



PRACTICE ABSTRACT NR. 136

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Bridging the gap between farmers and advisors: how to serve the hard-to-reach farmers in agricultural advice?

The insights of AgriLink studies revealed a wide variety of hard-to-reach farmers, in the context of provision of advisory services. Their features can be complex and cover several profiles: small and/or remote farmers, new entrants, low-income farmers, women. From the farmers' point of view, the struggle they are facing to access advice, and more importantly good quality advice, should be emphasised.

The reasons explaining this disconnection are numerous: path-dependant farmers are not seeking advice, farmers are left outside of the classical advice networks, the advice system often only addresses larger farms. AgriLink recommends raising awareness both on the advisors' and on the farmers' side to bridge the gaps existing between these actors. From the advisors' viewpoint, there is a need to understand who the farmers are and the diversity of their profiles, the specificity of their needs according to their profiles, and the innovation stage they are in. From the farmers' viewpoints, they need to be aware of the diversity of advice sources available for them, including their online resources, the schemes, and programmes that they could be involved in (e.g. demonstration farms or environmental schemes), and specific knowledge on entitlements (the cost of the advice, the existence of subsidies or freely paid advice).

Some more practical recommendations were highlighted. Advice should ensure to cover all the topics that are relevant according to the region of their implementation, and not only on fashionable areas. It should also focus on farmers' (technical) needs rather than on topics dictated by policy.

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