

AKIS Farmer Survey

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Context



This survey was collaboratively developed by the AKIS Steering Group to better understand the current needs of farmers in relation to how they currently source knowledge and information.

CAP Network Ireland managed the process and have analysed the results.

The electronic survey was open between August and October 2024 inclusive and was promoted via a variety of digital and print channels. Participation was incentivised via a prize draw.

The following slides present a taster of some of the results.

Farmer Respondent Demographics

Farmer Respondent Characterisation



Of the 789 surveys completed, 52% of respondents were aged 50+. 78% were male.



38% full-time farmers, 49% part-time farmers, 7% semi-retired, remainder are “other”.



34% have basic and 20% full agricultural training. 27% have practical experience only, while 18% have other qualifications.



44% of farms are between 21-60ha.



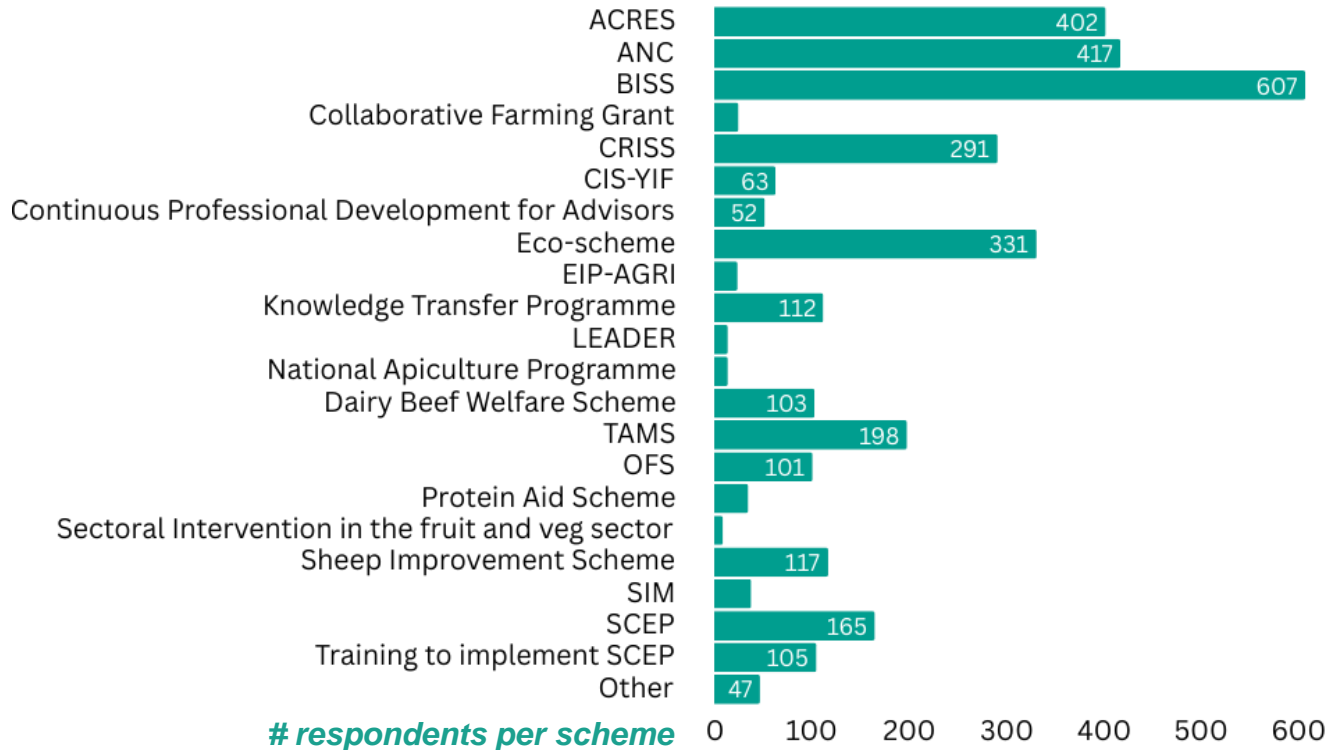
Beef (57%), Sheep (24%) and Dairy (24%) farming is most common.*

**Respondent could select all that apply*

Scheme Participation

Question: Are you taking part in any of the following?

Response Option:
Select all that apply



Basic Income Support
for Sustainability
77%



Areas of Natural
Constraints
53%



ACRES
51%



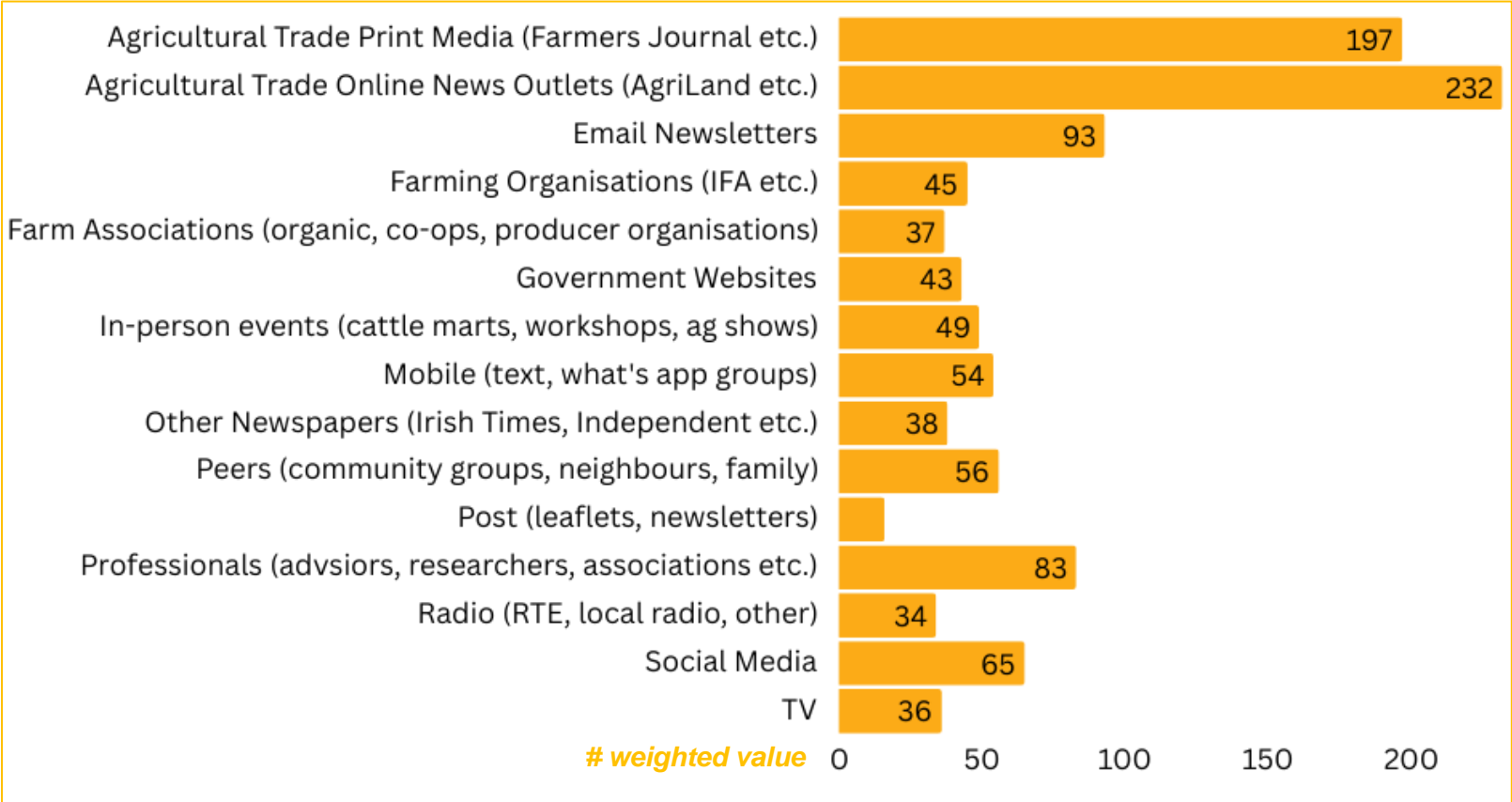
Eco-scheme
42%

Information Sources

Question: Where do you get your agricultural news?
Response Option: Please rank your top 5 in order of preference.

Top Preferences *(by weighted value)*

- 1 Agricultural Trade Online News Outlets
- 2 Agricultural Trade Print Media
- 3 Email newsletters
- 4 Professionals (advisors, researchers, associations etc.)
- 5 Social Media



Question: Where do you get your technical information about agriculture?
Response Option: Please rank your top 5 in order of preference.

Top Preferences (by weighted value)

- 1

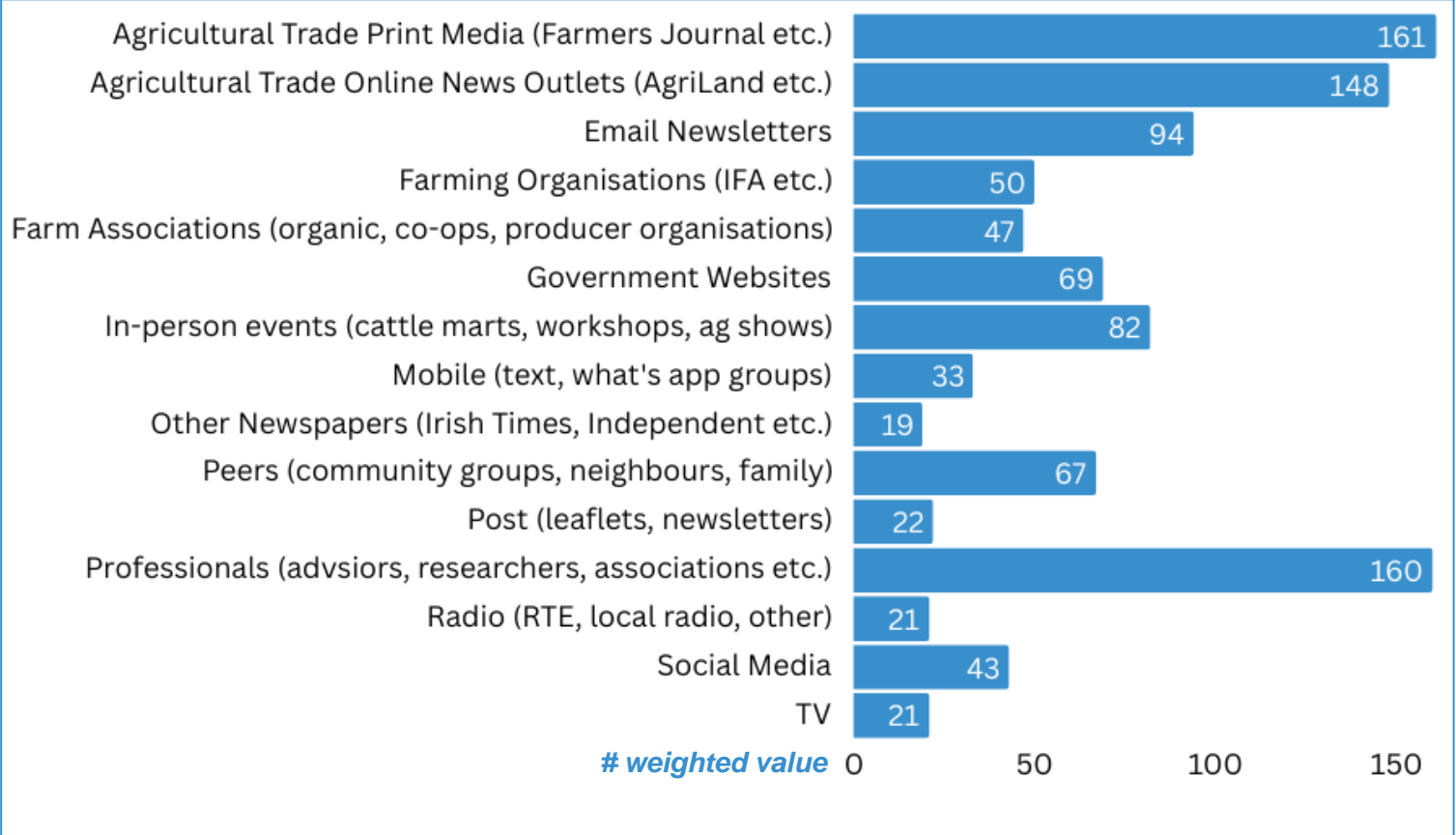
Agriculture Trade Print Media
- 2

Professionals (advisors, researchers, associations etc.)
- 3

Agricultural Trade Online News Outlets
- 4

Email Newsletters
- 5

In-Person Events (cattle marts, workshops, agricultural shows)



Question: Who are your most trusted sources of information?
Response Option: Please rank your top 5 in order of preference.

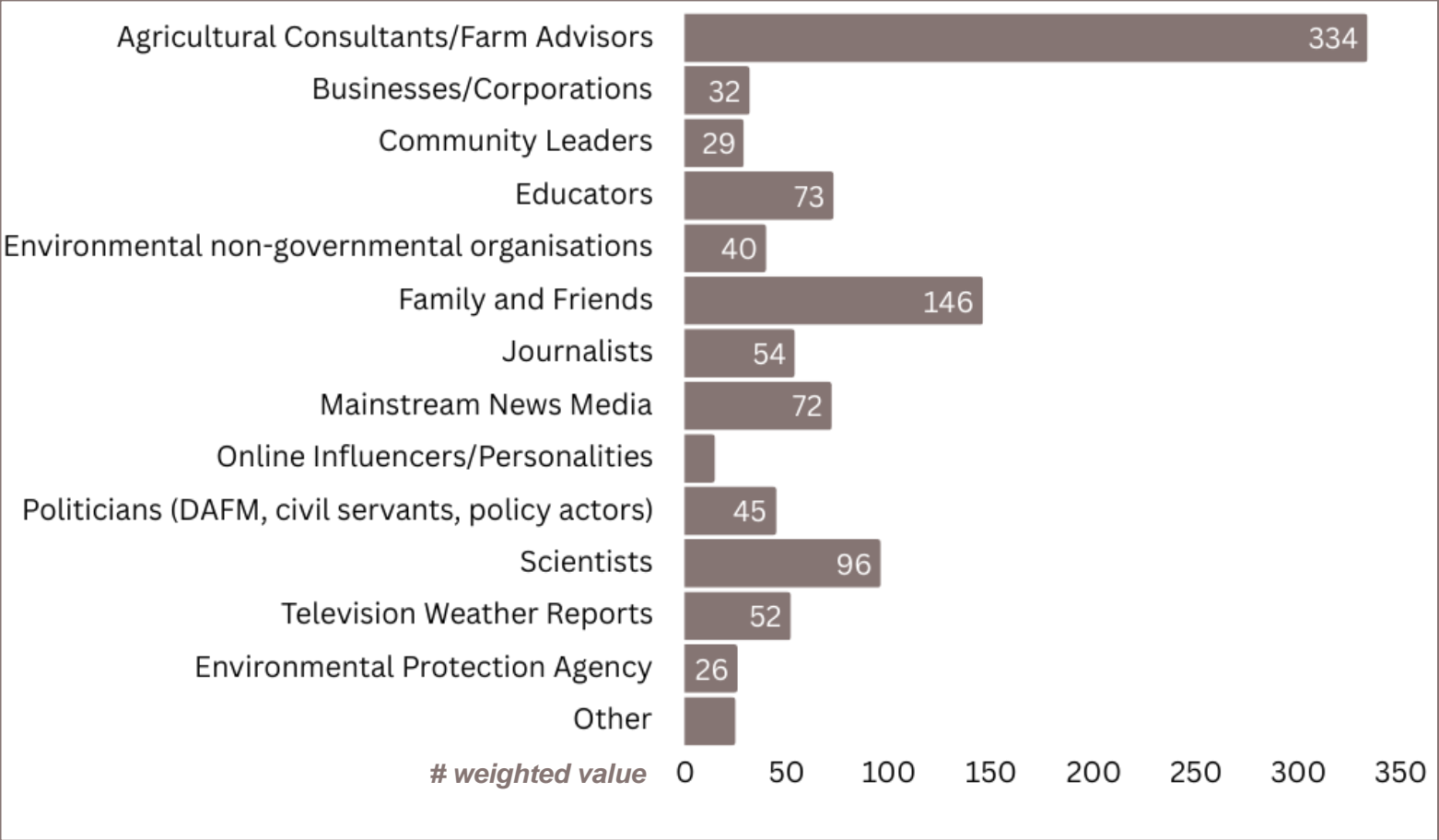
Top Preferences (by weighted value)

- 1

Agricultural Consultants / Farm Advisors
- 2

Family and Friends
- 3

Scientists

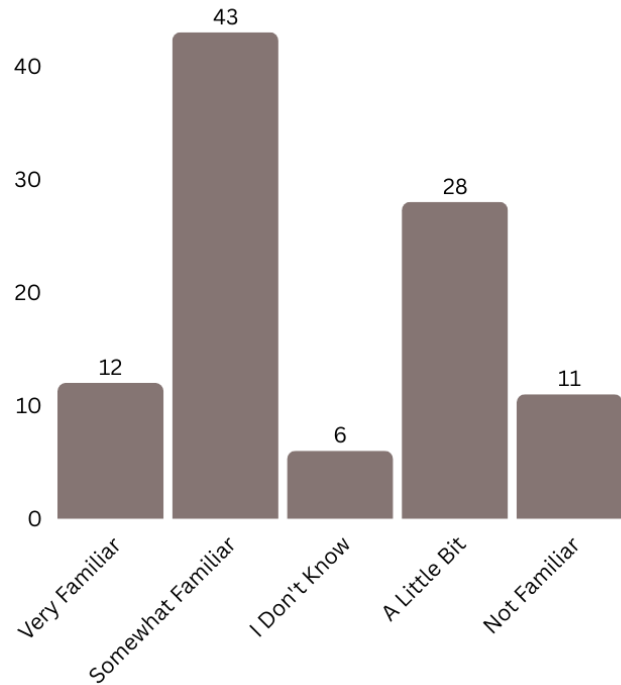


Innovation Adoption

Innovation Awareness

Question. How familiar are you with new agricultural innovations and technologies?

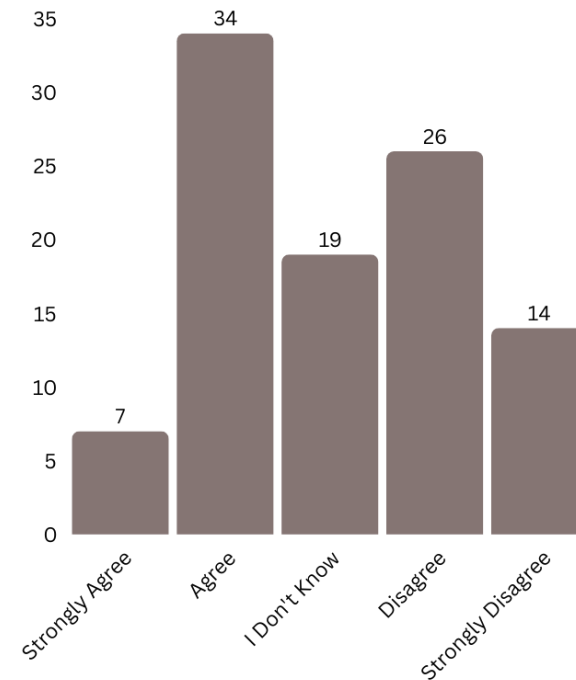
Response Option: Select one.



% respondents

Question: Please select the extent to which you agree or disagree with the following statement as it relates to you.

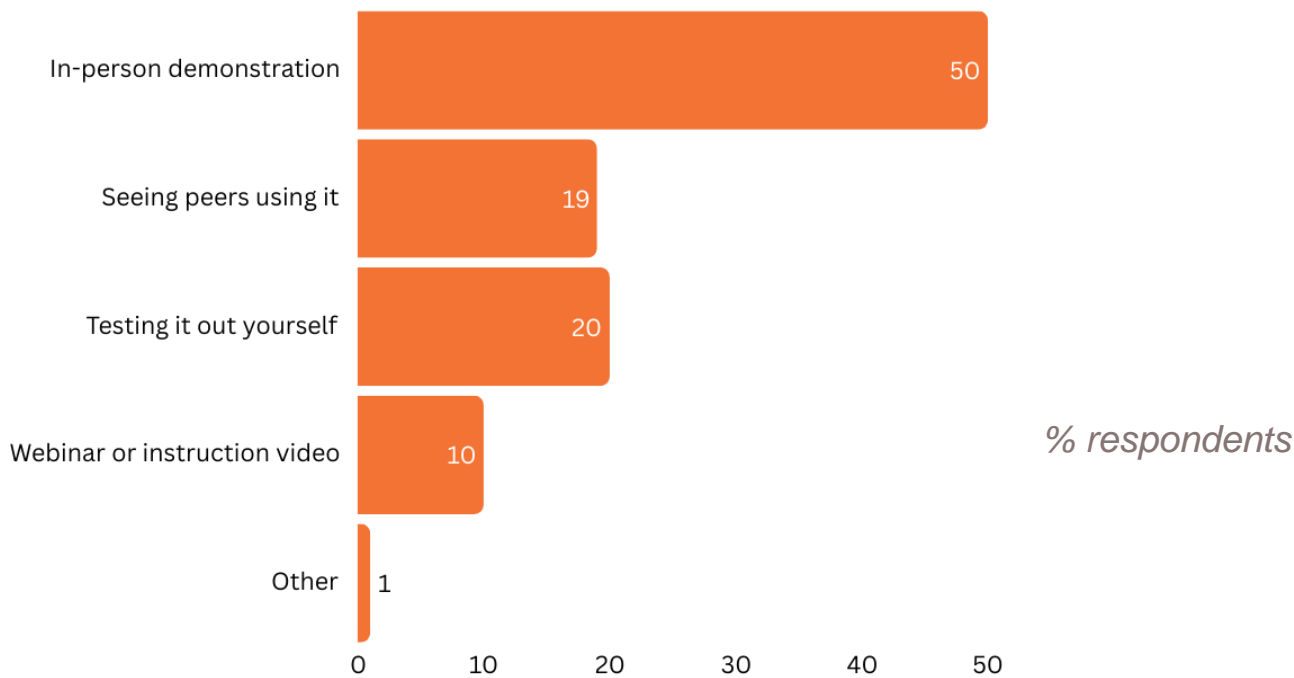
"I have had the opportunity to try new agricultural innovations (technology, processes etc.)"



Innovation Preferences and Barriers

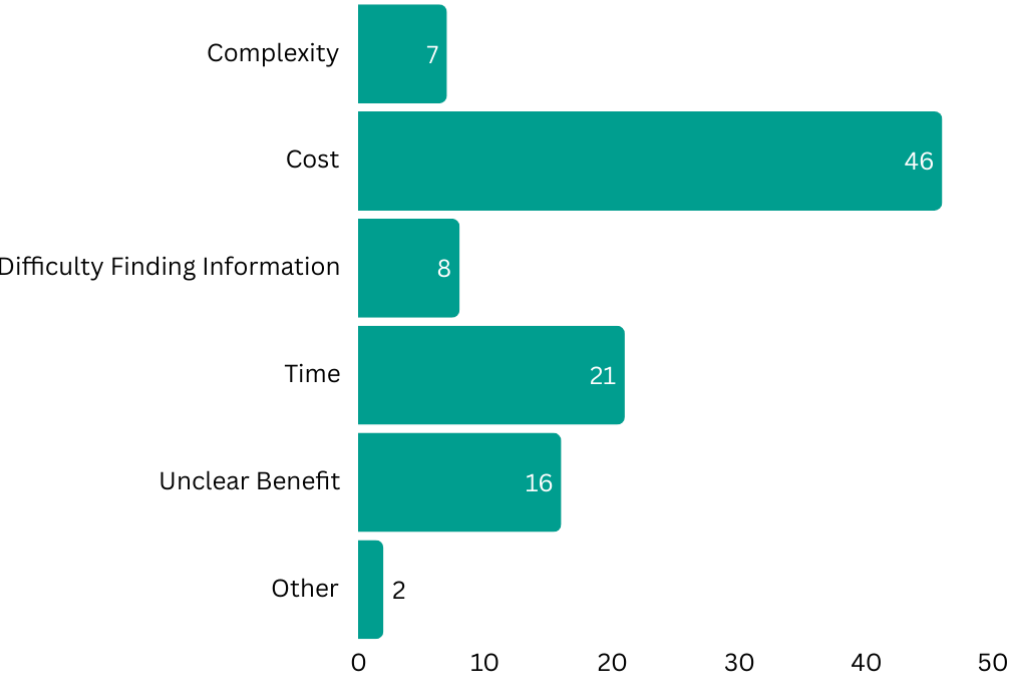
Question. What is your preference when learning about and trying a new agricultural innovation, technology or practice?

Response Option: Select one.



Question. What is the main barrier to learning about or trying out a new agricultural innovation, technology or practice?

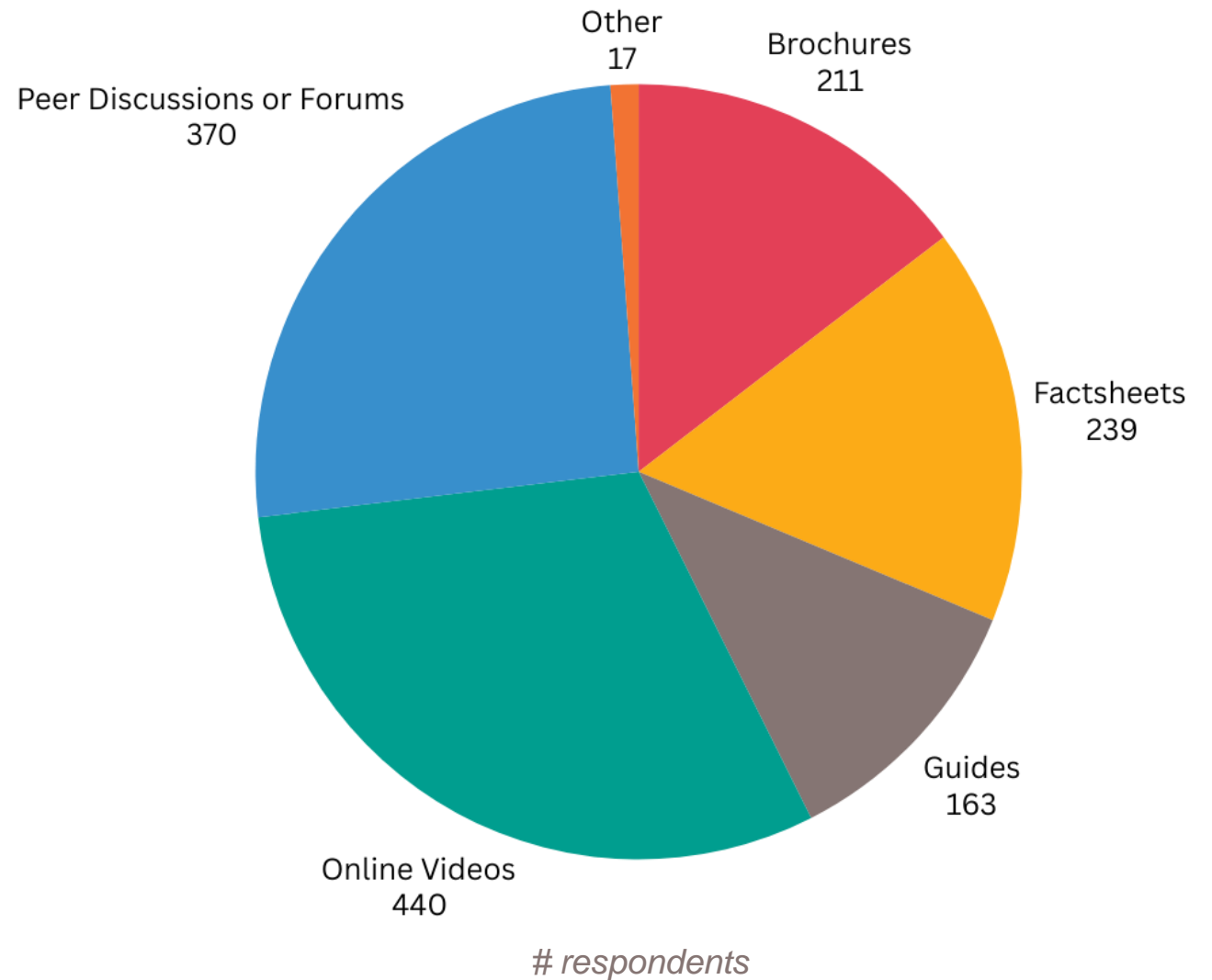
Response Option: Select one.



Innovation Resources

Question. What resources or materials do you find most useful when researching new technologies, equipment, practices?

Response Option:
Select all that apply.



Further Help

Question. What would help you implement better practices?

Response Option: Free text*

**Examples are a sample of responses from free text responses*

Finance

- Financial incentives
- Reduced input costs
- Financial stability

Knowledge and Information

- Accessible, practical and relevant training and education
- On farm demonstrations, farm walks
- Peer to peer learning
- Clear and unbiased information

Governance and Policy

- Reduced bureaucracy and paperwork
- Improved clarity, consistency, and communications
- Adequate funding

Question. Is there anything you are interested in finding out more about but need more information or better access to information?

Response Option: Free text*

Understanding
and implementing
regenerative
agriculture

Navigating grant
schemes and
financial support

Practical advice
on agroforestry

Exploring
alternative crops

Planning for
retirement and
succession

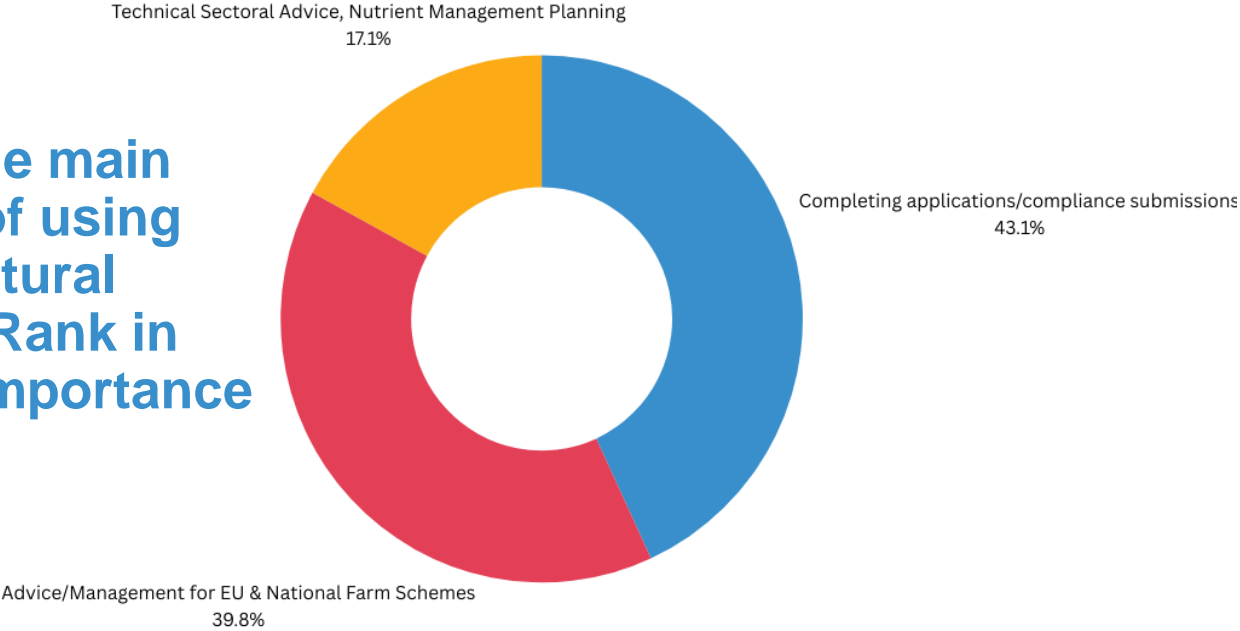
Improving access
to information and
advisory services

Information about
the future/long
term plans for
agriculture

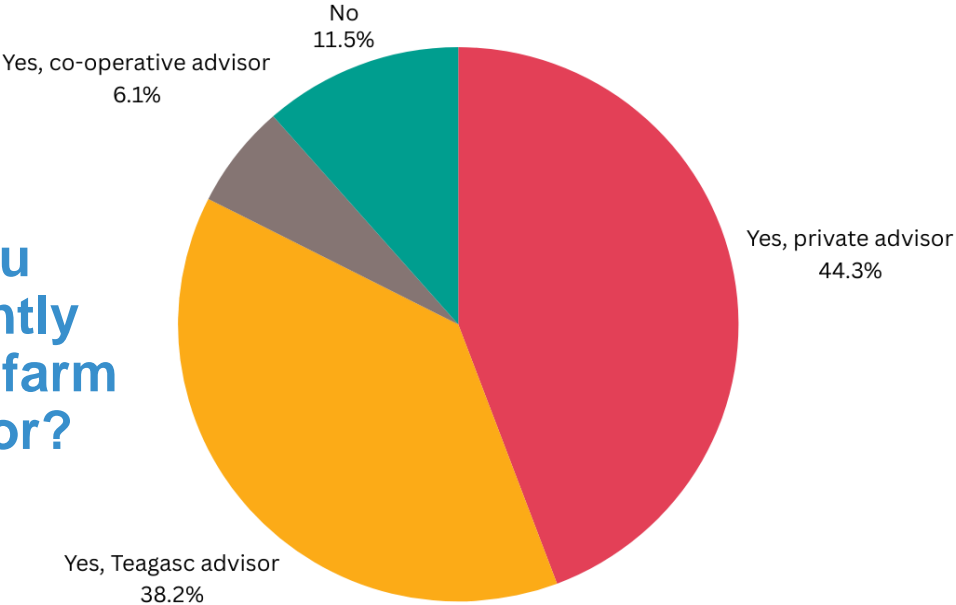
**Examples above are a sample of responses from a qualitative question*

Advisory Systems

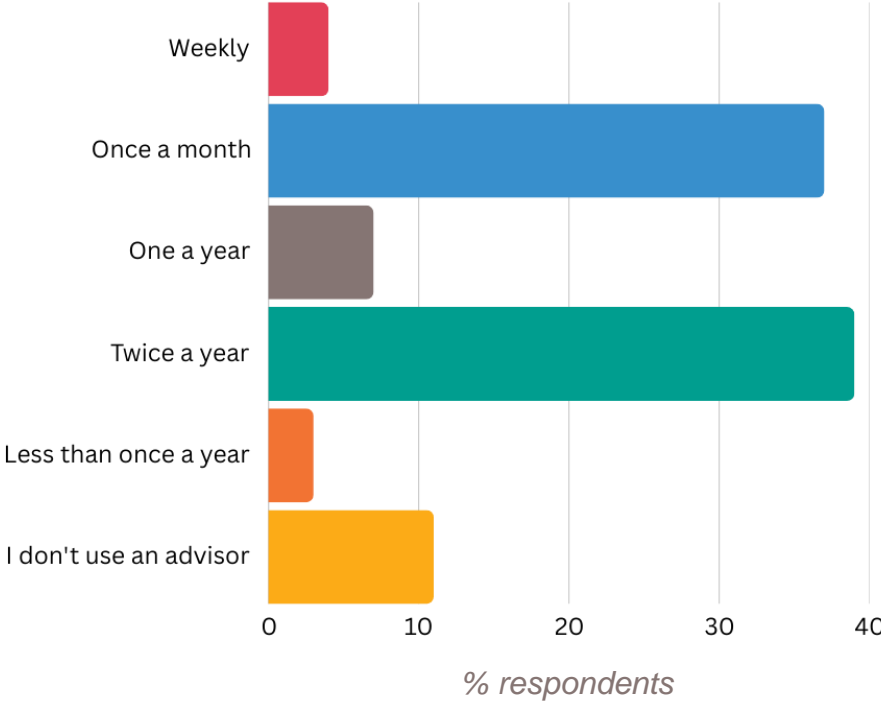
What is the main purpose of using an agricultural advisor? Rank in order of importance (1-3).



Do you currently use a farm advisor?



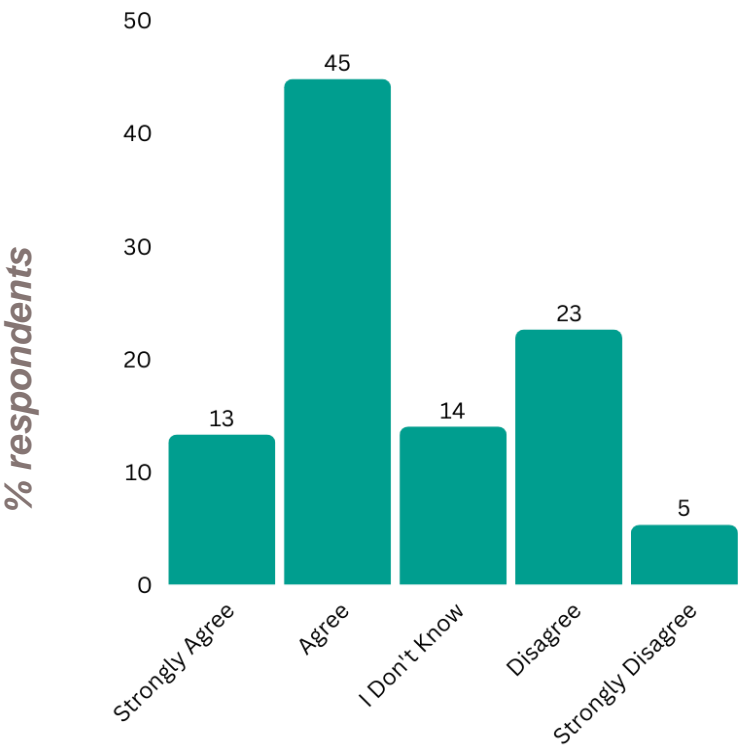
How often do you engage with your advisor?



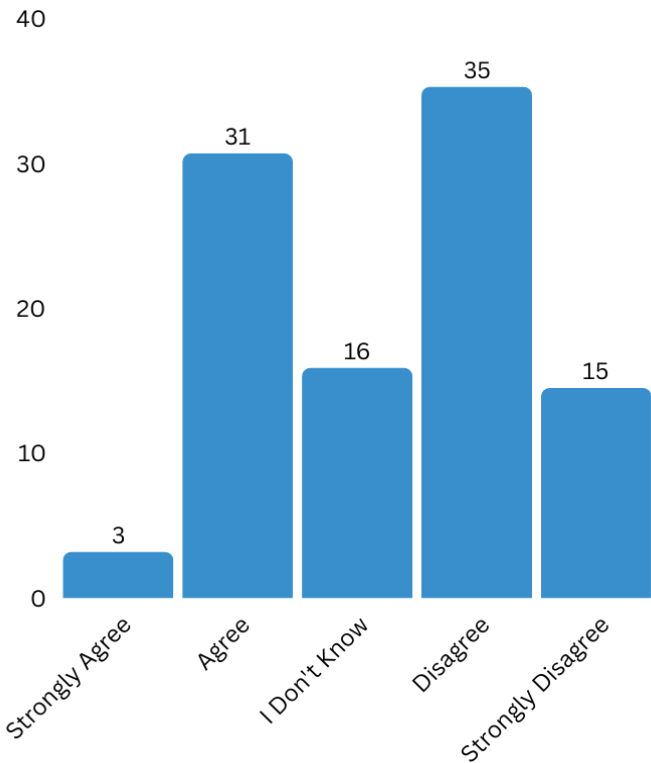
Question: Please select the extent to which you agree or disagree with the following statements as they relate to you.

Response Option: Scale (*Strongly agree – Strongly disagree*)

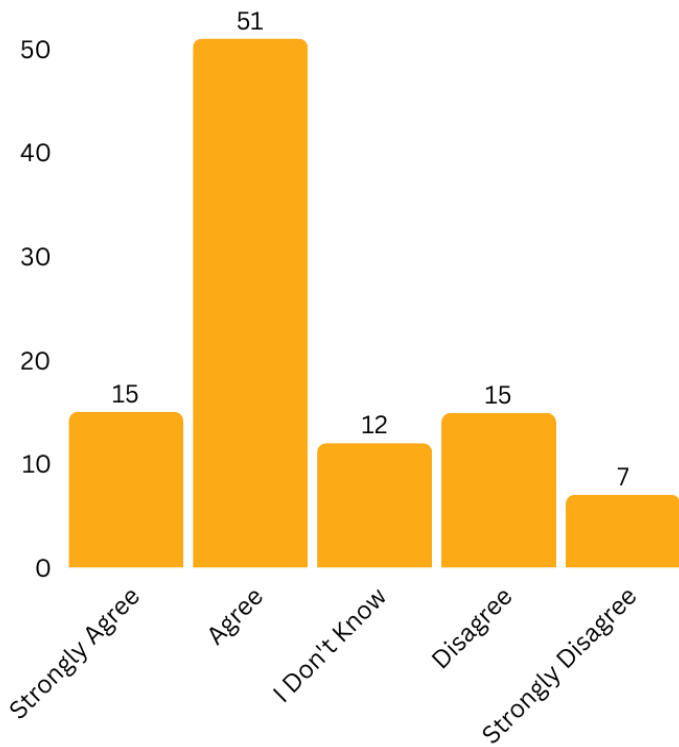
More education, training and skills are needed by me.



There are enough knowledge supports available for farmers.



The advisory services are accessible – I can contact and use an advisor when I need one.



Question: Are there any other supports you would like your advisor to provide?

Response Option: Free text*

Demonstrations	Retirement	Health	Financial	Education	Grants
Phonecalls	KT	Organic	Planning	Visits	Succession
	Events	Deadlines	TAMS	Nitrates	

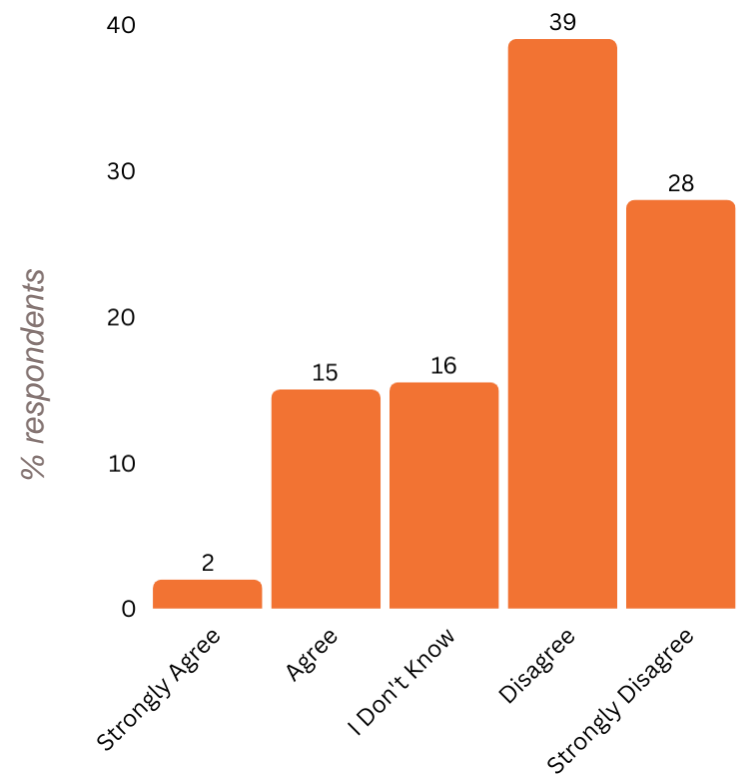
**Sample of responses from a qualitative question*

Farmer Needs & Sentiment

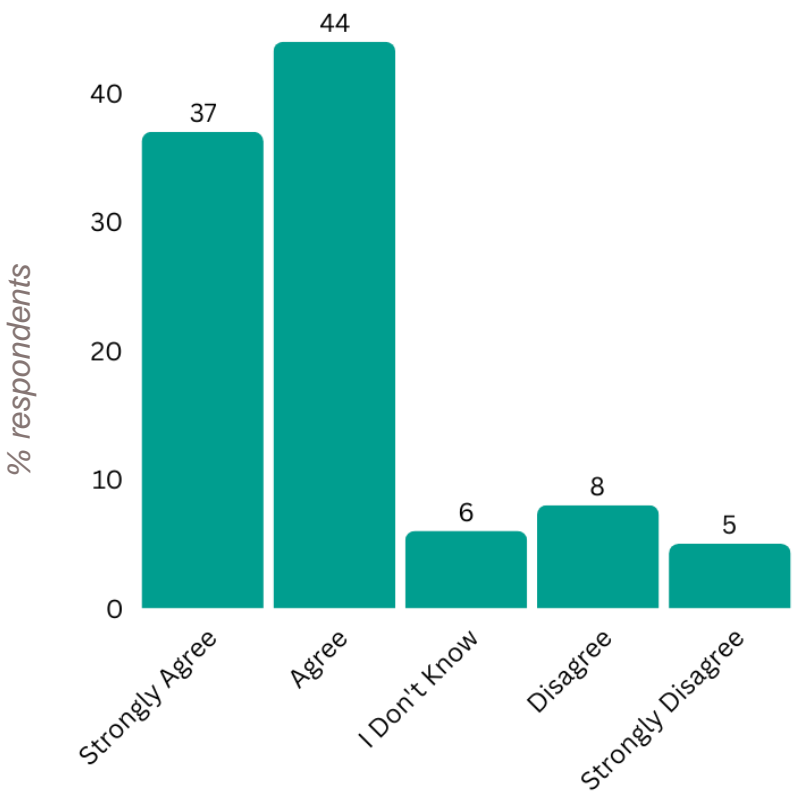
Question: Please select the extent to which you agree or disagree with the following statements as they relate to you.

Response Option: Scale (*Strongly agree – Strongly disagree*)

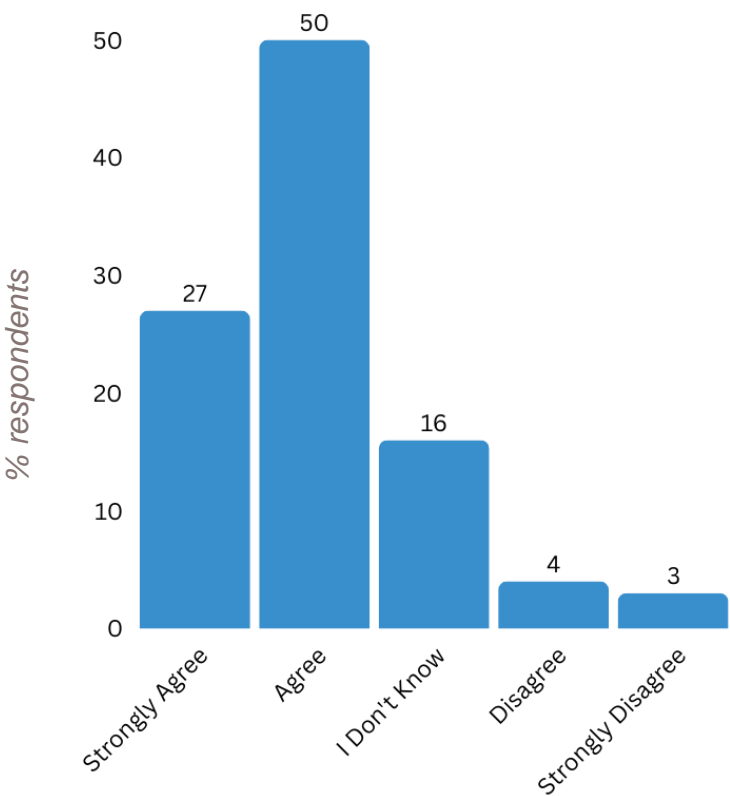
I feel valued as a farmer



I feel farmers are misrepresented in the media

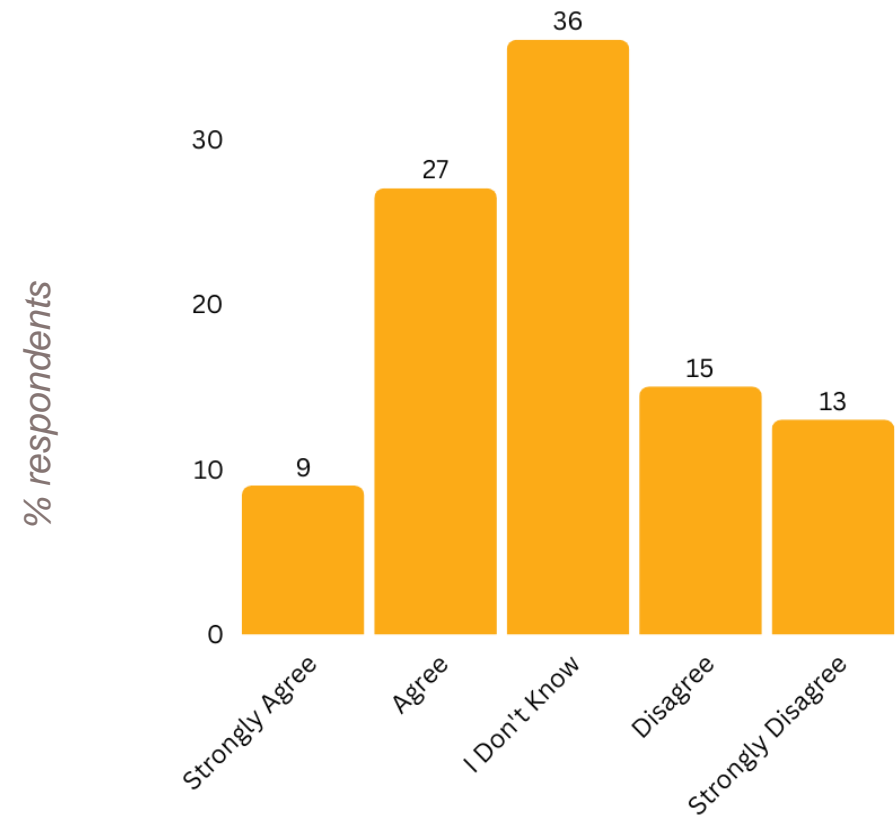


Farmers are suffering with their mental health

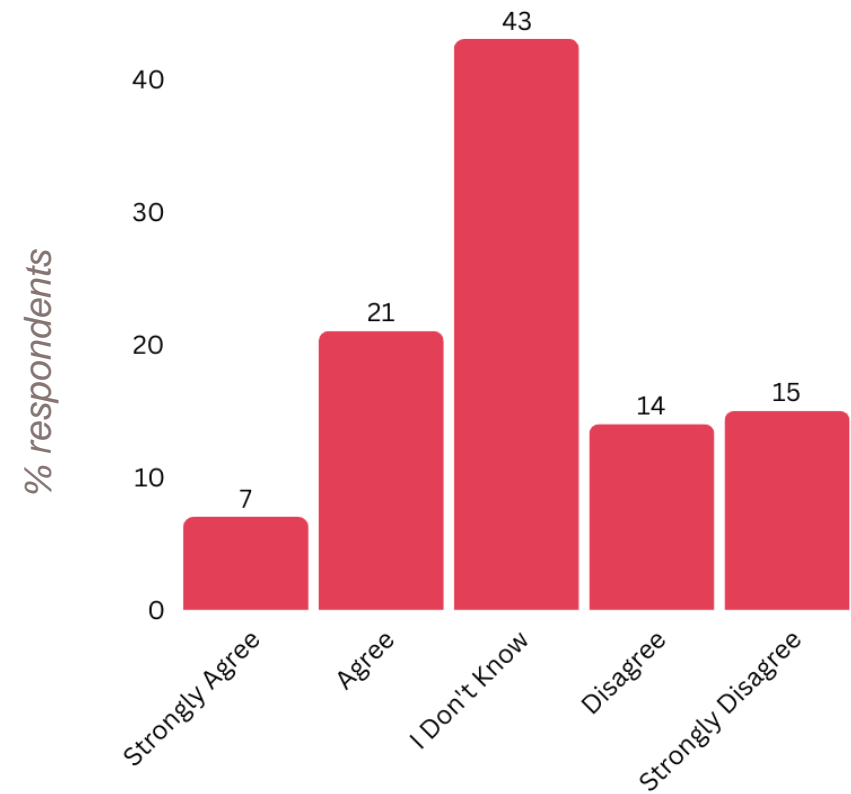


Question: Please select the extent to which you agree or disagree with the following statements as they relate to you.

I want my son/daughter to be a farmer.



I think my son/daughter will be a farmer (full or part time).





Next Steps

- Discussion with the AKIS Steering Group on the main insights and next steps.
 - Please contact sarah.glascott@erinn.eu with any queries.
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