



Towards improving environmental sustainability on dairy farms in Ireland: the development of an effective communication method for improved biodiversity management practices

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Background

Irish Agriculture & Biodiversity

- Agriculture places pressure on biodiversity
- Farmland biodiversity contributes to agricultural sustainability

Opportunity to Increase Sustainability

- Need for communication on Biodiversity Management that is relevant and effective
- Planning for Biodiversity Management

Participatory Action Research



Research Objectives

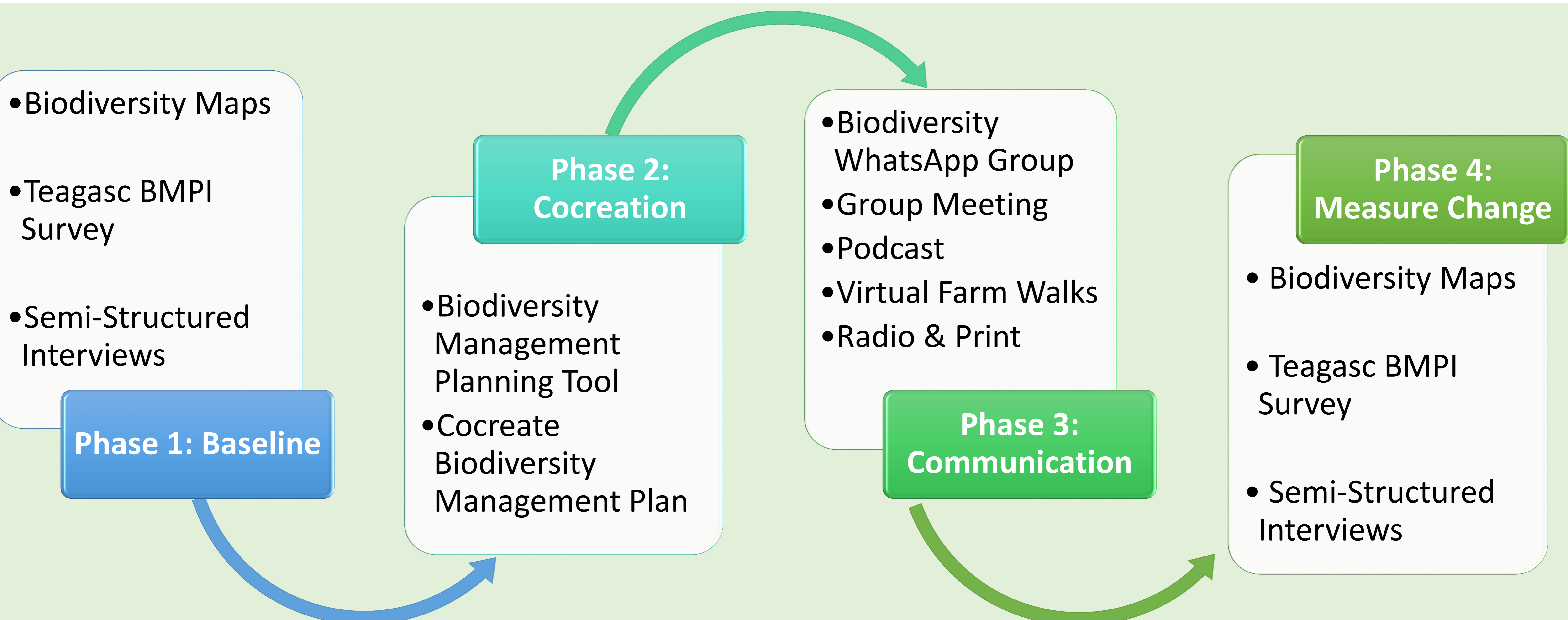
1. Establish a baseline indication of Biodiversity Management Practices on-farm
2. Develop unique farm Biodiversity Management Plans
3. Integrate the Biodiversity Management Plans into whole farm plans
4. Identify communication methods effective in improving Biodiversity Management Practices

Study Group

- 11 Monitor Farmers



Methodology



Findings to Date

Average % Biodiversity on Farming Platform

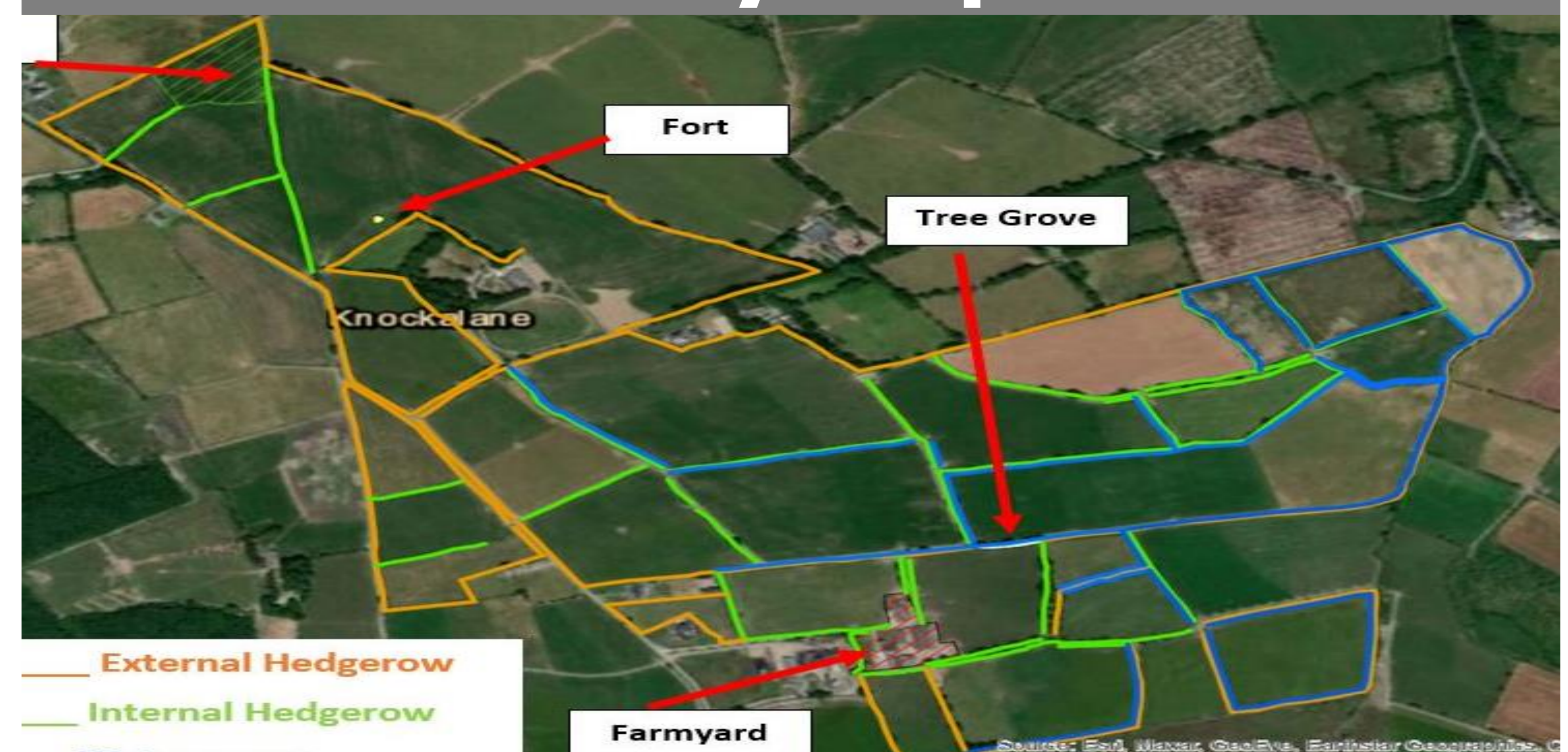
• **8.5%**

Average BMPI Score

5/8

- Interest and enthusiasm for improving biodiversity management
- Without clarity on future requirements most farmers opt for maintaining existing features.

Biodiversity Maps (example)



This research has been funded through the Teagasc Walsh Scholarship Scheme