



AKIS Coordination Group Meeting 4

Impact Pathway Workshop for Solutions to Beef Sector Challenges

Leo McGrane, CAP Network/ERINN Innovation

Friday 10 October 2025

 @capnetworkire

 capnetworkireland.eu

 CAP Network Ireland



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



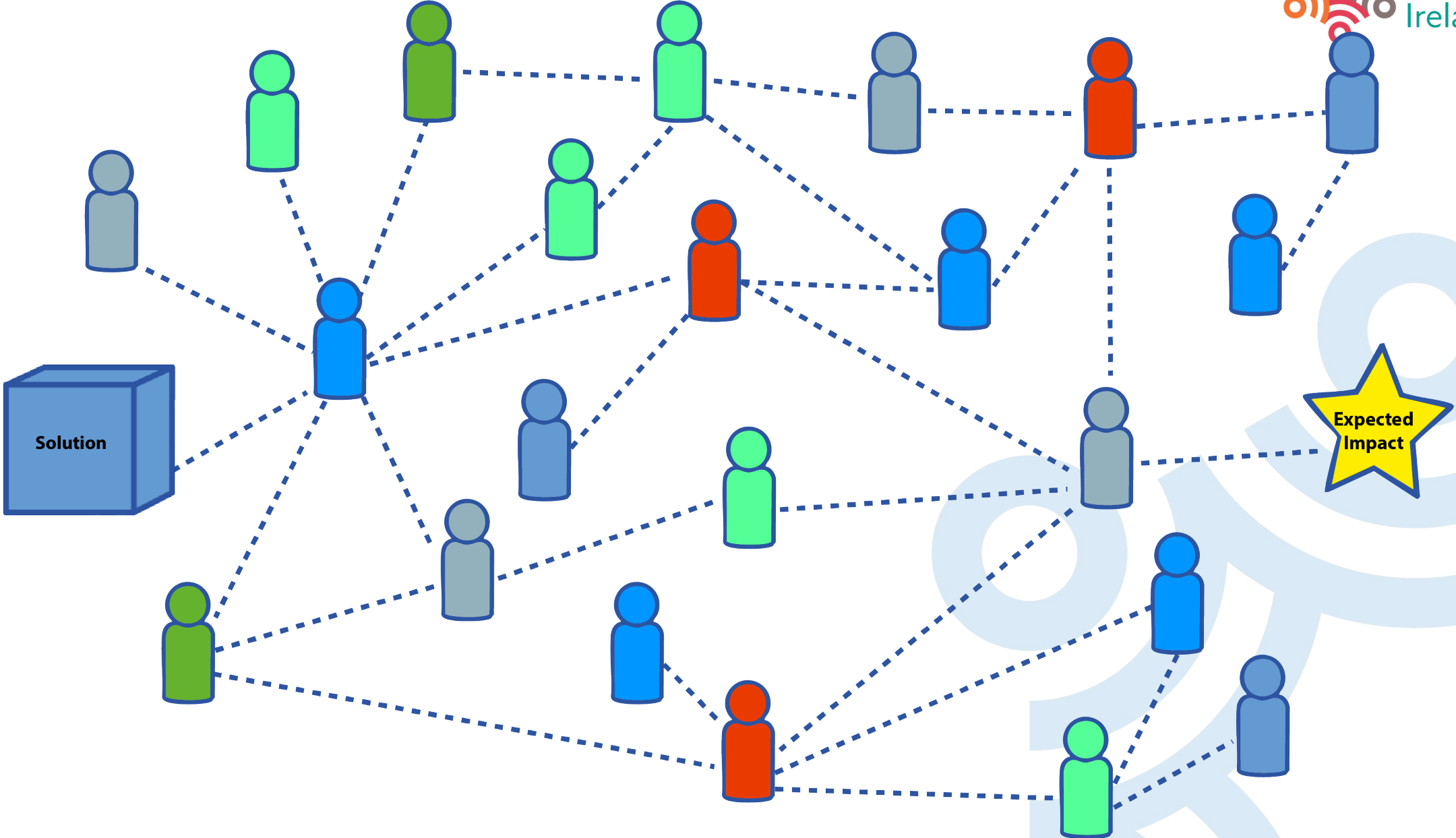
Co-funded by
the European Union



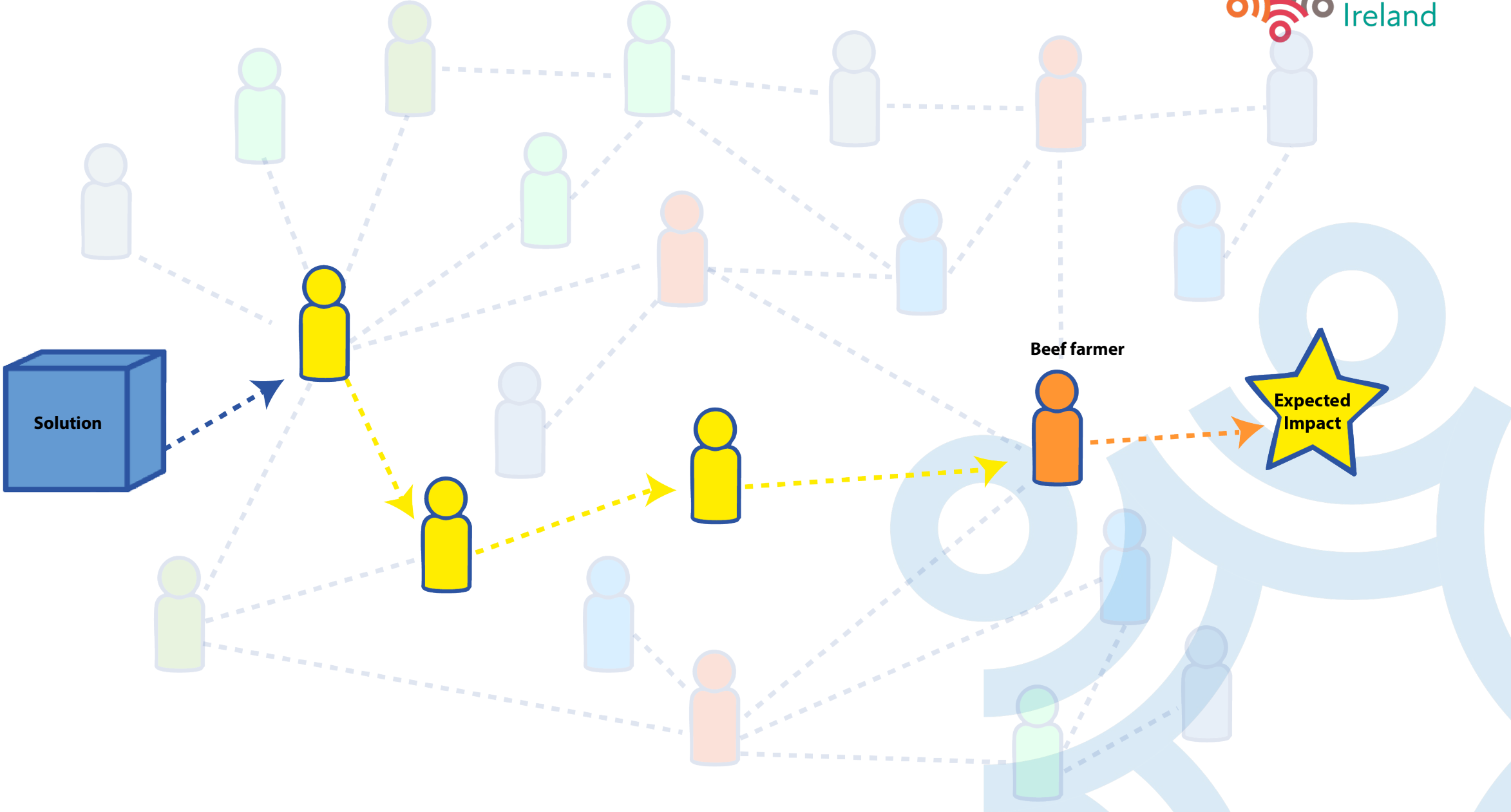
Co-funded by the European-Union and the Department of Agriculture,
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Impact Pathway Example

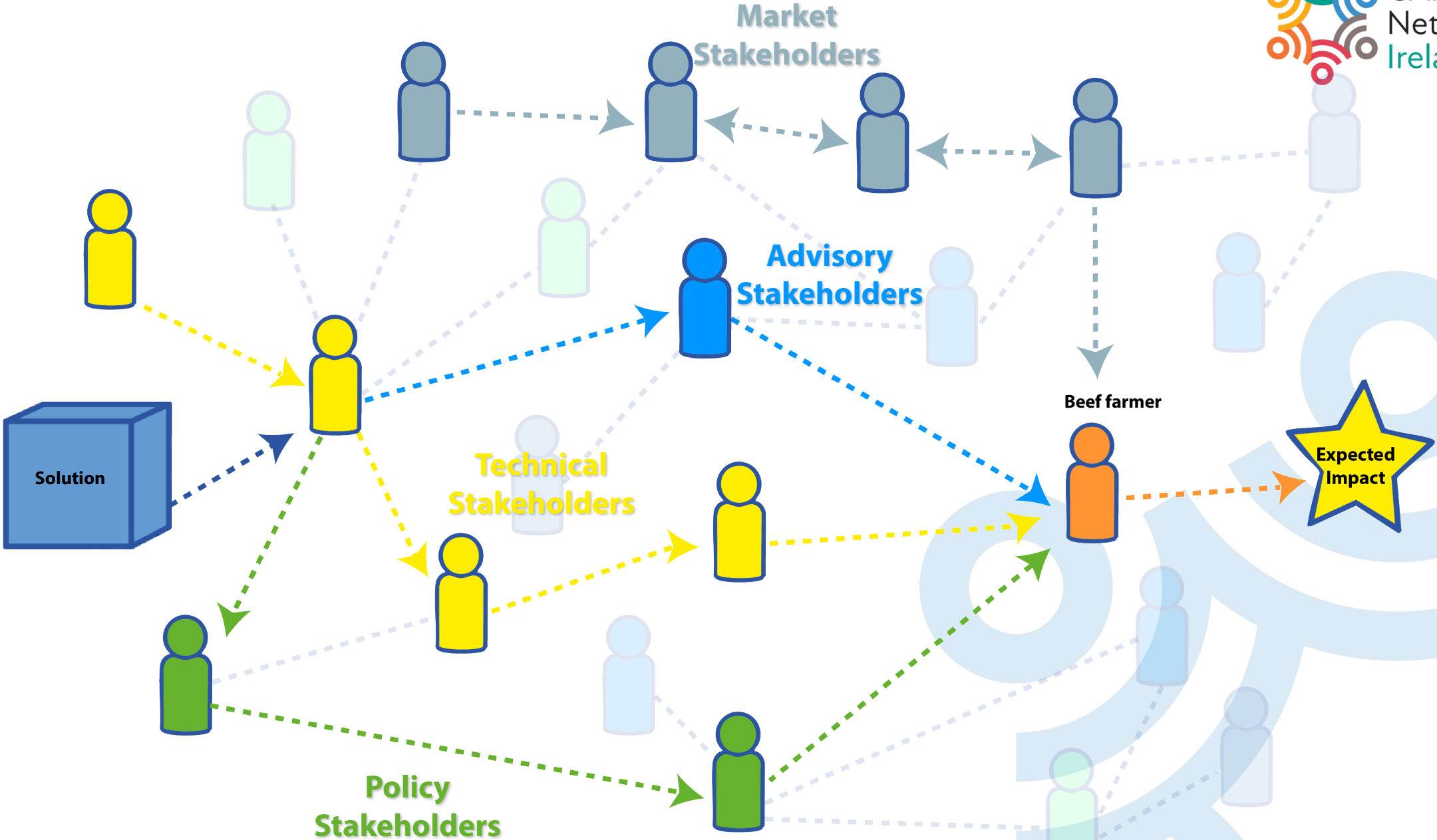
The Irish AKIS



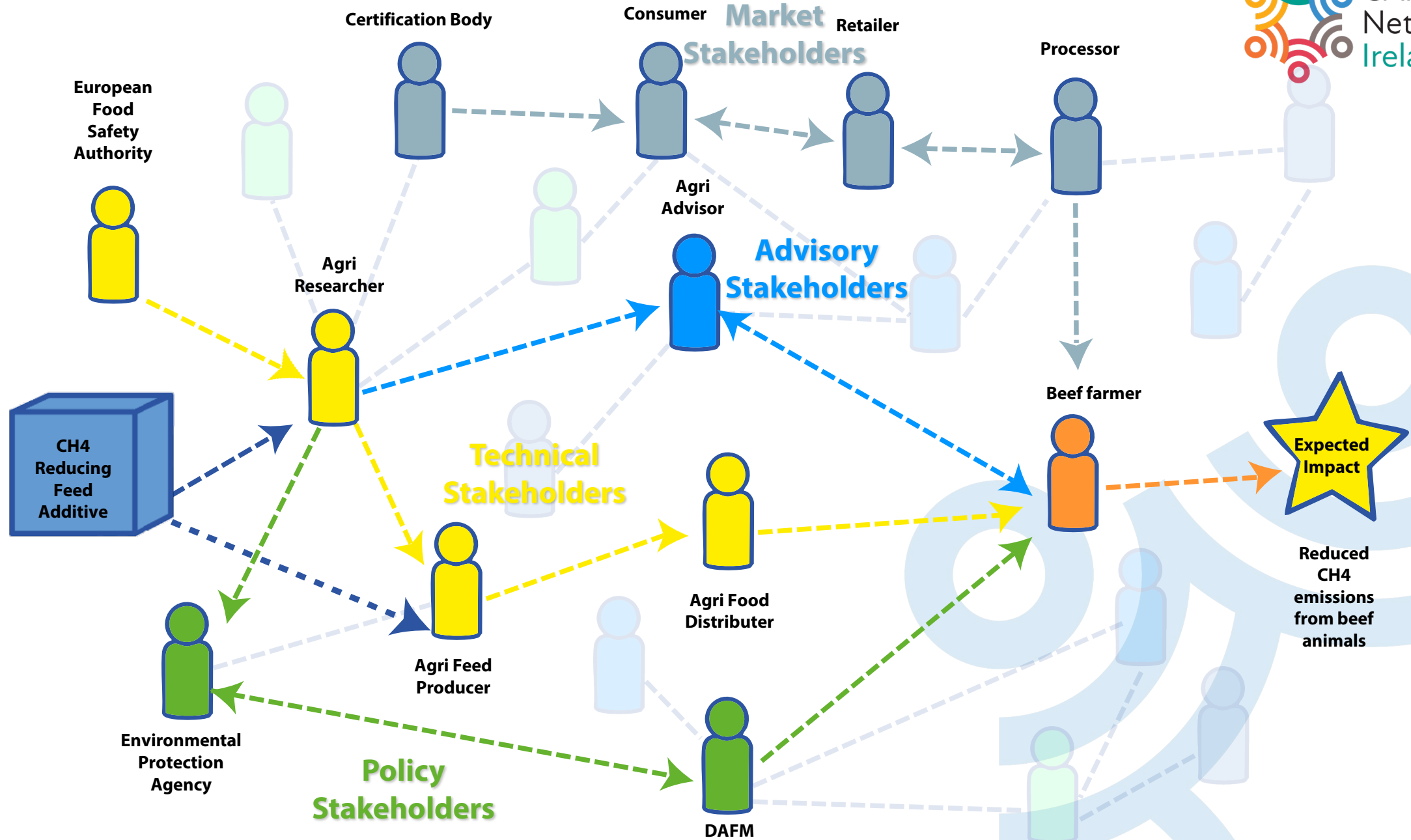
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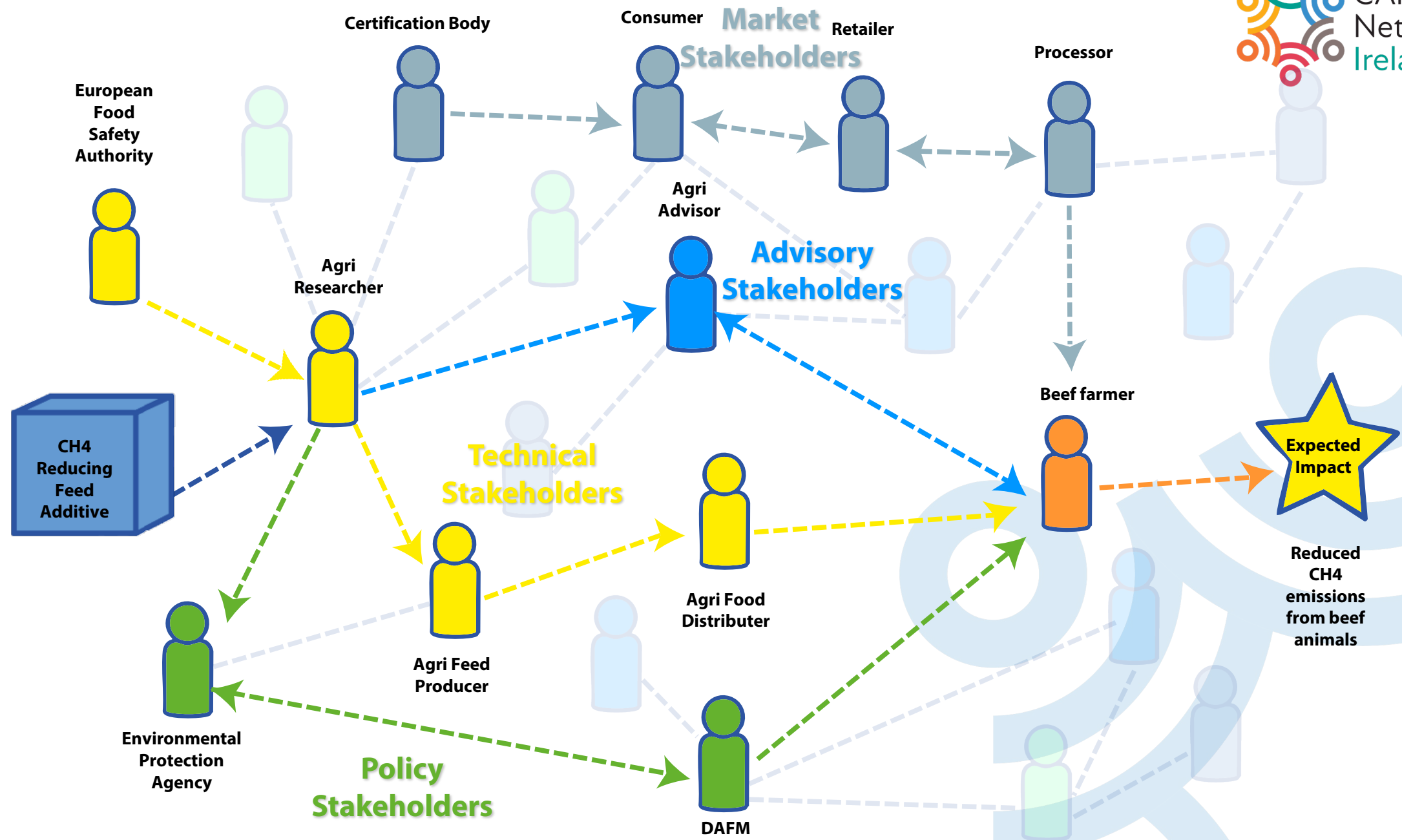
Impact Pathway Example



Impact Pathway Example



Impact Pathway Example



Workshop: Transferring Beef Solutions



Each groups has been allocated a solution/suite of solutions to a challenge in the beef sector.

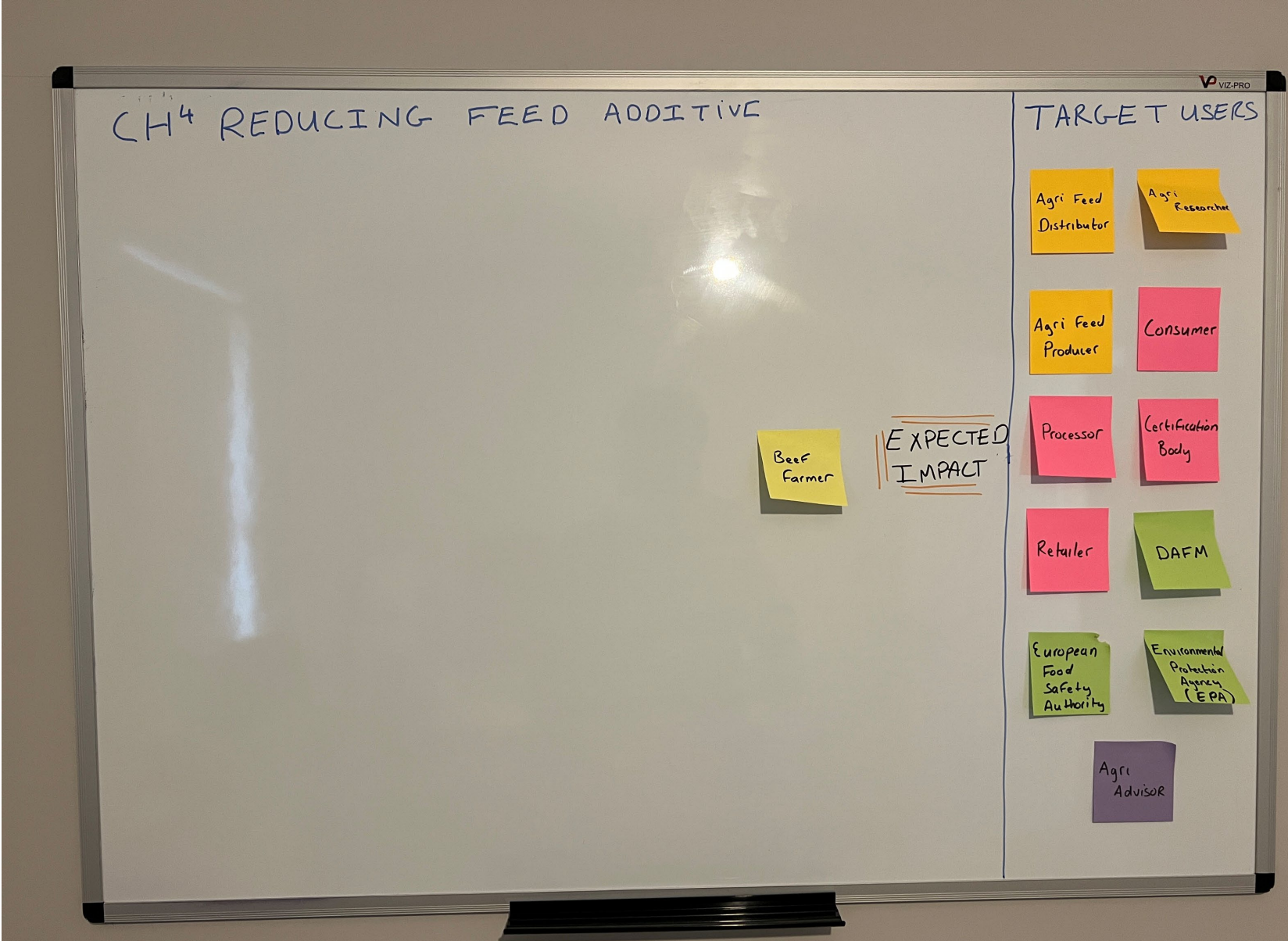
The Challenges:

- **Climate Challenge:** Decreasing Age at Slaughter
- **Economic Challenge:** Improving the Genetic Performance of the Suckler Herd
- **Productivity Challenge:** Calving Heifers at 2 Years of Age
- **Labour Challenge:** Generational Renewal and Labour on Beef Farms
- **Water Quality Challenge:** Increasing Watercourses Fenced on Beef Farms



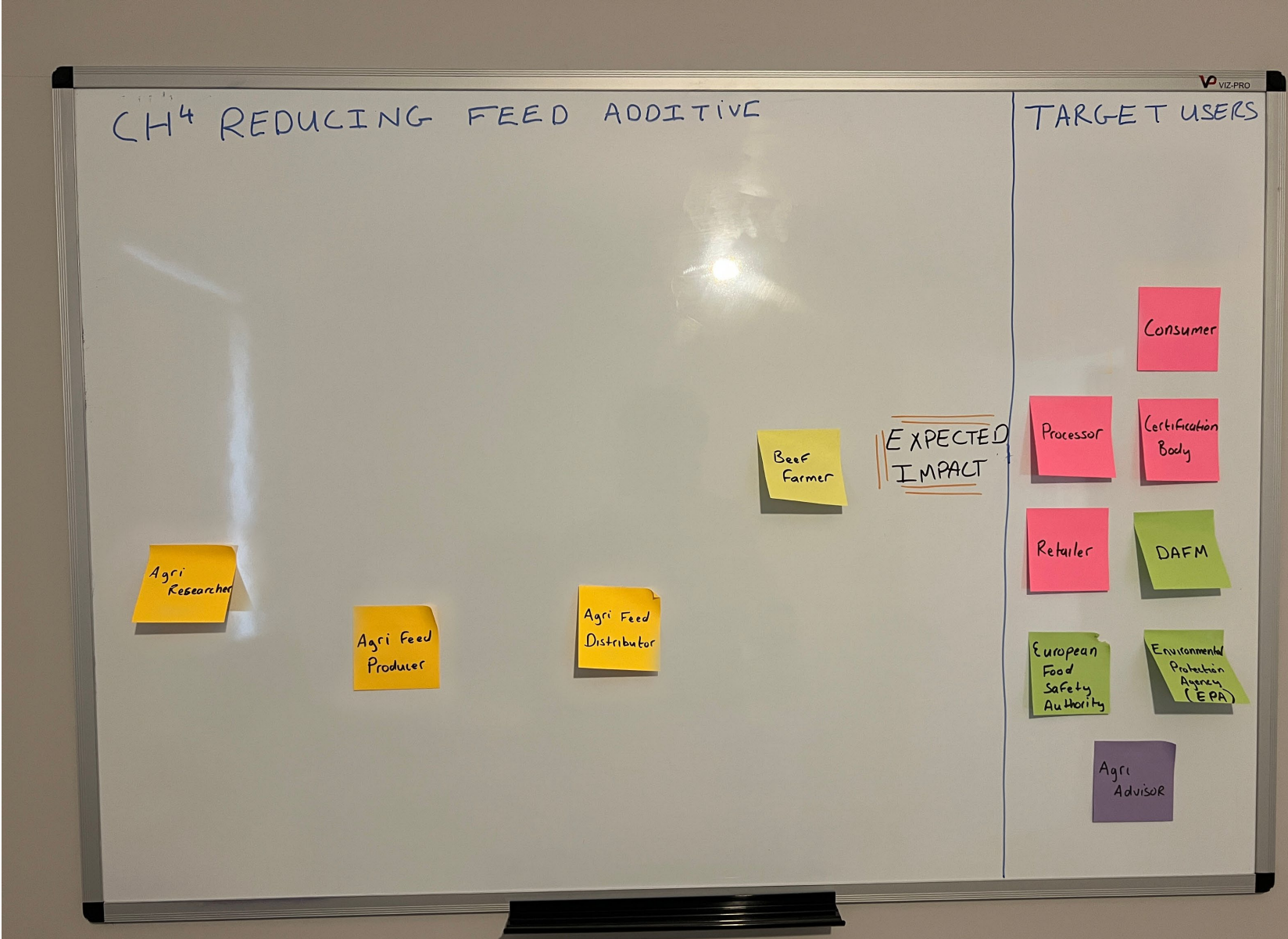
Impact Pathway Brainstorming (30 mins)

- Each group will be provided with a large canvas to map their pathway.
- To begin, each canvas will have sticky notes with potential **target users** already identified (see example on right of image).
- Your group **may add other target users** on new sticky notes if you feel they are needed for your group's pathway.



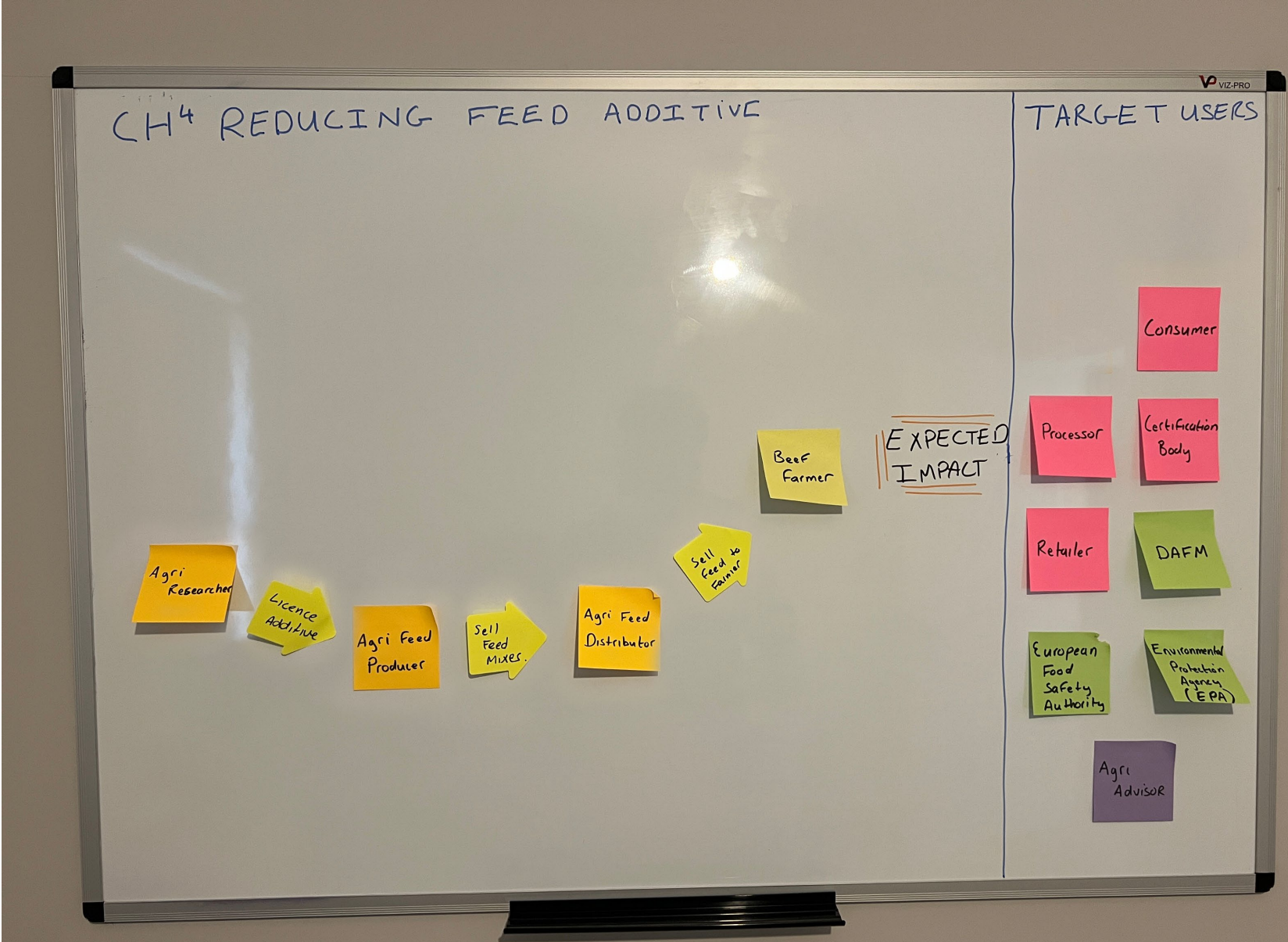
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- To begin, each canvas will have sticky notes with potential **target users** already identified (see example on right of image).
- Your group may add other **target users** on new sticky notes if you feel they are needed for your group's pathway.
- Place the **target user** sticky notes onto the canvas to create a visual map of the impact pathway.



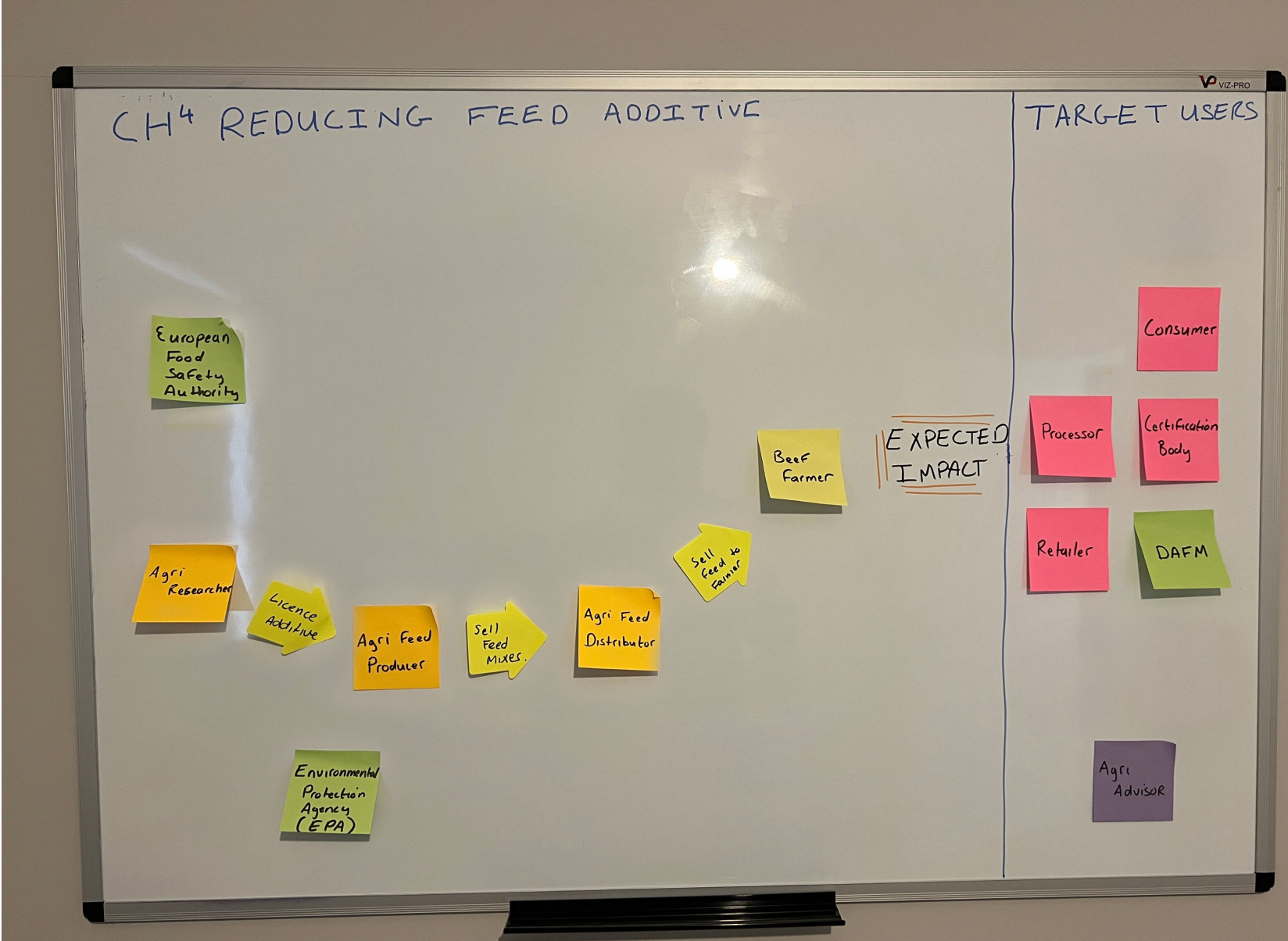
Impact Pathway Brainstorming (30 mins)

- Then place the **arrow sticky notes** between the target users to show **what support activity each target user could undertake** to help transfer the solution along the pathway to the farmer.



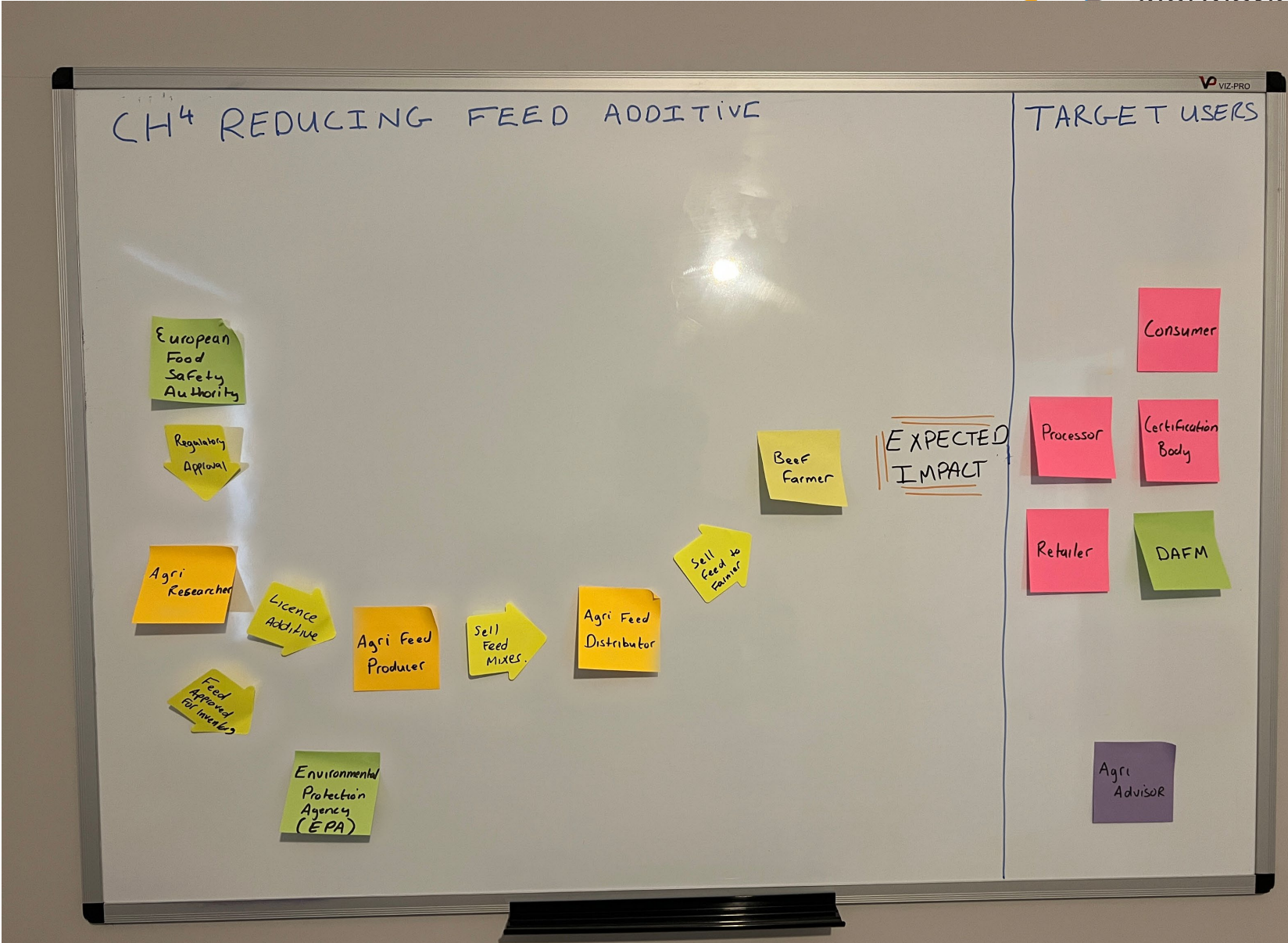
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- Then place the **arrow sticky notes** between the target users to show **what support activity each target user could undertake** to help transfer the solution along the pathway to the farmer.
- Continue to **add target users** on the canvas and **arrow sticky notes** showing the support activities they could do.



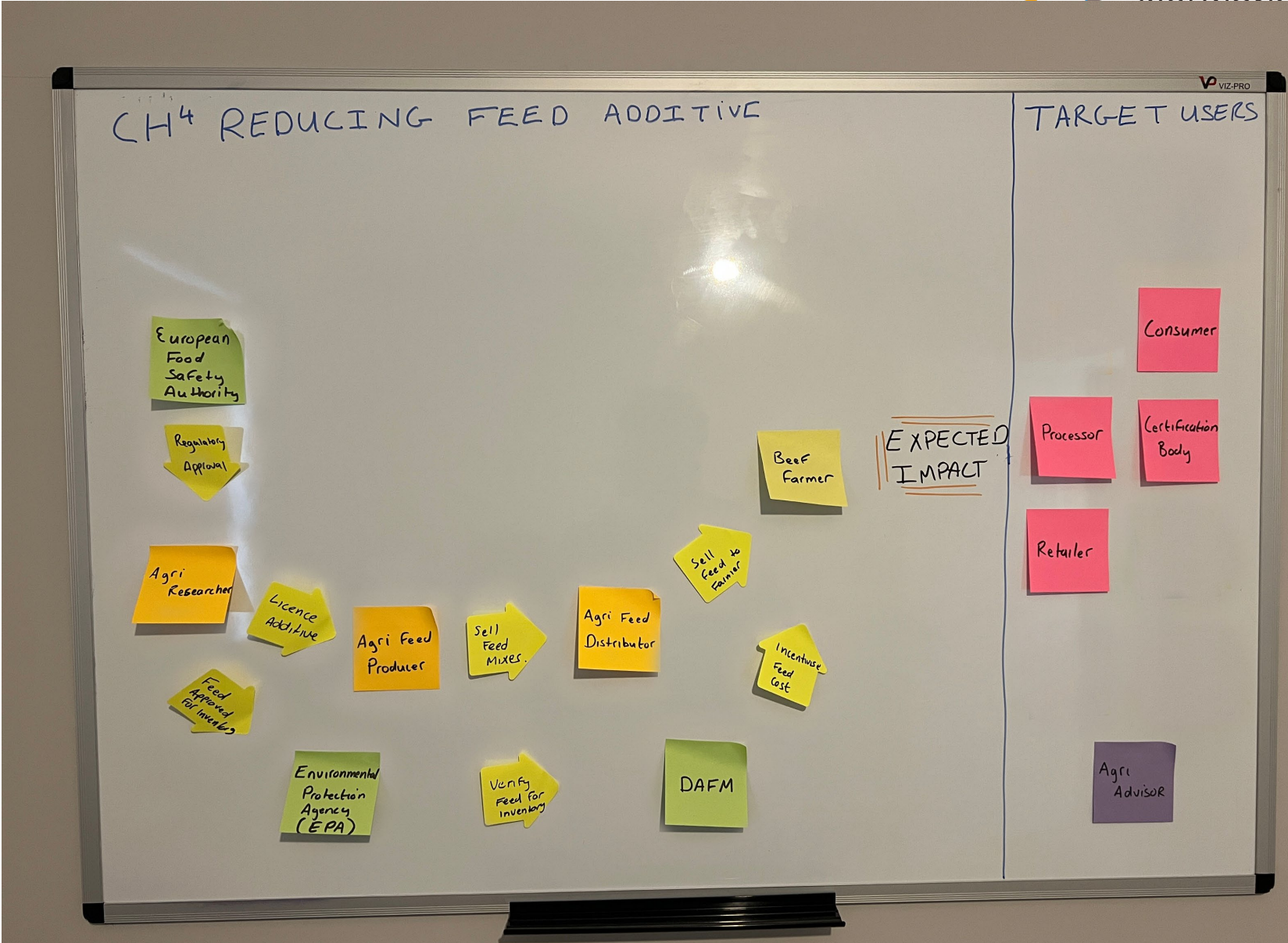
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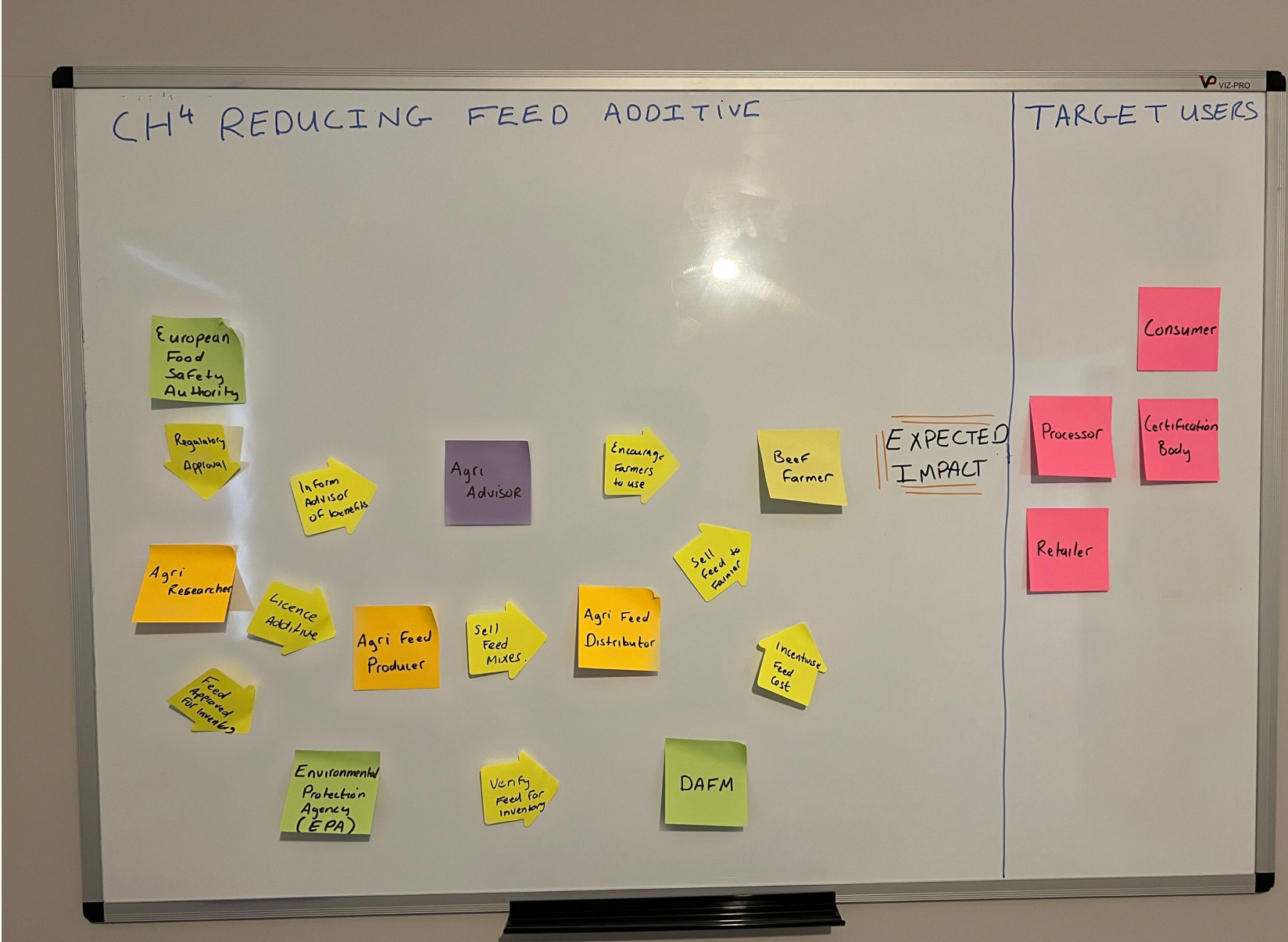
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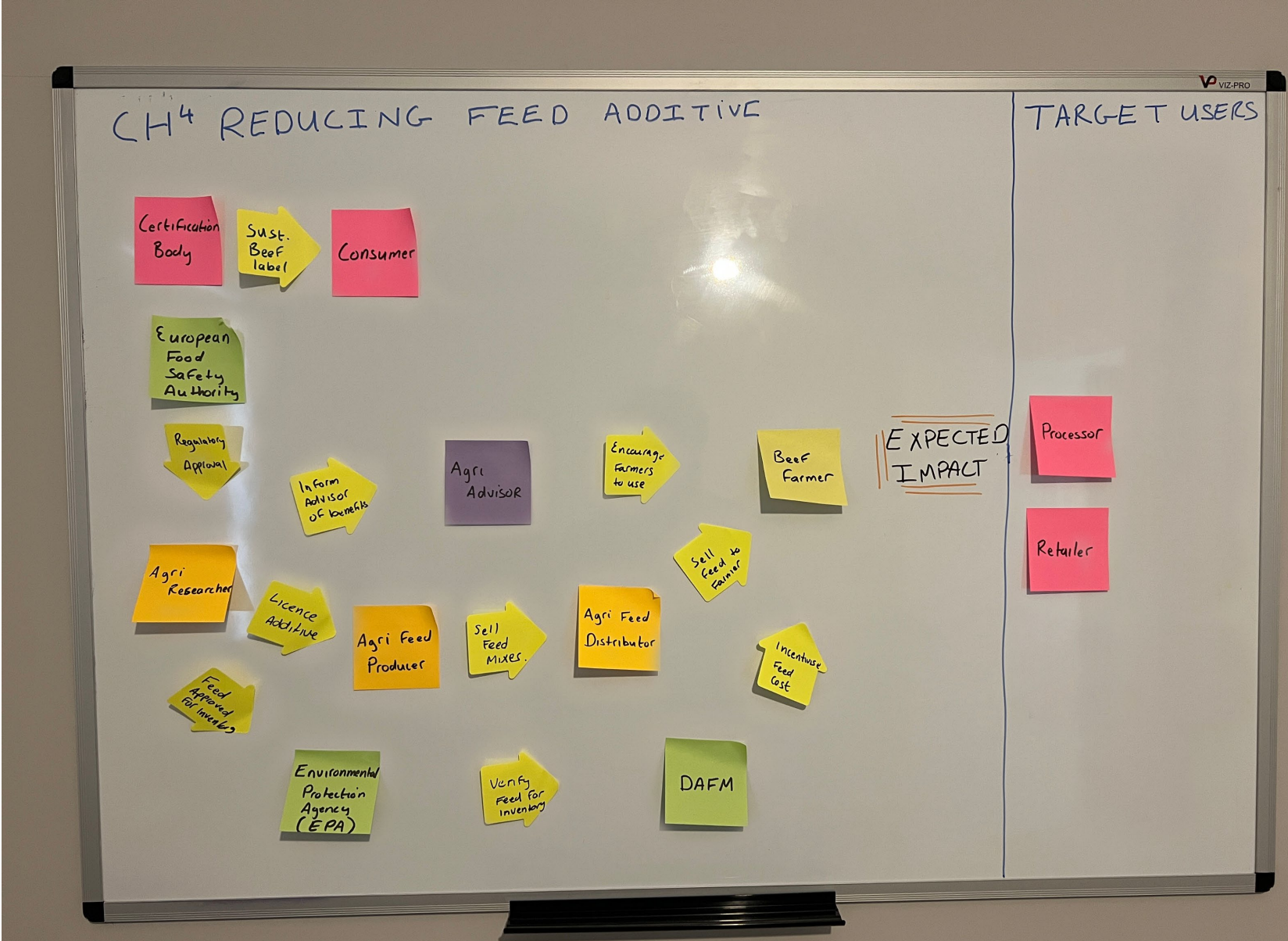
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- **There are not right or wrong support activities** – don't think about barriers or reasons why certain support activities wont work – this comes next!



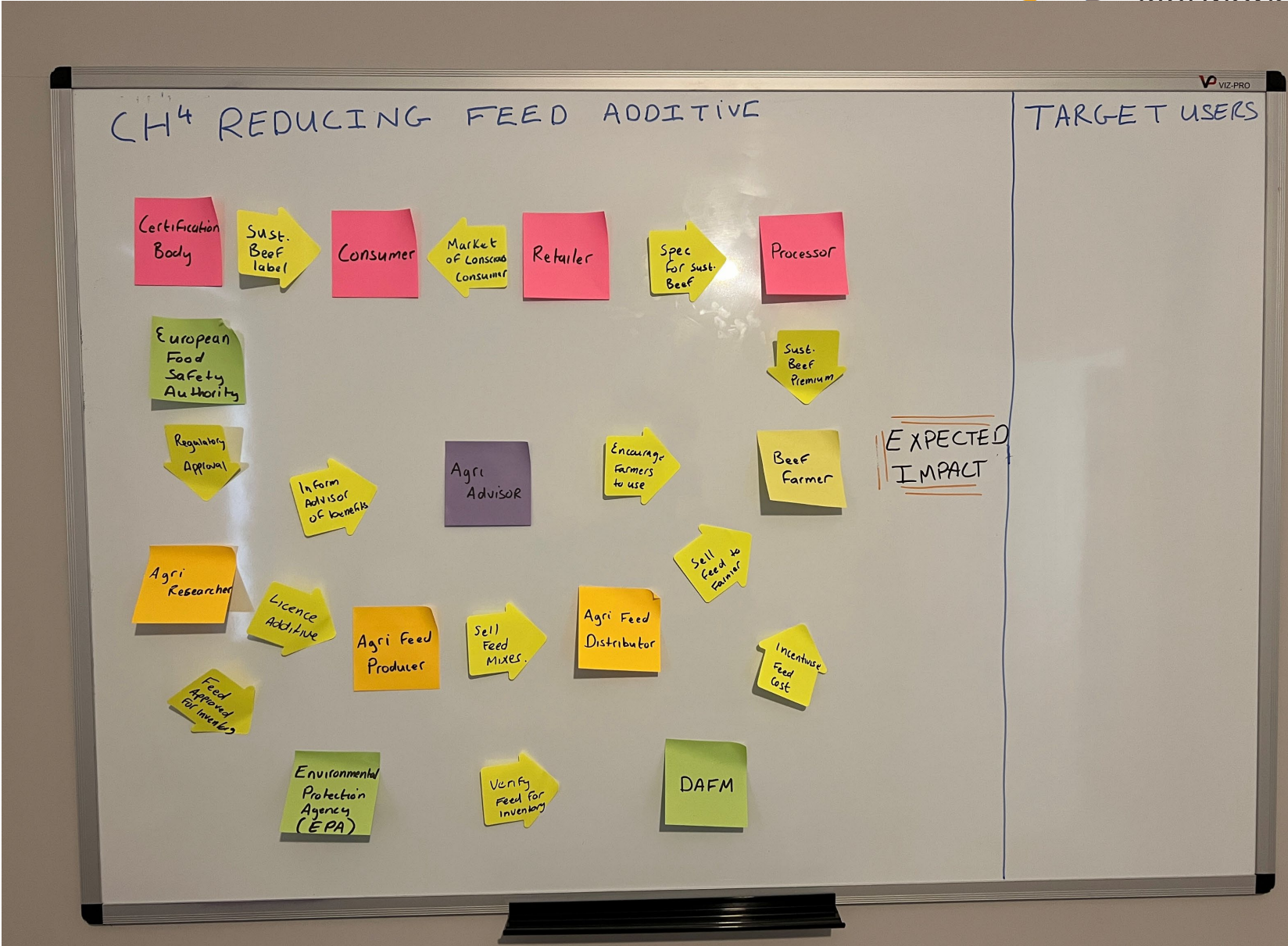
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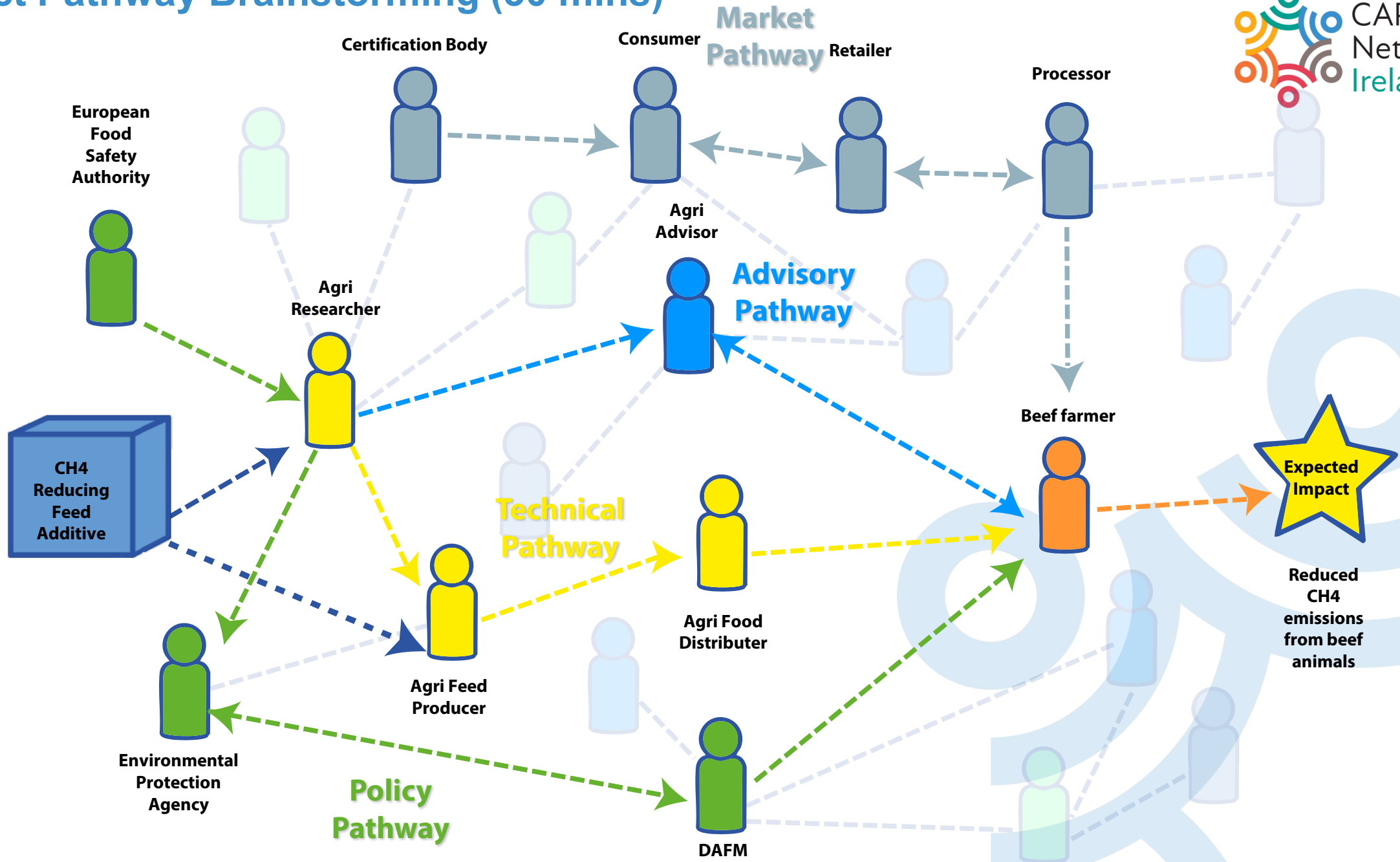


Implementation Brainstorming (30 mins)

- Once your group has mapped the pathway with **target users** and their **support activities**, you will then **focus on the practical implementation**.
- For the **support activities** you have identified, your group will now discuss and document the following:
 - Why the activities are **NOT** currently happening.
 - What can the AKIS do in order for **the activities TO** happen.



Impact Pathway Brainstorming (30 mins)



Group Presentation & Discussion



Each groups facilitator will have 5 minutes (25 mins total) to present a summary of their groups:

- Impact Pathways for the solutions they were assigned, focusing on key Target Users, and Support Activities.
- and **the top 3 challenges** currently preventing those support activities from happening and **the top 3 actions** the AKIS could do to make them happen.

