

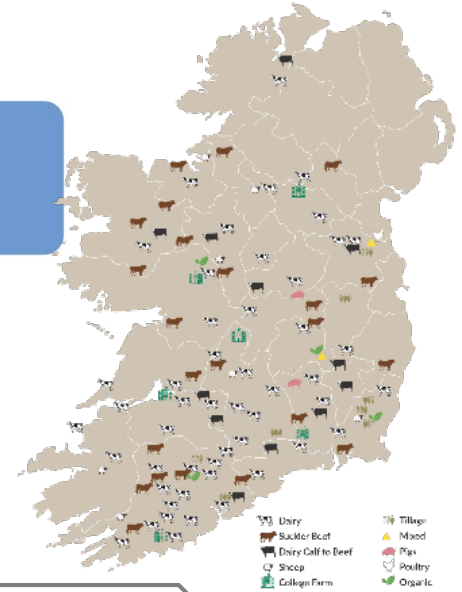
# Signpost Advisory Programme

Stan Lalor

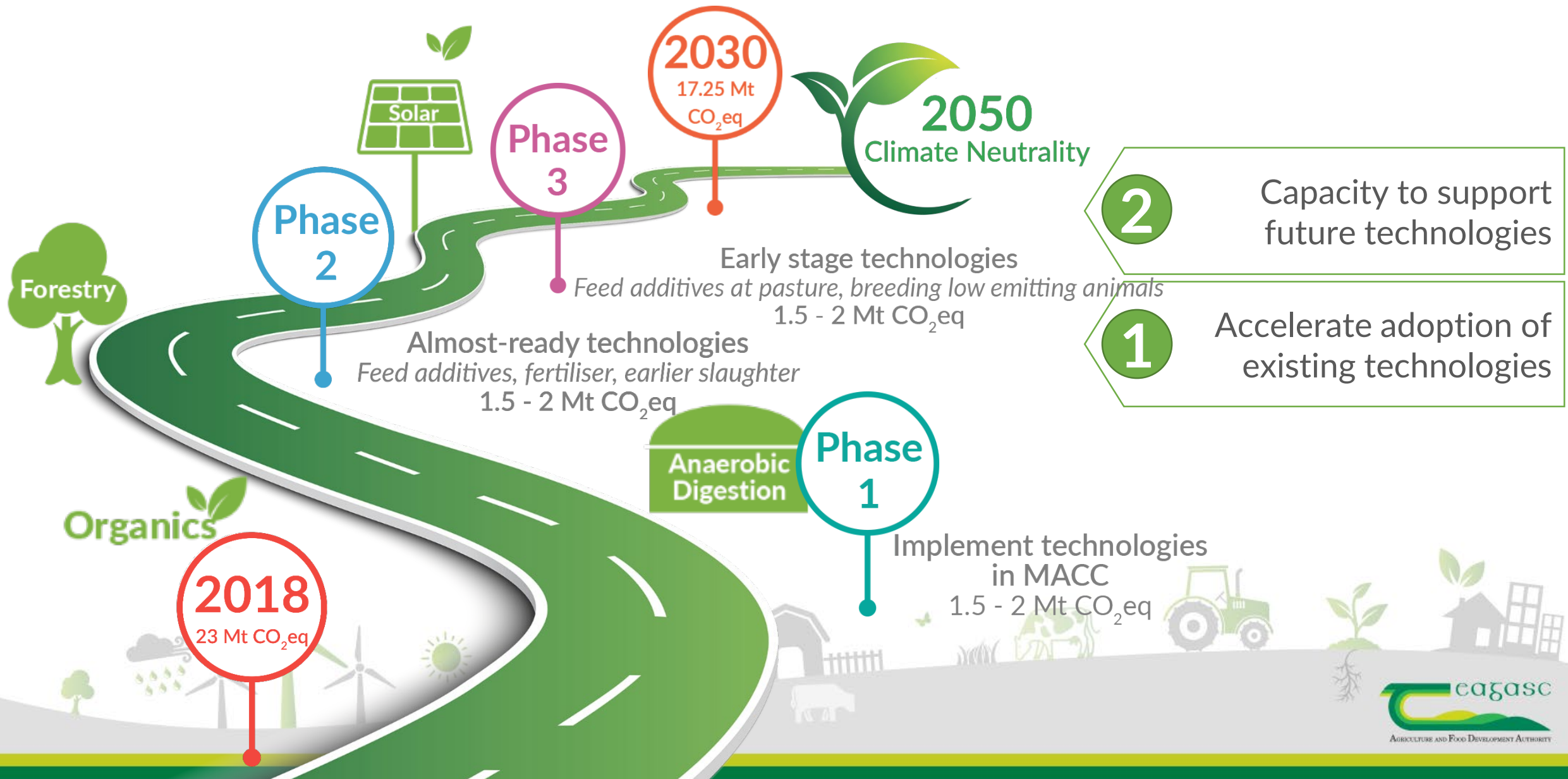
*Director of Knowledge Transfer*



# Why a Signpost Advisory Programme?



# Why a Signpost Advisory Programme?



# Why a Signpost Advisory Programme?



Support farmers to take  
action



# Signpost Advisory Programme Pillars



Available to all farmers



Enhanced Advisory & Training Support



*“Know My Number – Make My Plan”*  
*- supported by the Sustainability Digital Platform*



Engage with 50,000 farmers between now & 2030



# Signpost Advisory Programme – Farmer Journey

Register for  
the  
Programme

Online Registration Portal  
– *commitment of farmers to participate*



# Signpost Advisory Programme – Farmer Journey

Register for  
the  
Programme

Baseline  
Assessment

## Self-assessment of positive actions already in place on-farm





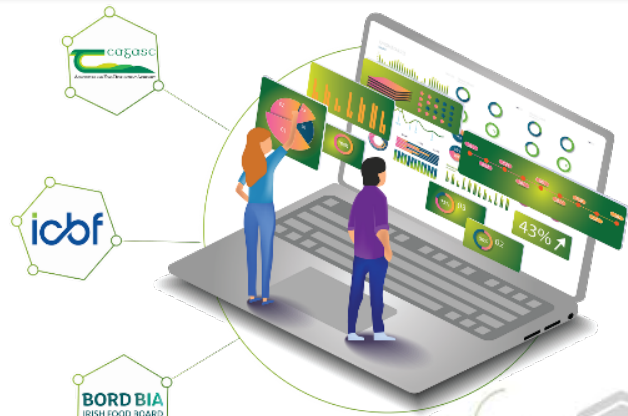
# Signpost Advisory Programme – Farmer Journey

Register for  
the  
Programme

Baseline  
Assessment

Know My  
Number

Sustainability  
Digital  
Platform



- Current Emissions Profile
- “What if” Actions and Impacts
- Optimisation of Actions



# Signpost Advisory Programme – Farmer Journey

Register for  
the  
Programme

Baseline  
Assessment

Know My  
Number

Make My  
Plan

Select and commit to actions & timelines



# Signpost Advisory Programme – Farmer Journey

Register for  
the  
Programme

Baseline  
Assessment

Know My  
Number

Make My  
Plan

Support for  
Action

Group-based activities and one-to-one support  
for actions within a 3-year plan



# Signpost Advisory Programme – Farmer Journey

Register for  
the  
Programme

Baseline  
Assessment

Know My  
Number

Make My  
Plan

Support for  
Action

Achieving  
emissions  
reductions

Individual and Collective contributions of farmers  
to achieving the targets for the Agri-Food Sector



# Signpost Advisory Programme - BENEFITS

## FARMER

- Establish baseline
- Pick the right actions
- Support to take action
- Emissions reduction on farm

## INDUSTRY / OVERALL SECTOR

- Farmers responding – collective effort
- 50,000 farmers
- Future capacity
- Emissions reduction for the sector



# Signpost Advisory Programme - Milestones

