

# Teagasc Digital Farm Advisor

**Tom Kelly**  
Knowledge Transfer, Teagasc

# Research and Knowledge Transfer

Researchers create new knowledge



Stakeholders participate in programme reviews



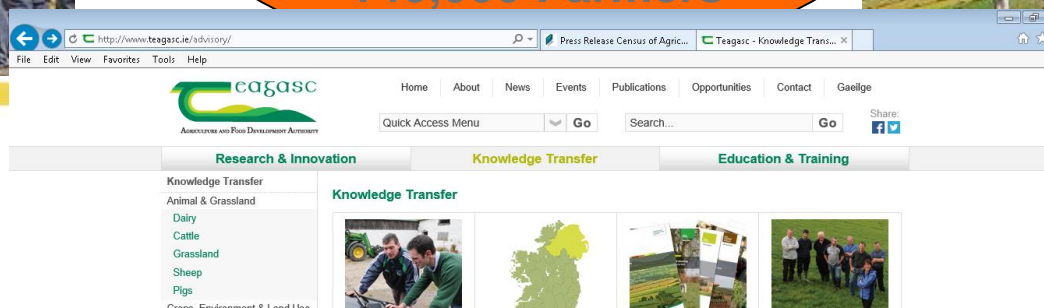
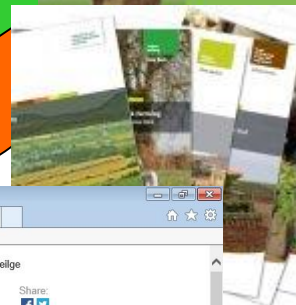
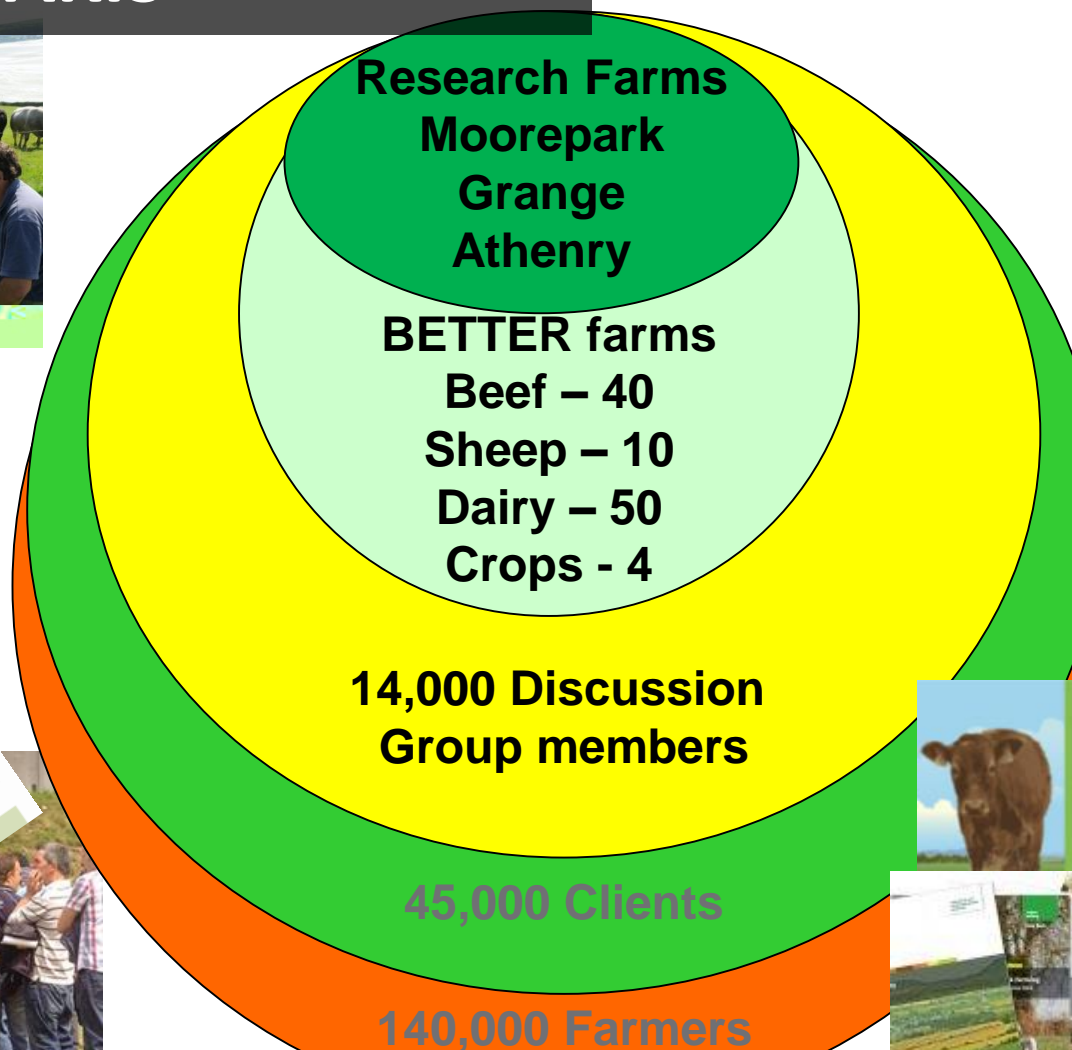
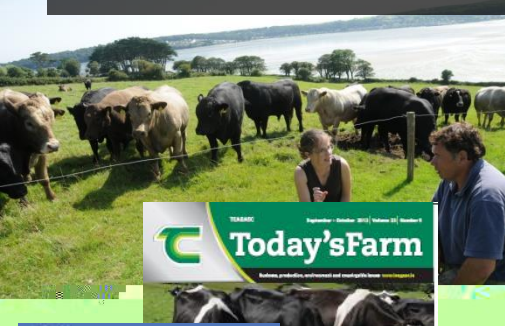
Specialists mould this knowledge into information for farmers



Advisers work with farmers to implement the new technology

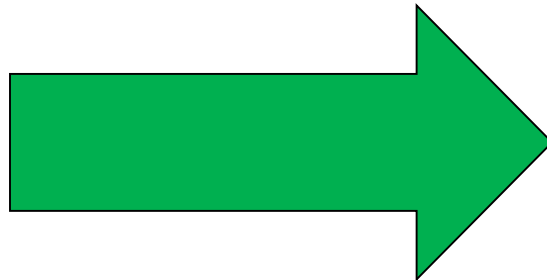


# TEAGASC AKIS



t Authority

# Transfer of technology



# ADVISOR EFFECTIVENESS

## Advisor as Instructor

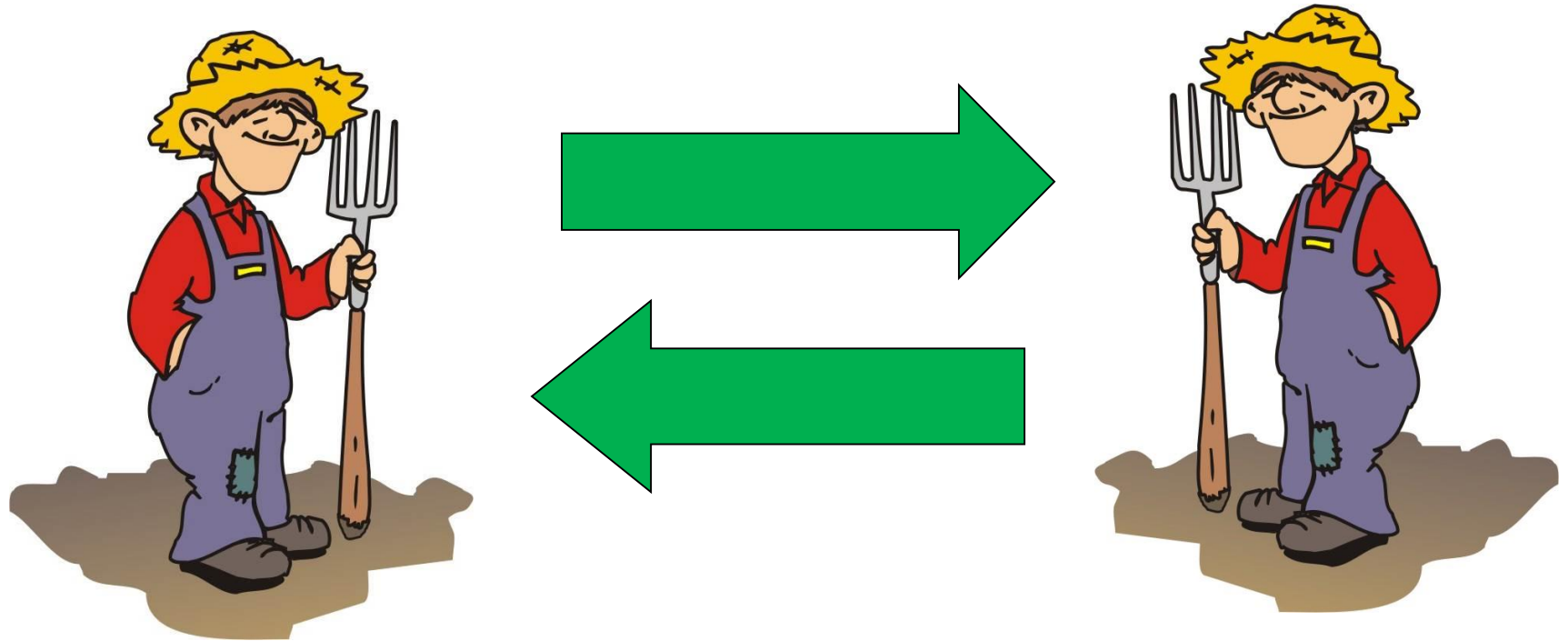


## Advisor as Facilitator





# Exchange of Technology



# DRIVERS OF DIGITAL



**Millennial Farmers**



**EU Digitisation**



**Organisational  
Effectiveness**



**Information  
Overload**



**Social Media**



**New Communication  
Technology**

# Farm Advisor where do they fit?

Sensors – Data – Analysis – Information - Advice - Decisions

- Real-time collection of data (Man. or Auto.)
- Data integration
- Data sharing
- Improved accuracy of information
- Highlights problems
- Drives sustainability
- Drives profitability





# ICBF Discussion Group Reports

- Group report allows Teagasc advisors compare individual herds performance with group
- Major reduction of workload for advisor
- More accurate data for constructive discussion.



## Discussion Group Dairy Calving Report

**Group Name:** MONITOR FARMS

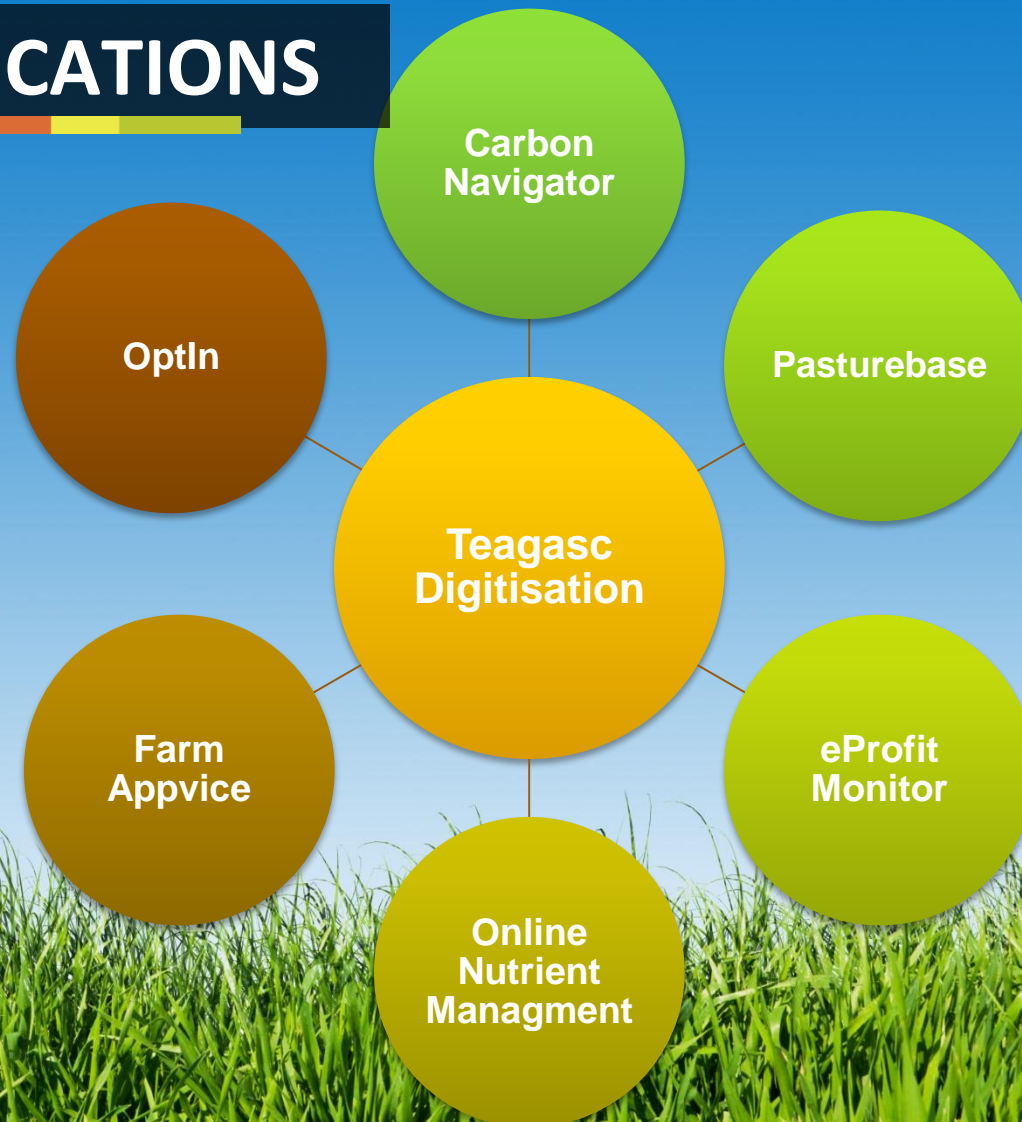
**Group Advisor:** AN Other

**Chairman:** AN Other

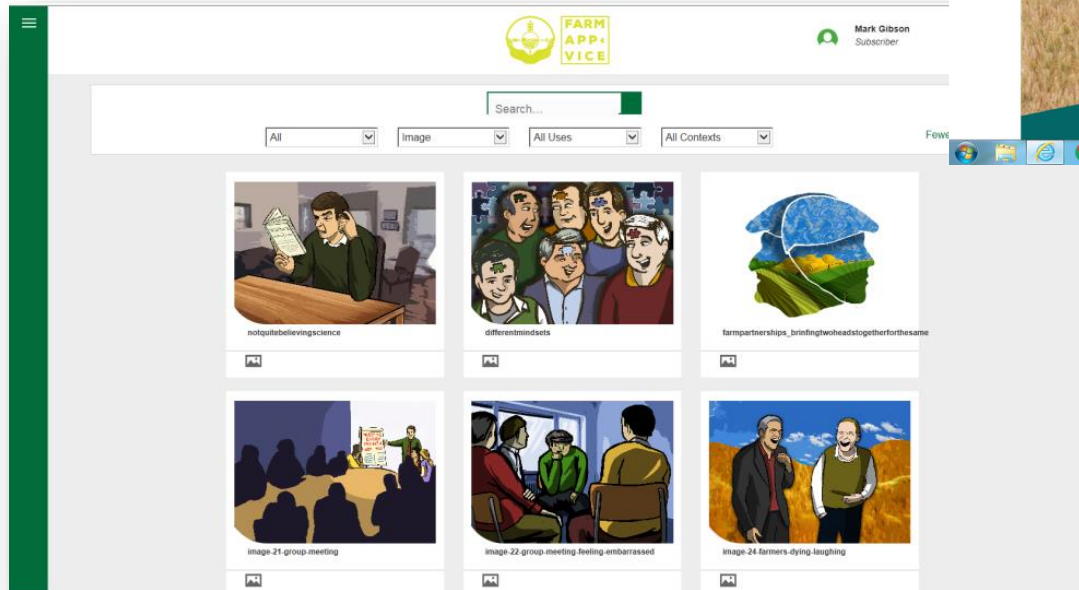
**Secretary:** -

Name	Herd Id	Total No. of Calvings	Calving Interval (Days)	6 Weeks Calving Rate(%)	Calves per Cow per Year(%)	Females Not Calved(%)	Dead at Birth(%)
Farmer 1	IE1517166	187	374	82	0.98	2	0
Farmer 2	IE1514192	154	407	69	0.85	7	0
Farmer 3	IE1510137	122	373	68	0.98	0	2.4
Farmer 4	IE1418809	168	376	79	0.99	0	1.8
Farmer 5	IE2411956	166	373	86	0.98	0	4.7
Farmer 6	IE1510038	236	366	85	0.98	0	2.5
Farmer 7	IE2411030	100	377	67	0.95	2	3
Farmer 8	IE3415524	178	369	75	0.99	0	1.1
Farmer 9	IE1416542	329	370	77	0.98	0	3.9
Farmer 10	IE1512116	114	375	68	0.92	1	6.1
<b>Group Average:</b>		<b>182</b>	<b>374</b>	<b>76</b>	<b>0.96</b>	<b>1</b>	<b>2.6</b>
<b>Group Top:</b>			<b>365</b>	<b>87</b>	<b>0.99</b>	<b>0</b>	<b>0</b>
<b>Group Target:</b>							

# TEAGASC APPLICATIONS






# Example: Digital Farm Advice





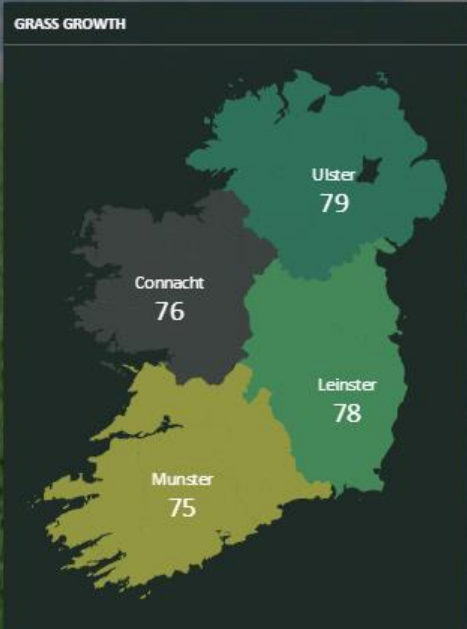
# Example: Pasturebase Ireland



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### GRASS GROWTH




### Reasons to Measure Grass


Athenry Demonstration Farm - High stocking rate, Grass + clover LN




#### FARM COVER DETAILS


Cover Date	26/05/2017
DM%	
Farm Cover (kg DM/ha)	291
Cover/LU (kg DM/LU)	92
Growth/Ha (kg DM/ha)	104
Demand/Ha (kg DM/ha)	53
Demand/Day (kg DM/day)	229
LU/ha (LU/ha)	3.15
Days Ahead (days)	5
kg LWT/ha (kg/ha)	0


### Tweets by @PastureBase

 **PastureBase Ireland** @PastureBase  
Grass DM 18.5% in Moorepark yesterday at lunchtime - pre grazing cover - 1600kg DM/ha  
13h

 PastureBase Ireland Retweeted

 **patrick cashman** @CashmanPa  
Overall farmer of the year 2017  
@Peterhynes15 @IrishIndependence2 @darraghmcullou  
  
28 May

 PastureBase Ireland Retweeted

 **AurivoFarmProfit** @AurivoFarmProf  
Farm cover yesterday in mayo, Paddocks  
8.618 tonnes/ha

A new organisation to help improve advisory services in Europe aligned to GFRAS, its 33 member organisations represent 17,000 European extension agents from 24 countries.

## Objectives

- The promotion of best practice in advisory methodologies
- The development of shared 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 undergraduates

## **Ireland**

### **“Two founding members of EUFRAS”**

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

### **Activities:**

- **Co-operation in delivery of CECRA skills training and accreditation**
- **Participation in adviser exchange programmes (Bavaria 22, Finland 4, Lithuania 1, Greece 1,....**
- **Participation in Project consortia ??**
- **Share expertise and resources (ICT tools, specialists etc.**
- **Participation in peer reviews (external expertise)**



# Advisory exchange programme



# Good Advisor - 2016 survey. (Grogan)

## Key Components of “Effective Agricultural Advisor – Client Relationships”

Trust in the Farm Advisory Service (Teagasc)

Trust in the Individual Farm Advisor

### Trust in Advisor – Client Relationships

100% of farmers trust the information and services provided to them by Teagasc

57% of farmers believed that the success of their advisor – client relationship was based on trust in the advisory service

43% of farmers shared that the success of their advisor – client relationship was based on trust in the individual advisor

### Why Farmers Trust Teagasc

- Reliable source of information which is backed up by research
- Provide up to date information across all farming sectors
- Good reputation and well recognised within the agriculture sector
- Provide independent advice
- Employ qualified and highly trained staff

# Good Advisor - 2016 survey. (Grogan)

- Personal Qualities - Good Personality
- Good Communication Skills
- Young - Committed to their role
- Respect the farmer - Honest
- Interested in their role and want to help the farmer
- Expertise Good Technical Knowledge
- Good Experience - Farming Background
- Up to date with information
- Professionalism Easy to Contact - Return Calls
- Provide adequate one to one contact
- Good Reputation - Ensure Confidentiality



## Concluding remarks - Digital Adviser

- Co-design approach needed, user ownership and user numbers
- Farmer: Does solution save/make me money or save me time?
- Advisor: Can this technology help in decision support and target farm advice?
- Smart background data capture – relevant advice to the farm and the farmer.
- Data ownership – trust – Relationships are important