

# **A study on the current use of agricultural media to transfer knowledge and implement change on farms – Niall Kerins**

## **Abstract**

The agricultural advisory sector involves people cooperating and communicating with each other while using the latest technologies and research available. The advisory service has to adopt and change to meet farmers needs while continuously developing the most appropriate advisory service. Farmers acquire advice on a regular basis to aid them to make better management and strategic decisions on farms. Advice is sought for example in technical areas, grassland management, financial advice or animal breeding. Farmers can seek advice which helps to implement change from one-to-one advisory service, peer-to-peer learning, discussion groups, veterinary practices and local agricultural radio stations. Agricultural media is a very important method for transferring knowledge to farmers too, both through online versions and print media versions. There is an array of print newspapers available weekly for farmers to read, while also online publications are available at farmers' convenience to acquire instant advice.

This study investigates the current use of agricultural media to transfer knowledge and implement change on farms, across a wide range of farmers from various different enterprises. More specifically, this study hopes to identify online usage for accessing information and implementing change compared to print media in the agricultural industry. The study aims to assess reading habits and time spent reading among farmers, as a means of transferring knowledge through reading. Furthermore, this study will highlight specific articles of interest across different farming enterprises that attract a large target audience among readers. To capture these objectives, an anonymous survey was created and sent to farmers with 181 farmer responses.