



Technical Assistance on Local Farm Advisory Services



Establishment of an Agriculture and Rural Development Advisory System

Training of Advisors “Module 1”

EUPSO, 29 of May, 2017

Project funded by the EU Aid Programme for the Turkish Cypriot community,
implemented by NIRAS IC Consortium



The Advisory System

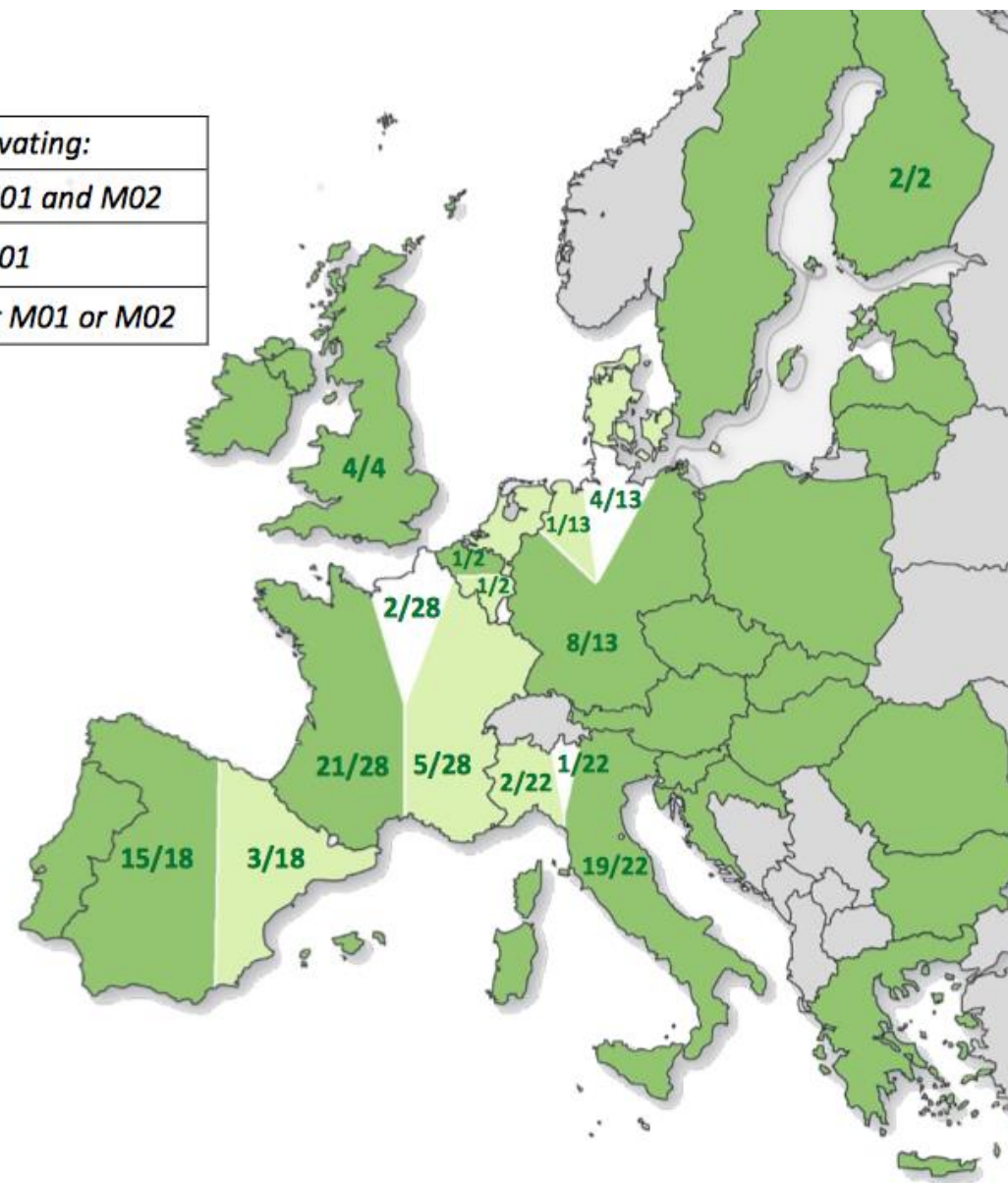
- Organised as a set of knowledge development and transfer actions involving information, training and advice;
- Based on EU Framework (EAFRD) and take into account best practices and lessons learnt (EC and ECA);
- Bridging education with training and research with advice;
- Making a distinction between control, certifying and advisory functions;
- A hybrid of market-oriented services coupled with public goods (*Environment, Public Health, Natural Resources*)
- A pluralistic approach complementary to existing services;
- Includes training of trainers as a main element;
- To be established through an incremental evolution and expansion of its structures, services and resources.

In the EU

- M01 programmed in 104 RDPs across 27 EU MSs (Total 118 RDP's)
- M02 programmed in 89 RDPs across 24 EU MSs (All have M01)
- Some regions of DE, FR and LU not using either M01 & 2;
- Budget for M01 – 1.9 BN EU
- Budget for M02 – 1.4 BN EU

Legend

RDPs activating:	
	• Both M01 and M02
	• Only M01
	• Neither M01 or M02



Source DG AGRI, 2016

What is the overall purpose of this System?

Contribute to...

- I. Increase the competitiveness of the local agriculture and food sectors;
- II. Improve the quality of life in rural areas;
- III. Ensure the protection of natural resources and the environment.

By supporting knowledge development and transfer actions



Why is it relevant for farmers?

- Aims to reach the largest number of farmers possible;
- Facilitates access to new “EU Rural Development Support” for farmers in 2018 ensuring a fairer distribution of support;
- Ensures a greater diversity of sustainable projects that add value to the sector and to the farming communities;
- Raises awareness on good agricultural practices and minimum regulatory requirements;
- Creates and supports new business ideas, processes and products in agri-food value chains.

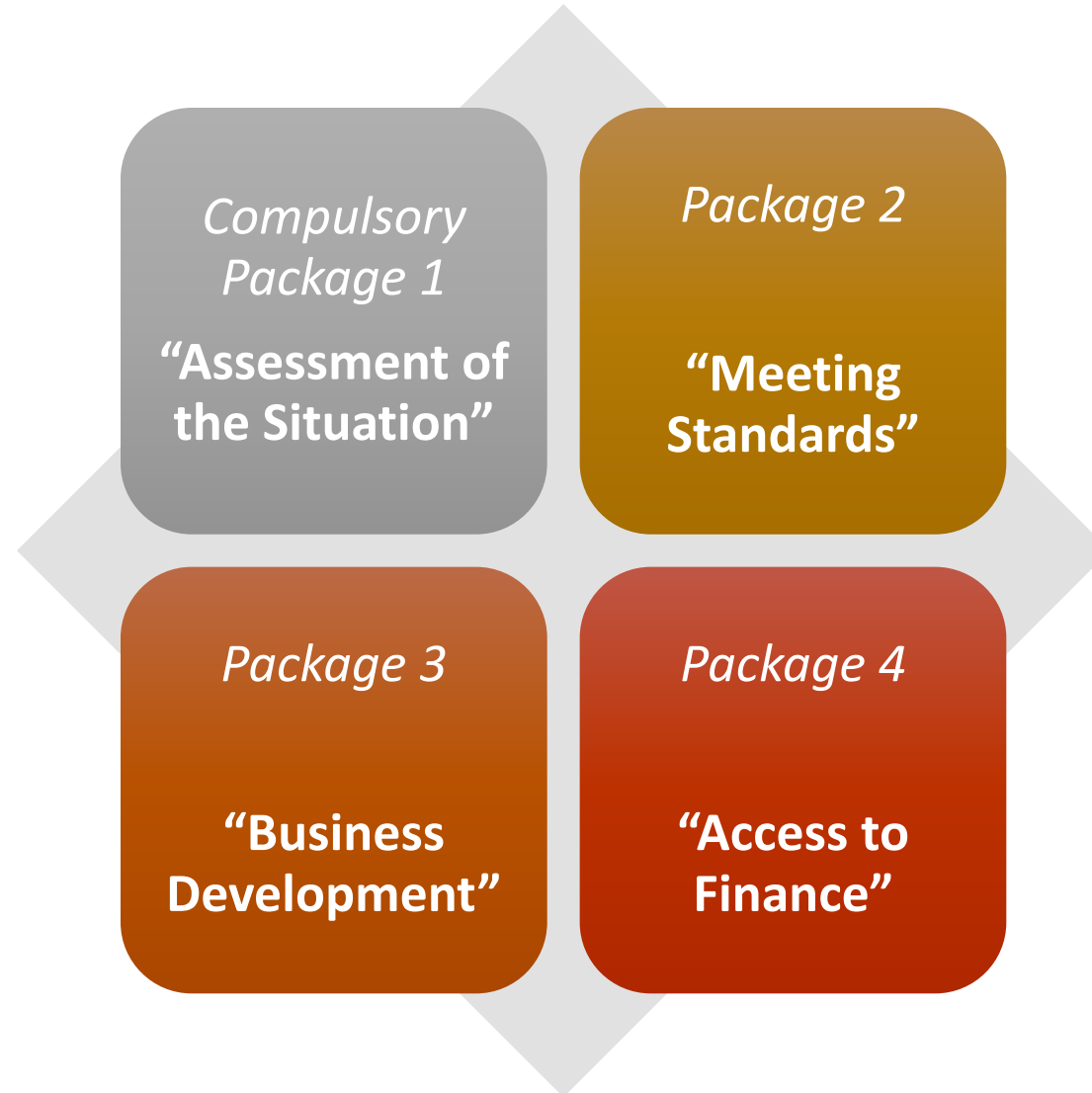
Who will benefit?

Services shall be offered to...

- Primarily **Small to Medium** sized Agricultural Holdings...(Based on RDP definitions)
- Both **Crop and Livestock** sectors
- Initially for those expressing **interest** in accessing EU Grants to improve their competitiveness and in reaching of minimum standards



What Advisory Services will be offered?



Package 1 – “Assessment of the Situation”

Advisor visits the farmer to analyse the situation on the following:

- I. Level of Compliance with obligatory standards (Local and EU)
- II. The situation with machinery and equipment
- III. Type of Infrastructure
- IV. Economic performance of the holding

And then advise on

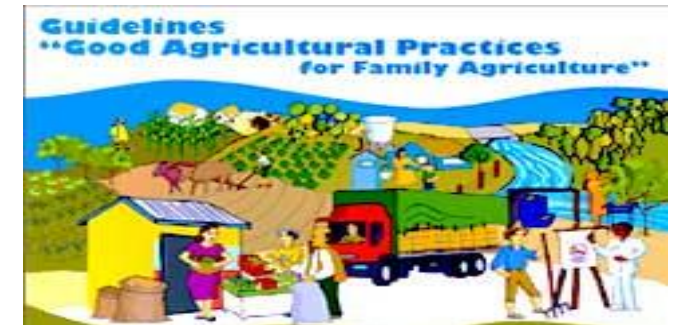
i) Fulfilment of obligatory standards (ii) Technical support for farm/business development; (iii) Investment requirements and (iv) funding needs.



Package 2 – “Meeting Standards”

Two types of services offered:

(a) Advise and support to meet minimum local and EU standards;



(a) Advise on agri-food production and marketing standards.



New Official Controls rules adopted today to prevent, eliminate or reduce the level of risk to humans, animals and plants, along the agri-food chain.



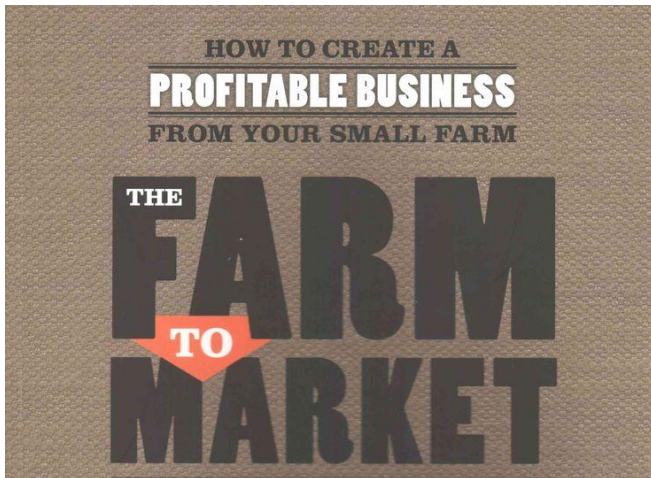
European Commission | Health and Food Safety



Package 3 – “Business Development”

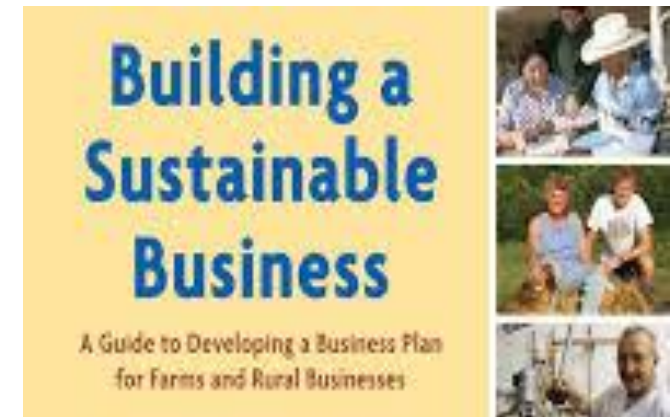
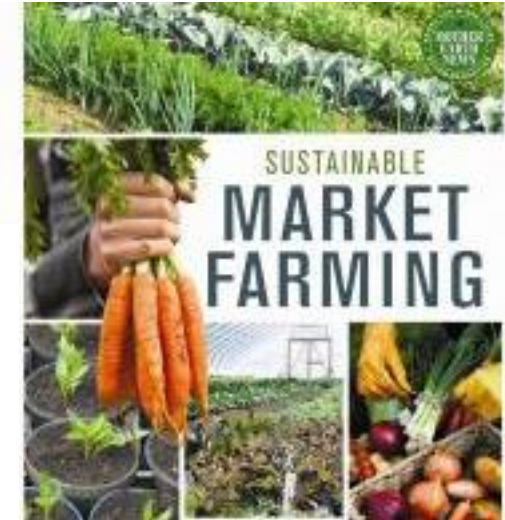
A Range of Services offered such as:

Agri-food Marketing Plans



Facilitating Farmer Organisation and Cooperation Models

Farm Investment Planning



NOTE: Training and Information on purely primary production techniques to be supported under M01

Package 4 – “Access to Finance”

Two type of services offered:

Preparation of Application for EU Grants (RD/SME)



EU Grant Implementation Support



Who will deliver the services?

- Services shall be delivered by **Local Private Advisors**
- Who are well **trained, qualified and experienced.**
- **Certified** by the Project
- Obligated to undergo **regular training**

Public Services will deal with farmer trainings and information



Methods for Delivery of Advice

- Mainly organised as a **One-to-One** approach (advisor to farmer)
- Both **desk-based** and **on-farm**
- Services offered across **all territory**
- Use of a new “**Advisory Service Tool Kit**”
- Facilitating **linkages** between farmers, advisors, researchers, educators both locally and abroad
- Potential use of new RDP Measure “**Acquisition of Skills**” for demonstration/pilot activities

Important Elements

- Advisors are encouraged to find clients **BUT they cannot** enter into an agreement. To work closely with farmers organisations (*Awareness, promotion, sourcing of new clients*);
- **FAS Project is responsible** to screen for eligibility, enter into contract and then assign an advisory team to the client;
- **Match making** exercise shall take into account several elements such as client needs, sector, location, availability of advisors, etc;
- Services **MUST** be completed in full, be of good quality leading to an eligible EU grant application;
- System will include mechanisms to **protect advisors** in case of client default;
- **Quality assurance** shall be effected by project with use of IT system;
- **Conflict of interest MUST** be avoided at all costs – close monitoring

How will it be organised?

1

- *Contact made between Farmers and FAS*

2

- *Determining Farmer Eligibility*

3

- *Assignment of advisor/s*

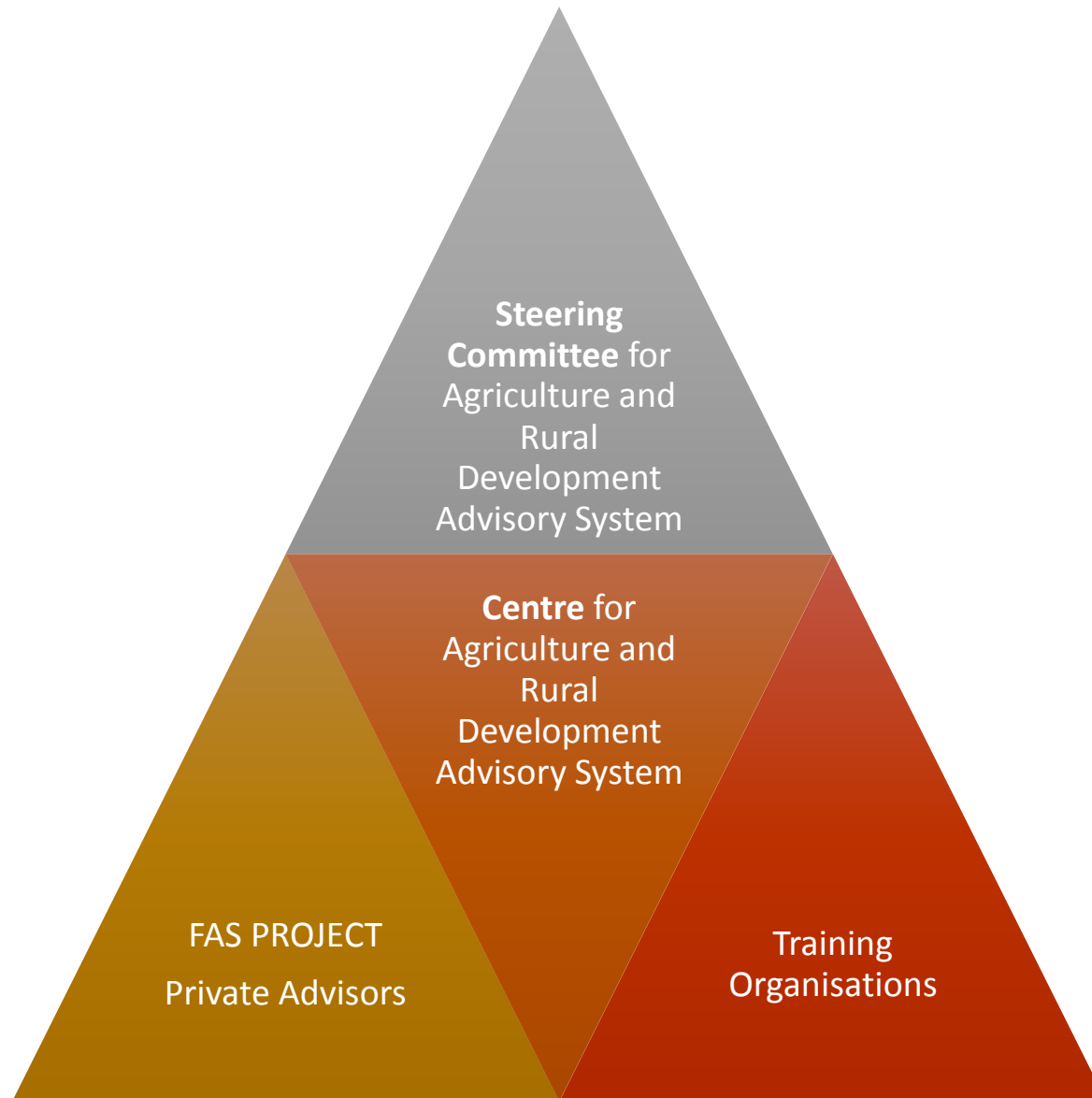
4

- *Delivery of One-to-One Advice*

5

- *Monitoring Quality of Service*

Who is involved?



Timing & Sequencing of Key Actions for Implementation

Structures and Systems

- Cabinet of Ministers Decree adopted (***Feb 2017***) to operationalize Steering Committee and Centre
- Formation of Structures (***May 2017***)

Timing & Sequencing of Key Actions for Implementation

Capacity Building

- Pool of 50 + private advisors identified (***March 2017***)
- Training and certification of advisors by Project (***May - Sept 2017***)
- Launch of Awareness Raising Campaign (***June 2017***)
- Piloting of advisory services with farmers (***Sept 2017***)
- Launch of an Advisory Services Tool Kit (***June 2017***)
- Prospect to roll-out services (***Oct 2017***)

Sustainability of the Advisory System

- FAS Project tasked to ***build capacity of local organisations and experts*** to enable them to take ownership of advisory service delivery and ideally engage with other EU “Training for farmer schemes”
- Project to support in ***effective functioning of management and coordination bodies***
- Prospect of **future EU funding** to support advisory service delivery



TO CONCLUDE...

IMPORTANT – *Trust, Cooperation, Coordination and Commitment of all are essential for success.*

“All for one and one for all, united we stand divided we fall.”

Alexandre Dumas, The Three Musketeers



QUESTIONS ?