



**PRACTICE ABSTRACT NR. 142**

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**Why is it important to have a broad definition of ‘farm advice’?**

Times are changing and so is our understanding of the nature of farm advice! The H2020 AgriLink project looked for fresh insights into farm advice and quickly found that farmers are using many different types and sources of information that go well beyond the “usual suspects” of specialised advisory services. In addition to the informal networks of family, friends and neighbours that help guide day-to-day decision-making, there are many important sources of advice linked to the range of services used by farmers. These include book-keepers and accountants, input suppliers, machinery dealers, service engineers, product buyers, etc. New forms and suppliers of advice are also increasingly coming from outside of agriculture, especially with the emerging importance of digital technologies and online services for farmers. These new – and often informal – sources of farm advice can be very effective, but their status in the traditional world of farm advisory services is “fuzzy”. Whilst they can easily be identified, they may not be easy to connect with since their motivation to engage with farmers is diverse. But they are often highly trusted by farmers as sources of up-to-date advice that responds to their real needs in the “messy” day-to-day reality of managing a farm or agricultural enterprise. More attention should be given to the diverse nature of farm advice and the important role of services which are delivered by organisations, businesses and individuals not specialised in farm advice. Greater effort should be given to connecting these less formal advisory suppliers to other parts of the agricultural knowledge and innovation system supporting the transition of European agriculture towards a more sustainable and climate-friendly future.

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