shift from farm scheme support to innovation support
  - Food Wise 2025
- Best Practice in support for technology adoption by farmers
  - Discussion groups
  - Benchmarking to motivate and monitor change
- Sub-contracts services and partnerships with other providers
  - Industry partners
  - Agricultural consultants
  - Commercial advisers
  - Farming media
  - Farmer organisations
- Teagasc will lead and manage Knowledge Transfer programmes
  - Respond to stakeholder needs
  - Train and support to all providers (CPD) Teagasc ConnectEd

***Extension has changed from advising farmers –  
to helping farmers learn from other farmers***



***Thank You***