



**PRACTICE ABSTRACT NR. 141**

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**Sustainability matters: balancing farmer's and societal needs in advice provision**

Farmers' needs concern both the long-term sustainability of the farm in the context of societal demands for environmental and social sustainability, on the one hand, and the day to day management of the farm with short-term economic considerations, on the other hand.

The farmer-advisor relationship is strongly shaped by solving today's problems and short-term decision-making. AgriLink findings suggest that in advice provision societal needs and long-term sustainability issues do not get the attention required for the transition to sustainable agriculture. The challenge is how to find a better balance in farm advisory services and provide farmers with advice which addresses both short-term and long-term sustainability considerations.

Most advisors tend to focus on their clients' more immediate demands and short-term concerns. Longer-term sustainability aspects were only properly included in exceptional cases by publicly funded advisors or in situations where the environmental threat had become very evident and urgent. A stronger governance is needed to change the focus and rebalance the provision of advisory services. Policies, especially agricultural or environmental legislation, need to represent and secure societal needs and thereby create the impetus for farmers and advisors to integrate a longer-term perspective and full-spectrum sustainability considerations in the advice provision. This would enable existing advisors and also invite new providers to co-contribute to develop a more balanced advice provision for a sustainable future.

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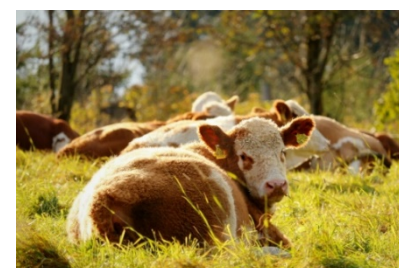
**KEY WORDS:**

#farmadvisory,  
#sustainable, #farming,  
#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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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>