How Teagasc advisory services can improve engagement with and empowerment of farm women

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Study Objectives

1. To establish a profile of farm women in Co. Wexford

2. To identify the knowledge and learning needs of farm women to empower their role on family farms

3. To investigate the barriers to women’s engagement with agricultural advisory services

4. To propose a strategy to improve Teagasc’s engagement with farm women
Methodology

Observation, Questionnaire (n=16), Focus group (n=12)

Wexford farm women (n=233) via public & private clients, postcard, press, radio, online

Farm women, DAFM women’s group, former Farm Home advisor, Aurivo manager, Teagasc manager

Wexford farm women (n=11)

Wexford/Wicklow/Carlow Advisors (n=26)
Objective 1: Brief profile of farm women in Co. Wexford

- 2,679 farm women
- Teagasc: 235 named female clients
- Average age:
  - 41-55 years
- Average farm size:
  - 51-100 acres
- Working on farm:
  - Full time: 29%
  - Part time: 45%
  - ‘Not working on farm’ but carrying out farm tasks: 25%
# Objective 2: Knowledge and learning needs

<table>
<thead>
<tr>
<th>Farm business management</th>
<th>Technical knowledge</th>
<th>Other valuable skills &amp; knowledge</th>
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<tbody>
<tr>
<td>Cash-flow planning</td>
<td>Soil fertility &amp; fertiliser application</td>
<td>Personal development</td>
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<tr>
<td>Business planning</td>
<td>Animal nutrition</td>
<td>Computer skills</td>
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</table>
Objective 2: Knowledge and learning needs

- Mainly through:
  - Training courses (24.1%)
  - Online courses (15.6%)
  - Seminars/workshops (14%)
  - Discussion groups (14%)

- And:
  - After 6p.m. on weekdays (21.9%)
  - Weekday mornings (17.3%)
Objective 2: Knowledge and learning needs

- Aware of 6/23 services provided by Teagasc
Objective 3: Barriers

Barriers to engagement with advisory services (n=233)
Objective 4: Recommendations

1. Teagasc advisory service needs to make a more conscious effort to include farm women.

2. Consider farm women’s needs when designing advisory programmes.

3. Collaborate with other farming groups.

4. Marketing of advisory services provided.
Steps to Completion

Finish corrections & submit

- Prepare paper & presentation for ESEE Conference
- Farm women event
- Possibility of agricultural training modules for farm women and men in autumn
Thank you for your attention!