

*The Innovation Broker – Agricultural advisers*



**AGRICULTURE AND FOOD DEVELOPMENT AUTHORITY**

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

*Chairman of EUFRAS (European Forum for Agricultural and Rural Professionals)*

The Irish Agriculture and Food Development Authority

# Outline

1. Teagasc – Its role in Innovation support
2. How advisory services can improve effectiveness
3. EUFRAS – its purpose and ambition
4. Example to show why professional advisers are key to innovation
5. The advisory service model 2015-2020

# **Teagasc MISSION**

*To support science-based innovation in the Agri-food sector and wider Bio economy that will underpin **profitability**, **competitiveness** and **sustainability**'.*

Not an expensive high level consultancy business.

Enabler and capacity builder

Applied and strategic research, focused on impact

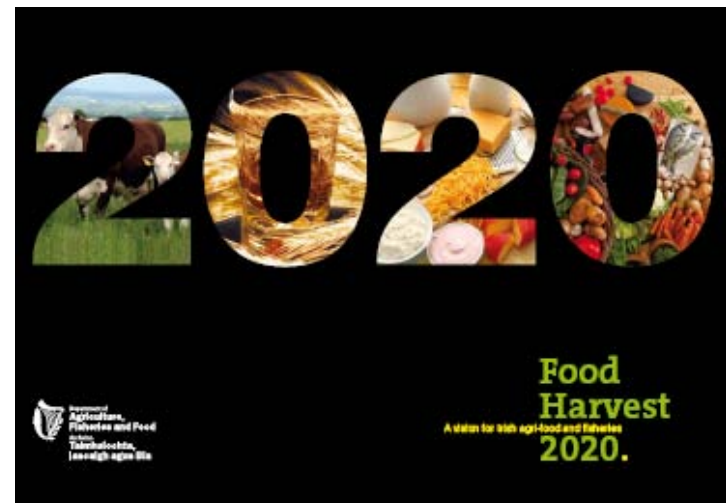
Facilitator and organiser

# 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**)

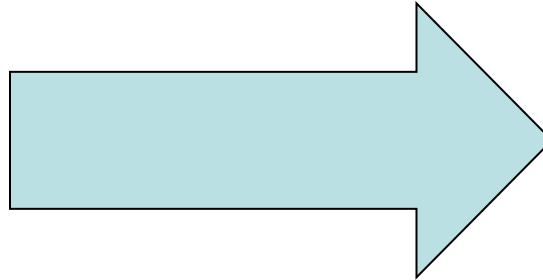


**Milk +50%**

**Beef +40%**

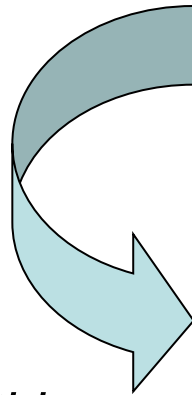
**Sheep +40%**

# Transfer of technology



# Integrating Teagasc Research and Knowledge Transfer

*Researchers create new knowledge*



*Specialists mould this knowledge into information for farmers*



*Advisers work with farmers to implement the new technology*



# How Advisory methods can improve effectiveness

## Adviser as Instructor



## Adviser as Facilitator



# Step 1 - Information



# Step 2 - Persuasion



# Step 3 - Decision



# Step 4 - Implementation



# Five steps of best practice adoption

## Step 5 - Confirmation



Year 2011

Dairy Costs and Profit / Litre

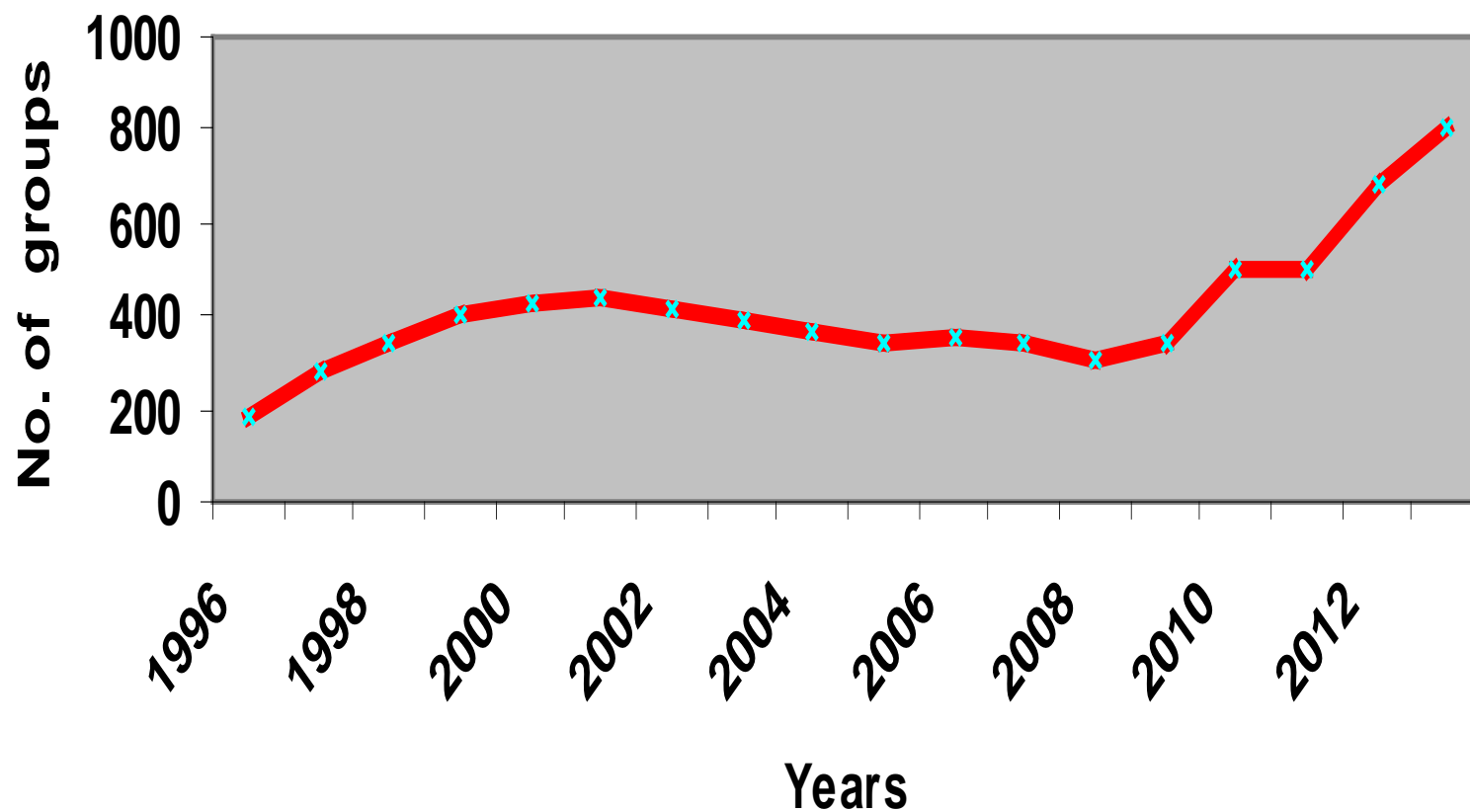
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eProfit Monitor Group 274 West Offaly Dairy Advisor JAMES MOYLES

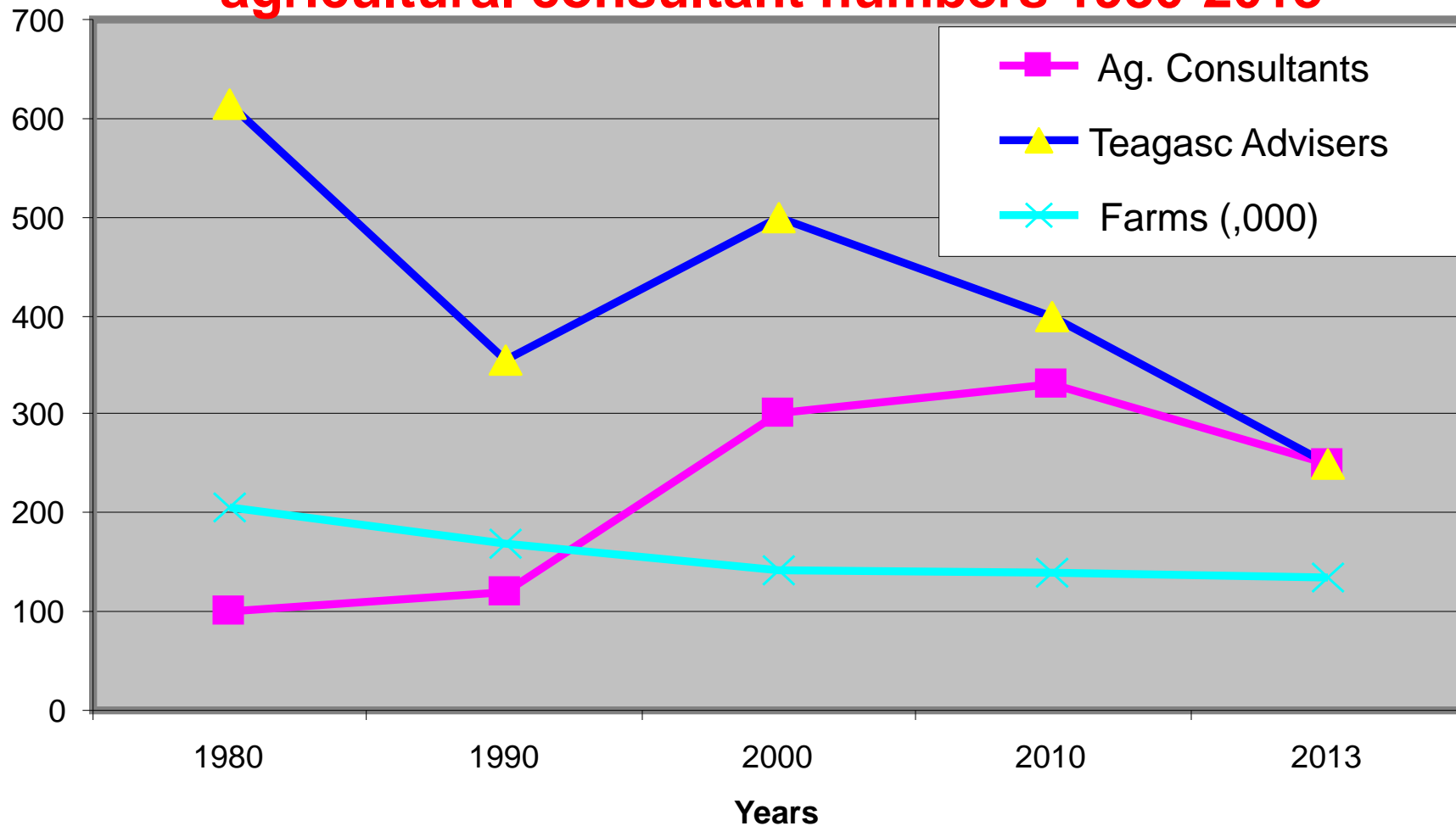
Code	Prod Type	Gross Output c/Litre	Feed c/Litre	Fertiliser c/Litre	Veterinary c/Litre	AI/Breeding c/Litre	Contractor c/Litre	Other V.Costs c/Litre	Total V.Costs c/Litre	Gross Margin c/Litre	Machinery c/Litre	Car / ESB/ Ph. c/Litre	Depreciation c/Litre	Hired Labour c/Litre	Leases c/Litre	Other F.Costs 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	9.83	27.63	1.75	1.24	1.66	0.02	0.80	3.98	9.45	19.08	18.19
<b>37223</b>	<b>2</b>	<b>38.48</b>	<b>1.50</b>	<b>2.80</b>	<b>1.58</b>	<b>0.54</b>	<b>1.82</b>	<b>2.43</b>	<b>10.47</b>	<b>28.01</b>	<b>0.83</b>	<b>0.87</b>	<b>1.91</b>	<b>1.83</b>	<b>0.55</b>	<b>2.31</b>	<b>8.28</b>	<b>18.76</b>	<b>19.72</b>
<b>37276</b>	<b>2</b>	<b>36.69</b>	<b>2.98</b>	<b>1.80</b>	<b>0.89</b>	<b>0.48</b>	<b>1.03</b>	<b>0.97</b>	<b>8.87</b>	<b>27.66</b>	<b>0.46</b>	<b>0.69</b>	<b>1.64</b>	<b>0.66</b>	<b>1.26</b>	<b>1.50</b>	<b>8.83</b>	<b>14.56</b>	<b>21.43</b>
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	16.89
37901	2	38.03	2.10	1.56	1.21	0.47	1.22	1.97	8.53	26.50	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	25.27	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
38886	2	32.46	6.02	1.83	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
39029	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



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



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



# Service versus Innovation support based advisory work

## Service based

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

## Innovation based

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

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



EUROPEAN FORUM FOR  
AGRICULTURAL AND RURAL  
ADVISORY SERVICES

***A new organisation to support 40,000 rural advisers involved in Agricultural innovation support.***

***“Improving quality, effectiveness and efficiency of agricultural and rural advisors’ work aimed at supporting farming families, farmers local groups agricultural organisations and individuals involved in agricultural and rural development”***



## Objectives

- The promotion of best practice in advisory methodologies
- The sharing of information technology services and solutions
- The sharing of technical expertise
- The skills training of advisory staff
- The development of advisory standards and frameworks for evaluation
- Promoting the activities of its members to key decision makers in the EU and elsewhere
- Influencing the training of agriculture under graduates

## Activities include:

- Participation in consortia in the co-ordination and support action or research and innovation action projects of the recent 2014-15 Horizon 2020 call.
- Participate in the enlarged advisory groups on EU-agricultural policy –
- Participation in the H2020 consultative groups
- Set up a co-operation with CECRA (Certificate for European Consultants in Rural Areas) and other advisory skill training organisations
- Prepare proposals on standards for rural advisors' soft skills and advisory support tools

## 22 Members to date



TEAGASC - The Irish Agriculture and Food Development Authority  
Ltd. Latvian Rural Advisory and Training Centre  
International Academy of rural Advisors (IALB), Germany  
Chamber of Agriculture and Forestry of Slovenia  
University of West Hungary, Faculty of Agricultural and Food Sciences  
National Agricultural Advisory Service (NAAS), Bulgaria  
Knowledge Centre for Agriculture, Denmark  
AGRIDEA, Switzerland  
EkoConnect – Int. Centre for Organic Agriculture of Central and Eastern Europe  
Lithuanian Agricultural Advisory Service  
Agro Information Centre of (AIM) Azerbaijan  
Association for Farmers Rights Defence (AFRD), Georgia.  
Bavarian State Advisory Service, Germany  
Agricultural Consultants Association of Ireland  
Agricultural Advisory Service (Savjetodavna služba) Croatia  
Association of ProAgria Centres , Finland  
AGROinform National Federation of Agricultural Producers, Moldova  
Szent István University, Centre of Advisory and Training, Hungary  
German Association of Chambers of Agriculture, Verband der Landwirtschaftskammern(VLK)  
Medsoft Org Ltd, Hungary  
FiBL Projekte GmbH, Germany  
APCA:  
Permanent Assembly of French Chambers of Agriculture

*Cedia 2014*

## How to apply

Application forms available at

[www.eufras.eu](http://www.eufras.eu)

*Add your flag*





# **Agriculture Productivity and Sustainability European Innovation Partnership**

- **A huge opportunity for Agriculture**
- **Increasing the use of applied research**
- **Opportunity to expand the use of best practice in Knowledge Transfer**
- **Leverage the support of industry stakeholders**
- **Capacity building of private consultants and commercial advisers**
- **Focus on high impact developments / value for money**

*Operational groups are groups of farmers, professionals and other stakeholders who are working together.*

*The LIP Network of operational groups from different regions linking together to resolve problems and support innovation*



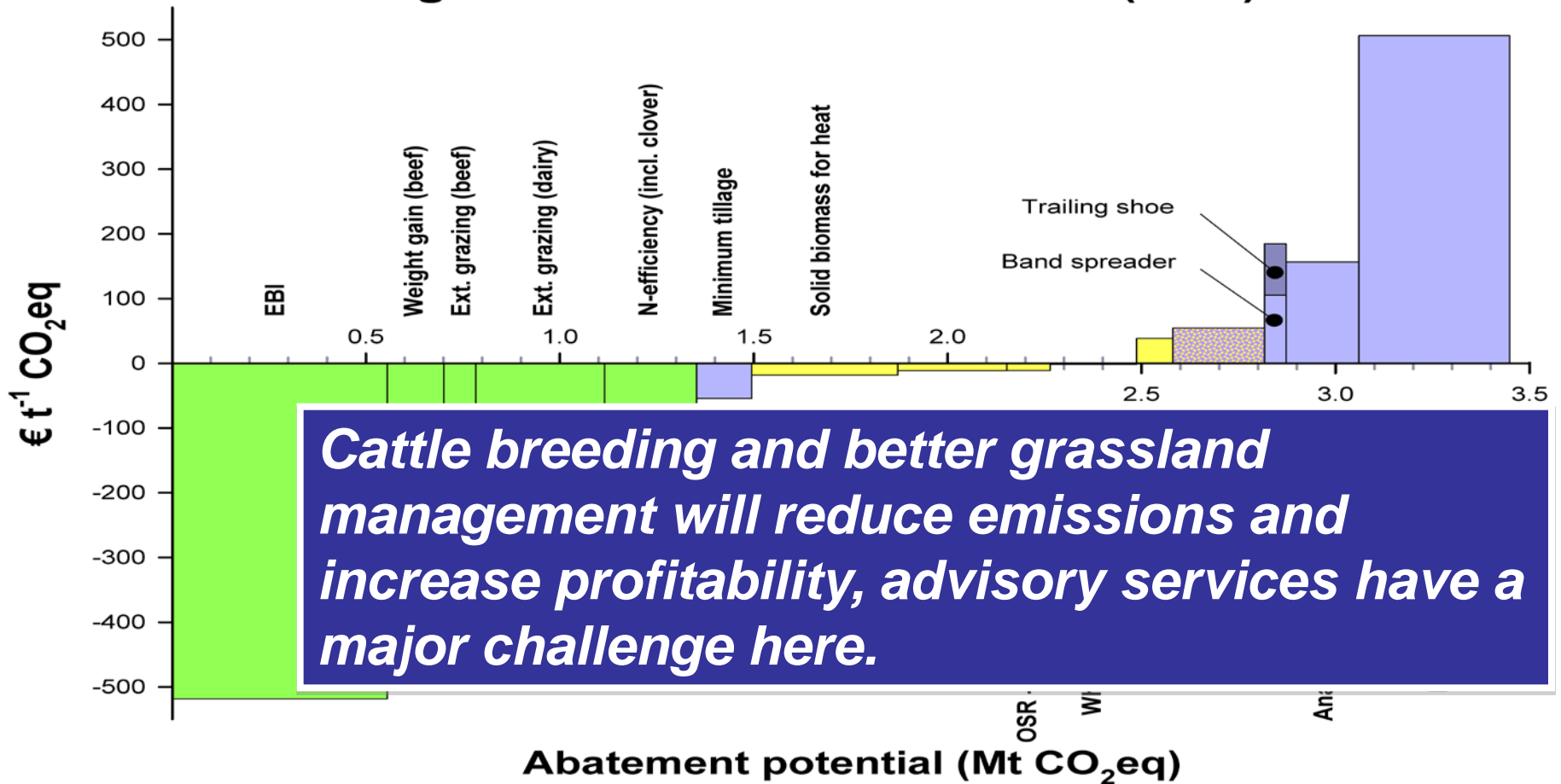
# Challenges for professionals involved in Innovation Support

**Twin challenges of increased production and environmental sustainability**

- **GHG emission challenge**
- **Water Quality**
- **Animal Welfare**
- **Family Farm structures**
- **Diversification**
- **Rural communities**

# Sustainability and Productivity Challenge (Climate change mitigation Ireland)

## Marginal Abatement Cost Curve (LCA)





# Farm Advisory Services model 2015 – 2020

- Shift from farm income scheme support to innovation support
  - Food Harvest 2020/ EIP/ H2020
- Best Practice in support for technology adoption by farmers
  - Discussion groups
  - Thematic networks
- Sub-contract and partnership with other providers
  - Industry partners
  - Agricultural consultants/accountants
  - Commercial advisers
  - Farming media
  - Veterinary practitioners
  - Farmer organisations
  - NGO's
- Advisory services to lead and manage major Knowledge Transfer Programmes giving training and support to all service providers

***Thank You***