



PRACTICE ABSTRACT NR. 122

AUTHOR(S):

**Maite Aguilar Ramírez,
Ana Barandiarán del Olmo**

INTIA

The future of farming advice: Exploring the need for farming advice in the area of direct marketing in Navarra (Spain)

Direct marketing is not widespread in Spain. However, a supply of nearby, affordable and sustainable food products has been consolidating for some years now. Currently, there is no specific advice to help structure the direct marketing sector to meet a growing consumer demand. A workshop with stakeholders was organised to explore the possible future role of farming advice to face this challenge in the Navarra region. Currently, farmers who sell their products via direct marketing invest much time in distribution. Besides, although European hygienic-sanitary legislation enables to adapt requirements to farm type and size, in Spain it remains poorly developed. Key challenges identified were the creation of joint distribution platforms among farmers and the flexibilisation of hygienic-sanitary regulations, bridging the gap between public administration and farmers. Other important challenges included the development of suitable technology for small farms to process their products at affordable prices and to increase societal awareness of the importance of consuming nearby and seasonal food products. The main identified weaknesses in the current advisory system were the limited capacity to provide integrated farm advice moving from specific, large-farm-focused advice to smaller-scale and more diverse farm products. Increasing knowledge of alternative ways of farmers' associations for direct marketing and improving the support offered to meet regulatory and bureaucratic requirements are aspects to consider. Advisors could also improve their skills in specific areas, such as searching for information, learning from pioneer farmers and success stories and organising demonstration events to spread this knowledge.

CONTACTS:

maguilar@intiasa.es

abarandiaran@intiasa.es

www.intia.es

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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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twitter.com/agrilink2020



pierre.labarthe@inrae.fr

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