



PRACTICE ABSTRACT NR. 138

Towards advisory policies better informed about farmers' needs

Various results of AgriLink points to the risks of a disconnection between the design of public policies related to farm advice and farmers' actual practices and networks to collect information and knowledge to support their decision to adopt or not an innovation. This is partly linked to a form of path-dependency in the definition of the beneficiaries of farm advice.

As trust is a key dimension of the relations between farmers and advisors, advisors tend to work closely and in the long run with same categories of farmers. For instance, private consultants tend to work with bigger farms. Organisations supported by public programmes tend to work with pioneer farmers well integrated in environmental projects. As a result, there is a strong risk that public policies lose little by little track of the needs of other categories of agricultural and rural populations.

Our interactions with advisors and policy makers enabled to identify options to capture or explore these unmet needs. This includes using administrative and bookkeeping compulsory activities to identify the characteristics of hard-to-reach farmers.

A focus on education and training is also important: collaboration with social scientists (using transect of random samples) could help investigating the needs of a diversity of farmers during advisors' education or vocational training. In that respect, the concept of microAKIS could be operationalised and simplified to better understand the personal networks of a diversity of farmers and rural workers, either through qualitative interviews and/or broader surveys.

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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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