



2nd AKIS Coordination Group Meeting

CAP Network Ireland Support

4th September 2024

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An Roinn Talmhaíochta,
Bia agus Mara
Department of Agriculture,
Food and the Marine



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Co-funded by the European Union and the Department of Agriculture,
Food and the Marine under Ireland's CAP Strategic Plan 2023-2027.



AKIS Actor Mapping



Objective

- Aim:
 - To support AKIS Coordination Group, help to map Irish AKIS actors
 - Map intended to be informative and provide a baseline from which is should then be possible to consider:
 - “Knowledge Pathways” (how knowledge flows in system)
 - Identify areas where targeted efforts could improve knowledge flow.
- Map Input Sources:
 - AKIS actor mapping activity at last CG workshop (December 2023)
 - Mapping from the EU-funded PREMIERE project
 - Scoping documents and online resources
 - AKIS Steering Group actors (DAFM, ACA, Teagasc)

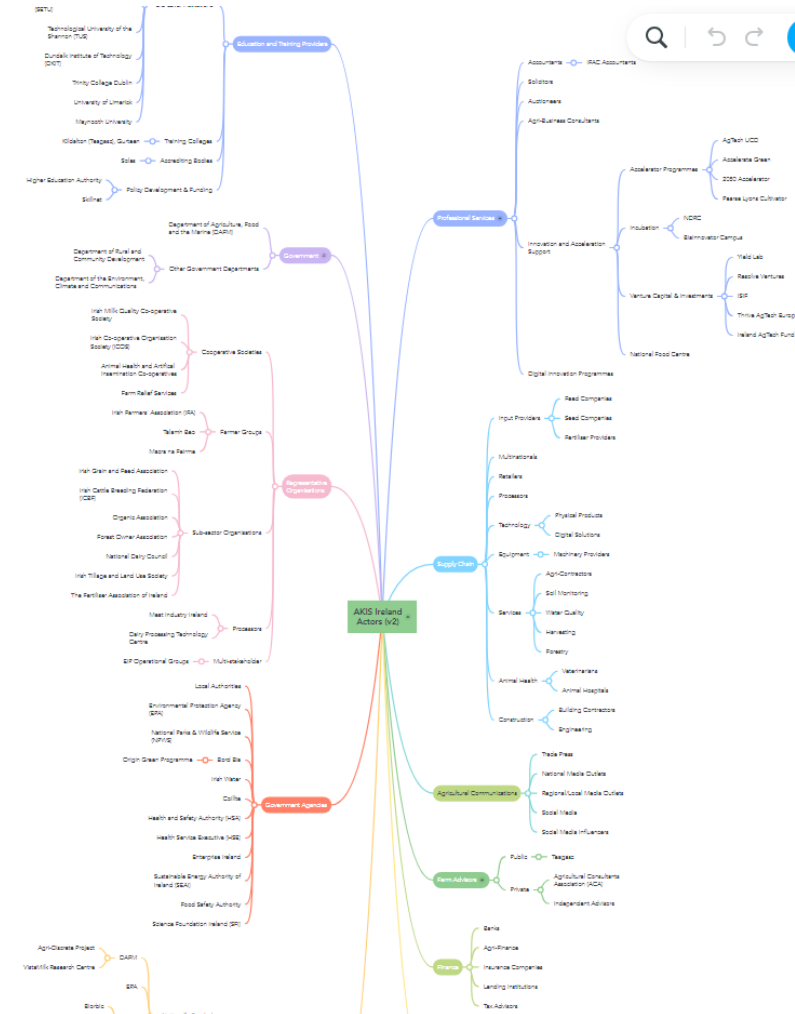
Methodology

1) Built a Database and created categories

Representative Organisations	Cooperative Societies	Animal Health and Artificial Insemination Co-operatives Farm Relief Services Irish Co-operative Organisation Society Irish Milk Quality Co-operative Society
	Farmer Groups	Irish Farmers' Association Macra na Feirme Talamh Beo
	Processors	Dairy Processing Technology Centre Meat Industry Ireland Forest Owner Association
	Sub-sector Organisations	Irish Cattle and Sheep Farmers Association Irish Cattle Breeding Federation Irish Creamery Milk Suppliers Association Irish Grain and Feed Association Irish Grain Growers Irish Natura and Hill Farmers Association Irish Organic Association Irish Tillage and Land Use Society National Dairy Council The Fertiliser Association of Ireland
Farm Advisors	Private	Agricultural Consultants Association Independent Advisors
	Public	Teagasc
Education and Training Providers	Other	Higher Education Authority Skillnet Solas Teagasc
	Third Level Institutions	Atlantic Technological University Dundalk Institute of Technology Maynooth University Munster Technological University South East Technological University Technological University of the Shannon Trinity College Dublin University College Cork University of Galway University of Limerick University College Dublin
	Training Colleges	Gurteen Kildalton
	Equipment and Technology	Digital Solutions Machinery Providers Physical Products
Supply Chain	Input Providers	Feed Companies Fertiliser Providers Seed Companies
	Customers	Processors Retailers Consumers
	Services	Agri-Contractors Animal Hospitals Construction Engineering Forestry Harvesting Soil Monitoring Veterinarians Water Quality



2) Used online data visualisation tool to map

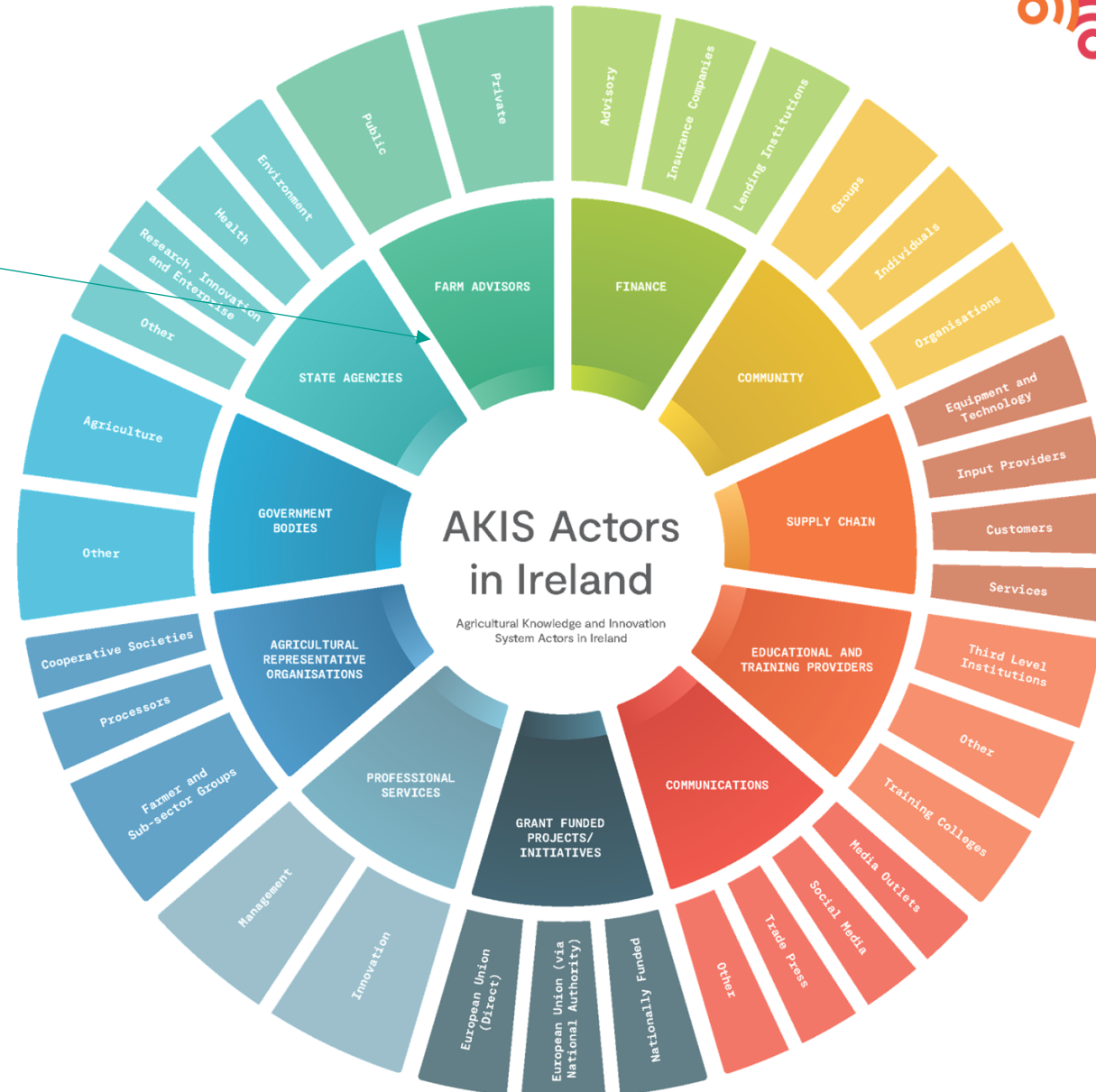


Methodology

3) Built out categories and visualised

Level 1 (Inner circle)

1. Government Bodies
2. State Agencies
3. Farm Advisors
4. Finance
5. Community
6. Supply Chain
7. Educational and Training Providers
8. Communications
9. Grant Funded Projects/Initiatives
10. Professional Services
11. Agricultural Representative Organisations

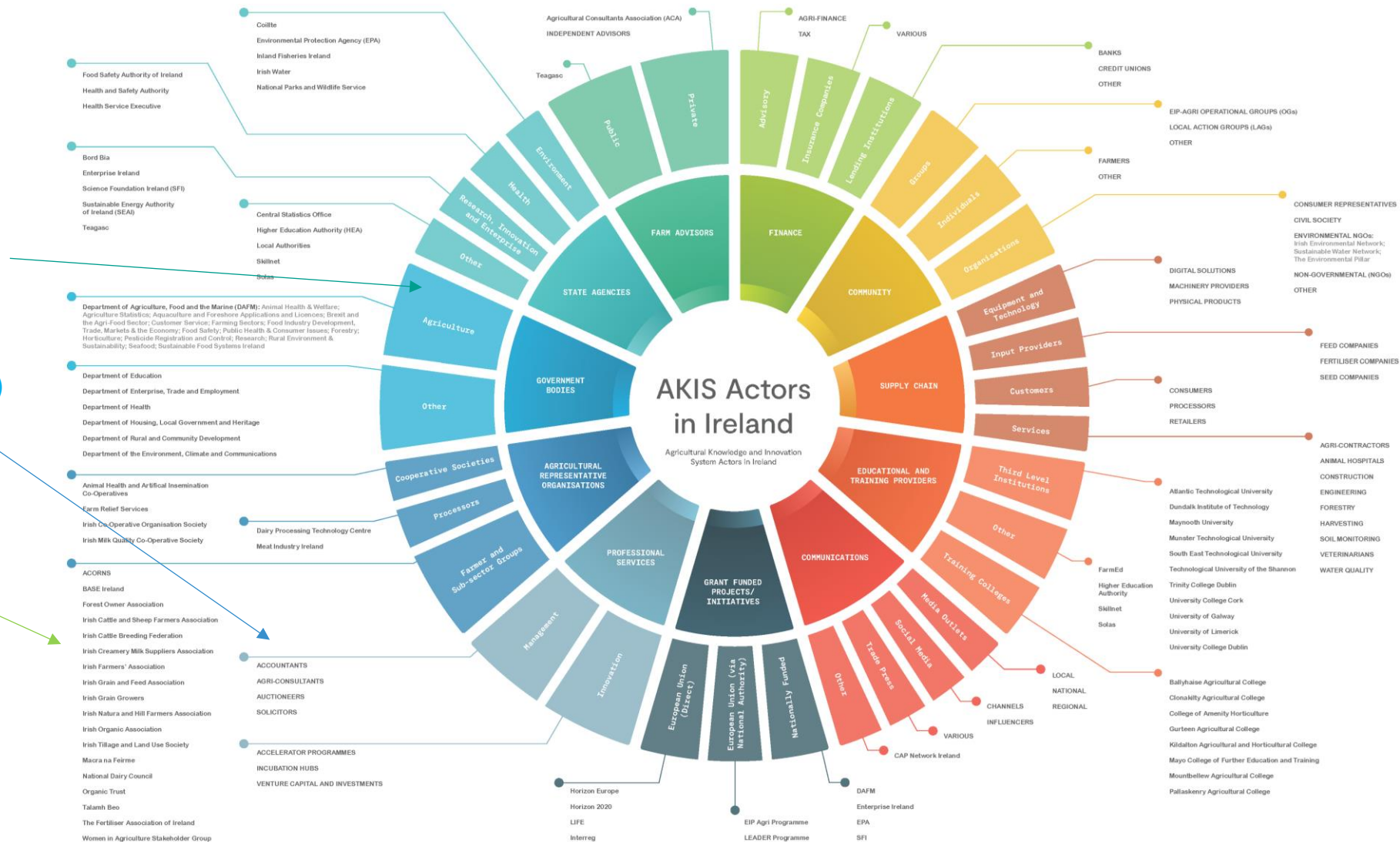


Poster Visual

AKIS Actors in Ireland (Draft v0.2)

AKIS stands for Agricultural Knowledge and Innovation System and includes farmers, advisors, researchers, and anyone working in Agriculture and the Rural Economy. AKIS is the combined organisation, knowledge flow, integration and interaction between people, organisations and institutions that produce, disseminate and use knowledge and innovation for agriculture and interrelated activities in rural areas.

The vision for the Irish AKIS is to better connect people and organisations through dynamic and consistent engagement to facilitate improved and speedier information flow. A successful AKIS will ensure actors have the training and skills to be more responsive to societal challenges such as climate change and sustainable food systems and to the growing information needs of farmers, rural economy actors, advisors, researchers and other agri-food system and bioeconomy stakeholders to address these challenges.



DESIGN BY ERINN INNOVATION © 2024

- **Level 2 (Sub Category)**
(outer circle)
- **Level 3 (Sub-Category Types)**
(CAPATILISED)
- **Category 4 – Entities**
(named)

Ask

- Welcome feedback on **DRAFT** mapping
 - Suggestions on Levels/categorisation
 - Missing entities
 - Other suggestions?
 - What might be useful next steps to go from mapping to “pathways”
- Write directly on the posters here today during the breakout group
- Email sarah.glascott@erinn.eu with additions

AKIS Farmer Survey

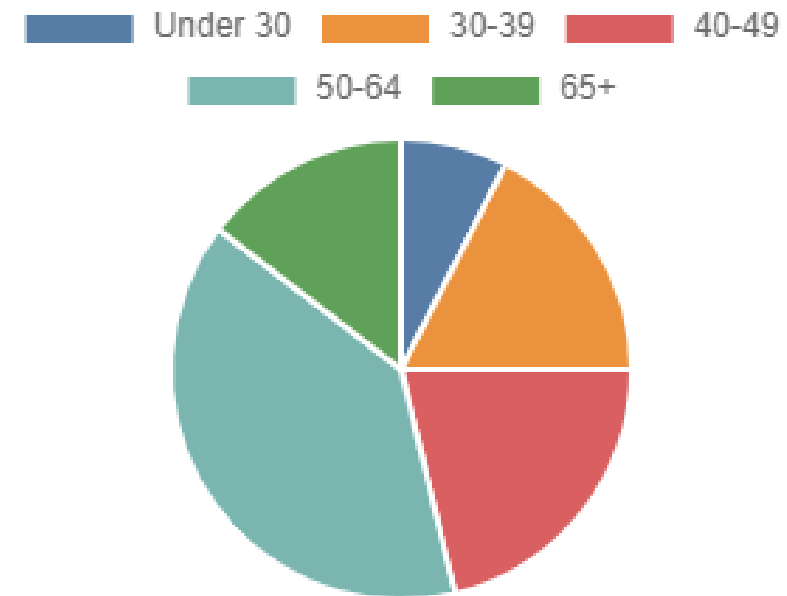


Objectives

- Collaboratively **developed by the AKIS Steering Group** (DAFM, ACA, Teagasc, CAP Network Ireland).
 - **Aim is to better understand the current needs of farmers** in relation to how they currently source knowledge and information.
 - The **results will inform activities to help ensure a well-functioning Irish AKIS** that connects people, facilitates knowledge flows and is more responsive to the growing information needs of farmers and other stakeholders.
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- **Survey Launch:** 25/7/24
 - **Survey Close:** end Sept.
 - **Responses to date:** 250
 - **Location:** <https://ec.europa.eu/eusurvey/runner/capnetworkireland-akissurvey-farmerneeds-2024>

Initial Insights - General

- **Roles:** 55% of respondents are part-time farmers
- **Education:** Approximately 30% have full agricultural training, 30% have basic agricultural training and 30% practical experience only
- **Schemes:** 80% are participating in BISS and 65% in ACRES



Age of survey respondents, with the majority being from the 50-64 age group

Initial Insights - Communication



82% feel
misrepresented
in the media

79%
agree farmers are
suffering with their
mental health

70% consider the best
way to get **advice** on farm
management is **in-person**
*whether one-to-one meetings with advisors,
on-farm meetings or group meetings*

55%

think there should be **more
networking and
collaboration** with other
farmers / sources of
information

62% would like
**more education,
training and skills**

Initial Insights - Communication

- Preferred News Sources
 - Agriculture Trade Print Media
 - Agriculture Trade Online News Outlets
 - Professionals (Advisors, Researchers, Associations)
 - Social Media
 - In-person Events
- Preferred Technical Information Sources
 - Agriculture Trade Print Media
 - Agriculture Trade Online News Outlets
 - Professionals (Advisors, Researchers, Associations)
 - Government Websites
 - Email Newsletters



**Agricultural
Consultants & Farm
Advisors, Family &
Friends, and
Scientists**

*are the most trusted
sources of information for
farmers*

Initial Insights - Innovation

56%

are somewhat or very familiar with new agricultural innovations and technologies

57%

prefer to learn about and try a new innovation, technology or practice through **in-person demonstrations**

Cost and time, as well as accessibility

*are the **main barriers** to learning about or trying new innovations, technologies or practices*



online videos and peer discussion forums are the most useful resources for learning

Ask

- Need more responses
- Survey will be live until after Ploughing
- Please share with your Networks:
 - <https://ec.europa.eu/eusurvey/runner/capnetworkireland-akissurvey-farmerneeds-2024>.





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