



Technical Assistance on Local Farm Advisory Services



Training of Advisors Programme

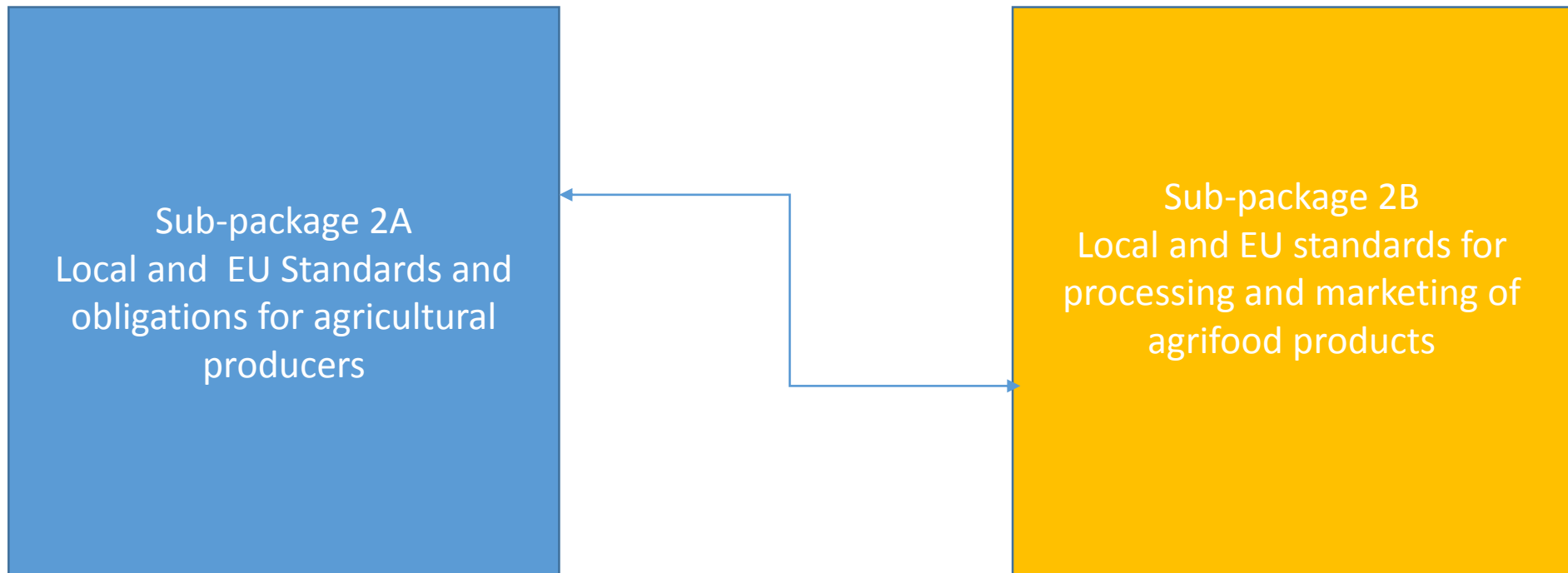
*An overview of Sub-module 2-content and steps to be followed
Second Training Session 10-14 July 2017*

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ARAS Package 2-“Meeting Standards”

Sub-packages content”



Type of services to be delivered for each sub-packages

Sub-package 2A:

- Technical advice on local and EU “Obligatory Standards” linked with public health, environment and animal welfare and EU Cross-Compliance requirements.
- The adviser will be guided by the findings from the Advisory Services Package 1 “Assessment of the Situation” to prepare a detailed action plan of what needs to be improved, how and by when.
- The baselines for determining these requirements are laid in local legal text and the various regulations at EU level in the case of cross compliance

Type of services to be delivered for each sub-packages

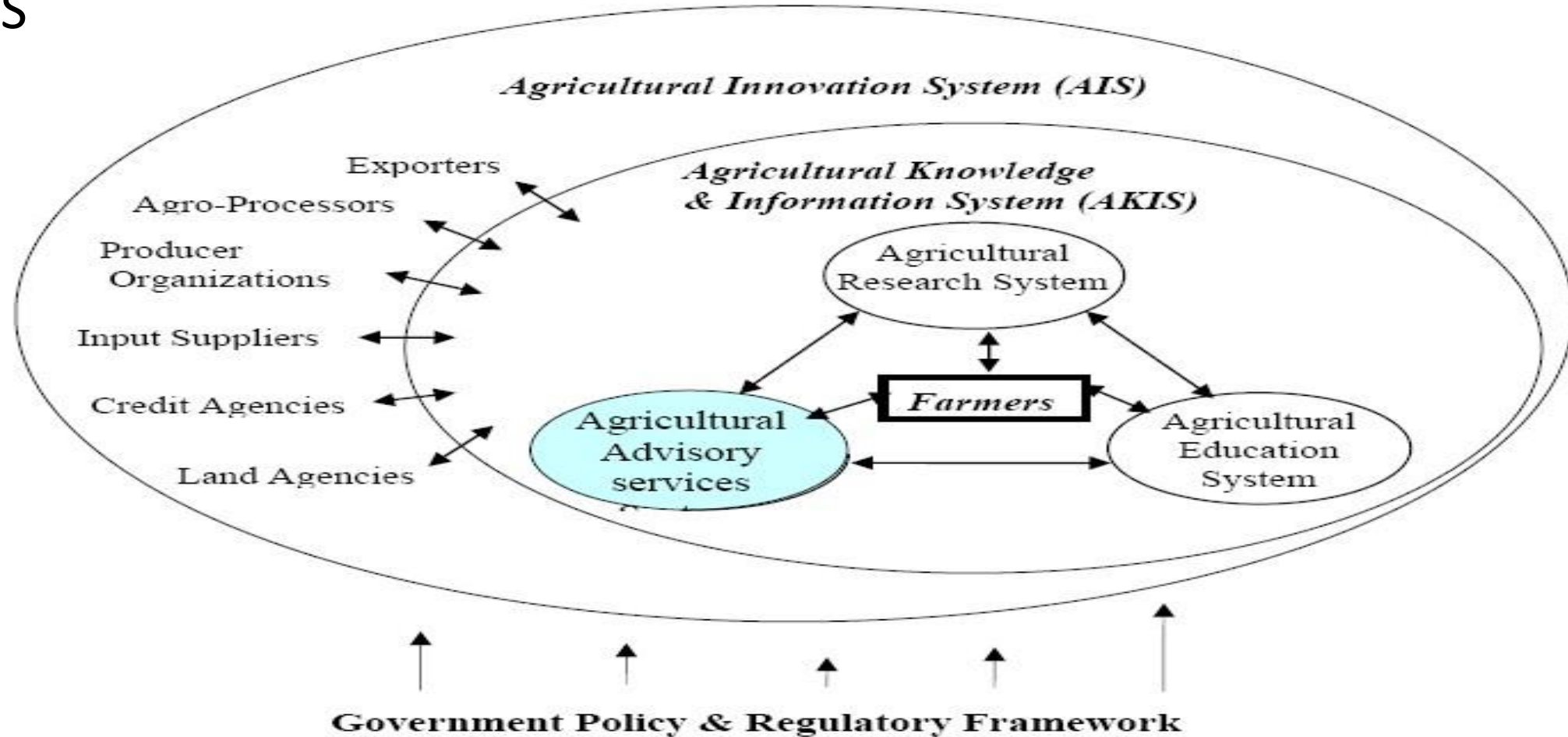
- Sub-package 2B:
- This sub-package relates to standards linked with “*Processing and Marketing*” of agri-food products and services.
- Diversity of standards-Standards currently differ locally and internationally.
- Services under this package will seek to raise awareness of these conditions and the requirements deriving from these rules but also inform on the various market opportunities that may arise linked to the fulfilment of these conditions.

Scope of the advisory service in nowadays

- Farmers nowadays need a broad spectrum of information and advice, from farm accounting issues to nature conservation.
- A general agricultural adviser, no matter how much educated and how well trained, can not be a specialist in every field.
- We should consider advisor as general practitioner. Such as medical doctors who are general practitioners, the farm advisory service advisor should be able to suggest to farmers to address to specialized services and guide him through sources of relevant information.
- Therefore, an important question of the organization of the farm advisory system is the coordination: coordinating bodies at the national or regional level should help advisors to **build up a network of specialists (*Practitioners*)**

Advisory service as part of Agricultural Knowledge and Innovation System

AKIS



Source: Adapted from Rivera et al. (2006).

Figure 1. Agricultural Advisory Services as Component of an Agricultural Knowledge and Innovation System

Advisory service and farmers responsibilities

Farmers use the advisory system on a voluntary basis and they remain responsible for acting on the advice they receive.

ARAS proposes Package 1 “Assessment” of the situation as mandatory requirement for any farmers/enterprise seeking financial assistance (why?)

Farm advisory systems do not affect obligations and responsibilities of farmers to meet the legal requirements.

When inspecting farms, some member states consider that farmers seeking advice present a lower risk (Povelatto, Scorzelli, 2006).

Distinction between training, Information and advice

- Training activities are just an input which is therefore not directly linked to farm advisory system, but the acquisition of competences to improve performance of both farmers and advisors. Training may reduce advice costs, but is often less focused on the individual problem of the farm.
- Information, is the provision of facts, such as for example a list of farmers' obligations as required by article 3.2. of Regulation (EC) No. 1782/2003
- The advice is an opinion which should help the farmer in order to decide relative to a product or process, or to clarify the farm holding parameters and interact with the farmer's assessment of his farms strengths and weaknesses.
- Advice is delivered on One-to-One basis
- Changing the mentality of the farmers is a real challenge

Who these services will be offered to?

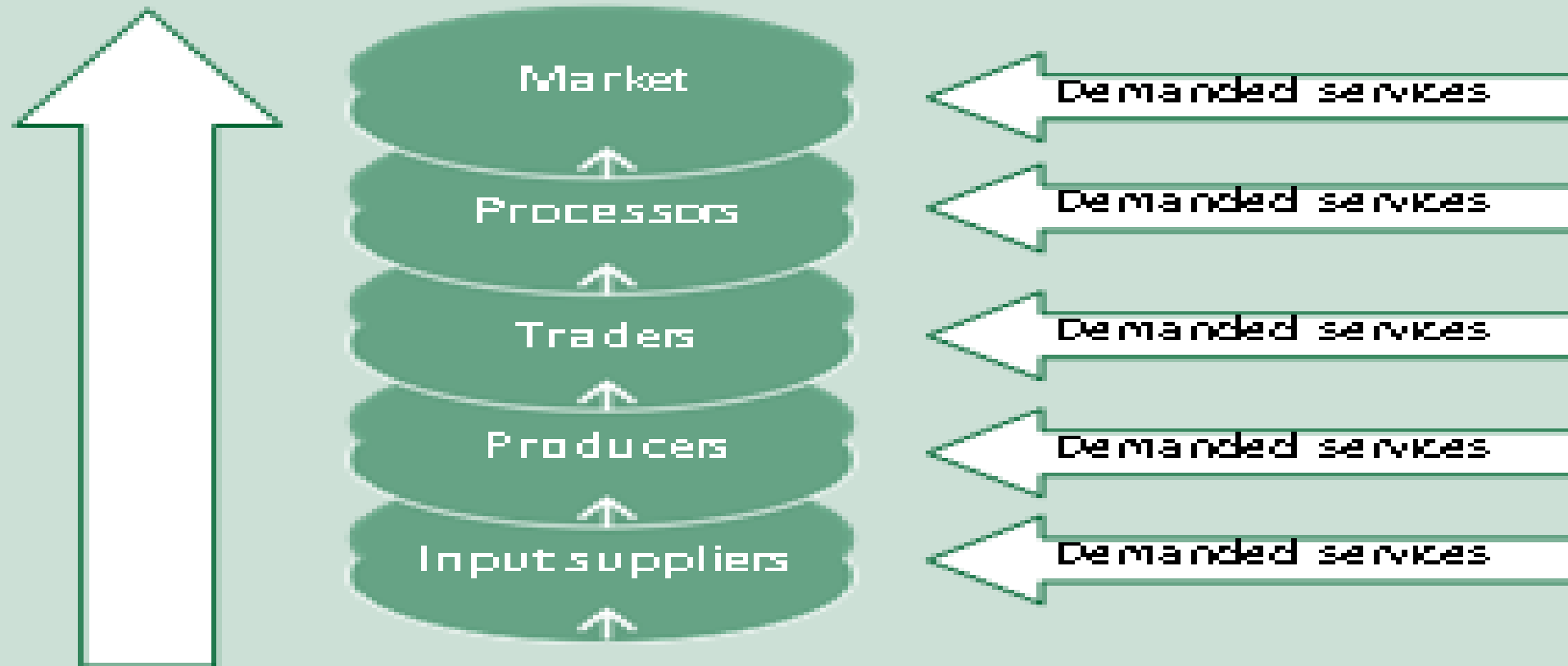
- Advisory services — not only for farmers
- The adoption-diffusion models of the past presupposed that competitiveness could simply be equated with farming which used the latest technology
- The current focus on value chains recognises that there are advisory service clients at each tier in the value chain.
- Advisory service clients should include input suppliers, producers, producer organisations, processors and traders, as well as farmers.
- Ideally, each of the actors should have their own Market Oriented Advisory Services (MOAAS).

Interventions at each segment of the value chain

- It is a general trend (particularly in the developing countries) that the public investment remains overwhelmingly skewed toward support to farmers alone as the default 'target group' for public investment in economic growth.
- This must change if advisory services are to have a significant impact on the livelihoods of the rural citizens and promote significant economic growth (Christoplos and Farrington 2004).

Advisory services demand at each tire of the value chain increases

A value chain approach to advisory services



Mitigating the risk of market orientation

- Markets are always risky, but for the small-scale producers and traders in volatile value chains this can have devastating consequences.
- Market-related risks may discourage investment, specialisation and commercialisation.
- Addressing risk is perhaps one of the greatest challenges of MOAAS. As well as reducing risk, awareness and information can help the farmer or enterprise to make informed decisions about what risks they wish to take.

Types of information and awareness to mitigate the risks

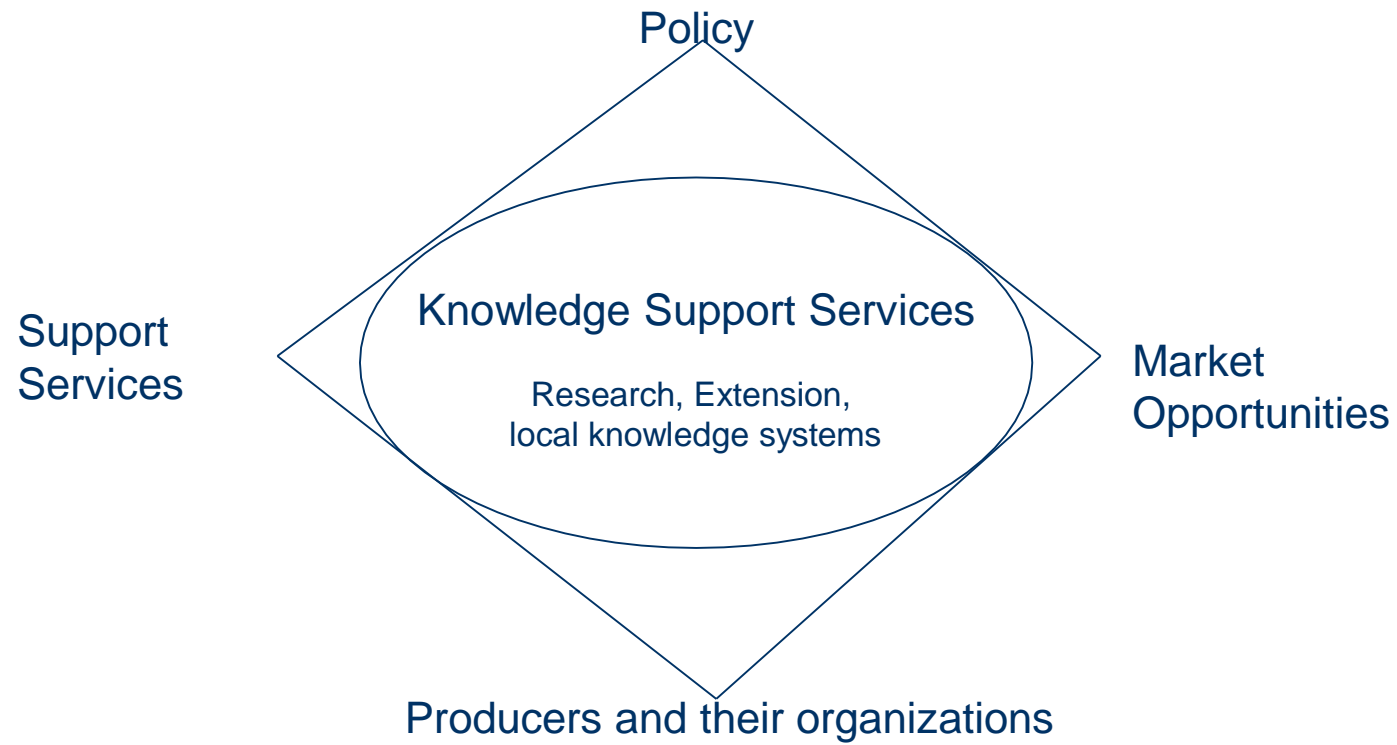
- Awareness of the options in a market-oriented environment, and better understanding about how different markets function;
- An assessment of economic potentials and the potential risks of particular products and enterprises;
- More transparency in prices, regulations and standards;
- Facilitation of multi-stakeholder platforms to openly discuss the interests of different actors;
- Support to producer and commodity organisations in enhancing their negotiating skills.

Advisory service in tune with a wider context?

- Strong capacities are needed for relating macro-trends to frontline service provision. This is an area where micro-level MOAAS efforts often fail to support sustained competitiveness
- Capacities must be in place for determining comparative advantage, identifying emerging threats to local markets, choosing investment priorities, and recognising the changing landscape of opportunities and risks facing the actors in the value chain.
- The contextual factors that need constantly to be reassessed for sustainable and effective MOAAS include:
 - the status of, regional trade agreements, and changing trade barriers for different products,
 - changes in quality and food safety standards,
 - changing preferences in bio-fuels, fair trade and organics,
 - changing consumer food preferences
 - mega-trends such as urbanisation and climate change, and
 - the rapid emergence of global actors such as China and India as both producers and consumers.

Critical Linkages with other actors

by Rivera and Qamar, 2003



Advisory service and market opportunities

- There are market opportunities both locally, regionally and internationally
- What this opportunities are?
- What our farmers and enterprises need to do to capture them?
- What are the steps we need to climb this unlevelled path?
- All these questions will be answered by my colleagues during this Training Session.

THANK YOU and GOOD LUCK!