

## Farm Advisory digital Innovation tools Realised and Share

Call: Rural Renaissance - Taking Advantage of the Digital Revolution

Topics: RUR-13-2018: Enabling the farm advisor community to prepare farmers for the digital age  
Coordination and Support Action (CSA)

# List of partner participants

No.	Organisation	Type	Country
1	Teagasc - Agriculture and Food Development Authority (TEAGASC)*	Research, advice & ed	Ireland
2	The Circa Group Europe Ltd. (CIRCA)	SME project management	Ireland
3	Flanders Research Institute for Agriculture, Fisheries and Food (ILVO)	Applied research	Belgium
4	Comite European des groupements du Machinisme Agricole (CEMA)	Industry network	Belgium/ Europe
5	South Eastern Europe Advisory Service Network (SEASN)*	Extension network	Croatia/SE Europe
6	Flemish Innovation and Advice in Agriculture and Horticulture Organisation (INAGRO)	Extension	Belgium
7	Agricultural University of Athens (AUA)*	Research & education	Greece
8	Zuidelijke Land en Tuinbouw Organisatie (ZLTO)*	Farmers organisation, ext.	Netherlands
9	Instituto Navarra para la Transferencia y Innovación en el sector Agroalimentario, (INTIA)*	Applied research, extension & education	Spain
10	Innovation for Agriculture (I4agri)	Farmers organisation	UK
11	Cajamar Foundation (Almeria Cluster) (CAJAMAR)	Applied research	Spain
12	CONSULAI (CONSULAI)	SME: ICT & extension	Portugal
13	Association de Coordination Technique Agricole (ACTA)*	Applied research network	France
14	Hungarian Chamber of Agriculture (NAK)*	Extension	Hungary
15	Bern University - School of Agricultural, Forest and Food Sciences (HAFL)	Research & education	Switzerland,
16	Wageningen Research (WR)	Applied Research	Netherlands
17	Naturland E.V. (NATURLAND)	Organic advice	Germany
18	Spanish Ministry of Agriculture (MAPAMA)	Government Ministry	Spain
19	Association des Chambres d'Agriculture de l'Arc Atlantique (AC3A)*	Extension -network	France
20	Austrian Chamber of Agriculture (LKO)	Extension	Austria
21	Lithuanian Advisory Services (LAAS)*	Extension	Lithuania
22	RURALIS (RURALIS)	Research, consultancy & ed.	Norway



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# Scope of the Project

Digital advisory tools include ?

- ▶ Communication tools, info graphics, video, specific social media tools
- ▶ Farm Software, web and phone applications, benchmarking tools,
- ▶ Digital education and training materials and supports, games etc.
- ▶ Digital sensors and data collection and analysis, decision support tools
- ▶ Digital marketing support tools ??





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# Advisors FAIRshare e-Toolbox

## Communications

Text,  
m.Phone  
, e.mail

Social  
media,  
messagi  
ng

Radio,  
T.V.  
Info-  
graphics



## e-Services

Analysis  
&  
Benchm  
arking

Real  
time  
monitori  
ng &  
Decision  
Support

e-  
Mapping  
,  
drawing

Trainin  
g -  
learnin  
g

e-  
applicati  
ons and  
regulati  
on



## Organisation

Client  
Billing ,  
CBM

Custome  
r  
Relation  
ship  
Manage  
ment  
CRM

INVOICE

PAY: \$357.50



Change of Base Law

$$\log_a b = \log_c b \cdot \log_c a$$



Survey:

Excellent:	
Good:	
Fair:	
Poor:	

# Ambition and Challenge

- ▶ Why ==Digital Divide?
  - ▶ - Farmer - the non user to the best user
  - ▶ - Advisor -
  - ▶ - Other supply chain actors
- ▶ What to achieve?
  - ▶ More farmers participating in Digital Age
- ▶ How ?

Sharing - adapting - learning from each other

  - ▶ Digital Advisory Tools (DATS)
  - ▶ Expertise of those that develop and use
  - ▶ Motivation /attitudes of advisors and farmers

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## Agriculture's Digital Divide



JON  
FARMER

I want to be part of the  
Digital Revolution.

But it's too difficult.



MARC  
ADVISOR

I'm a small advisor with  
basic skills and tools.  
I can't develop or buy  
new tools. If only there  
was another way...



ANNA  
ADVISOR

I love these new  
technologies, but  
there's a lack of  
user data.



OLIVER  
FARMER

These new tools have  
made life easier but it's  
hard to justify with so  
few users...

Expense  
Availability  
Difficulty  
Relevance  
Understanding  
Complexity  
Connectivity  
Motivation

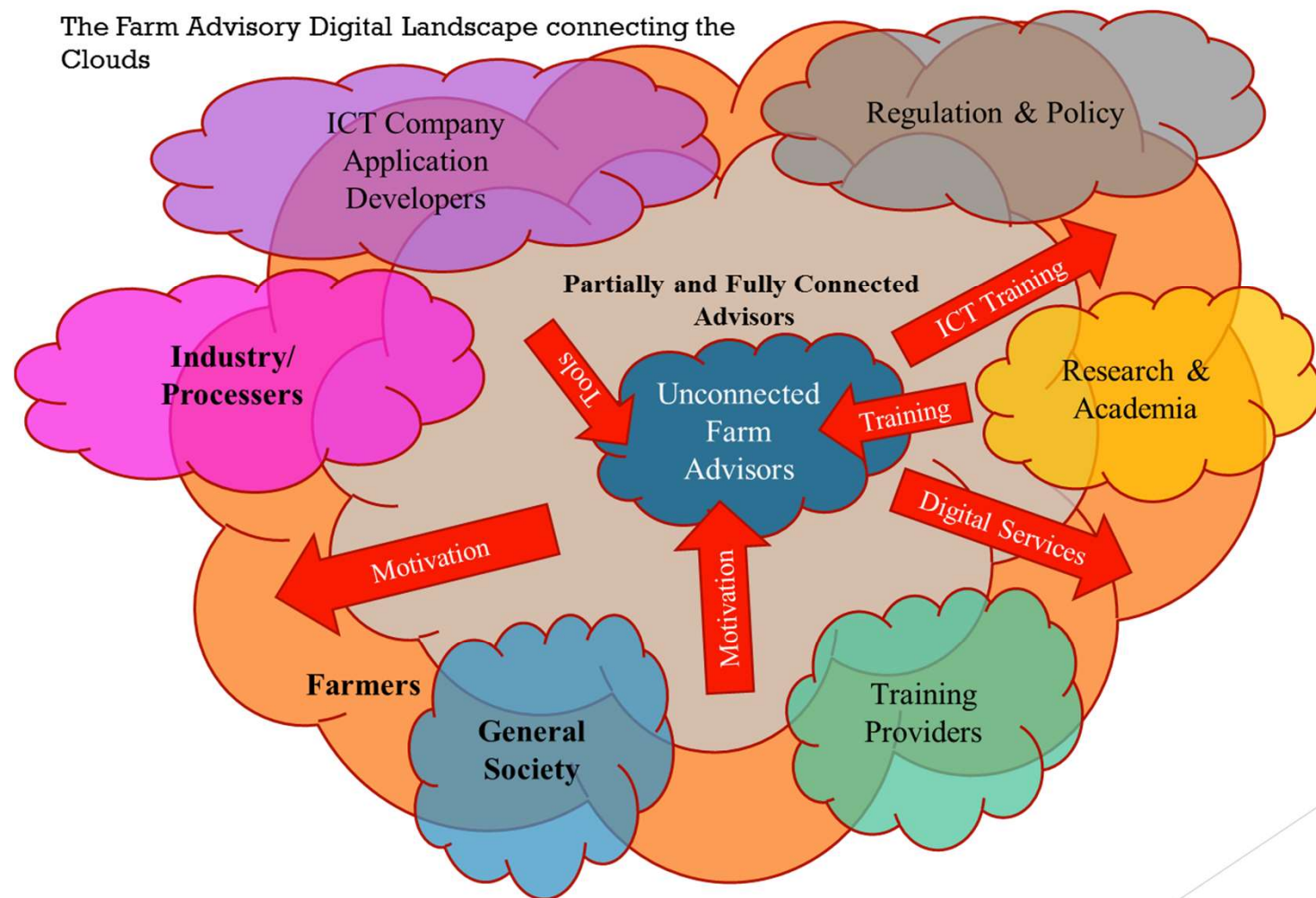
We need to build a  
bridge so that all  
advisors and farmers  
can benefit from  
digital technology.



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The Farm Advisory Digital Landscape connecting the Clouds



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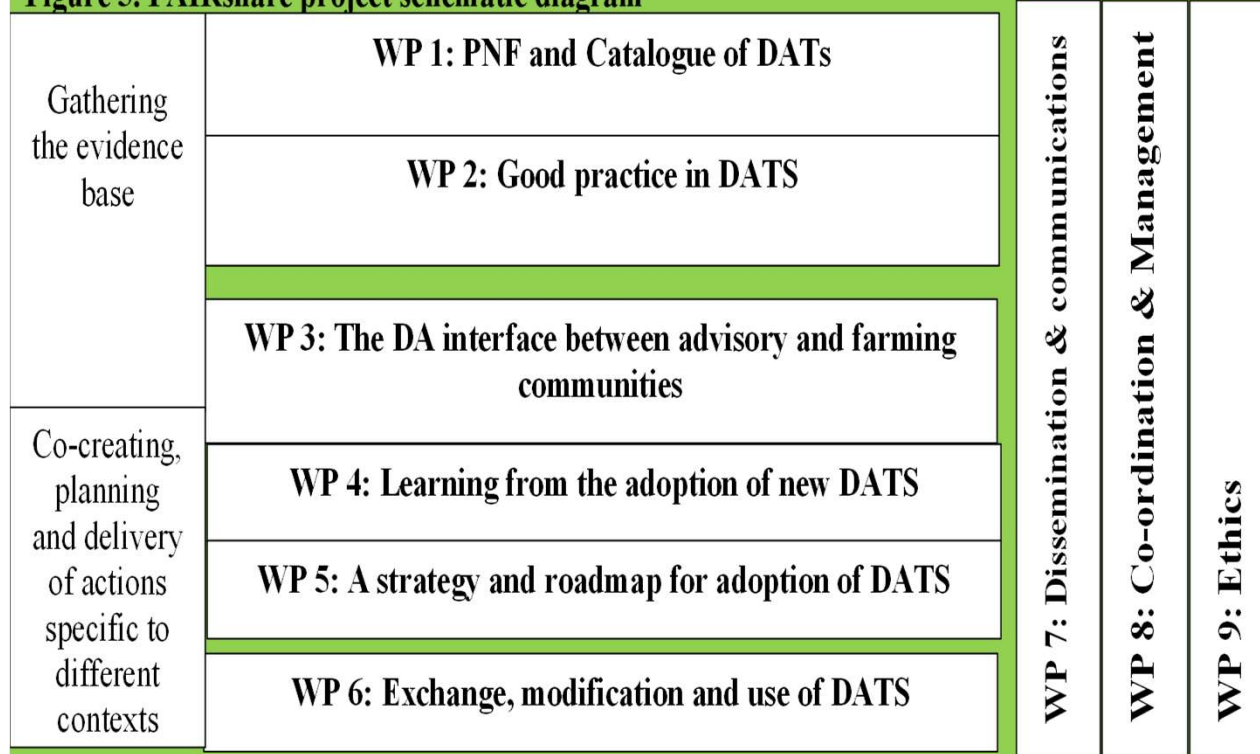




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**Figure 5. FAIRshare project schematic diagram**



## FAIRshare Digital Farm Advisory Tool Online Store

### 2018 Advisor Meeting

I wish I could use the same tools as you, but we can't afford them.



OLIVER  
ADVISOR

Come with me to the new digital advisory tool exchange. We upload lots of apps and tools for advisors all over Europe to use. You could upload some of your digital tools.



EMMA  
ADVISOR

# FAIRshare

Digital Advisory Tool Exchange

Translations

Exchanges

Training

In-Store Support

Upgrade available

FREE  
Look & See



OLIVER  
ADVISOR

That was great! It really opened my eyes to what other advisors are doing. I got some free pilot tools and left some of my own. I was even asked to become a super user and train others!

Congratulations! I was asked to join a team going to Greece to develop a digital strategy and action plan for advisors there.



EMMA  
ADVISOR

I'd love to get some of that help in my area.

Yes, there's a lot going on with EIP Operational Groups, Digital Innovation Hubs, etc. I'll suggest it to my boss but it needs to be part of a regional digitisation strategy for the AKIS.

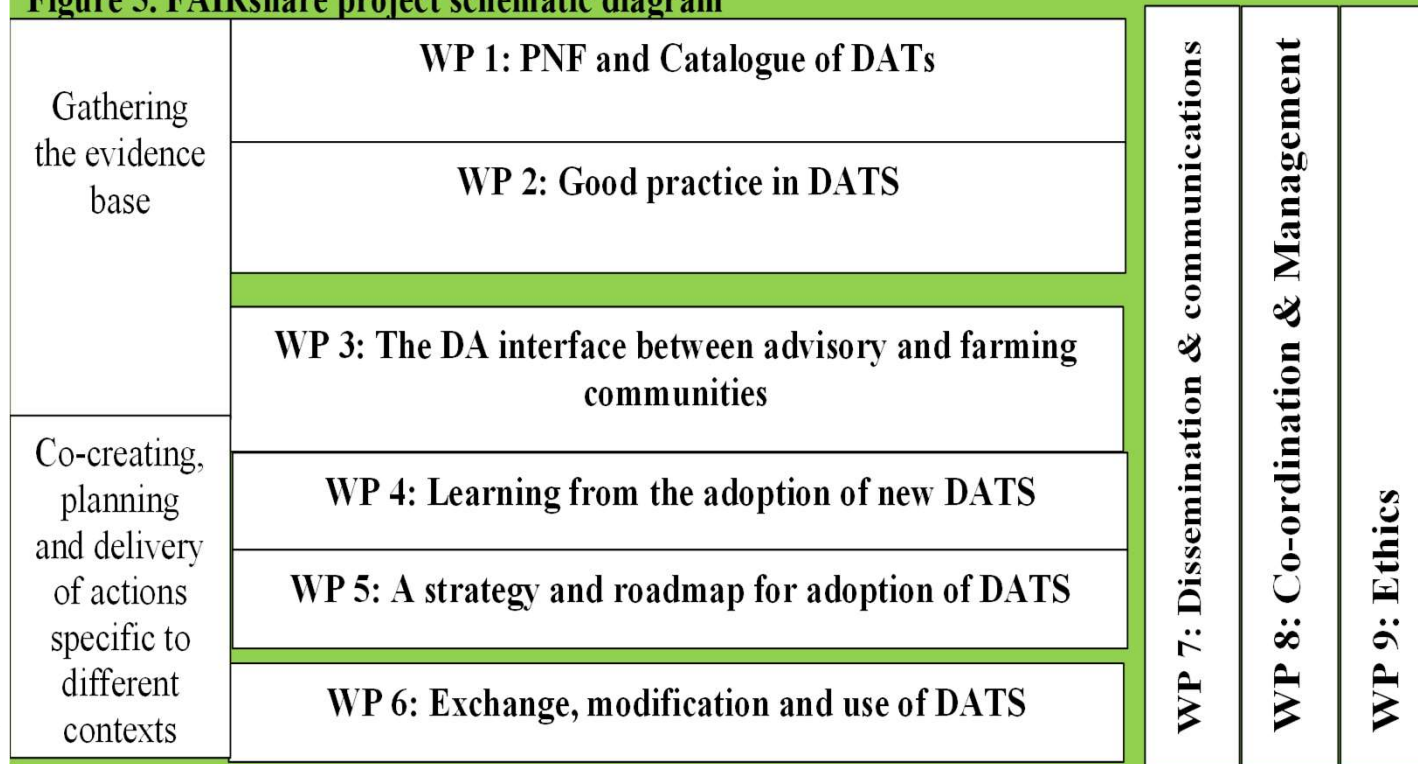


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**Figure 5. FAIRshare project schematic diagram**



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## Bridging the Digital Divide



MARC  
ADVISOR

Networking in FAIRshare  
has helped me and my  
clients to plan how we  
use digital technology

Roadmap to  
the digital age

FAIRSHARE BRIDGE

Tools

Expertise

Motivation

I was very sceptical  
until my advisor  
convinced me to log in.

For me  
the cost is  
lower now.

With more  
farmers using  
technology, the  
benefit to us is  
much greater.

Training

Strategy

Experience

Testing

Keeping up with the digital age  
requires vision, planning and action.  
It is fast-moving.



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# Expected Impacts

- ▶ Networking farm advisor across the EU serving a systematic delivery of knowledge and resources to support digital innovation and making advisors able and eager to spread application of DATs
- ▶ Spill-over effects of digital tool infrastructures between agricultural advisors across Member States
- ▶ Development of new types of advisory activities with a focus on making farmers better able to handle involvement in digital technologies
- ▶ A farm advisor community ready to actively use the possibilities of digital technologies and orient farmers in the new digital landscape



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# Involvement/benefits

## ► Administration

- Better knowledge of the state of art of farm advisory system and AKIS
- Synergies with the Digital Strategies for agricultural sector and rural environment
- Higher awareness of the necessities of the sector
- Strategic lines of policies more focus to the reality
- Better focus on the application of the CAP 2021-2027
- Improvement of development of FAS and AKIS

## ► Agricultural Sector

- Competitiveness of agricultural sector
- Enhancing digitisation in the agricultural sector and rural environment
- Shrinking the digital gap between rural and urban societies
- More adapted to society needs and demands
- Agricultural sector more resilient
- Agri-food chain more balanced



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# THANK YOU!!

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