

Exploring the role of **KNOWLEDGE EXCHANGE**

in improving outcomes and ways in which
this can be enhanced through RDPs

Photos:
Eija Hagelberg
Hia Sjöblom
Sakari Mykrä

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**Opportunities and future perspectives for
Resource Efficiency in Rural Areas**

Eija Hagelberg
JÄRKI project

Baltic Sea Action Group Finland



Farmers and Advisors in Finland



- Year 2016: 50 288 farms in Finland
- Average field size in 2014: 42,96 hectares (1,5 hectares more than in 2013)
- Field area total: 2,2 million hectares
- Advisors: approx. 550 advisors: 100 private (very unofficial number) and 450 in the biggest advisory company ProAgria
- Advisors for resource efficiency: no official numbers, maybe 200 advisors???
- Advice paid by farmers and by RPD

Neuvo2020 – "Advice2020"

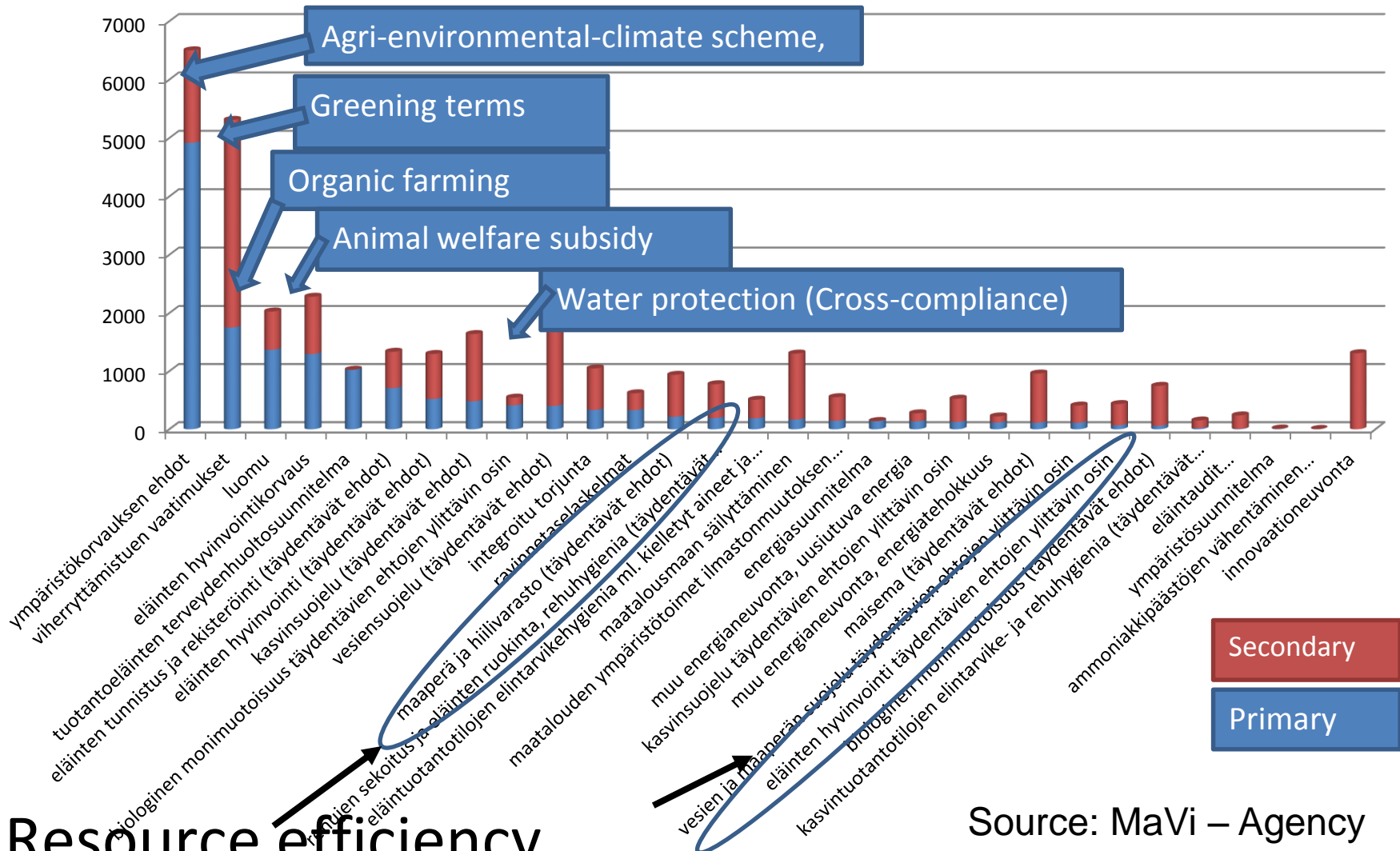
Financed by RDP 2014-2020



- New advisory payment system in Finland
- The amount available for advisory per farm:
doubled in 2017 from 3 500 € → 7 000 €
(during the program period)
- Advisory events approx. (spring 2017):
18 000 visits
- Advised farms(spring 2017): 10 600 farms
- Payments (spring 2017): 4 247 668 €
- Average payment per advisory: 244 €

Number of accepted advisors by theme in Neuvo2020	
Energy	42
Plant protection, crop farming food and feed hygiene	207
Organic crop farming	84
Organic animal farming	48
Animal husbandry	211
Animal husbandry, health care planning	114
Environment	312

Most popular themes of given advisory in Finland (financed by Neuvo2020 / RDP)



Source: MaVi – Agency for Rural Affairs

Finland: Tailored funding for water protection and nutrient recycling from the RDP

6,5 million € 2014-2020

Project example

Järki Pelto –project (Järki = Sense, Pelto = Field)

- Communication project 2017-2018
- Tailored information about soil management for the specific needs of the region
- Run by Baltic Sea Action Group (ngo)
- Group of farmers makes the decisions of the contents of communication
- Local project of 3 municipalities, 1200 farmers
- <https://www.maaseutu.fi/en/rural-development-programme/uutiset/Pages/Tailored-funding-for-water-protection-and-nutrient-recycling-from-the-Rural-Development-Programme.aspx>





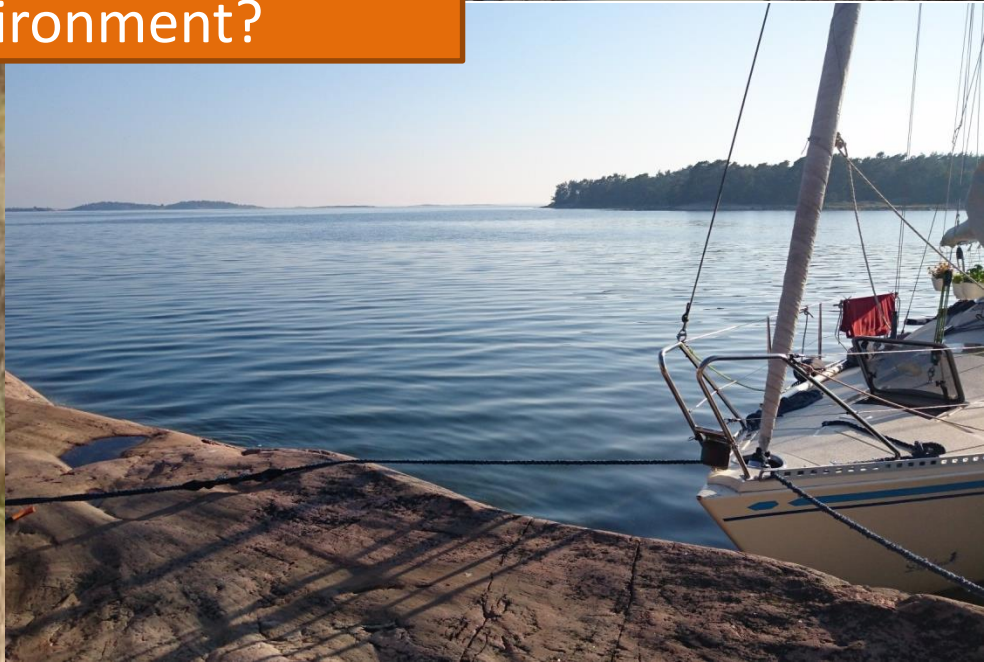
The challenges of advisors:
FARMERS' MOTIVATION TO LEARN
AND TO DO NEW THINGS?

Bigger yields?

Solve a concrete problem?

Hobby?

Better environment?



Social
know-how

Scientific &
practical
knowledge!

Agri-
environmental
advisory

Agricultural
know-how

Environmental
know-how

Very important: Train & motivate advisors



Finnish group of advisors visiting England and Wales in 2014

Resource Efficiency CAP 2021

- RDPs could much more efficiently support the knowledge exchange on resource efficiency
- More targeted plans for the next program period
- Not just advisory but all types of communication
- But still a lot to do during the current program 2014-2020...



Successive ways to share information

- Group advisory
- Peer farmer training
- Webinars and social media (facebook groups etc)



QUESTIONS:

- Should agri-environmental advisory be free of charge for farmer (supported by RDP for instance)?
- What about the guarantee and the quality of the given advisory?
- Training advisors? Systematic, regular? Organized by who?
- More cooperation between scientists and advisors
 - How and who will pay?



Thank you for listening!

Eija Hagelberg

Baltic Sea Action Group

eija.hagelberg@bsag.fi

Tel. +358-500 609526

www.jarki.fi

www.bsag.fi

