Evolution of Advisory Services in Ireland

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President of Agricultural Science Association Ireland.

Knowledge Transfer Conference 2013
‘Future of Farm Advisory Services, Delivering Innovative Systems
Astra Hall, UCD 12th June 2013
Agriculture in Ireland is mainly pastoral-based.

€24 billion, 6.3% of gross value added, almost 10% of Ireland’s exports and provides 8% of national employment (DAFM)

<table>
<thead>
<tr>
<th>% of Agricultural output</th>
<th>Self sufficiency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dairy</td>
<td>Beef</td>
</tr>
<tr>
<td>36%</td>
<td>Butter</td>
</tr>
<tr>
<td>Beef</td>
<td>Cheese</td>
</tr>
<tr>
<td>34%</td>
<td></td>
</tr>
<tr>
<td>Sheep</td>
<td></td>
</tr>
<tr>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Pigs</td>
<td></td>
</tr>
<tr>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Crops</td>
<td></td>
</tr>
<tr>
<td>14%</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
</tr>
<tr>
<td>5%</td>
<td></td>
</tr>
</tbody>
</table>
The Irish Agriculture and Food Development Authority

The diagram illustrates the flow of information and interaction between stakeholders and different environments. The core of the diagram represents the stakeholders, with arrows indicating feedback loops between external environments, research, education, and advisory services. The diagram emphasizes the interconnectedness and continuous exchange of information and support within the agricultural and food development sector.
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 \(+40\%\)
During growth in REPS client and contract adviser numbers increased

Adviser numbers dropped by 36% from 2007 to 2012
## Teagasc Client Service 2011 v’s 2012

<table>
<thead>
<tr>
<th>Year</th>
<th>% of Contracts</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2011</td>
</tr>
<tr>
<td>Club package (office)</td>
<td>46%</td>
</tr>
<tr>
<td>Technology (Visits)</td>
<td>22%</td>
</tr>
<tr>
<td>Discussion Groups</td>
<td>16%</td>
</tr>
<tr>
<td>REPS / AEOS</td>
<td>32%</td>
</tr>
</tbody>
</table>
Trends in Teagasc Discussion Group Numbers (1996-2013)
# A Development-Oriented Advisory Service for Ireland

## General Information and Advice

<table>
<thead>
<tr>
<th>Awareness</th>
<th>Information on context</th>
<th>Information on process</th>
<th>Influence and Support for decision making</th>
<th>Support for action</th>
<th>Review of decision and further action</th>
</tr>
</thead>
<tbody>
<tr>
<td>120,000 farmers</td>
<td>95,000 farmers</td>
<td>25,000 farmers</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## Detailed Advice

<table>
<thead>
<tr>
<th>Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media, seminars, events Other farmers</td>
</tr>
<tr>
<td>Advisory one to one, demonstration farms, newsletters</td>
</tr>
<tr>
<td>Intensive advice, discussion groups</td>
</tr>
</tbody>
</table>

## Innovation Support

The Irish Agriculture and Food Development Authority
The Service versus Development pull

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

**Development**
- Difficult to get paid for
- Longer term relationship
- Some Schemes
- Mostly productivity based
- Mainly voluntary
- Difficult to build contact
- Trust essential
- Partnership needed
Change in farmer, adviser and consultant numbers 1980-2013

Years

Ag. Consultants
Teagasc Advisers
Farms (,000)

The Irish Agriculture and Food Development Authority
Farm Advisory delivery model 2013 - 2020

- Shift from scheme support to innovation support
  - Food Harvest 2020
- Best Practice in support for technology adoption by farmers
  - Discussion groups
- Sub-contracts and partnerships with other providers
  - Industry partners
  - Agricultural consultants
  - Commercial advisers
  - Farming media
  - Veterinary practitioners
  - Farm organisations
  - State bodies (education)
  - NGO’s
- Teagasc to lead and manage major Knowledge Transfer programmes
  - Teagasc training and support to all providers
Agriculture Productivity and Sustainability
European Innovation Partnership

- A huge opportunity for Agriculture
- Must work together to achieve much more
- Increasing the use of applied research
- Opportunity to expand the use of best practice in Knowledge Transfer
- Leverage the support of industry stakeholders
- Capacity of private consultants and commercial advisers
- High impact developments / value for money