



Session 1:

The Effective Farm Advisor



AGRICULTURE AND FOOD DEVELOPMENT AUTHORITY

An Approach to Building Effective Agricultural Advisor - Client Relationships

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The Irish Agriculture and Food Development Authority

Research Objectives

1. Explore how the relationship between individual clients and their advisor evolved and investigate the reasons why these relationships were successful or not
1. Identify and understand the critical factors that positively and negatively affect agricultural advisor-client relationships
1. Identify the key processes involved in establishing and maintaining effective agricultural advisor-client relationships
1. Gain an understanding of the importance and necessity of trust in advisor-client relationships

Methodology

- Qualitative case study analysis of farmer-advisor relationships
- One to one interviews with both farmers (28) and advisors (4)
- Laois / Kildare / Meath / Louth / Dublin Teagasc region
- Study Participants Included;
 - Dairy & Drystock farmers
 - Farmers & advisors aged < 40 and > 40
 - Short and long term advisory relationships

Key Findings

1. Trust in the Advisory Service Organisation

Why do Farmers Trust Teagasc?

- Credibility & Reputation of sourcing and providing reliable information
- Provider of up to date information
- Availability of services
- Employer of highly trained staff

Key Findings

2. Trust in the Advisors Personal, Expertise and Professional Attributes

Personal

- Good personality
- Communication skills
- Interested

Professionalism

- Easily approached
- Easily contacted
- Offer one to one contact

Expertise

- Good technical knowledge
- Experience within role
- Farming background

Other

- First Impressions
- Younger Advisors
- Honesty

Recommendations

➤ **Teagasc**

- Must continue to provide credible and reliable information to its clients
- Must employ individuals who are suitable for advisory roles

➤ **Advisors**

- Must be aware of the importance of key personal, expertise and professional attributes
 - Develop such attributes through completing CECRA training modules
- Lastly, the importance of one to one contact with clients must not be dismissed for building effective farmer-advisor relationships

Thank You



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