

***“Delivering an integrated package of knowledge,
information, advisory and training tools”***



AGRICULTURE AND FOOD DEVELOPMENT AUTHORITY

Dr Tom Kelly, Director of Knowledge Transfer, Teagasc

Chairman of EUFRAS

The Irish Agriculture and Food Development Authority

EUFRAS

A network organisation of European Advisory services and regional networks.

Set up as a company in Latvian Law 2013

43 members from 27 countries

Office – (Latvian Rural Advisory and Training Center)

Board – 7 board members (2 year)

Mission; To improve extension advisory support services

CECRA- an Ag. extension methodology training and extension adapted from IALB and delivered by EUFRAS members

PR and Advocacy Activities:

***Promotion of CECRA skills training and accreditation
PR from advisor exchange programmes and
participation in project consortia***

Participation in EU EIP-agri events

Representation in Brussels through Michael Kuegler

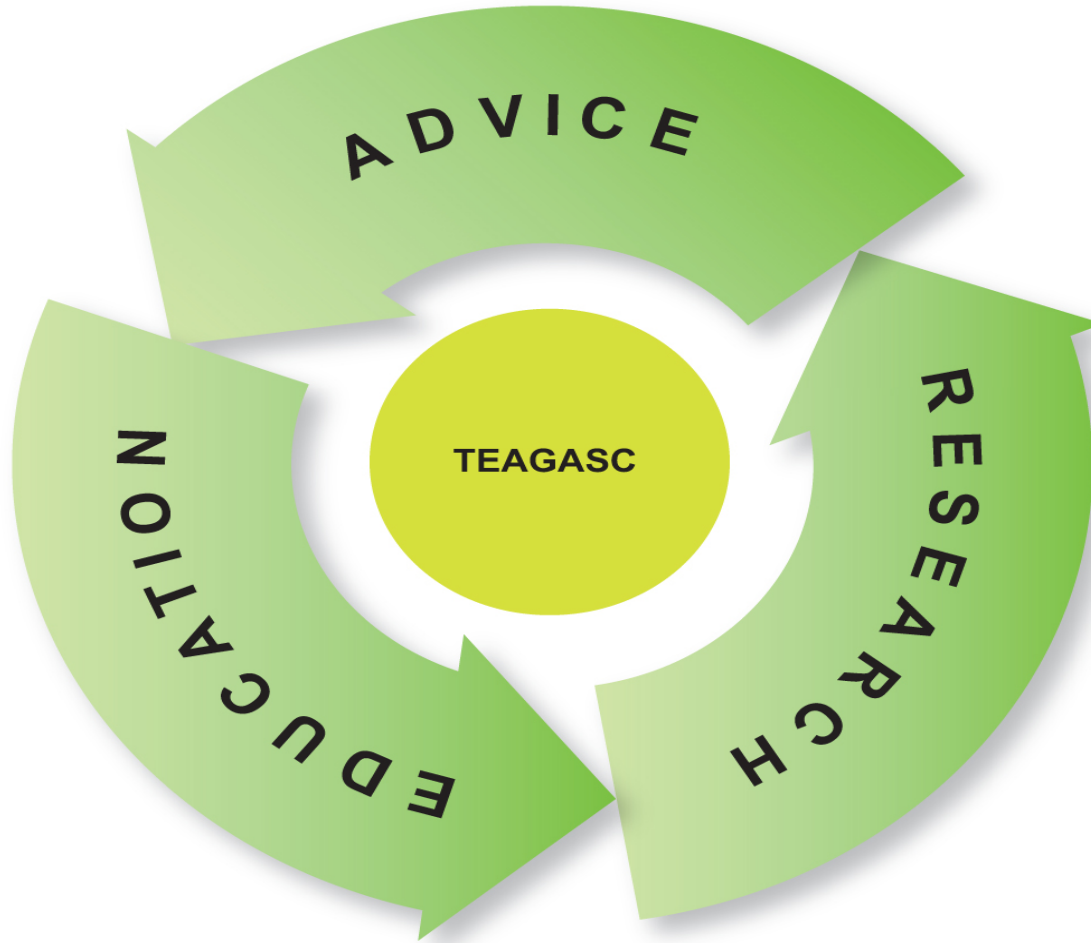
Attending the EU- SCAR –AKIS meetings

Major events every year linked with IALB and ESEE

Participate in g-fras events representing Europe

Role of Teagasc

Science-based innovation support to agriculture and food sector



Teagasc Goals

Improve the **competitiveness** of agriculture, food and the wider bio-economy

Support **sustainable** farming and the environment

Encourage diversification of the rural economy and enhance the quality of life in rural areas (**viability**)



Food



Department of
Agriculture,
Food and the Marine
as from
Talmhaíochta,
Bia agus Mara

LOCAL ROOTS GLOBAL REACH

Food Wise 2025

A 10-year vision for the Irish agri-food industry

Advocacy and Public Relations Goals of Teagasc

Mission

The Communications Strategy will underpin the delivery of the overall Teagasc mission of supporting science-based innovation in the agri-food sector and broader bio-economy and strengthen the perception of Teagasc as an organisation focused on excellence in research and innovation support.

The overall **goals** of the Communications Strategy are to:

1. Create a favorable environment for the implementation of Teagasc operations
2. Strengthen Teagasc's effectiveness by ensuring that communications are used in the most efficient and effective manner in the delivery of the organisation's operational activities
3. Secure the commitment and support of Teagasc staff to its mission and role and to ongoing organisational change.

Strategic Objectives

:

Teagasc Resources to support PR and Communications

Resources - All 1200 staff carry a responsibility for PR, customer service and communications. There are 10 staff responsible for co-ordination and support

Events – All events open days, seminars and conferences are advertised and promoted to the target audience (360/annum)

Publications – hard copy monthly newsletters, Bimonthly farmer magazine, press articles, leaflets – one off booklets and leaflets €2.3m

Advertising and Branding – mostly for events. Use all media outlets including roadside signage

Social Media – Organisational and individual include Website, Face book, Twitter YouTube etc.

Consultative Fora – Stakeholder for a every 6 months 15 groups 12-20 participants

Ministry – Regular meetings to review and agree programme of activities, contribute to national strategy and action plan for food and agriculture

Elected government – invitations to local and national events, briefings at least once per year

- Head Office, Research Centre and Advisory
- ▲ Research Centre and Advisory
- Advisory Centre
- Research Station
- ▲ Teagasc College and Advisory
- ▲ Private College
- Planned Closure

