FAIRshare

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Call: **Rural Renaissance – Taking Advantage of the Digital Revolution**

Topics: **RUR-13-2018:** Enabling the farm advisor community to prepare farmers for the digital age

Coordination and Support Action (CSA)

List of partner participants

No.	Organisation	Type	Country
1	Teagasc - Agriculture and Food Development Authority (TEAGASC)*	Research, advice & ed	Ireland
2	The Circa Group Europe Ltd. (CIRCA)	SME project management	Ireland
3	Flanders Research Institute for Agriculture, Fisheries and Food (ILVO)	Applied research	Belgium
4	Comite European des groupments du Machinisme Agricole (CEMA)	Industry network	Belgium/ Europe
5	South Eastern Europe Advisory Service Network (SEASN)*	Extension network	Croatia/SE Europe
6	Flemish Innovation and Advice in Agriculture and Horticulture Organisation (INAGRO)	Extension	Belgium
7	Agricultural University of Athens (AUA)*	Research & education	Greece
8	Zuidelijke Land en Tuinbouw Organisatie (ZLTO)*	Farmers organisation, ext.	Netherlands
9	Instituto Navarra para la Transferencia y Innovacion en el sector Agroalimentario, (INTIA)*	Applied research, extension & education	Spain
10	Innovation for Agriculture (I4agri)	Farmers organisation	UK
11	Cajamar Foundation (Almeria Cluster) (CAJAMAR)	Applied research	Spain
12	CONSULAI (CONSULAI)	SME: ICT & extension	Portugal
13	Association de Coordination Technique Agricole (ACTA)*	Applied research network	France
14	Hungarian Chamber of Agriculture (NAK)*	Extension	Hungary
15	Bern University - School of Agricultural, Forest and Food Sciences (HAFL)	Research & education	Switzerland,
16	Wageningen Research (WR)	Applied Research	Netherlands
17	Naturland E.V. (NATURLAND)	Organic advice	Germany
18	Spanish Ministry of Agriculture (MAPAMA)	Government Ministry	Spain
19	Association des Chambres d'Agriculture de l'Arc Atlantique (AC3A)*	Extension -network	France
20	Austrian Chamber of Agriculture (LKO)	Extension	Austria
21	Lithuanian Advisory Services (LAAS)*	Extension	Lithuania
22	RURALIS (RURALIS)	Research, consultancy & ed.	Norway
	*Members of European Forum for Agriculture and Rural Advisory Service EUFRAS		

West Europe
Teagasc
France
Ireland
UK
Spain
Portugal
North East Europe
LAAS
Lithuania
Latvia
Finland
Denmark
Poland
Estonia
Norway
Moldova
South East Europe
SEASN
Croatia
Serbia
Slovenia
Bulgaria
Hungary
Kosovo
Macedonia
Montenegro
Romania
Greece
Central Europe
ZLTO
Germany
Italy
Switzerland
Belgium
Netherlands
Czech-Rep
Slovakia
Austria
Not yet commited
FAIRshare Partners
EUFRAS and SEASN Members
Reykjavík
ICELAND
Faroe Islands (DENMARK)
Tórshavn
SWEDEN
FINLAND
NORWAY
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Sarajevo
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Podgorica
Skopje
MACE.
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ANDORRA
PORTUGAL
Madrid
Lisbon
SPAIN
ITALY
Rome
GREECE
Athens

Scope of the Call

Digital advisory tools include ?

- Communication tools, info graphics, video, specific social media tools
- Farm Software, web and phone applications, benchmarking tools,
- Digital education and training materials and supports, games etc.
- Digital sensors and data collection and analysis, decision support tools
- Digital marketing support tools ??

FAIRshared Issues

- Why -=Digital Divide?
  - - Farmer - the non user to the best user
  - - Advisor –
  - - Other supply chain actors
- What to achieve?
  - More farmers participating in Digital Age
- How ?

  Sharing – adapting - learning from each other
  - Digital Advisory Tools (DATS)
  - Expertise of those that develop and use
  - Motivation /attitudes of advisors and farmers

Agriculture's Digital Divide

JON
FARMER

I want to be part of the Digital Revolution.

But it's too difficult.

MARC
ADVISOR

I'm a small advisor with basic skills and tools. I can't develop or buy new tools. If only there was another way...

ANNA
ADVISOR

I love these new technologies, but there's a lack of user data.

OLIVER
FARMER

These new tools have made life easier but it's hard to justify with so few users...

Expense

Availability

Difficulty

Relevance

Understanding

Complexity

Connectivity

Motivation

We need to build a bridge so that all advisors and farmers can benefit from digital technology.

The Farm Advisory Digital Landscape connecting the Clouds

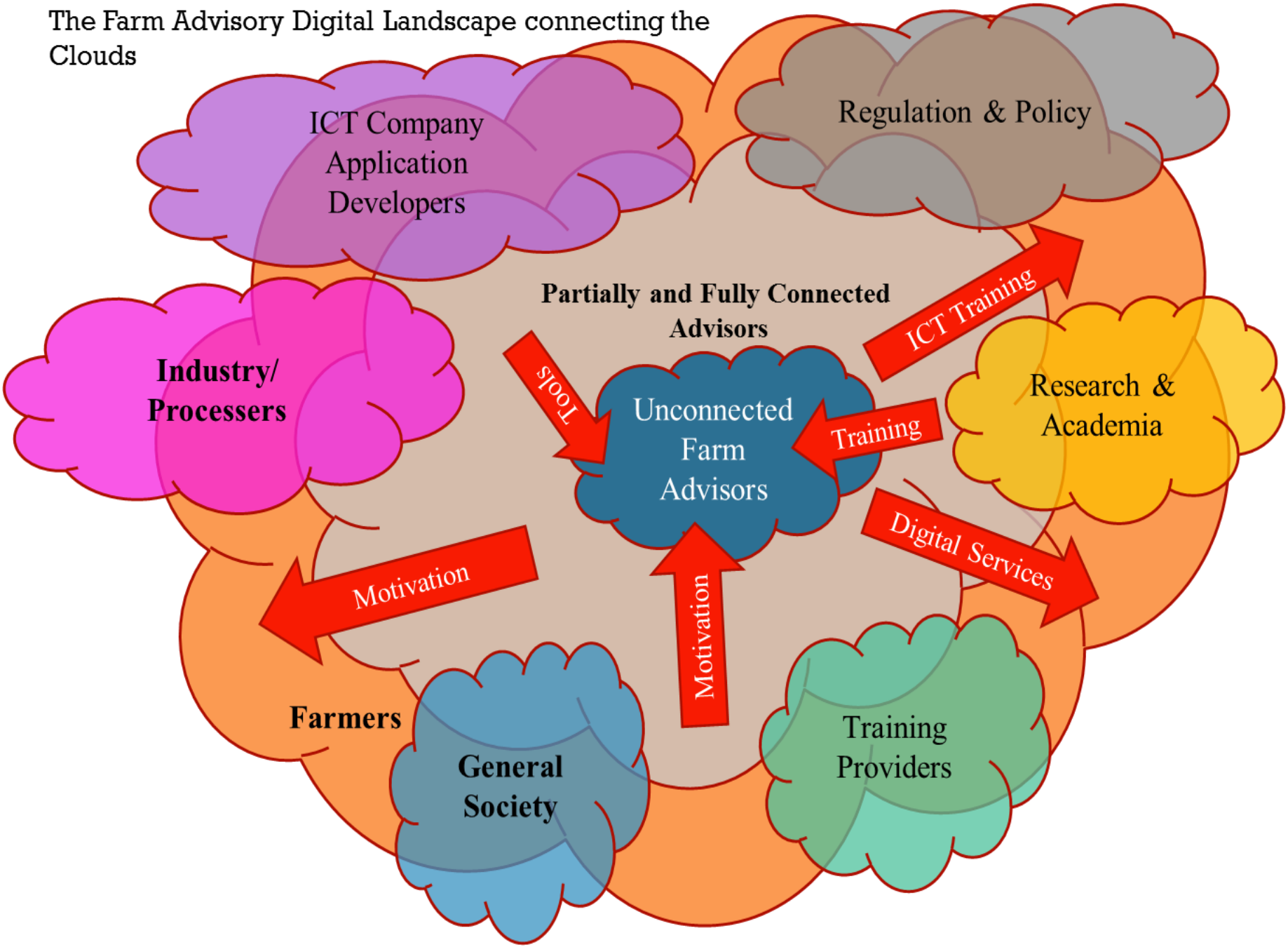
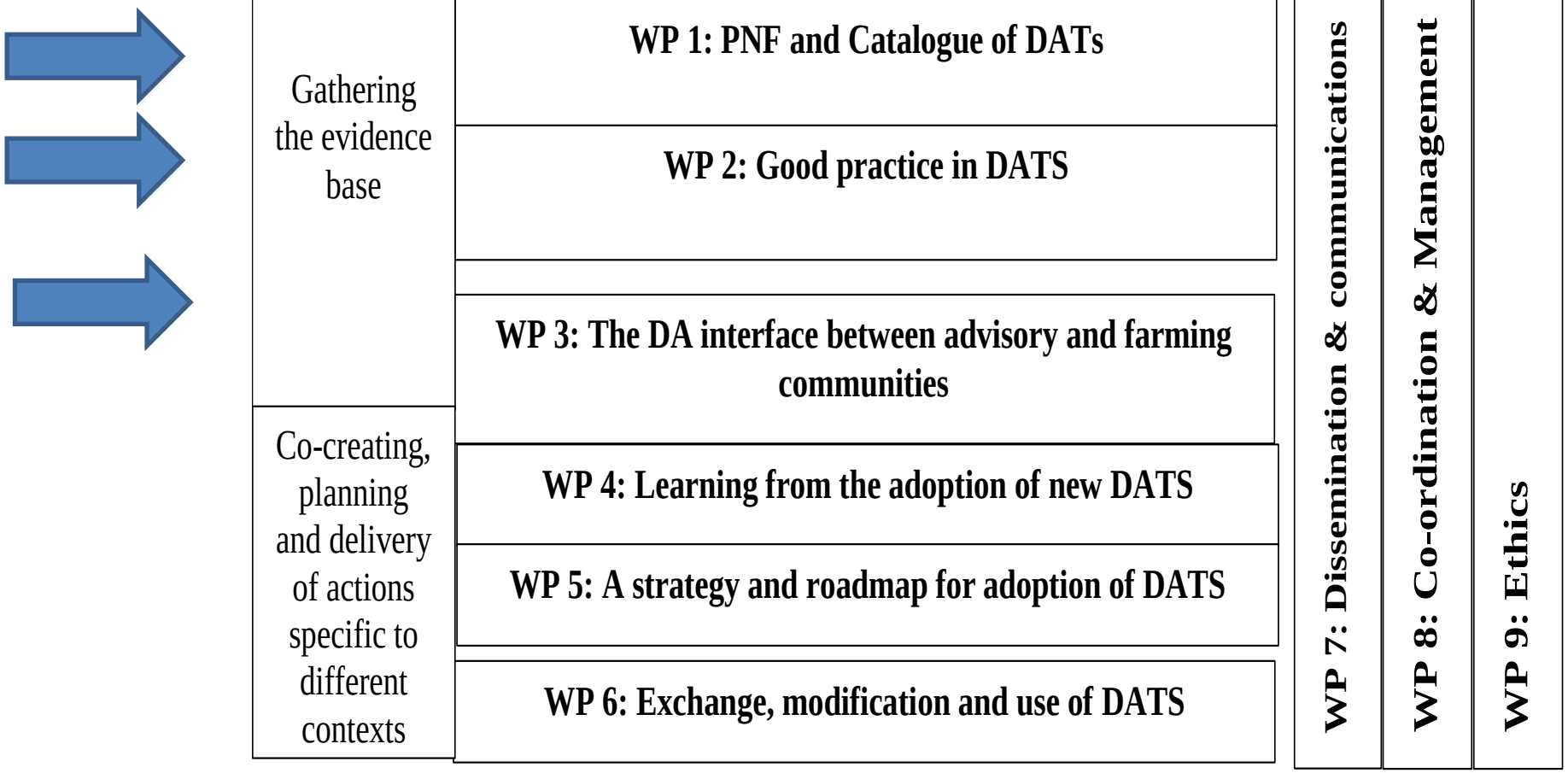
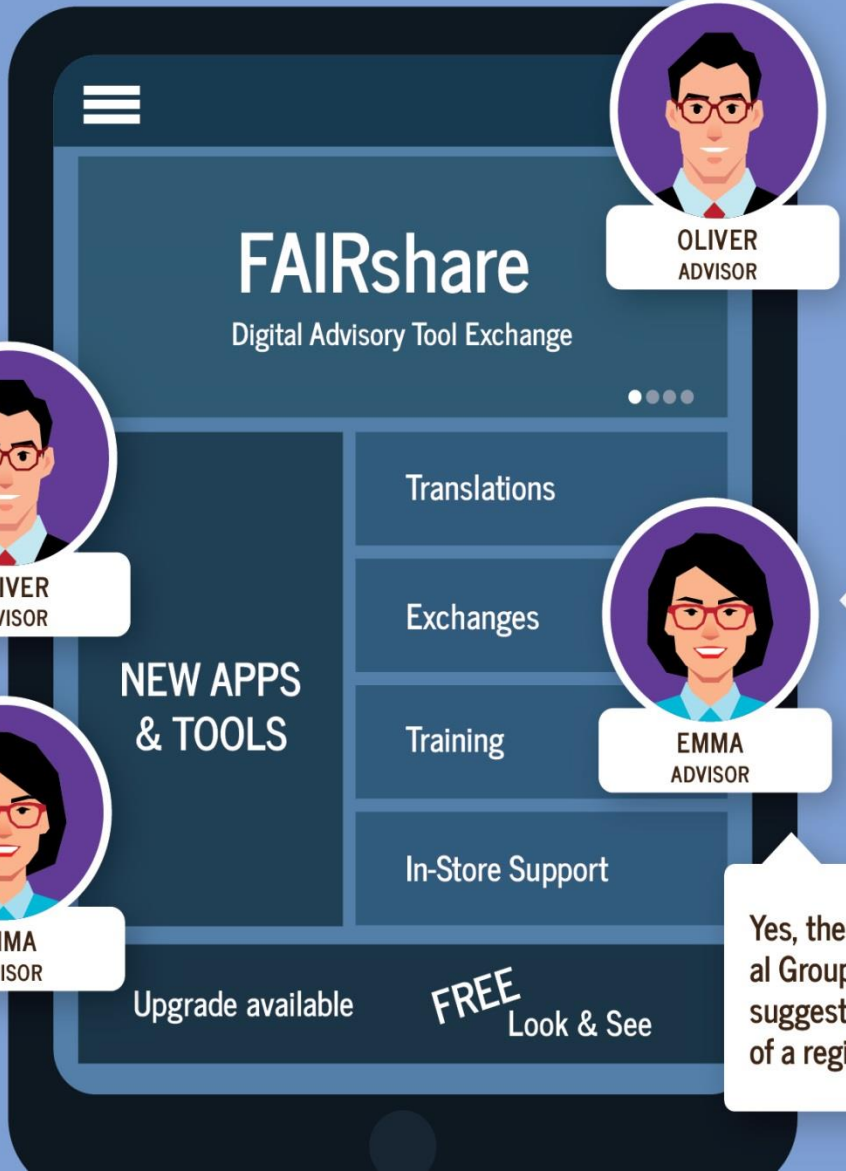


Figure 5. FAIRshare project schematic diagram



FAIRshare Digital Farm Advisory Tool Online Store

2018 Advisor Meeting



OLIVER
ADVISOR

That was great! It really opened my eyes to what other advisors are doing. I got some free pilot tools and left some of my own. I was even asked to become a super user and train others!

OLIVER
ADVISOR

I wish I could use the same tools as you, but we can't afford them.

EMMA
ADVISOR

Congratulations! I was asked to join a team going to Greece to develop a digital strategy and action plan for advisors there.

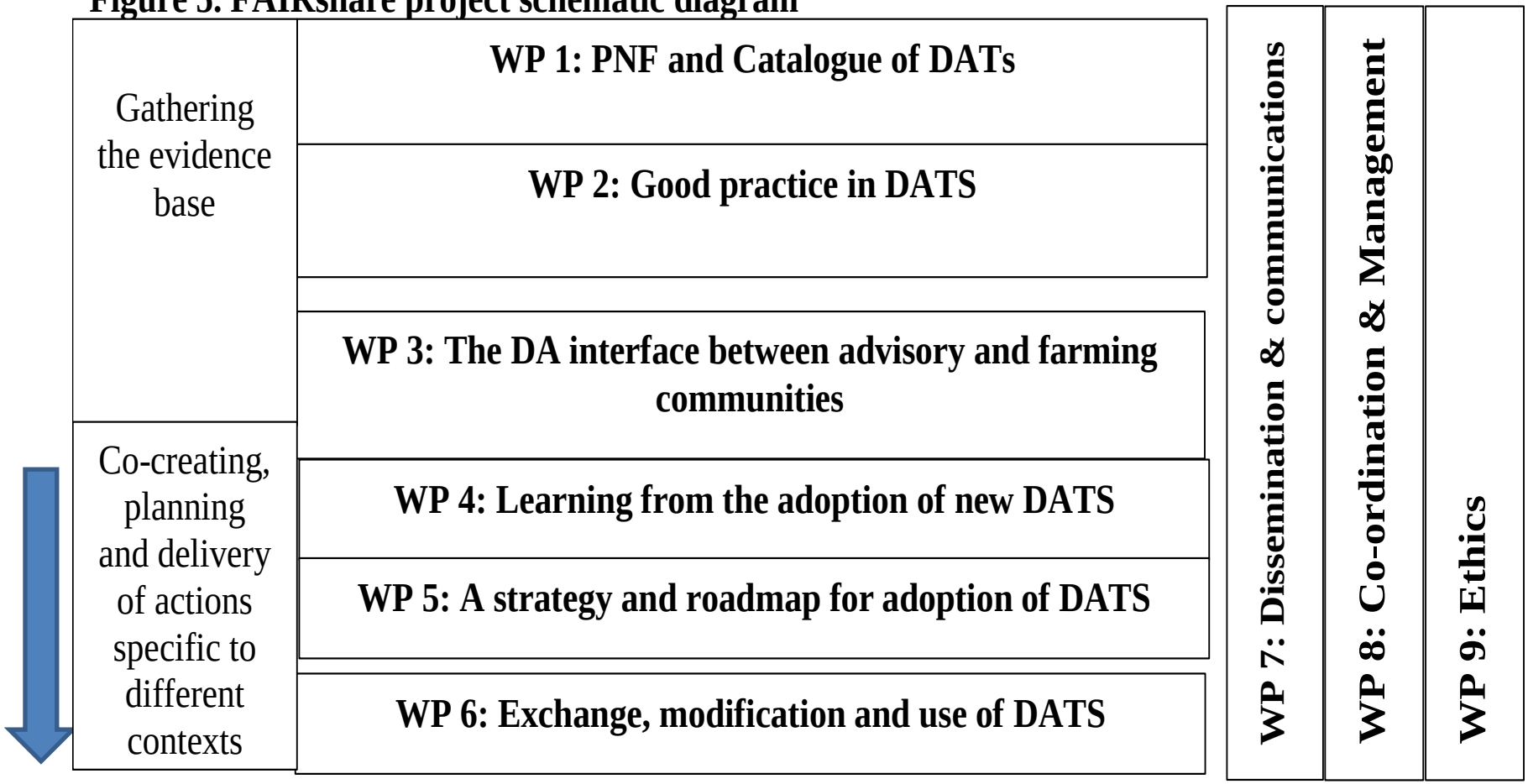
I'd love to get some of that help in my area.

EMMA
ADVISOR

Come with me to the new digital advisory tool exchange. We upload lots of apps and tools for advisors all over Europe to use. You could upload some of your digital tools.

Yes, there's a lot going on with EIP Operational Groups, Digital Innovation Hubs, etc. I'll suggest it to my boss but it needs to be part of a regional digitisation strategy for the AKIS.

Figure 5. FAIRshare project schematic diagram



Bridging the Digital Divide

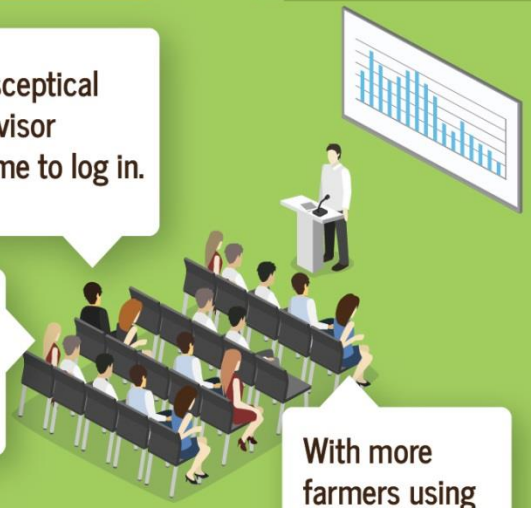
MARC
ADVISOR

Networking in FAIRshare has helped me and my clients to plan how we use digital technology

Roadmap to the digital age

I was very sceptical until my advisor convinced me to log in.

For me the cost is lower now.



With more farmers using technology, the benefit to us is much greater.

Training

Strategy

Experience

Testing

FAIRSHARE BRIDGE

Tools

Expertise

Motivation

Keeping up with the digital age requires vision, planning and action. It is fast-moving.

40 User cases – looking at specific farm advisory services e.g crops/ organics/ dairy/ beef in different contexts

Use a MAA in each case (€90k x30 €30k x 10)

- Vision – develop and document
- Gaps and obstacles – identify and report
- Strategy – formulate and agree
- Roadmap – action Plan
- Actions implement
  - Training
  - Adaption
  - Translation

FAIRshare Efforts & Rewards

Gain for Advisors

- See range of DATs
- See good practice in DAT use
- User case learning and motivation, shared vision, strategy, actions
- New DATS and ideas

Effort for advisors

- MAA and sharing of experiences
- Participate in user cases
- Travel as DAT experts/users
- Deliver better support to farmers