



Delivering farm advisory services in the digital age

Dr John Hyland
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A Question?

Digitalisation of advisory/extension work a substitute or an aid?

Digital technologies are substitutes for farm extension activities and will replace on farm advisors in future



Or

Digital technologies will improve the efficacy and quality of extension services and strengthen farm advisors

Global Advisory Digitalisation Drivers

- Farmers: Better more specific advice and decision support **(pull)**
- Advisors: New ways to support farmer decision making **(pull)**
- Government: More efficient process administration (e-government etc.) **(push)**
- The advance of low cost digital technology **(pull)**



2020 Covid19 – A giant leap in digital extension

TEAGASC APPLICATIONS



SRUC Applications



agrecalc

A tool to produce accurate carbon footprint reports for all farm enterprises

SAC Consulting
SRUC

The image shows a promotional graphic for 'agrecalc'. At the top, there is a white line-art logo of a leaf. Below it, the word 'agrecalc' is written in a large, white, lowercase sans-serif font. Underneath, a smaller line of text reads 'A tool to produce accurate carbon footprint reports for all farm enterprises'. The background is a light blue sky over a field of cows. In the bottom right corner, the text 'SAC Consulting' and 'SRUC' is overlaid in white.

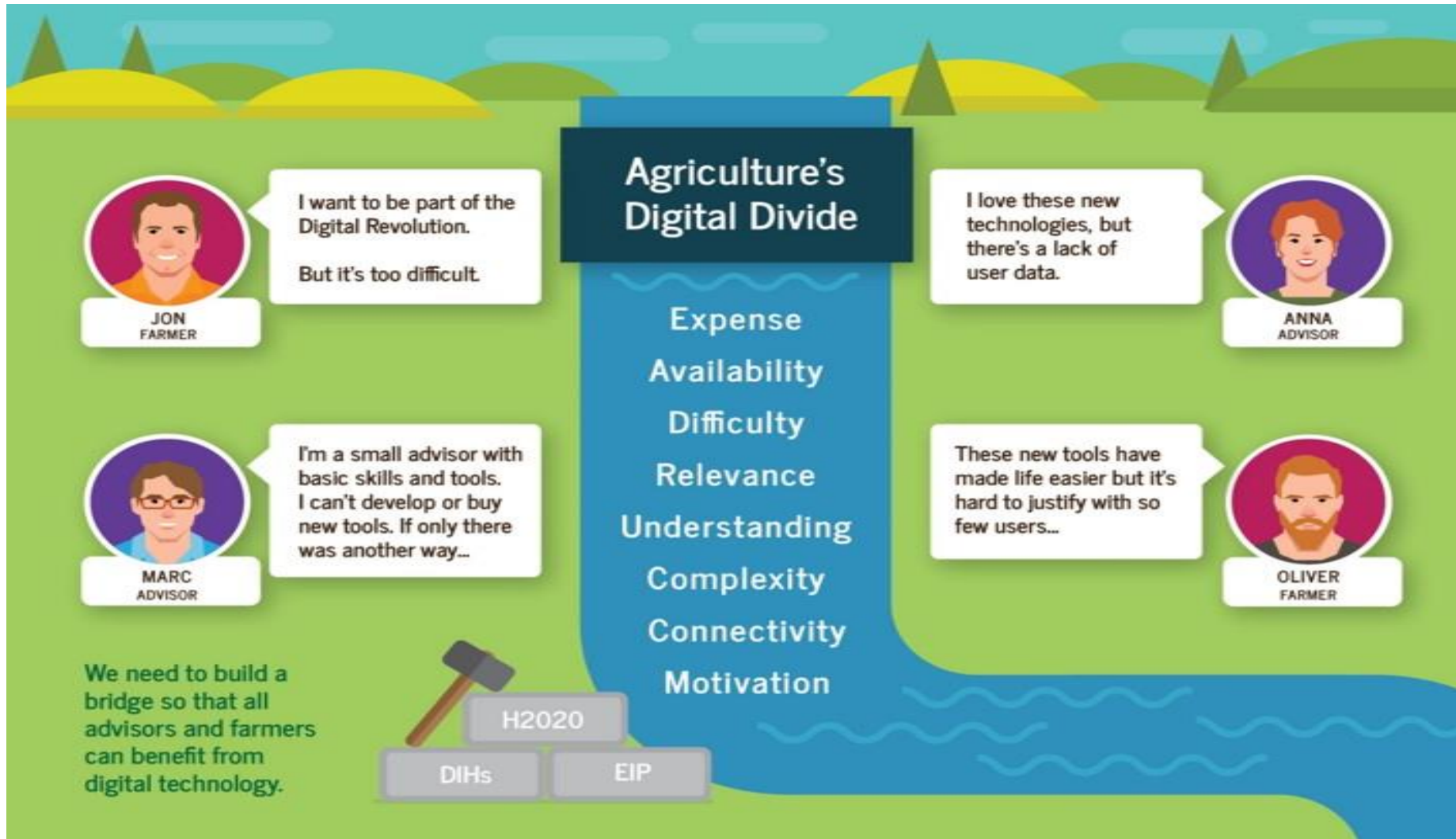
MilkNET



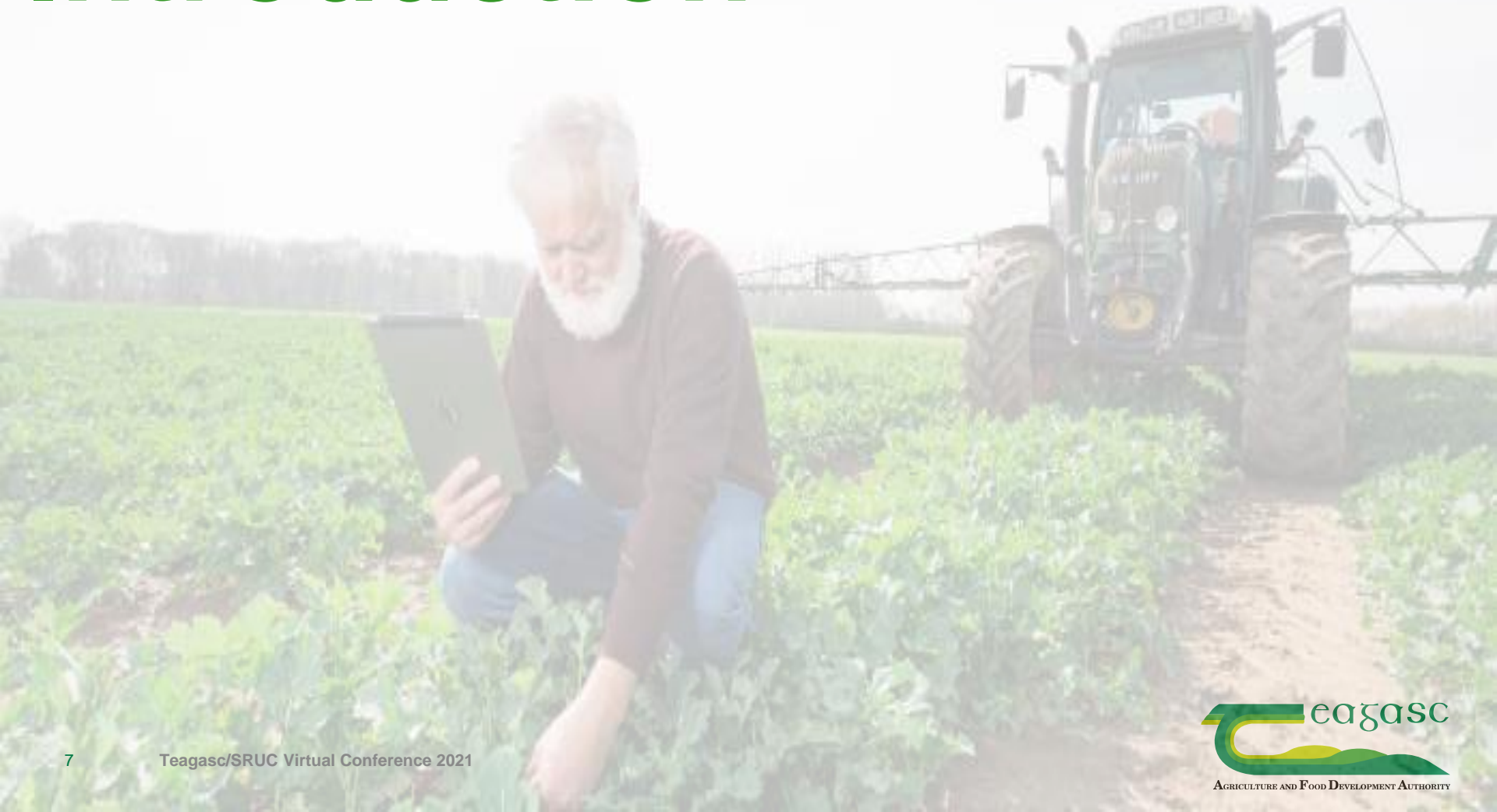
FeedByte



The Digital Divide



FAIRshare: An Introduction



FAIRshare Overview



- A €7 million funded project
- Coordinated by Teagasc
- 22 partners from 15 countries across Europe
- 5 year project (2018-2023)
- Aims to ensure that farm advisors effectively use digital tools and services

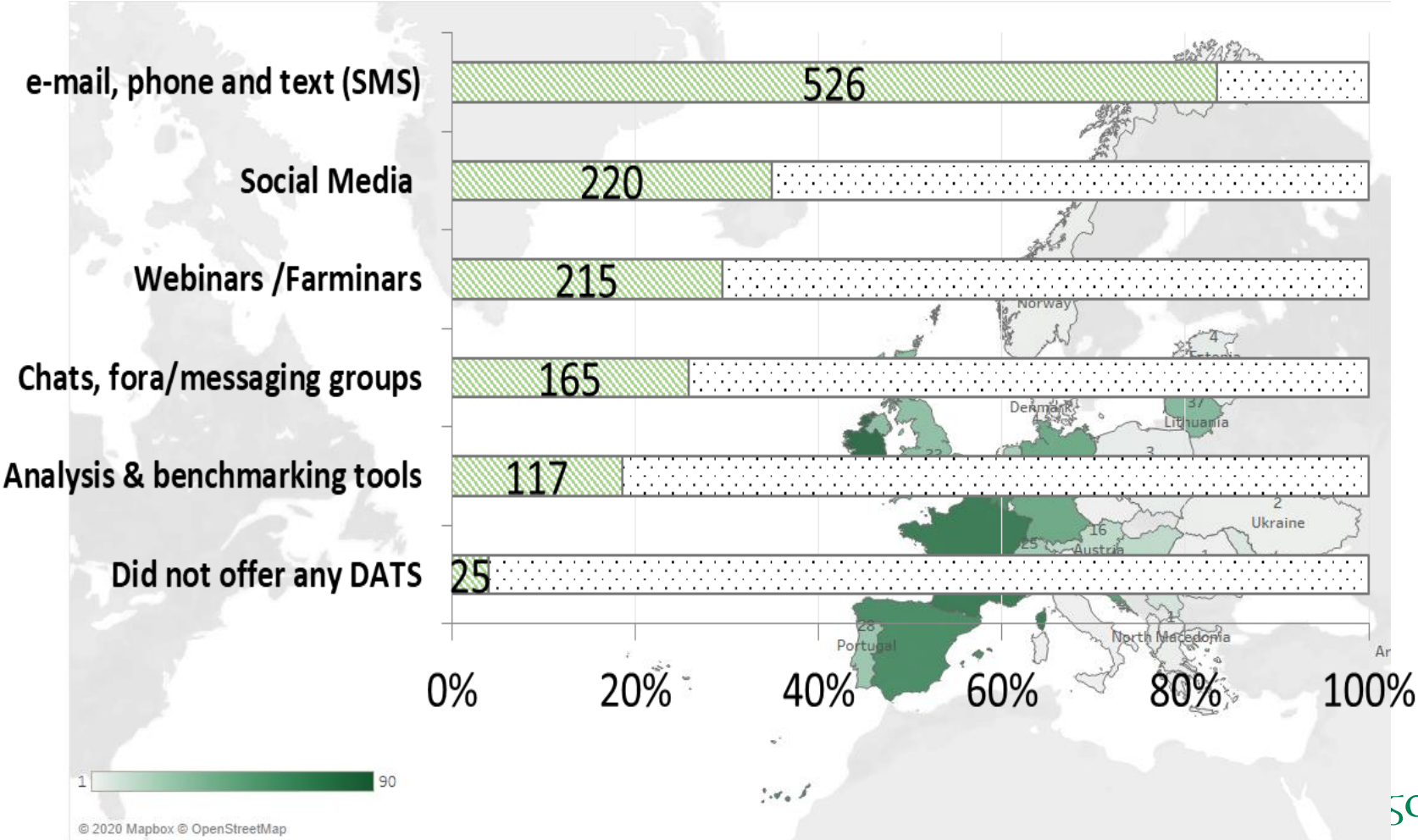
Digital Advisory Tools and Services (DATS)



FAIRshare 2020 Survey & Workshops



FAIRshare Questionnaire Results?



1 90

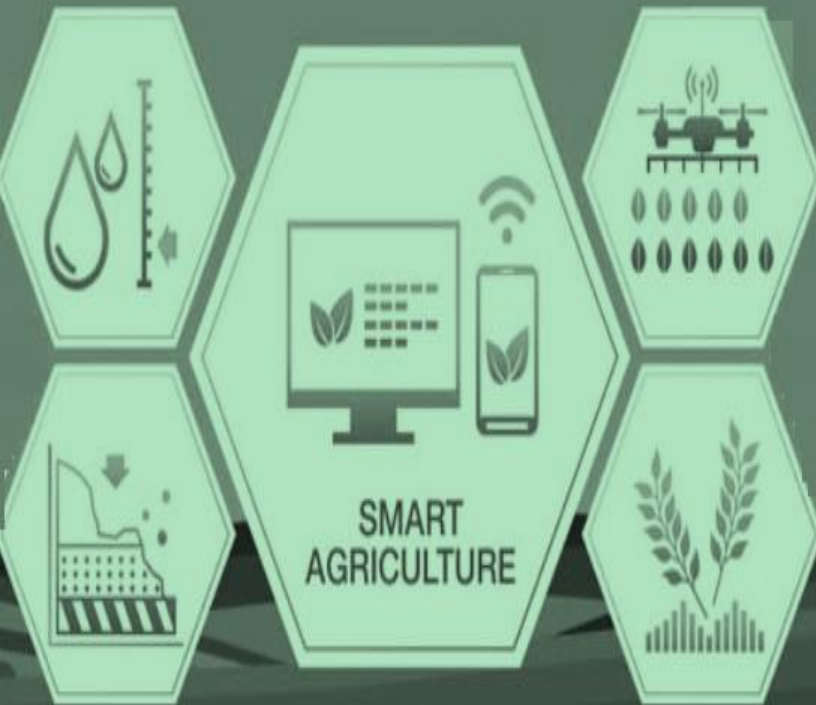
© 2020 Mapbox © OpenStreetMap

FAIRshare 2020 Virtual Conference 2021

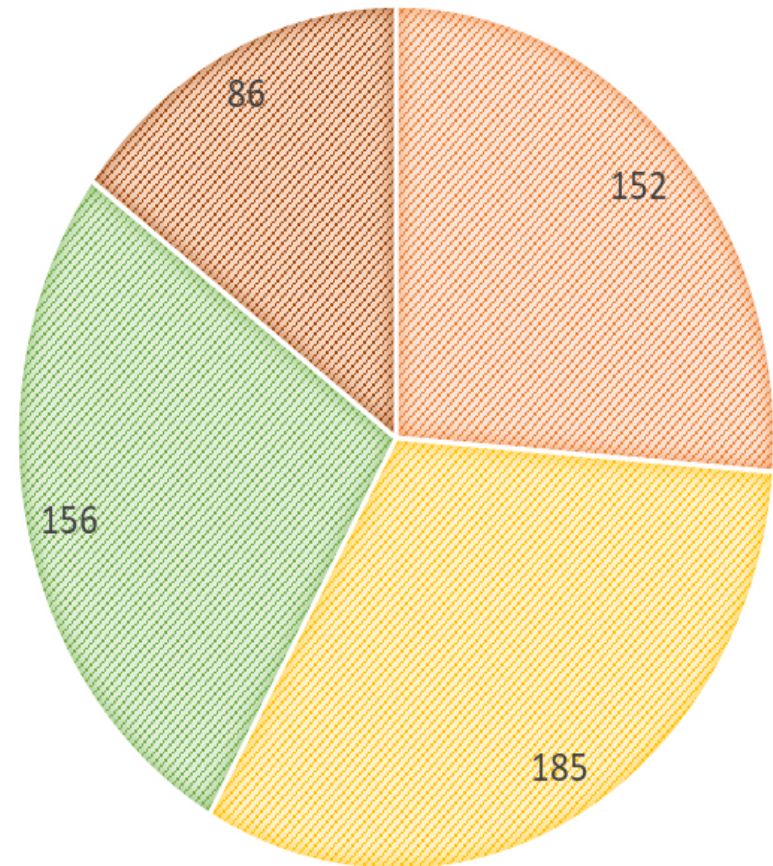
SASC

AGRICULTURE AND FOOD DEVELOPMENT AUTHORITY

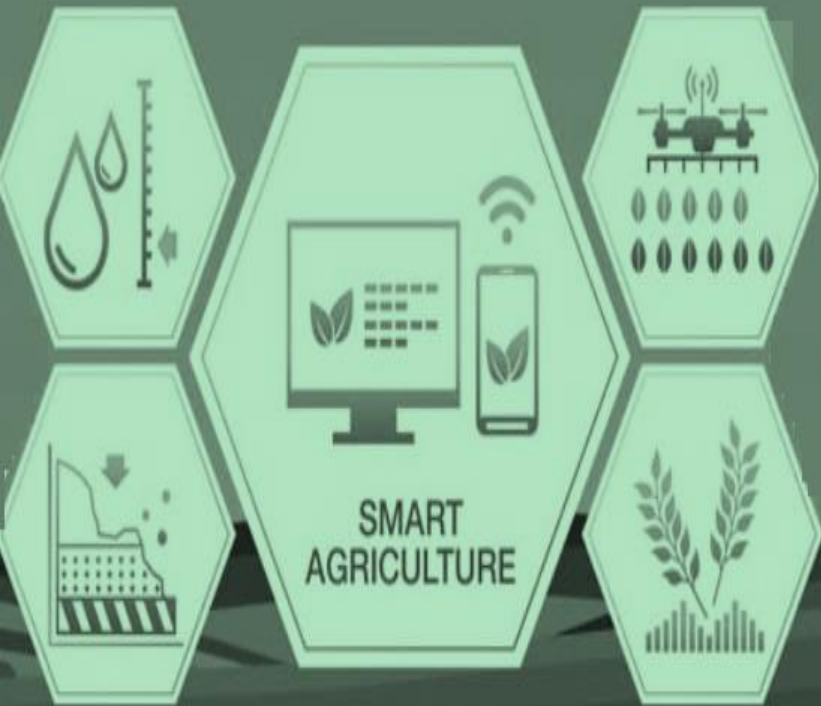
% of Farmer Clients who use DATS



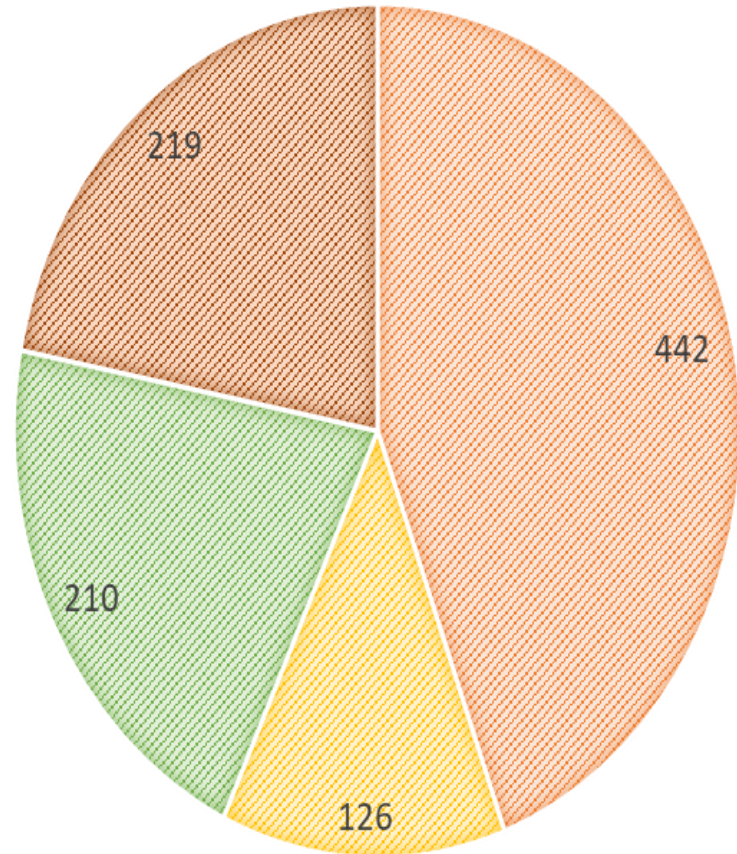
■ less than 20% ■ 20% to 50% ■ 50% to 80% ■ More than 80%



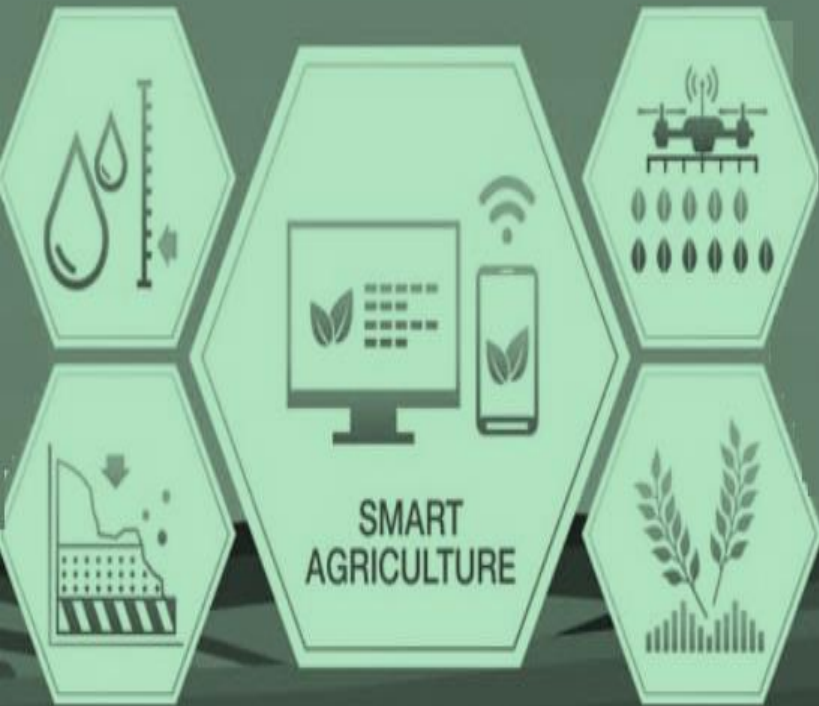
Source of Data used in Digital Services



Manual input IOT Administrative Third party



Main Findings



- ✓ Positive influence of advisors
- ✓ DATS benefits are not easily understandable especially for farmers
- ✓ Lack of availability of automated data and data interoperability
- ✓ Advisors rely on their organisation to identify and discover DATS
- ✓ Advisors recognise their need to receive training in the provision of digital advisory services

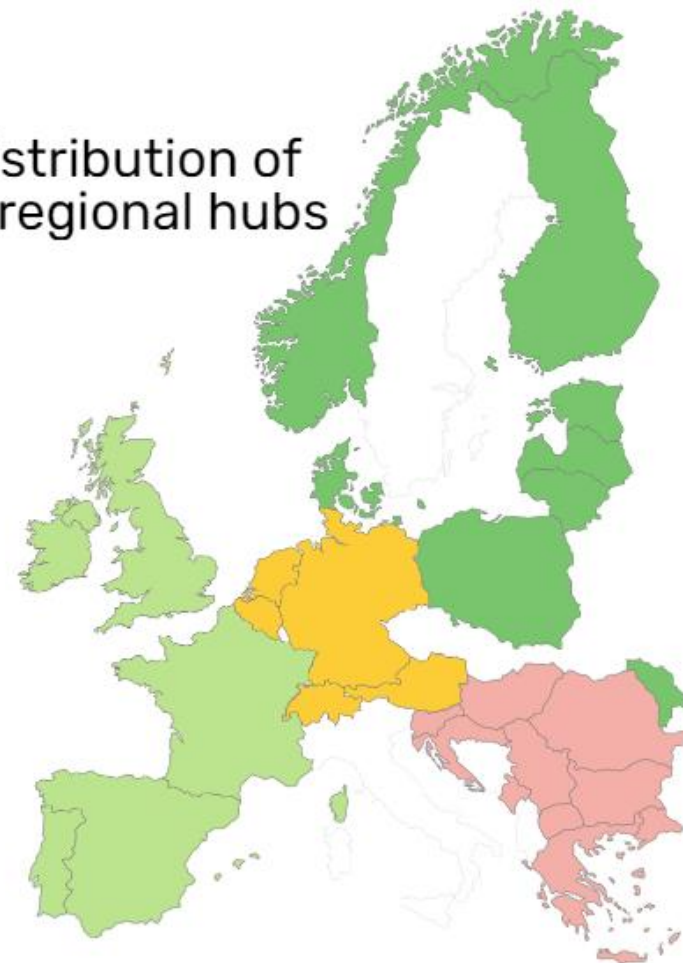
FAIRshare User Cases



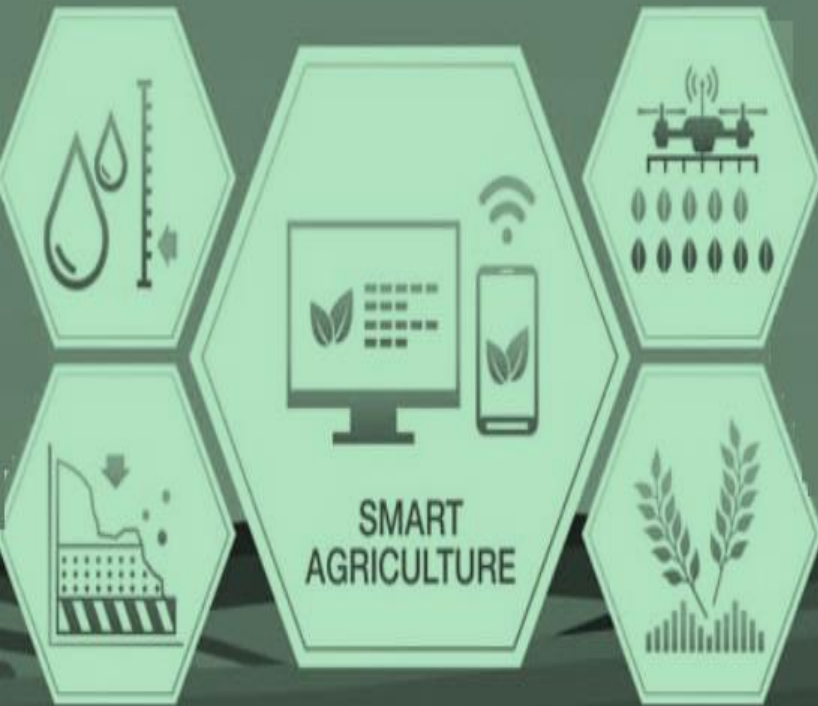
FAIRshare Approach: User Cases

- ✓ A challenge faced by a group of advisors
- ✓ A new approach with targets of what they want to achieve
- ✓ One or multiple DATS that the advisors have identified to solve their challenge
- ✓ Improved advisory services

Distribution of 4 regional hubs



How to get involved?



- Select 20 external cases
- Provide financial support
- Identify the change management and innovation process issues arising
- Enable these cases to address challenges to embedding DATS and help them to make the right strategic choices.

Thank you for listening.

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