



PRACTICE ABSTRACT NR. 110

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Farmers' microAKIS and Advisory Policies in Scotland

The Farm Advisory Service (FAS) in Scotland has the mandate to deliver advice to all farmers and farm sizes with a special category for small farms and crofts and is contracted to 2 organisations: SAC Consulting and Ricardo Energy and Environment. This service is both well received and well known by farmers in our case study of the adoption of variable rate precision farming technologies (VRPF) but when it came to implementation, farmers' microAKIS identified private and commercial companies connected to sales (chemical inputs, machinery) and soil sampling services to be the influential advisors. All advisory suppliers offer multiple methods of delivering advice, but the one-to-one interaction on the farm offered by non-traditional advisors is certainly more tailored, and given the innovation at stake, this is very much appreciated by the farmers. Training is undertaken by all advisory suppliers, yet the private sector ranked 'precision farming' to be their main focus, which is not the case for FAS Scotland suppliers and farmer-based organisations. In addition, the main clients for those in the private sector were solely farmers, compared to a broader range of clients from other advisory suppliers across the sectors. This relationship often built over generations on the same farm is important and within our case study implied that advice coming from commercial entities was to be trusted.

Yet trust and transparency remain key concerns for the future delivery of advice, especially as back office activities are involved in the creation of databases and knowledge platforms. The diversity of such platforms raises questions to future access, ownership and privacy of farm data for the farmers and the public/private advisory sector.

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KEY WORDS:

#farmadvisory, #FAS,
#knowledge

ADDITIONAL INFORMATION

Practice abstracts, from 101 to 141 can be found here:

<https://ec.europa.eu/eip/agriculture/en/find-connect/projects/agrilink-agricultural-knowledge-linking-farmers-0>



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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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 727577.

All the Practice Abstracts prepared by the AgriLink project in the EIP-AGRI common format can be found here:
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