



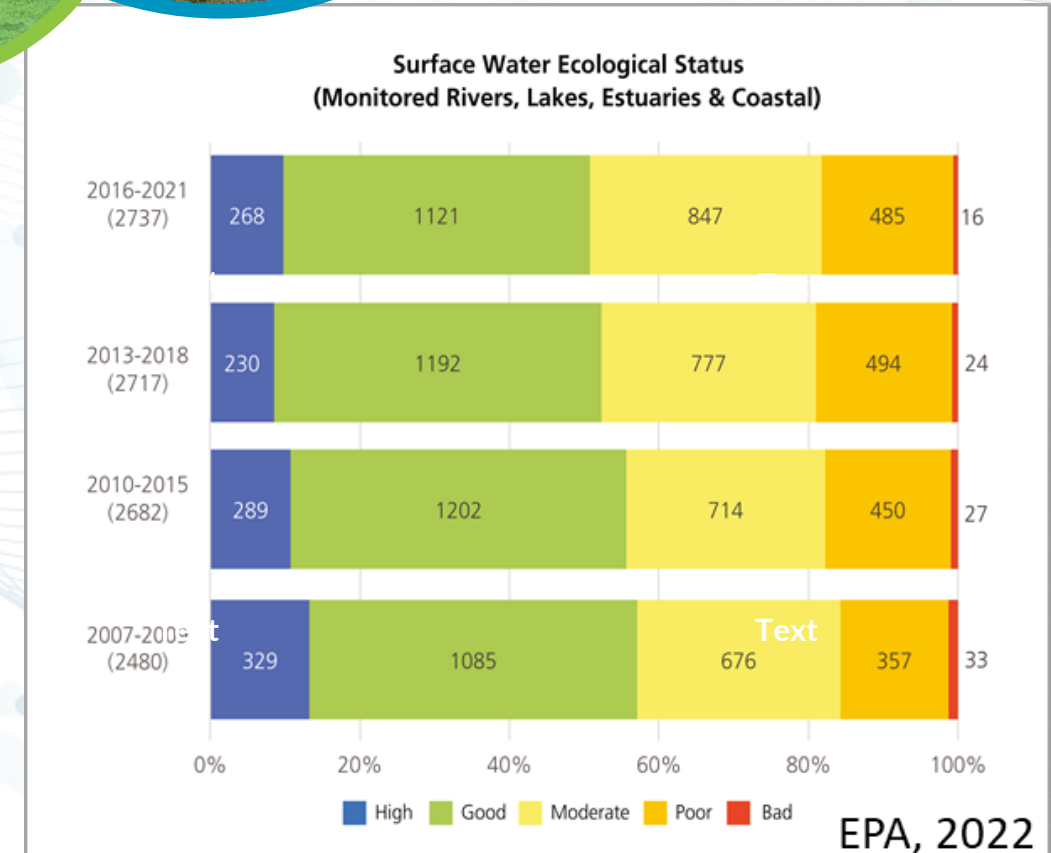
Teagasc Water Quality Campaign Introduction

Professor Frank O'Mara
Teagasc Director



Good water quality is essential

- People have a right to clean water
- Needed for business and leisure
- Part of our sustainability credentials
- Issue for all farmers in all parts of country



Why a new Water Quality Campaign now?

- Water quality a national priority
- Excellent existing initiatives – need to amplify their impact
- Major step up in resources and ambition needed
- Teagasc can lead the research, advisory and education support

Farmers need support at three levels



Minister: *Teagasc to lead a multi-actor water quality advisory campaign*

- Integrate water quality advice into work of all advisers
- Key messaging around water quality, particularly at local level
- Feature water quality at all Teagasc events
- Provide tools and resources to advisors and other stakeholders, including through research to inform future actions
- Key messaging at key times to promote *right nutrient – right rate – right place – right time*

Approach to developing a campaign

(1) Cross-Teagasc Consultation

Engaged Teagasc expertise across Research / Advisory / Education

Existing work + Gaps for future opportunities



(2) Focussed Group

Distilled and formulated campaign proposal



(3) Stakeholder Consultation

Feedback and ideas around the aims, scope and approach

Ongoing.....

Aim of the campaign

To support and accelerate the adoption of actions on all farms to improve all water bodies (where agriculture is a significant pressure) to good or high ecological status



Existing assets



Agri-Catchments Programme

Established 16 years
New funding of €13m
Expanded to test mitigation
measures

ACRES

55,000 farmers
Many actions support water
€1.5 billion support

ASSAP

Established in 2018
20 dedicated Teagasc
Advisors + 30 in Co-ops
€60m EIP launched in 2024

Other water initiatives

Waters for Life
Blue Dot Catchment
Slaney project
Many others

Building on current assets



Additional assets



Advisory Service

Increased focus by all advisors

Data and tools

Catchments.ie
NMP online
AgNav
AgPlanner

Signpost Programme

Expand focus on water

Education Programme

Greater integration into courses

Additional staff

Catchment co-ordinators
Modellers

Key Stakeholders required to develop a multi-actor approach



Key Aspects of Better Farming for Water Campaign

- Building on existing initiatives
- 8-Actions for change
- For all farmers



Have we the ingredients for success?

- Knowledge and experience of what works from ASSAP and other programmes
- Buy-in from farmers, industry and other stakeholders
- A motivated advisory service
- New tools and resources that allow us to scale up
- A determination to succeed