



PRACTICE ABSTRACT NR. 62

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How does the transformation of advisory providers landscape influence farmers' decision-making and uptake of innovation?

The trend of new governance of farm advice models that tend to be more fragmented, pluralistic and decentralised is not really observed in Flanders, Belgium. In the H2020 project AgriLink the decision-making of 100 farmers was studied.

Almost all farmers regularly met up with advisors from the farmer organisations, checked their website, read their magazines, or attended workshops that they organised. Also independent advisors from private companies were important actors in most of the farmers' AKIS as well. They would pay visits to the farms to discuss their products or services with farmers one-to-one. The third and final important actor of the farmers' AKIS were neighbour farmers.

All farmers had a network of other farmers that they would often contact to follow up on their activities, and ask for support when needed. Since Flanders is so small, there are no regions that are too hard to reach and hence face difficulties to access advice. The advisors from private companies change at the rate at which new private companies that support farmers join the market. However, the other important supporting actors such as Boerenbond have been part of the advisory landscape in Flanders for a very long time, and it appears that this will not dramatically change in the coming years.

ADDITIONAL INFORMATION

Extra links:

Website Boerenbond: <https://www.Boerenbond.be/>

Description Boerenbond:

Boerenbond is the largest farmers' organization in Flanders', northern part of Belgium, and has existed for more than 120 years . It represents 15.600 farmers in the agricultural or horticultural sector and aims to reach the family farmers and horticulturalists with respect for the specific characteristics of each company.

Boerenbond intents on building a viable, sustainable (economical, ecological, social) agriculture and horticulture, in dialogue with society.

Boerenbond's aims are to

- Unite their members
- Defend and promote the farmers' interests
- Organise training and education
- Provide services and support
- Represent the farmers' ideas and values
- Promote initiatives with regard to production, improvement, delivery, sales and services



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.

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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>