



Improving the Effectiveness of Advisory Services for Facilitating Information Sharing, Accessibility, and Adoption of Sustainable Farm Management

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KTT Knowledge Exchange Event, 28 October 2020

The Outline



About the
Project



Work-in Progress
Lessons

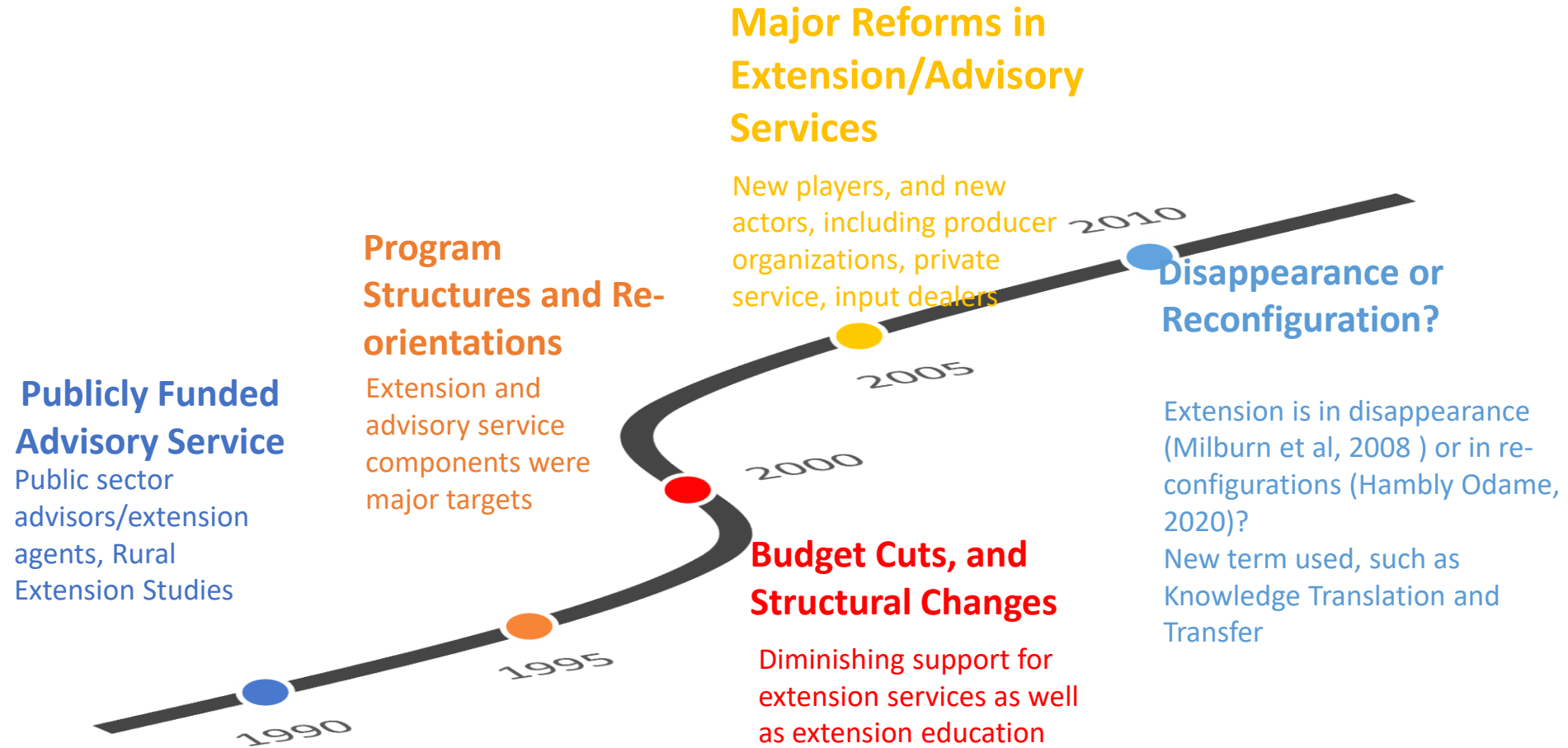


SCHOOL OF
ENVIRONMENTAL DESIGN
AND RURAL DEVELOPMENT

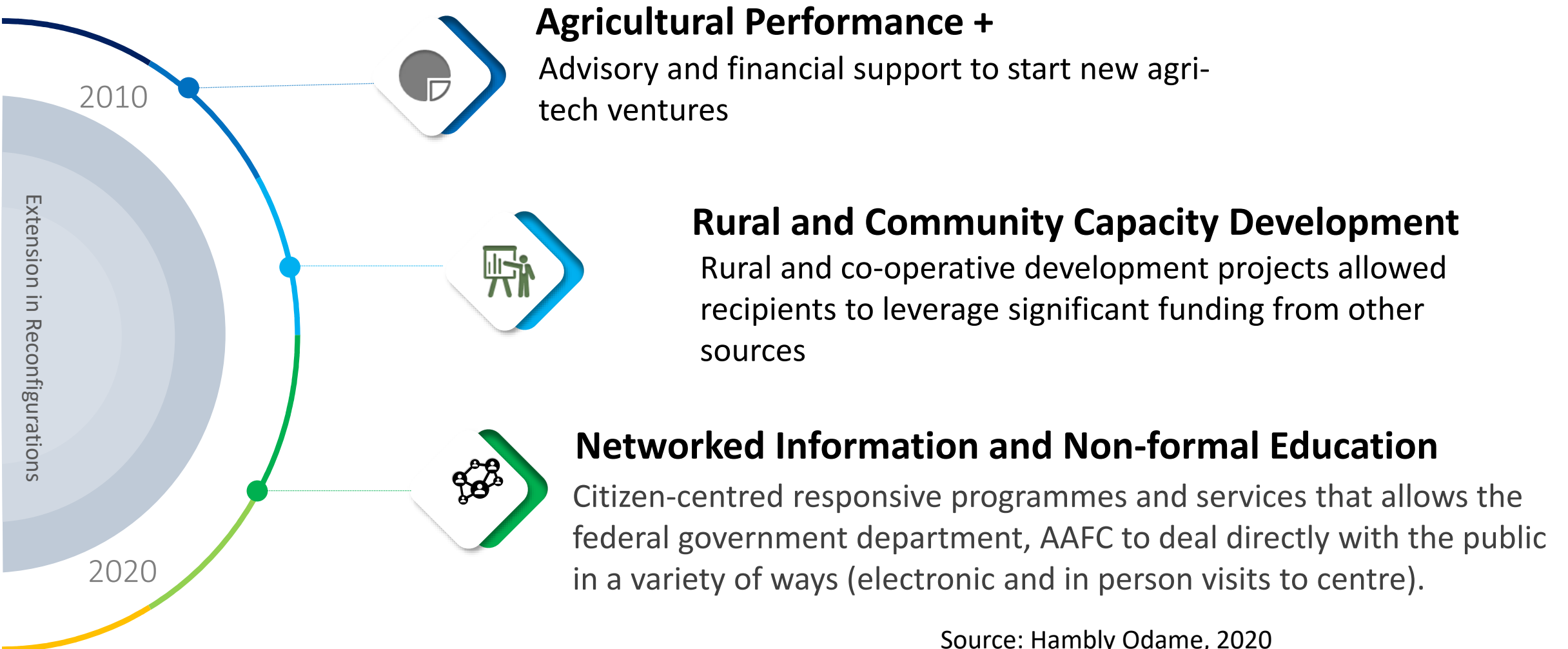
Funded by Knowledge Translation and Transfer (KTT) Funding
Program, Ontario Agri-Food Innovation Alliance



Background: Agricultural Advisory Service in Ontario



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Source: Hambly Odame, 2020



Pluralistic Advisory Service

Birner et al. (2009) coined the term for the diversity of advisory organizations as a 'pluralistic advisory system', where private and public sectors, along with non-profit groups, are involved in providing and financing advisory services to address new challenges in a certain context.

Objectives



To map out the different advisory service providers working in livestock and soil advisory services in Ontario.



To assess the organizational capacity of service providers to achieve their service goals.



To assess the quality and scope of services provided by different service providers.



To assess the effectiveness of the methods and tools used by different service providers in providing advisory services to farmers.

Methods and Work-in Progress

LITERATURE REVIEW AND COMPILATION OF ADVISORY SERVICE PROVIDER LISTS



A draft literature review is available. A list for soil and livestock sector organizations completed.

A service network map has been initiated.

WORKSHOP



A workshop with livestock advisors completed.

INTERVIEW PRE-TEST KEY INFORMANT INTERVIEW



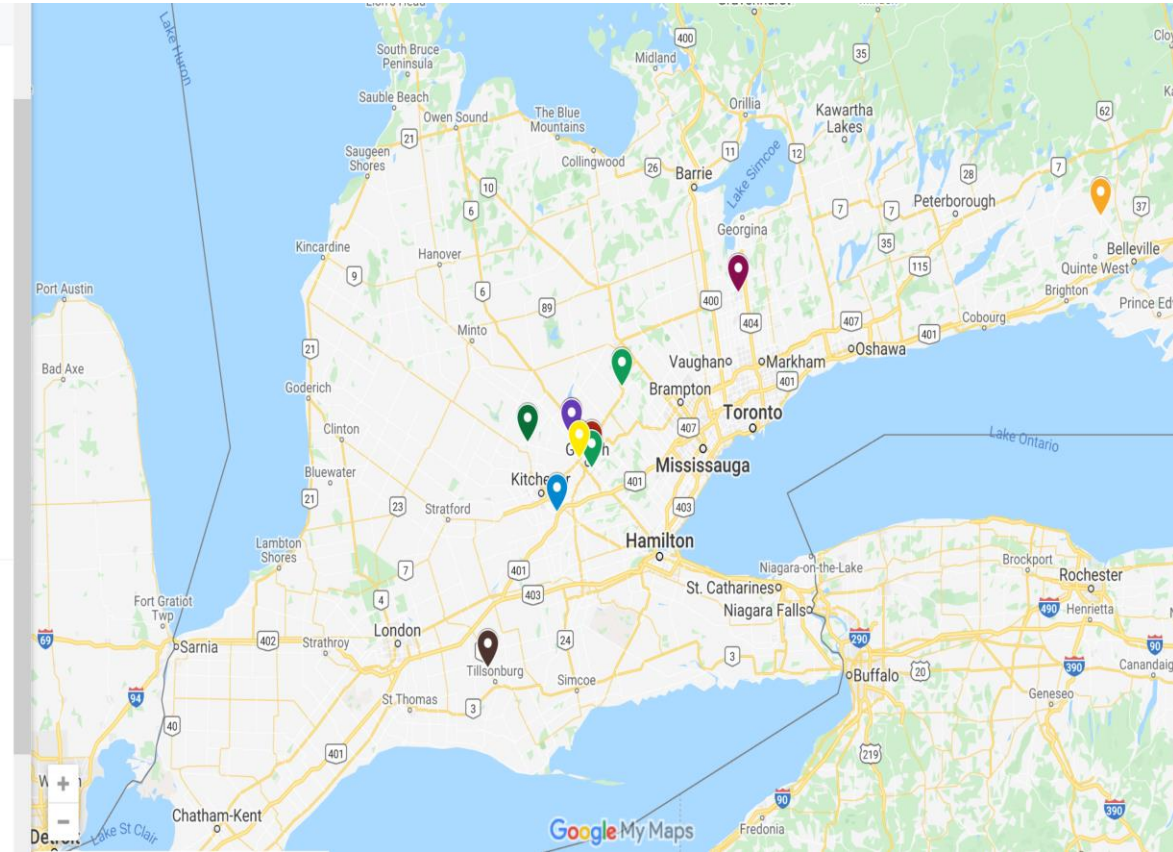
Four interviews with livestock advisor completed.

Advisory Service Mapping

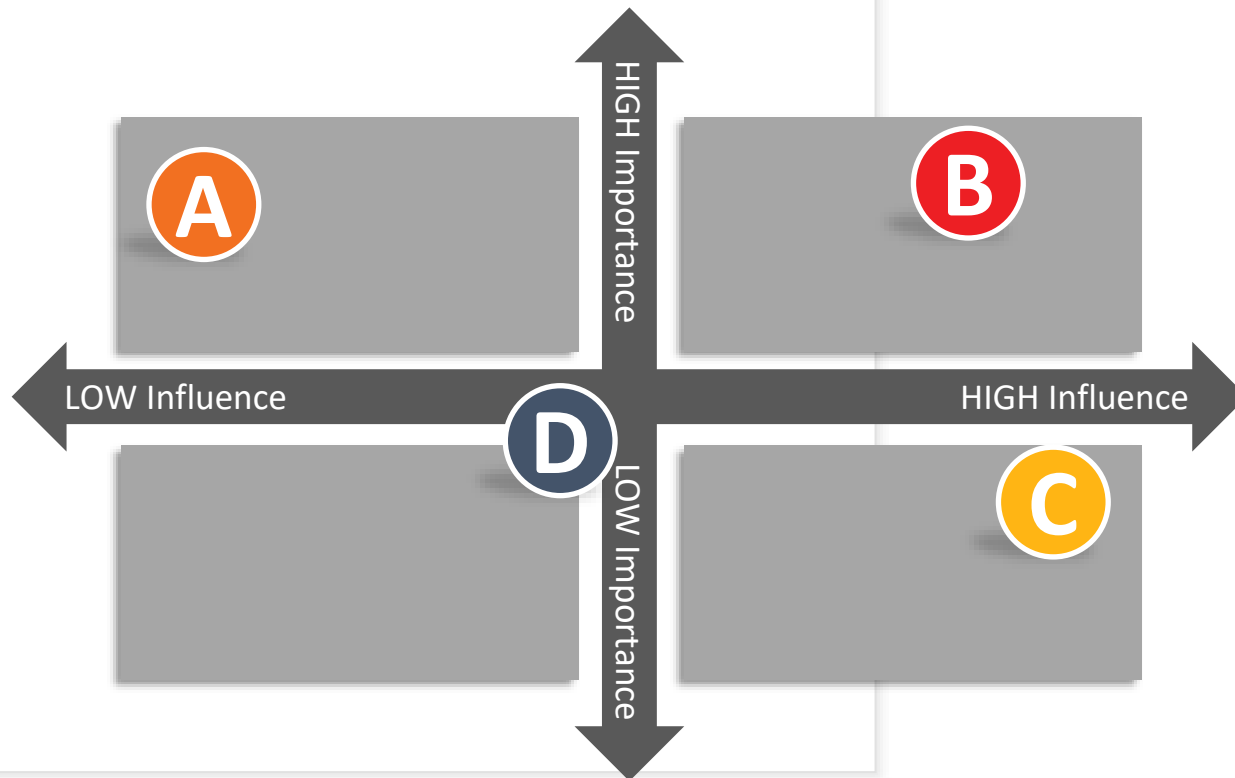
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SHARE

- Soil/Crop Advisory ON**
 - Conservation Authorities
 - Ecological Farmers Association of Ontar...
 - Indian Agricultural Program of Ontario (I...
 - OMAFRA
 - Ontario Certified Crop Advisor's Associa...
 - Ontario Institute of Agrologist
 - Ontario Soil & Crop Improvement Associ...
 - Organic Council of Ontario
 - Real Agriculture
 - Soil Health Coalition
- Livestock Advisory ON**
 - Livestock Research Innovation Corporati...
 - OMAFRA
 - Ontario Broiler Hatching Egg and Chick ...
 - Total Swine Genetics
 - Turkey Farmers of Ontario



Lessons: Role of Different Actors in Livestock Advisory Service



Public Sector

Focused on Macro level, policy and 'train the trainer approach'



Private Sectors

Commodity organizations, feed suppliers, veterinarians, private consultants.



Social Influencers

Neighbors, Successful Farmers, Digital Buddies.






























Researchers

University and Research Stations.

Lessons: Quality of Livestock Advisory Service

 HIGH

 LOW

	CONTENT	ACCURACY	TIMELINESS	EFFECTIVENESS	FEEDBACK
Perception of Private Sector Advisor	 NS  S				 NS  S
Perception of Public Sector Advisor					
Perception of Commodity and Non-Profit Sector Advisor	 G  S  C	 G  S  C	 G  S  C	 G  S  C	 G  S  C

G= Government, S= Supply Chain, NS= Non Supply Chain/Free, C=Commodity

Lessons: Livestock Advisory Methods



HIGH



MODERATE



LOW

	CONTENT	ACCURACY	TIMELINESS	EFFECTIVENESS	FEEDBACK
One-to-one/Kitchen meeting					
Tours/ Demos					
Workshop /Panels/ Regional Info days					
Peer-to-peer e.g. Focus Farm					
Social Media/Website and electronic methods					
Research publications					
Videos					
Trades shows					

Lessons: Coordination of Livestock Advisory Service

Feedback and Evaluation System

Public sector, and Input dealers (e.g. feeds and other farmer inputs).

Direction or accountability

Lack of direction from the actors with authorities or downward accountability.

High Expectations from Farmers
For Commodity Based Organizations and independent advisors

Lack of Political and Policy Engagement

Little or negligible capacity or initiative from public sectors.

Lack of Specialized Focal Point or Platform

Lack of a platform for advisory service provider like OMAFRA Research Advisory Network (ORAN)



A non-coordinated approach

Lessons: SWOT analysis

- Modern and diversified agriculture.
- Need for extension/advisory service among various groups.
- Strong organizations operating.
- Market opportunities.
- Internet and digital development
- Food safety system

- Lack of coordination among service providers.
- Financial and political support diminishing.
- Does not cater for diversified farmer needs.
- Lack of professional development for advisors: Direct hands on experience.
- Misinformation or authentic information.

- Redefining advisory service: Market Opportunities including consumer.
- No-one-stop service: Understanding own fit.
- Digital capacity to modernize messaging and information service.
- Linking to research and related services.

- Continued lack of financial and political support.
- Dealing with market and consumer demands.
- Dealing with influence of external farming practices e.g. internet and technology sectors, experts without agri background.
- Managing information to build trust.

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Strength

W

Weakness

O

Opportunities

T

Threats

Questions and Comments?

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