MAgrSc Innovation Support Programme 2017-2019

Study title: Using Nutrient Management Plans to deliver soil fertility advice under Grass10

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Office location: Moorepark Advisory Office

Study Objectives

1. To identify farmers' and advisors' attitudes to NMP to date
2. To determine farmers' and advisors' opinions on current outputs or communications of NMP online
3. To identify the impediments to the use of NMP online for advisors and farmers
4. To determine future output requirements from farmers and advisors
5. To determine what 'back ups' advisors require to make nutrient management planning easier

Study Methodology

Advisors

4 Focus Groups, 3 have been held

Teagasc Dairy

Teagasc Tillage

Teagasc Drystock

Agricultural Consultants Association

Farmers

4 Focus Groups will be held

Derogation

Tillage

GLAS

'Compliance'

Progress to date (Since Jan 2018)

- Research proposal
- Literature Review
- Sampling for focus groups
- Three advisor focus groups completed
- One advisor focus group has to be completed and four farmer focus groups

Findings to Date - Attitudes

"Needs to be more user friendly"

"Time consuming, not simple, internet based"

"Easy to use, the way forward"

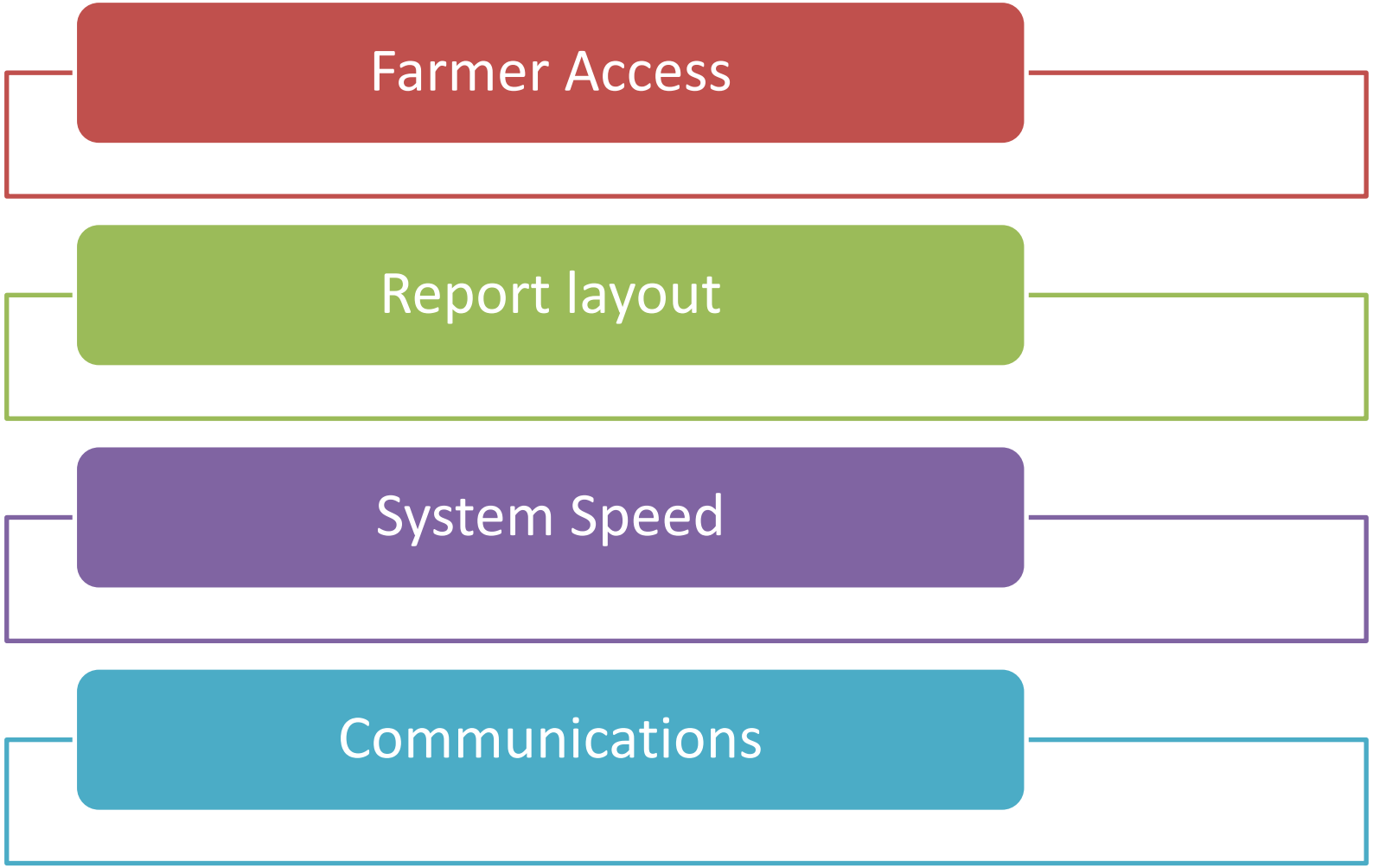
Findings to Date - Opinions

"Outputs need a tidy up"

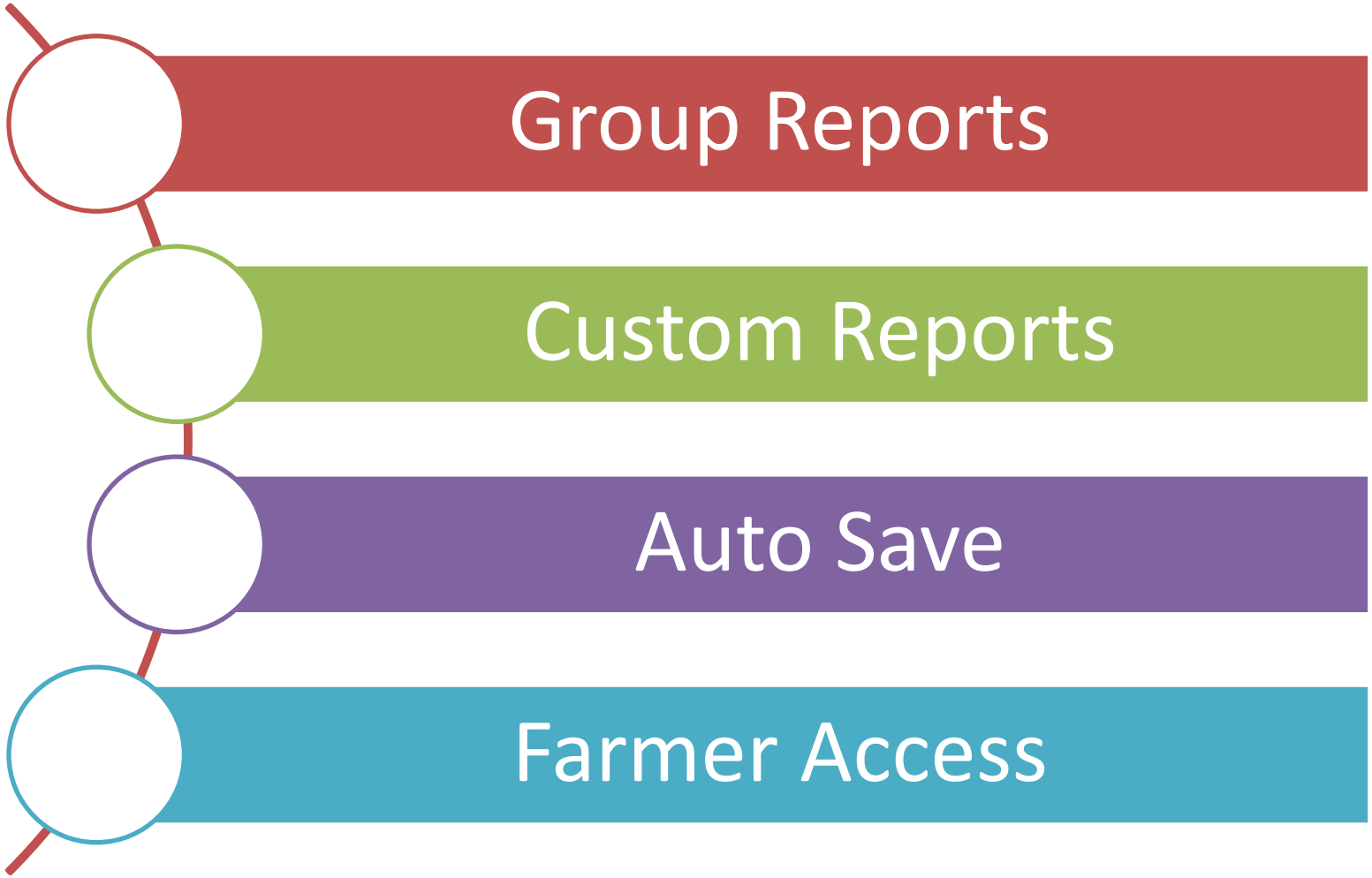
"Farmers don't look at their NMP"

"Farmers don't understand it"

Findings to Date - Impediments



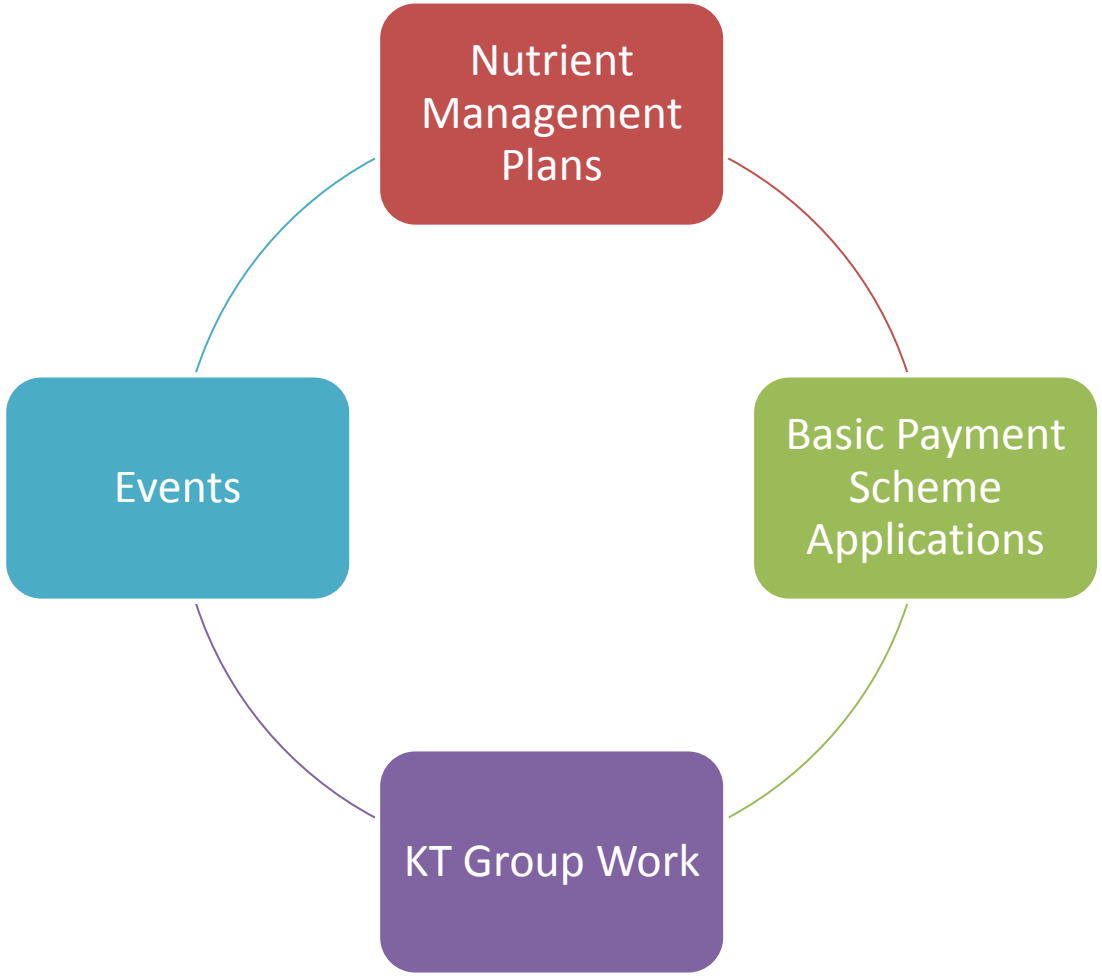
Findings to Date - Future



Issues/Problems arising

- Research Proposal
- Weather
- Fodder shortage
- Poor grazing conditions
- Scheme deadlines

Advisory work (Jan – June 2018)



Schedule of Activities (Work Plan)

- *Quarterly schedule of research activities:*
  - June to Sept 2018: Continue literature review
    - Conduct & transcribe all focus groups
  - October to Dec 2018: Continue literature review
    - Analysis of data
  - Jan to March 2019
    - Analysis of data & Write up
  - April to June 2019
    - Conclude write up & submit