Researchers create new knowledge

Specialists mould this knowledge into information for farmers

Advisers work with farmers to implement the new technology

Stakeholders participate in programme reviews

Research and Knowledge Transfer
140,000 Farmers
45,000 Clients
14,000 Discussion Group members

BETTER farms
Beef – 40
Sheep – 10
Dairy – 50
Crops - 4

Research Farms
Moorepark
Grange
Athenry

TEAGASC AKIS
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

The Irish Agriculture and Food Development Authority
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**

<table>
<thead>
<tr>
<th>Name</th>
<th>Herd Id</th>
<th>Total No. Calvings</th>
<th>Calving Interval (Days)</th>
<th>6 Weeks Calving Rate(%)</th>
<th>Calves per Cow per Year(%)</th>
<th>Females Not Calved(%)</th>
<th>Dead at Birth(%)</th>
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<tbody>
<tr>
<td>Farmer 1</td>
<td>IE1517166</td>
<td>187</td>
<td>374</td>
<td>82</td>
<td>0.98</td>
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<td>Farmer 2</td>
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<td>154</td>
<td>407</td>
<td>69</td>
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<td>IE1510137</td>
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<td>IE2411030</td>
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<td>377</td>
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<td>IE3415524</td>
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<td>369</td>
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<td>370</td>
<td>77</td>
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<td>IE1512116</td>
<td>114</td>
<td>375</td>
<td>68</td>
<td>0.92</td>
<td>1</td>
<td>6.1</td>
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<td><strong>Group Average:</strong></td>
<td></td>
<td>182</td>
<td>374</td>
<td>76</td>
<td>0.96</td>
<td>1</td>
<td>2.6</td>
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<td><strong>Group Top:</strong></td>
<td></td>
<td>365</td>
<td>87</td>
<td>0.99</td>
<td>0</td>
<td>0</td>
<td>0</td>
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<td><strong>Group Target:</strong></td>
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ICBF Discussion Group Reports

The Irish Agriculture and Food Development Authority
TEAGASC APPLICATIONS

- Carbon Navigator
- Pasturebase
- eProfit Monitor
- Online Nutrient Management
- Farm Appvice
- OptIn
Example: Digital Farm Advice
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
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 advise to the farm and the farmer.
- Data ownership – trust – Relationships are important