



FAIR

DIGITAL TOOLS FOR FARM ADVISORS

INNOSETA – Networking activity of EU projects
Joining efforts and ideas to improve education in agriculture

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**Findable, Available, Interoperable,
Reusable and Shareable**

H2020 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)

FAIRshare Project Overview



- A €7 million funded project
- Coordinated by Teagasc
- 22 partners from 15 countries across Europe
- 5 year project (2018-2023)
- Aims to ensure that **farm advisors** effectively use digital tools and services to support a more productive and sustainable agriculture

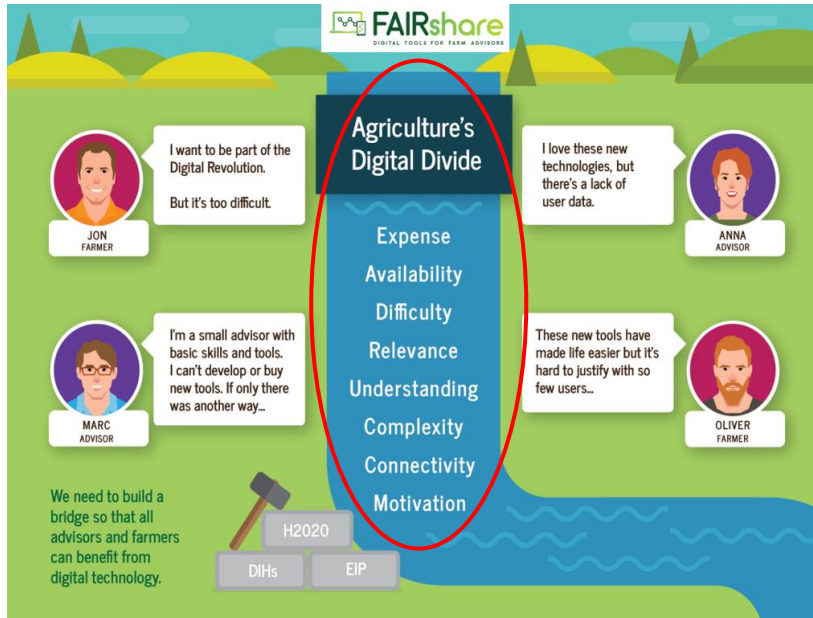
Global Drivers for the Digitalisation of Advisory Services

- Demand from farmers for better more specific advice **(pull)**
- Demand from advisors for new ways to support farmer decision making **(pull)**
- Demand from policy makers and society for more data relating to agricultural production and quality of products **(push)**
- Demand for more efficient processes for administration from government and industry. (e-government etc.) **(push)**
- The advance of low cost digital technology **(pull)**



2020 Covid19 – A giant leap in digital extension

FAIRshare: Ambition and Challenge



- Why = Digital Divide?
 - Farmers/ Advisors/ Supply chain actors
- What to achieve?
 - More farmers participating in digital age
- How?
 - Increasing use of digital tools among advisors
 - Increase awareness & availability of **existing** Digital Advisory Tools & Services (DATS)
 - Practical use and adaptation of **existing** DATS through User Cases/ Living Labs across Europe – **MAA approach**

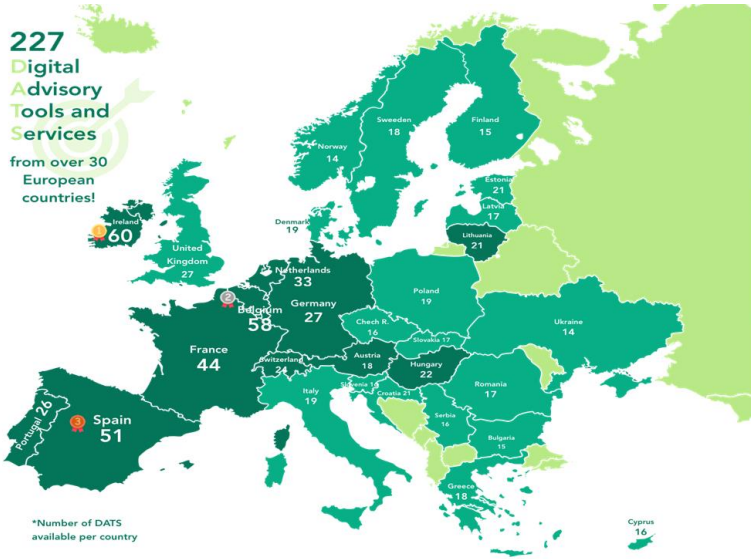
1. Increasing Awareness – DATS



FAIRshare DATS Inventory

227
Digital
Advisory
Tools and
Services

from over 30
European
countries!



*Number of DATS
available per country

Inventory of DATS
Browse through the collection of Digital Advisory Tools and Services and Signup to register your DATS

131 DATS found

Search: COVID-19 Resilient

Language: [v]

Country: [v]

Agricultural sector: [v]

Category: [v]

Target users: [v]

Delivery mode: [v]

Benefits: [v]

Challenges addressed: [v]

Mapping paddocks using Google My Maps
This is a digital mapping service for advisors to help farmers in the design and management of controlled grazing of livestock at pasture
Delivered as: Web app
By: Teagasc

Teagasc Profit Monitor
Teagasc Profit Monitor Benchmarking Analysis System
Delivered as: Web app
By: Teagasc

IFA Soil Decision Support Tool
IFA Soil Decision Support Tool
Delivered as: Web app
By: Innovation for Agriculture

AGRO BI
AGRO BI Business Intelligence Digital Decision Tool
Delivered as: Third-party software, Web app, Mobile app, Spreadsheet
By: CORDILAN

Teagasc Household Budget Calculator
Teagasc web based farm household budgeting tool for farmers and advisors
Delivered as: Web app
By: Teagasc

Teagasc Bord Bia Carbon Navigator
This tool is a web service which allows farmers carbon impact to be measured relative to other farms based on practices and breeding merit of the herd.
Delivered as: Web app
By: Teagasc and Bord Bia

FAIRshare Multi-Actor Toolbox
The FAIRshare Multi-actor toolbox presents the wide range of stakeholder/actor engagement methods and tools available, each with their own (scenario-dependent) advantages.
Delivered as: Spreadsheet
By: Teagasc

MILEDS
Decision Support Tools to control milderow on potatoes
Delivered as: Web app, Mobile app
By: Anís - Institut de Vegetal

STEP-water
STEP-water: Healthy Crops, Clean Water
Delivered as: Web app
By: CIMM - European Agricultural Machinery Industry Association & ECPA - European Crop Protection Association

INNOSETA Platform
Open platform for innovative spraying equipment, training and advising
Delivered as: Web app
By: Horizon2020 Project INNOSETA: Accelerating Innovative practices for Smarter Equipment, Training and Advisory in European agriculture through the introduction of Agricultural Knowledge and Innovation Systems (AK-IS) H2020

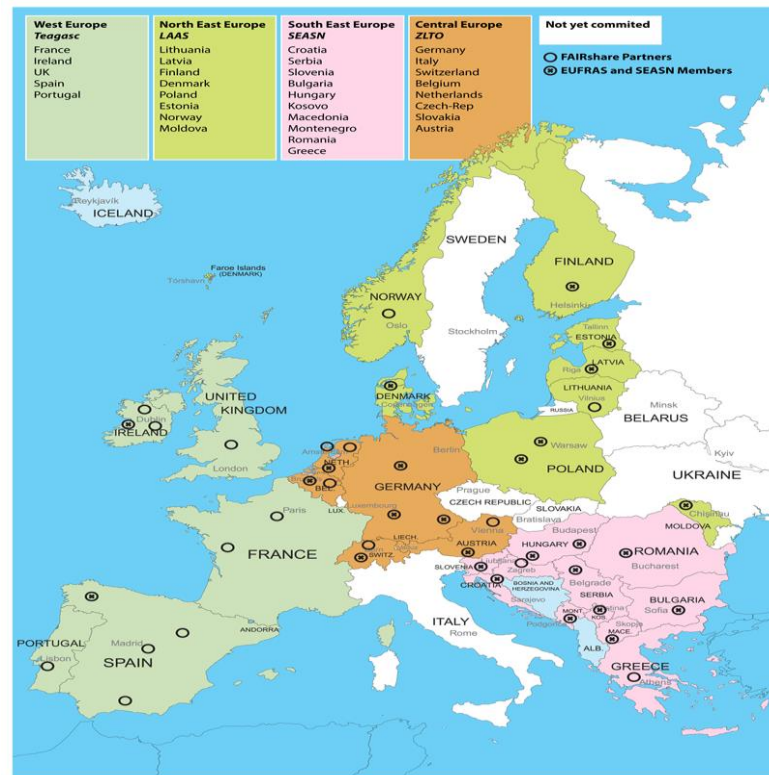
Teagasc Podcasts - The Dairy Edge, Ovicast, The Beef Edge
Dairy, Sheep and Beef Podcast
Delivered as: Web app, Mobile app
By: Teagasc

Infocast
Infocast gathers and synthesizes scientific and technical knowledge on more than 40 major field crop needs in an educational way.
Delivered as: Web app
By: Cooperation between: Temis Horta, Acta, Digital Skills, Avonius Institut de digital, Ematis, FIRA, IAP, and IIR

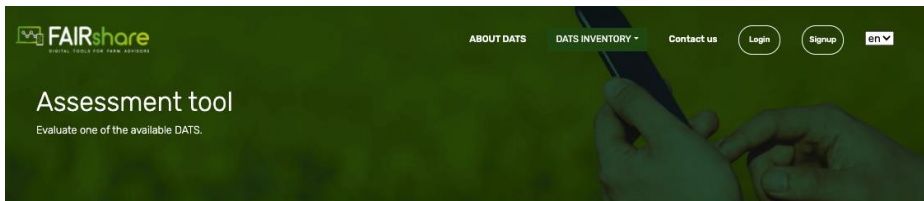
www.h2020fairshare.eu

2. Support Practical Use of DATS: User Cases

- ✓ MAA – Co-design solutions to help address a key challenge using DATS
- ✓ Challenge faced by a group of advisors/ advisory organisation = advisor centred
- ✓ One or multiple DATS to solve their challenge
- ✓ Represent different sectors, regions and farm advisory contexts across Europe
 - ✓ Develop their own strategies and actions to address their needs using a MAA
 - ✓ Share learnings & experiences of DATS – Cross Visits
- ✓ 40 UCs: 30 Large (€90,000) & 10 Small UCs (€30k)
- ✓ Financial support & assistance, training



DATS Assessment Tool



What is the Assessment Tool about?

The assessment tool was developed to help farm advisors identify and select suitable DATS to help them address the needs and challenges that they face in their everyday work. The assessment tool allows farm advisors to compare different digital tools based on a uniform set of characteristics which can help them to select the most appropriate tool based on their needs.

How does the DATS Assessment Tool work?

The assessment tool will help advisors to evaluate the selected DATS and assess whether it is suitable or not in helping them address their needs.

1. Advisors should assess what their needs are and define their main challenge(s).
2. Open the assessment tool spreadsheet and go to column D (Target Score). Fill this column from 0 to 4 with the desired score, which is the ideal score that a DATS should have to meet advisor's needs.
3. Advisors can then select a tool to address their needs and evaluate it. For this, go to column C (Advisor Score) and fill it from 0 to 4. The advisor will give the real score of the selected tool in meeting their needs.
4. Open Data dashboard spreadsheet. You can edit the cut-off value*, however we suggest a cut off value of 80%, and this value is used to determine if the tool meets the needs of advisors. If the percentage score, (advisor score & target score combined) is more than the cut-off value, the tool is considered suitable. If the percentage score is less than the cut-off value, the tool is considered unsuitable and a recommendation will be made to try another tool.

**The users have the opportunity to modify this value in order to decide for themselves how selective they want to be.*

Check if the assessment tool is available in your language!

Select one of the following languages to download the corresponding form.

Croatian

Dutch

English

French

German

Greek

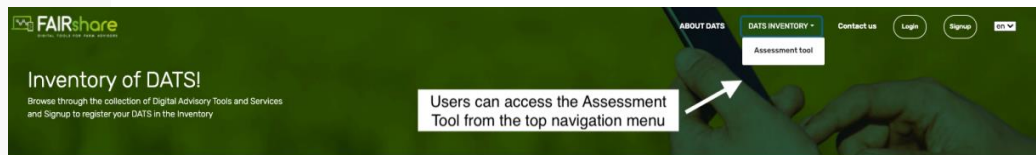
Hungarian

Lithuanian

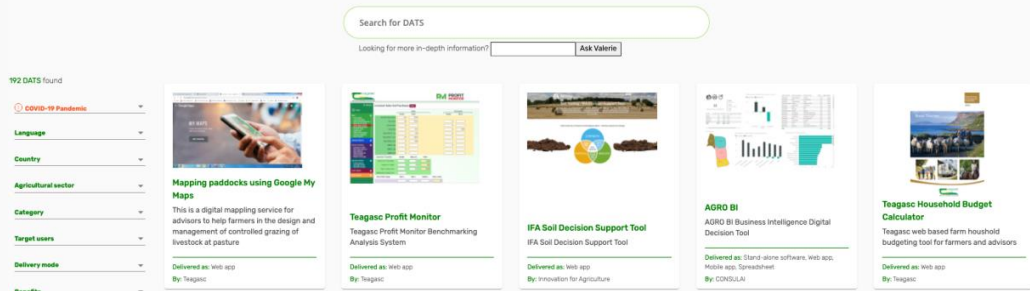
Portuguese

Slovenian

Spanish

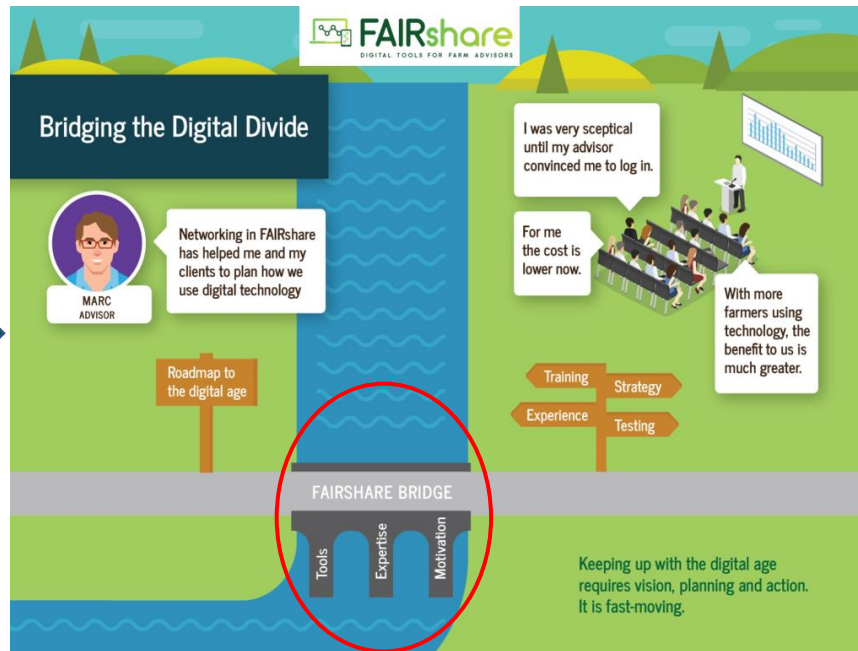
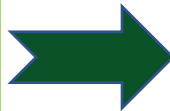


Users can access the Assessment Tool from the top navigation menu



Available at: <https://fairshare-pnf.eu/assessment-tool>

To Summarise



Recommendations to improve agricultural education from FAIRshare

- DATS Inventory – key resource to support sharing of tools and experiences (GPs)
- Use of DATS needs to be integrated into course curricula for advisors & young trained farmers to be embedded at an early stage
- Wider use of DATS – lower cost/ sustainable & successful DATS
- More requirements & support in next CAP/ EU Green Deal





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Thank you!

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