

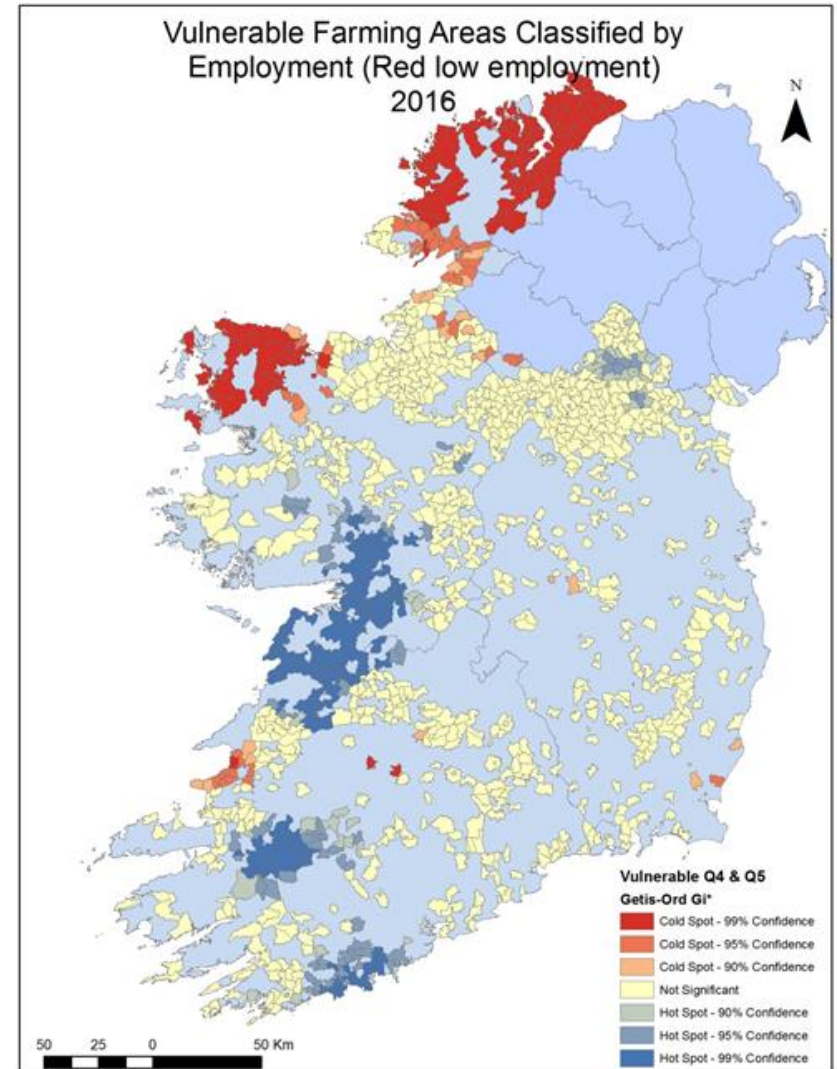
Teagasc Options Programme



Rationale

Improve Farm Viability &
Quality of Life in rural areas

- Information and skills for rural dwellers
- Avail of income generating opportunities
 - (on and off farm)
- Exploit opportunities
 - RDP / national supports



Organics



Dan Clavin & Elaine Leavy

Rural Development Team

Equine



Wendy Conlon & Crea English

Rural Development & Renewable Energy



Barry Caslin

Rural Development Programme coordinator/ Environmental Economics



Mary Ryan

Regional Options Coordinators



Goats



Cian Condon

HoD Farm Management / Rural Development



Fintan Phelan

SWOT

Teagasc: rural client base + dissemination channels

Internal & external evaluations & Stakeholder process

- Programme re-design:
 - » 1-1 interactions to workshop format
 - » Focus on in-house expertise (organics, equine, tourism, renewable energy, goats)
- Co-leverage training resources with LEADER, Local Enterprise Offices, ETBs
- Willingness to collaborate but need for coordinated approach.

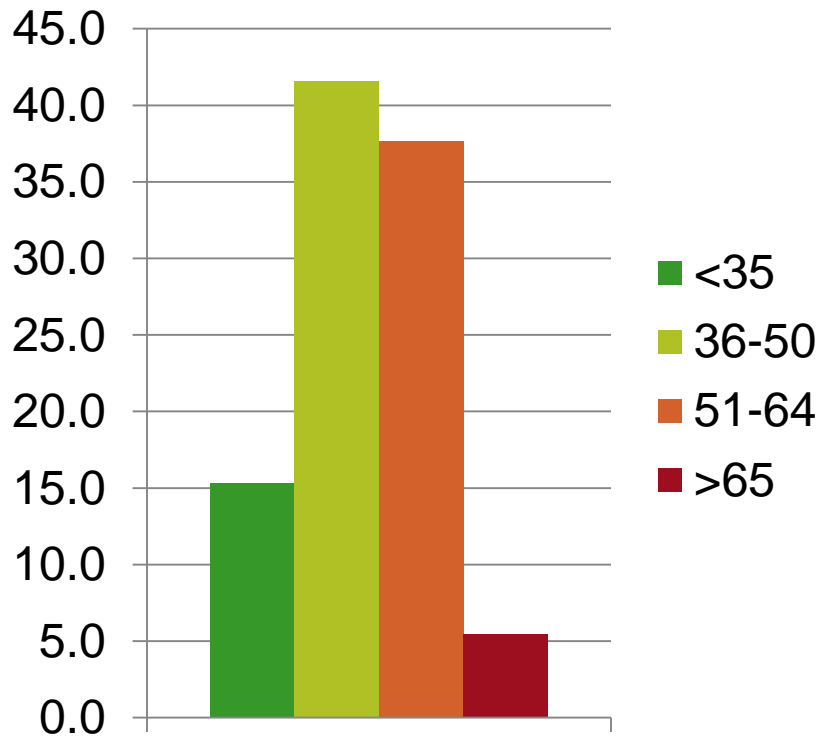
Strategy

- Demand-led programmes
- Research-based technical information
- Specialist core skills
- Collaborative networks
- Case-studies/champions
- Mass-media/visual dissemination
- **Annual Options evaluations**

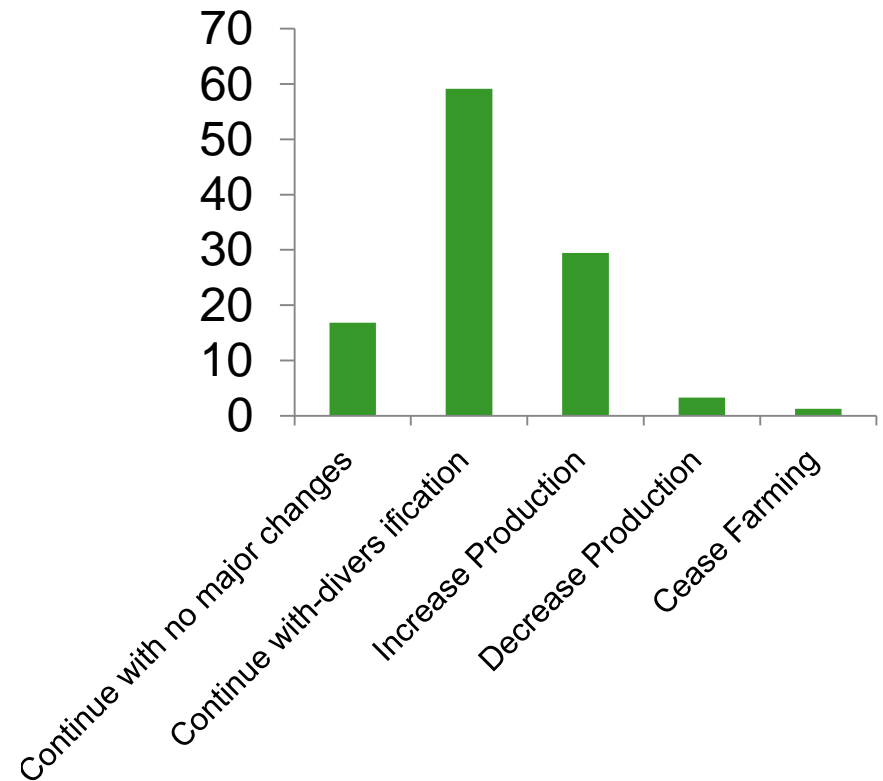


Options evaluation

Age

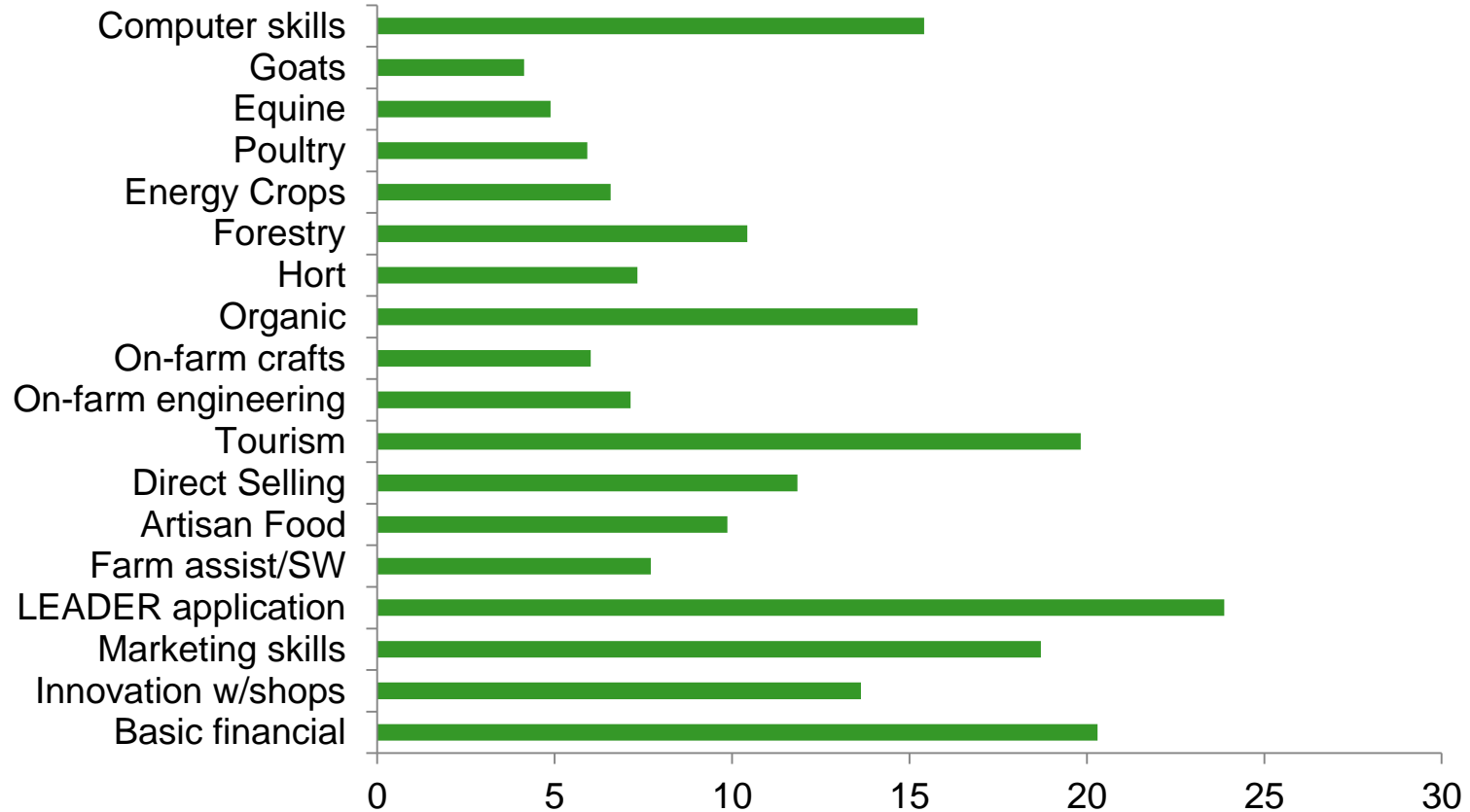


Long term plan



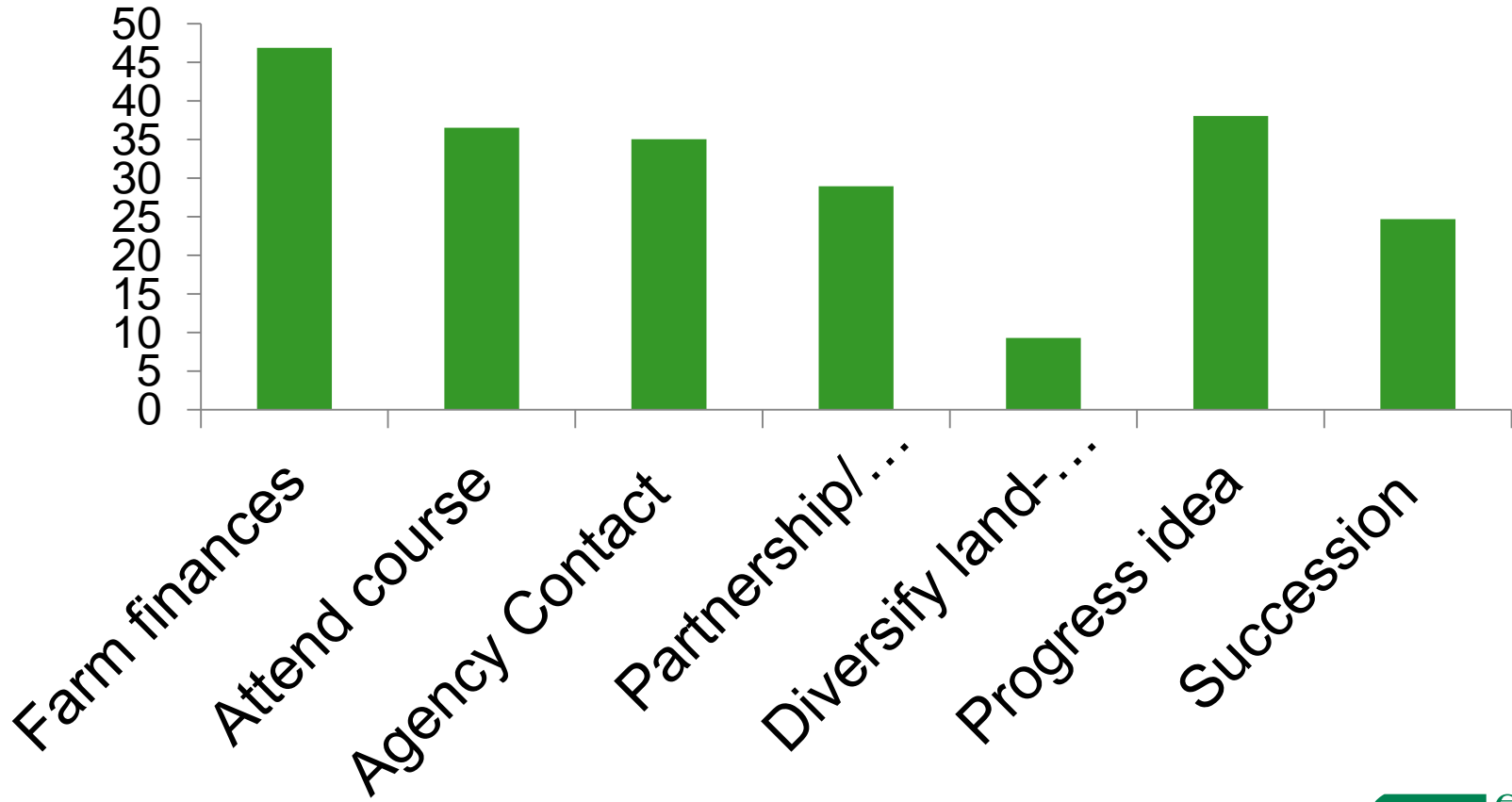
Options Evaluation

Next Steps/Skills



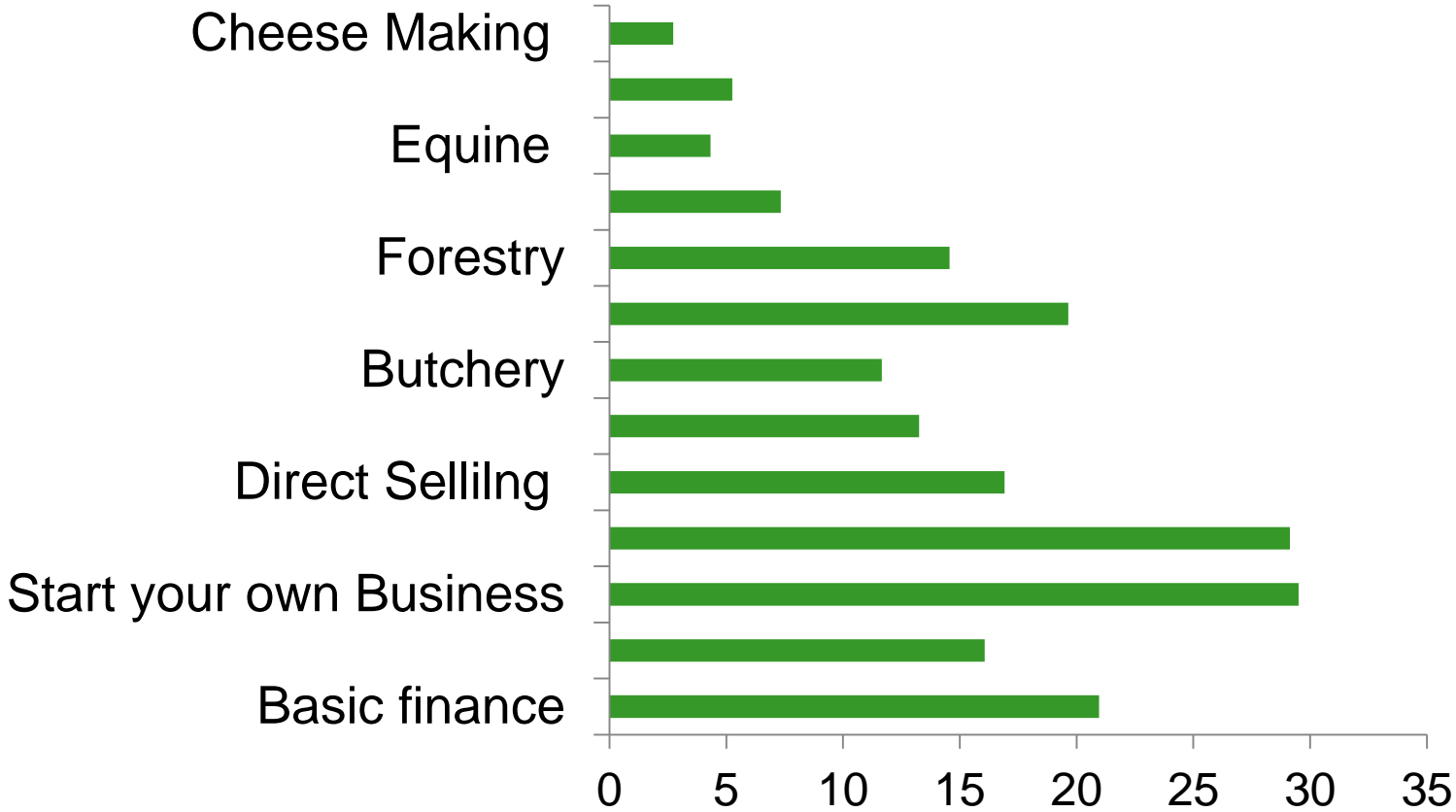
Options Evaluation

Actions to undertake..



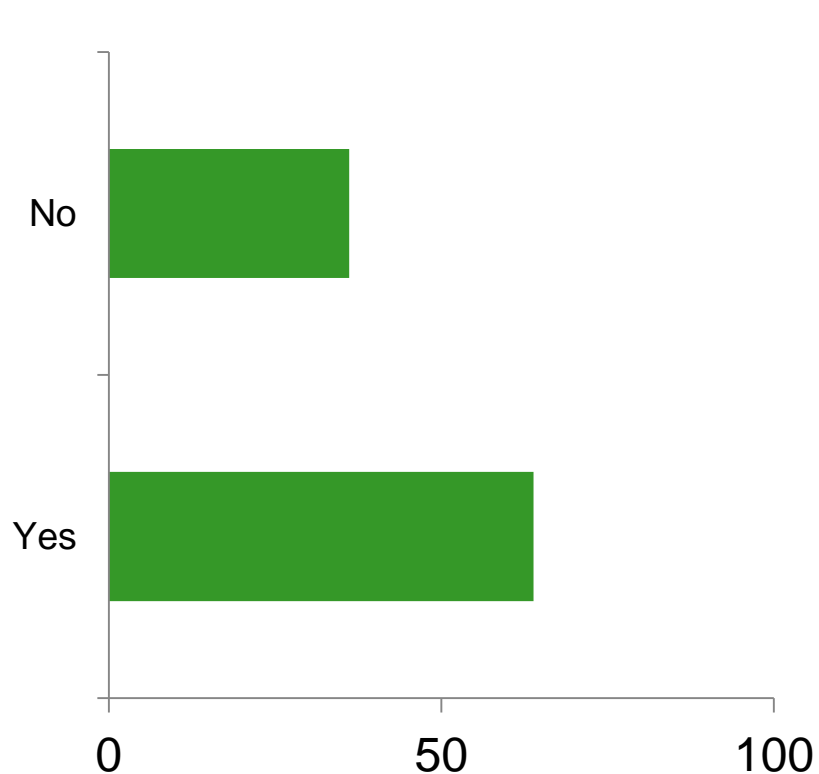
Options Evaluation

Follow-on Courses requested

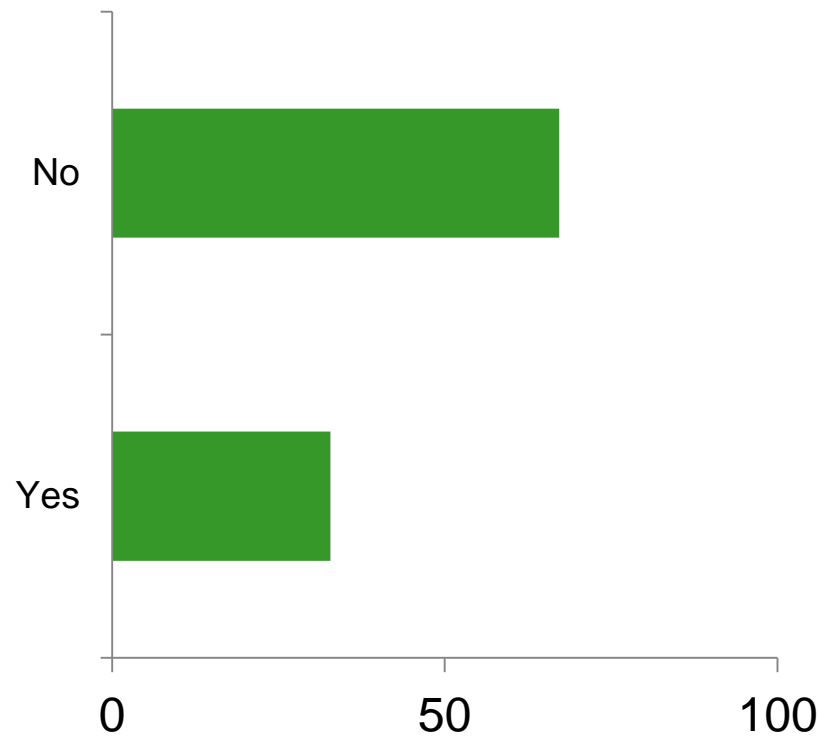


Options Evaluation

Interested in Partnerships

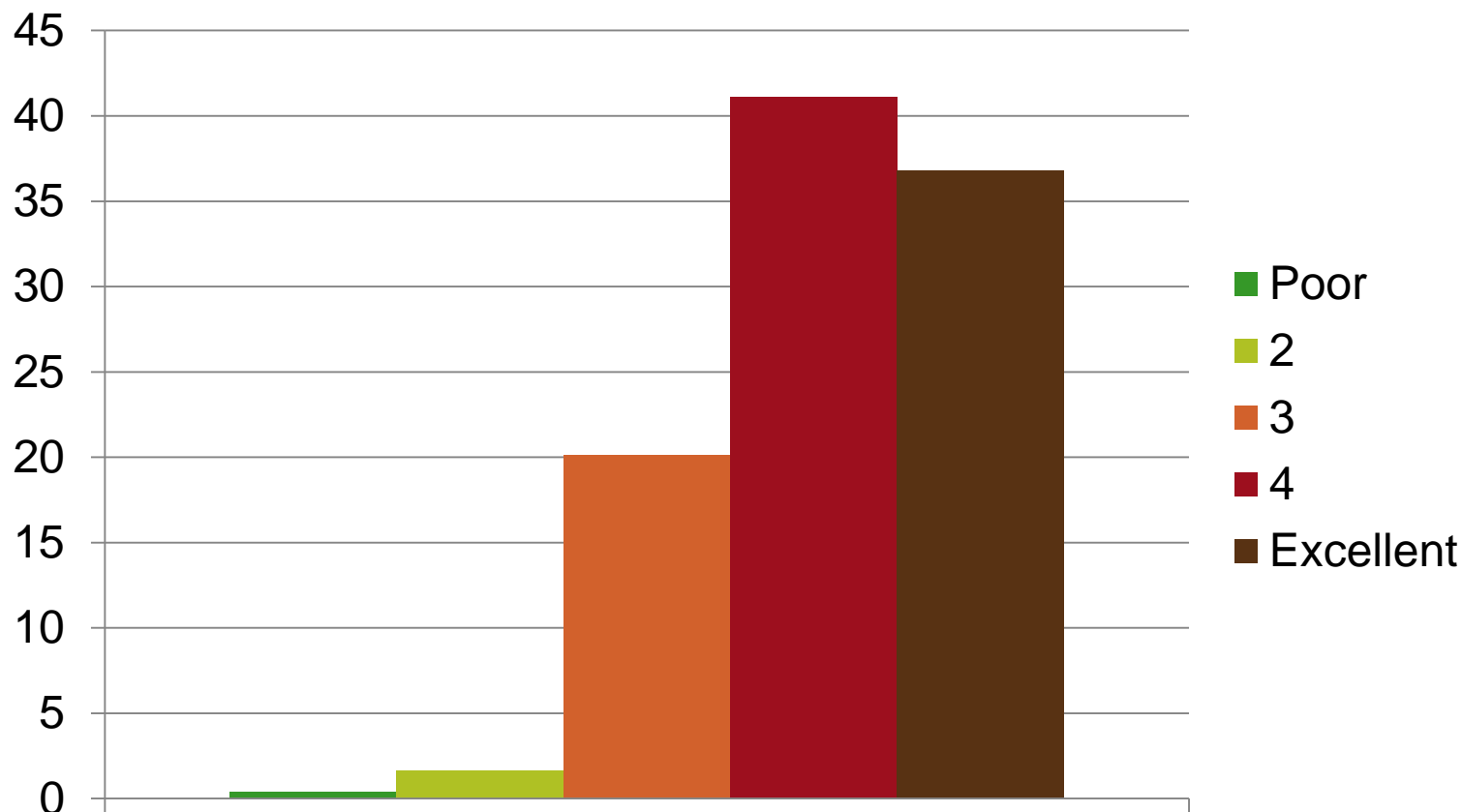


Taken Steps to progress ideas



Options Evaluation

Options Workshop Ratings



Rural Development Programme

1. Diversification - Options (on farm)
 - Tourism
 - Food
 - Organics
 - Equine
 - Renewable Energy/Energy Efficiency
 - Goats
2. Training/up-skilling for off-farm employment
3. Farm household financials

1 Diversification

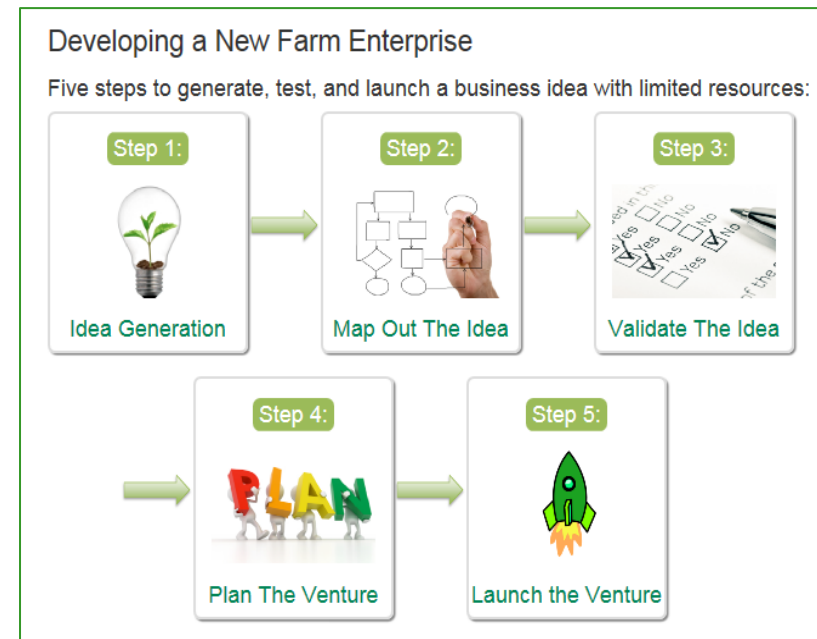
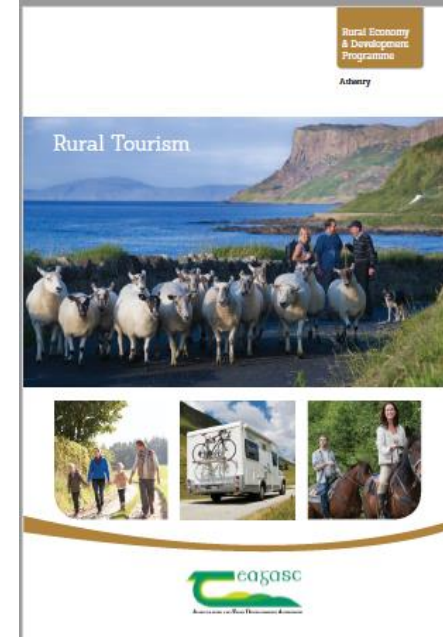


- Demand-led regional Options diversification workshops
 - » > 1500 farm families
- Collaborative delivery with external agencies
- Website: almost 100,000 hits annually
- Newsletter: > 40,000 farm families
- YouTube equine marketing ; Diversification video clips
- Ask an Organics question; Goat blog
- Diversification factsheets – snail farming, social farming
- Research: *Collaborative Approaches - Delivering Enterprise Supports and Skills in Rural Areas*

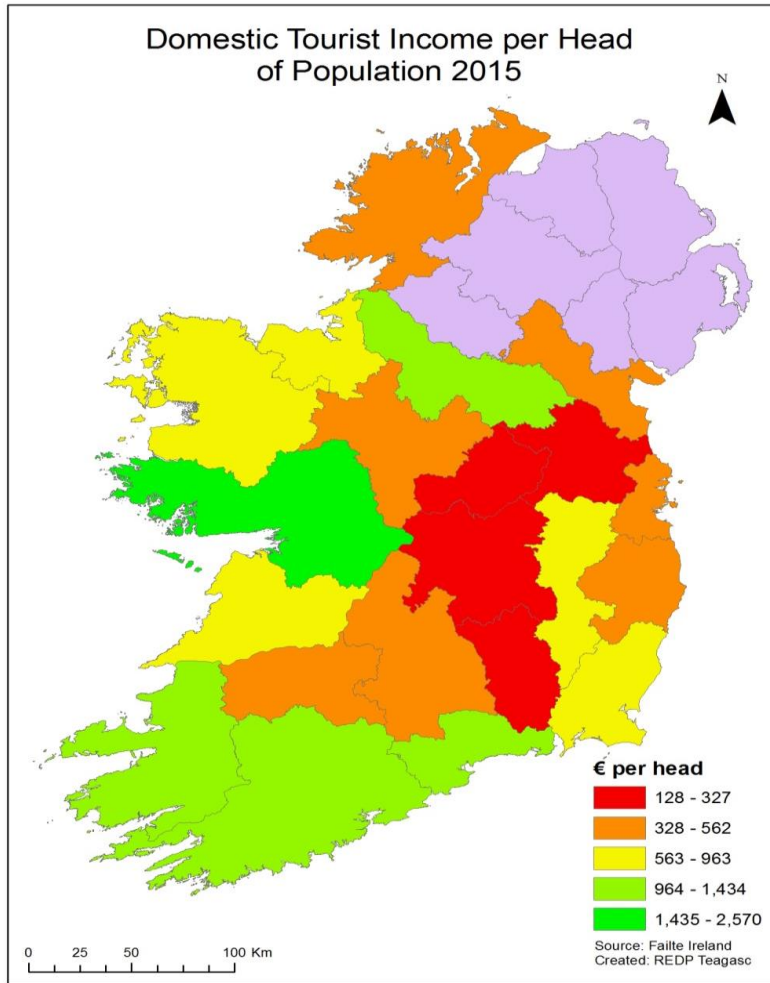
Diversification: Options+

Options+ follow-on training

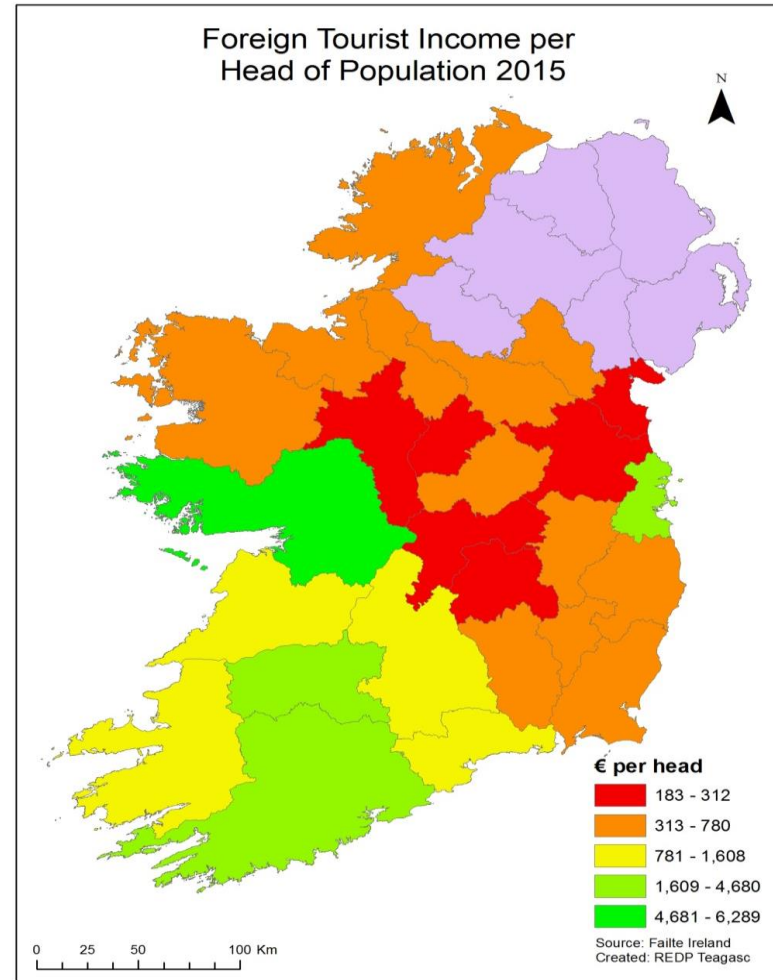
- Tourism: Teagasc/Clare LEADER
 - 45 Participants
 - 25 LEADER project applications
- Food – New Product Development Workshops , Butchery (Teagasc Food Centre)
- Food Tourism – BIM / Teagasc / Fáilte Ireland
- Business start-up courses (LEADER)



Tourism



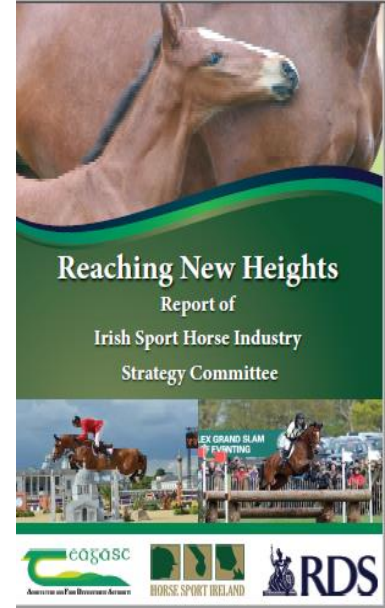
Source: Failte Ireland



Diversification: Organics



- Agro-ecological system
- Target 5%: Area doubled in 10 years (to 2% UAA)
- 1800 organic farms
- Largely cattle but new opportunities in organic dairy
- Organic Courses: online waiting list (Oct 2017)
- Research:
 - » Organic systems modelling
 - » Organic value chains



Diversification: Equine

Reaching New Heights (Teagasc/HSI/RDS)

- 12,500 directly/indirectly employed
- Improve genetics/Education
- Education programme / KT groups
- Young breeders programme

Realising our Rural Potential – Action Plan for Rural Tourism (2017) ‘Adventure tourism’...identified as priority for Irish tourism

- 2012: overseas equine tourist spend was estimated at €79m
- 2015: 75,000 overseas tourists participated in equine activities

Diversification: Renewable Energy



- Renewables & Energy Efficiencies in Agriculture Factsheets (17)
- Energy Crop Management training
- Anaerobic digestion, Photovoltaic & renewable heat seminars
- Best Practice Guidelines for energy crops
- Research:
 - AgriforValor Horizon 2020 Thematic Network partner

Diversification: Goats

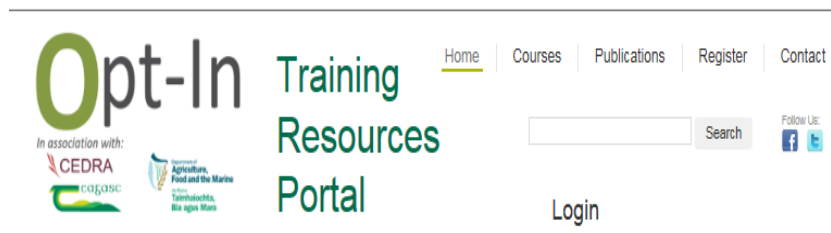
- Goats Milk
- Goats Cheese
- Market & Management
- Goat Meat
- Potential Health Benefits
- Teagasc Goat Blog



2 Training/Up-skilling

www.Opt-in.ie

- Pilot off-farm employment skills and training opportunities web-portal (Tipperary/Limerick)
- Collaborative stakeholder effort- > opportunities for coordinated approach
- ‘hard to reach’ farmers: printable posters
- Nationwide by end 2017



Opt-In is a collection of courses and events aimed at helping rural dwellers find the means and skills necessary to increase their income generating options.

Gain access to hundreds of courses from a wide variety of learning institutions across Ireland from a single website.

Set reminders about courses of interest. The reminders can be sent to your mobile phone through text messages and social media notifications.



3 Farm Household Finances



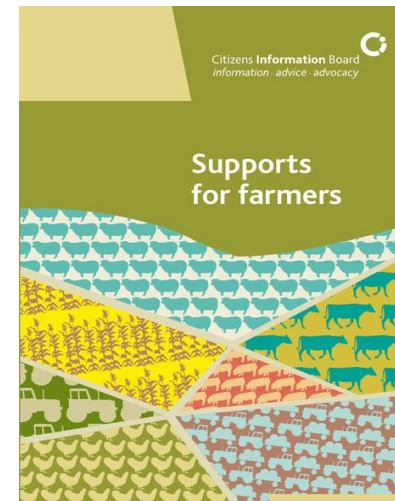
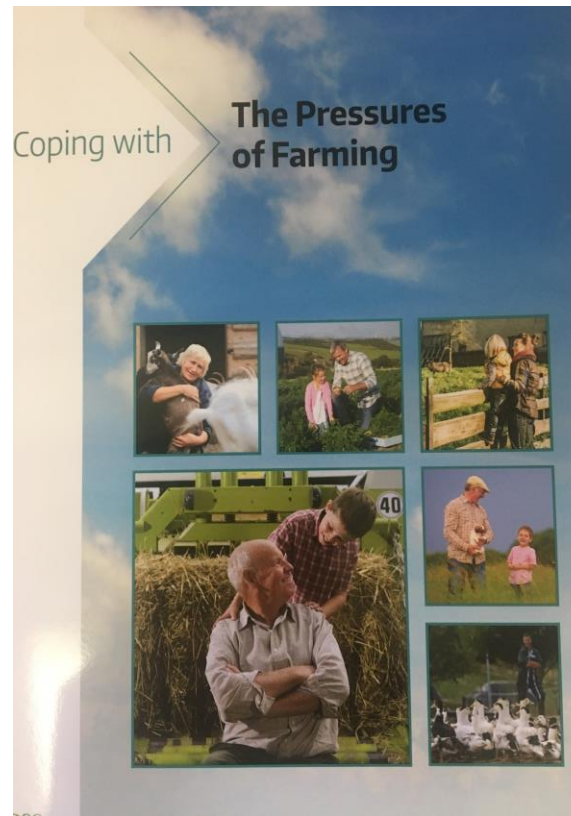
Get Farm Financially Fit

Collaborative stakeholder initiative:

financial institutions/farm organisations/rural support agencies

- Smart spending
Energy saving
- Smart budgeting
Teagasc/MABS
- Smart entitlements
Citizens Information

Mental Health Ireland



Expand your Horizons

Teagasc & National Rural Network (NRN) collaboration

28 locations: Jan-March 2017

Teagasc Regional Managers

Rural Support Agencies:

LEADER LAGS

Local Ent Offices (LEOs)

Skills for Work

Citizens Information

Mental Health Ireland

ETBs

Inland Fisheries

LAWCOs

Clann Credo



Case study: Organics



- Green Earth Organics, Headford, Co. Galway
- 13.5 acres
- 8 other organic farmers supplying Kenneth
- €1 million turnover from fresh produce
- employs 22 to 25 people
- home delivery organic 'box scheme' service supplies 700-1000 customers/week nationwide.

Teagasc Options workshops 2017

START DATE	LOCATION	CONTACT
Tue, Oct 17th 2017	Teagasc, Deerpark, Ballinasloe	Bernie Leahy (090)9642456
Wed, Oct 18th 2017	Teagasc, Kells Road, Navan Co. Meath	Donal Mc Cabe (046) 9068139
Wed, Oct 25th 2017	Teagasc, Castlemeadows Thurles, Co. Tipperary	Michael White (0504) 21777
Wed, Oct 25th 2017	Teagasc, Roscommon Co. Roscommon	Francis Bligh (043) 3328519
Tue Oct 31st 2017	Teagasc, Mullinavat, Co. Kilkenny	Loretto O'Driscoll (056) 7789217
Wed Nov, 1st 2017	Teagasc, Advisory Centre, Moorepark, Fermoy, Co. Cork	Eimear Connery (022) 52361
Tue, Nov 7th 2017	Balla Resource Centre Balla Co. Mayo	Geraldine Hynes (094) 9371360 Anne O'Malley (096) 60325
Tue, Jan 9th 2018	Dromid Community Centre, Bru na Dromoda, Cillín Liath, Killarney, Co. Kerry	Kevin O'Sullivan (064) 6632344
Wed, Jan 24th 2018	Teagasc, Ballymote, Co. Sligo	Paul Rigney (071) 9189406
Thur, Jan 25th 2018	Teagasc, Ennsicorthy, Co. Wexford	Margaret Cullinan (059) 9183522
Thur, Jan 25th 2018	The Westlodge Hotel, Bantry, Co. Cork	Seamus Lordan (026) 43517 Aine Galvin (026) 43512
Wed, Jan 31st 2018	Teagasc, Clonminch, Tullamore, Co. Offaly	Bernard Doorley (057) 9329439

Go raibh maith agaibh