



PRACTICE ABSTRACT NR. 25

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Analysing farm advisory services as Knowledge Intensive Services: what can we learn for practice and policy?

Knowledge Intensive Business Services (KIBS) characterise services the main input and output of which is knowledge. A recent stream of studies on KIBS properties has a great potential to support practitioners working in the field of advisory services. First, they can help policymakers to better understand the diversity of organisations supplying advisory services to farmers. The landscape of farm advice is characterised by a growing pluralism, with new players competing or collaborating with traditional actors. These new players include SMEs and firms from upstream and downstream industries, but also from high-tech sectors. Researchers differentiate between Technological KIBS (T-KIBS), which primarily diffuse information and communication technologies (ICTs), and Professional KIBS (P-KIBS), which primarily draw on the specific competencies of advisors. Combined with a description of the status of an organisation, it enables to generate the following typology: 1) independent consultants, who sell only advice (with a distinction between P-KIBS versus T-KIBS); 2) client-owned advisory organisations; 3) embedded advisory organisations (where services come together with another activity for the farmers); 4) public or semi-public organisations; and 5) non-governmental organisations. Second, they can provide managers of advisory organisations with various tools that can support reflexivity on the distribution of resources between front- and back-office activities; on the conceptions of service performance; on the nature of service innovation.

For more information see <https://www.agrilink2020.eu/wp-content/uploads/2019/02/AgriLink-conceptual-framework.-Theory-primers.14.pdf>

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## ADDITIONAL INFORMATION

This Practice Abstract is derived from one of 27 Theory Primers that support the conceptual framework which underpins the AgriLink project. Each Theory Primer introduces a specific theoretical topic in the conceptual framework and is intended primarily for academic readers. The Practice Abstracts derived from each Theory Primer aim to make these topics more accessible and understandable to a wider non-academic audience.

The AgriLink Conceptual Framework and all Theory Primers can be found here: <https://www.agrilink2020.eu/our-work/conceptual-framework/>



## ABOUT AGRILINK

AgriLink is a multi-actor project funded by the European Union's Horizon 2020 research and innovation programme. It brings together 16 partners from 13 countries, including universities, applied research institutes, advisors and consultants from public organisations, private SMEs, a farmer-based organisation and specialists in communication and distance learning.

### DISCLAIMER:

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All the Practice Abstracts prepared by the AgriLink project in the EIP-AGRI common format can be found here: <https://ec.europa.eu/eip/agriculture/en/find-connect/projects/agrilink-agricultural-knowledge-linking-farmers>