



## STUDENT

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## STUDY TITLE

Evaluate the communication methods used to disseminate the findings of a dairy research farm for extension purposes

### 1) AIM

To evaluate the dissemination of the findings of a dairy research farm for extension purposes

### 2) OBJECTIVES

- Identify current communication methods nationally and internationally and establish which methods are suitable for a dairy research farm
- Establish the degree of understanding farmers currently have in relation to research findings and identify opportunities to improve the dissemination of these findings for extension purposes
- Identify the attitudes and needs of dairy advisors in relation to the dissemination of research findings to farmers
- Establish if the students on a research farm have a greater understanding of research results in comparison to those who are not

### 3) BACKGROUND

Ireland's well developed agricultural research structure is well placed to supply the results required to underpin enhancement of the sector in order to meet the growth targets set out by the Food Wise 2025 report (Department of Agriculture, Food and the Marine, 2015). However, good research can be often lowered by poor communication of the findings to clients (Sulaiman V et al., 2012). This transferring of research findings to suitable end users is important and should not be underestimated (Department of Agriculture, Food and the Marine, 2011).

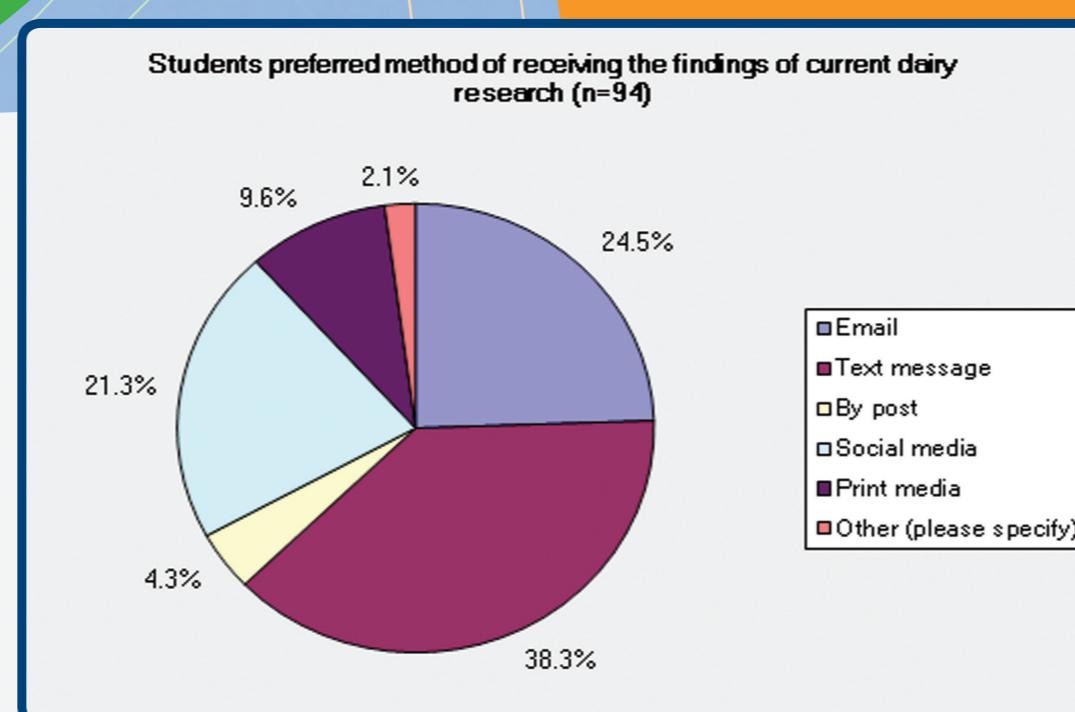
### 4) METHODOLOGY

- Cross-sectional survey with Teagasc Level 6 Advanced Certificate in Dairy Herd Management students (n=94)
- Cross-sectional survey of Lakeland/Lac Patrick milk suppliers (n=100)
- Survey data will be inputted and analysed using the SPSS software package
- Focus group with dairy advisors
- Focus group with teachers

## 5) KEY FINDINGS TO DATE

### Student Survey

- Students most preferred method of receiving research findings was via text message with 38.3% choosing this method (n=94)
- When asked about the current research topic in their college, no student from Ballyhaise (n=24) knew the exact research topic, however five mentioned either "crossbreeding" or "breeding" in their answer
- When asked the same question, students from Clonakilty (n=20) seemed to have an understanding of the topic with seven students mentioning a variation of "clover and different grass species". 11 further students mentioned "clover"

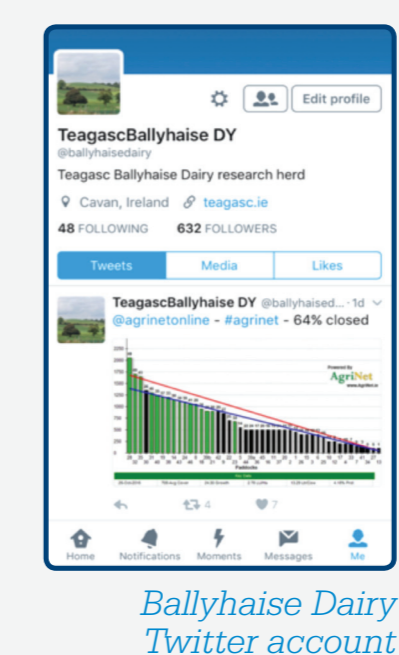


### FARMER SURVEY

- 57% rated their knowledge of the findings of current dairy research as good, however only 10% knew the research that was being looked at in Ballyhaise over the last 3 years (n=100)
- Farmers most preferred method of receiving current research findings was via text message with 26% choosing this method (n=100)
- Going forward, farmers most preferred method of receiving the findings from Ballyhaise was through a smartphone app with 29% choosing this method (n=100)
- 93% of farmers said they would look at video updates of the research farm if they were available (n=100)

### NEXT STEPS

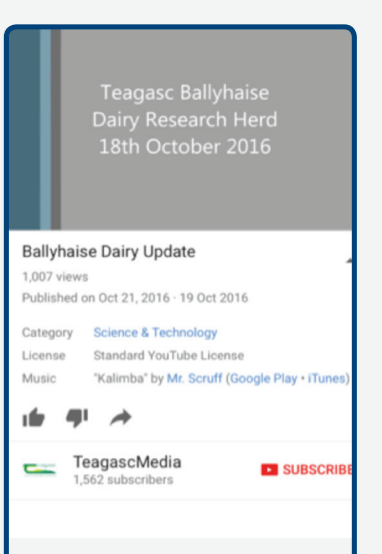
- Further analysis of surveys
- Evaluation of current communication methods
- Dairy advisor focus group
- Teacher focus group
- Thesis write-up



Ballyhaise Dairy Twitter account



Twitter question



Ballyhaise research video update on YouTube