

scottish
rural
network

Connecting Rural Scotland

Lìonra Dùthchail na h-Alba
A' Ceangal Sgìrean
Dùthchail na h-Alba

Scottish Rural Network & Advisory Services in Scotland

Alistair Prior

Siobhan Macdonald

Paul Mayfield



Contents

- Overview of Advisory Services in Scotland
- Links with Rural Network Support Unit
- Overview of:
 - Farm Advisory Service
 - Connect Local
- Reflections
- Future opportunities?

Advisory Services in Scotland



Advisory Services in Scotland

Farm Advisory Service

Connect Local

Veterinary Service

Co-operation

SAC, Ricardo
1-2-Many
1-2-1

SAC + partners

SRUC, Moredun

SAOS

£20m
EAFRD + SG

£750kpa
SG + EMFF

£5m
Pa
SG

250k
pa

best practices,
new technologies,
new techniques,
resource
efficiency,
resilience,
environmental
performance,
productivity,
profitability

Strengthen the
Local Food
Economy
Developing Food
& Drink
Propositions
Changing
behaviours

Veterinary
Surveillance
Advice on
Animal Welfare,
Biosecurity,
Animal Health
Bee Health (EC
funded)

Development
of farm co-
operation, new
actions +
increase supply
chain
collaboration

Links with Network Support Unit

Innovation

Communications

Thematic work



And so to the farm & fork bit....



Scotland's Farm Advisory Service

Siobhan Macdonald

SAC

How does Scotland advise farmers?



- A) Through the Farm Advisory Service which aims to improve business efficiency and lessen climate change.
- B) Farmers can choose to pay for advice from SAC and independent advisers.



What is the Farm Advisory Service?



- Delivered across Scotland, mostly by SAC staff based in 23 offices
- SAC is part of Scotland's Rural College - a mix of education, research and consultancy
- New Research findings are explained to advisers to then inform farmers – “Knowledge Transfer”



What is the Farm Advisory Service?



- A service for farmers and crofters
- It consists of a "one-to-one" programme, where an adviser will meet the farmer or crofter on farm or in the office to discuss improvements, or draw up a business plan;
- and a "one-to-many" programme where advisers will engage with groups of farmers at meetings, or through publications.

One to One advice

- Efficient, specific to the farmer
- Advice is free or part-funded



One to Many advice



Meetings held outside in the cold

One to Many advice



Meetings held inside in the warm
learning condition scoring sheep



Demonstrating new technology – a robot rush cutter

Delivering Knowledge Transfer

- High tech, demonstrations and explanations of the use of drones, transponders, precision farming (AGRI-EPI)



Delivering Knowledge Transfer

- And low tech, such as demonstrating practical ways of measuring grass height



Delivering Knowledge Transfer



Meetings in scenic areas - here demonstrating sowing grass seed without ploughing to reduce nitrogen loss on the Isle of Skye



Using Social Media

Tweets by @FAS Scot

FAS Scot Retweeted

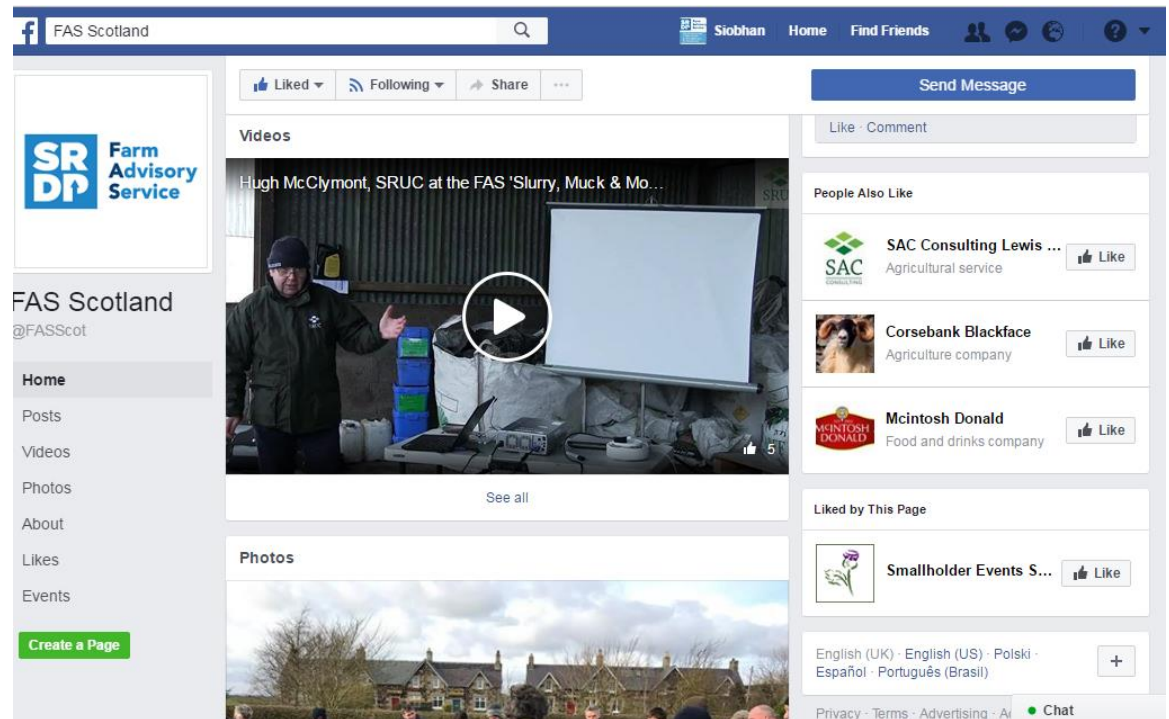
Rural Matters
@RuralMattersSG

New film about #womeninagriculture coming soon. Watch the trailer!
youtu.be/Lioh9XGHsaQ
#IWD2017 @NicolaSturgeon @GreenerScotland

YouTube @YouTube



Embed View on Twitter



The screenshot shows the Facebook profile for FAS Scotland (@FAS Scot). The page header includes the SRDP Farm Advisory Service logo and navigation links for Siobhan, Home, and Find Friends. The main content area features a video titled "Hugh McClymont, SRUC at the FAS 'Slurry, Muck & Mo...". To the right, there are sections for "People Also Like" (listing SAC Consulting Lewis, Corsebank Blackface, and McIntosh Donald) and "Liked by This Page" (listing Smallholder Events S...). The bottom of the page shows language options and a chat icon.

...Although not many of our farmers do...

Building links-



- The Farm Advisory Service collaborates with Connect Local, with SAOS, and with the Veterinary Advisory Service
– however.....

**.....the Farm
Advisory
Service could
work more
closely with
the Rural
Network - and
vice versa.**





CONNECT LOCAL

Scotland's local food
and drink marketing
advisory service

NRN Event

Paul Mayfield

SAC Food & Drink



- Turnover £14.3bn
- Target £17bn by 2017
- Objective to be in top 3 producer of premium products in the world

About

- Scotland's local food and drink marketing advisory service
- The service is funded by Scottish Government and European Maritime and Fisheries Fund



- Connect Local is delivered by a team of experts from:
 - SAC
 - SAOS
 - Scotland Food & Drink
 - Seafood Scotland



- Communications
- Raising Awareness of the Service
- Promoting Local Food and Drink
- Responding to Enquiries
- Signposting
- Producing Best Practice Guides



Company Development (One to Many)

- Support Regional and Sector Groups
- Food Tourism Events and Trails
- Business Development Workshops
- Protected Food Names
- Supporting Farm Retail
- Supporting Farmers Markets



Company Development (One to One)

- Work with businesses to develop their business and Supply Chain
- Signposting and Provision of Advice and Guidance



Routes to Connect Local

- Via **website** enquiry form - www.connectlocal.scot
- Via **email**: info@connectlocal.sco
- **Telephone**:
- **Social media**:
 - Twitter: @ConnectLocalSC
 - LinkedIn: Connect Local - Scotland
- From **Colleagues and Organisations**
- **Events**



CONNECT
LOCAL



Reflections





Future Opportunities?

- Develop an overall framework for advisory services
- Align advisory services with broader business support landscape
- Refocus communications activity
- Are we Focus on outcomes – is it making a difference to farm viability/profitability? What measures in place to attribute role of advisory services?