

‘Young Trained Farmer’ case study

Irish Rural Network support unit

The Irish NSU developed a case study on 28-year-old farmer to stimulate generational renewal in agriculture and communicate important opportunities under the Rural Development Programme (RDP) to relevant stakeholders on the ground.

The study explores the young trained farmer’s progression in farming, the successful farm transfer process he went through with his parents and older brother, and the RDP support he received.

The case study was disseminated via the main NRN channels (website, newsletter and social media), but also via local and regional new media where it generated substantial coverage.



Target audience

People in the farming community or living in rural areas, and specifically young Irish farmers to inspire them to actively engage and make use of the various schemes and supports available under the RDP.

Results

- The case study was featured in 7 leading local and regional newspapers throughout Ireland.
- It was also featured on the Agriland website and social media. Agriland is Ireland’s largest news portal for farmers and the agricultural sector.
- It received radio coverage (Midwest Radio) in January 2017.

Find out more

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➔ <http://www.nationalruralnetwork.ie/young-trained-farmer>