

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

AGRICULTURE AND FOOD DEVELOPMENT AUTHORITY

Aoife Leader¹, Jim Kinsella², Richard O'Brien¹
1.Teagasc Kilkenny Advisory Office Co. Kilkenny - 2.School of Agriculture & Food Science UCD, Belfield, Dublin 4

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

Reflection

Action

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

- Biodiversity Maps
- Teagasc BMPISurvey
- •Semi-Structured Interviews

Phase 1: Baseline

Phase 2: Cocreation

- BiodiversityManagementPlanning Tool
- CocreateBiodiversityManagement Plan

- BiodiversityWhatsApp Group
- Group Meeting
- Podcast
- Virtual Farm Walks
- Radio & Print

Phase 3: Communication

Phase 4: Measure Change

- Biodiversity Maps
- Teagasc BMPISurvey
- Semi-Structured
 Interviews

Findings to Date

Average % Biodiversity on Farming Platform

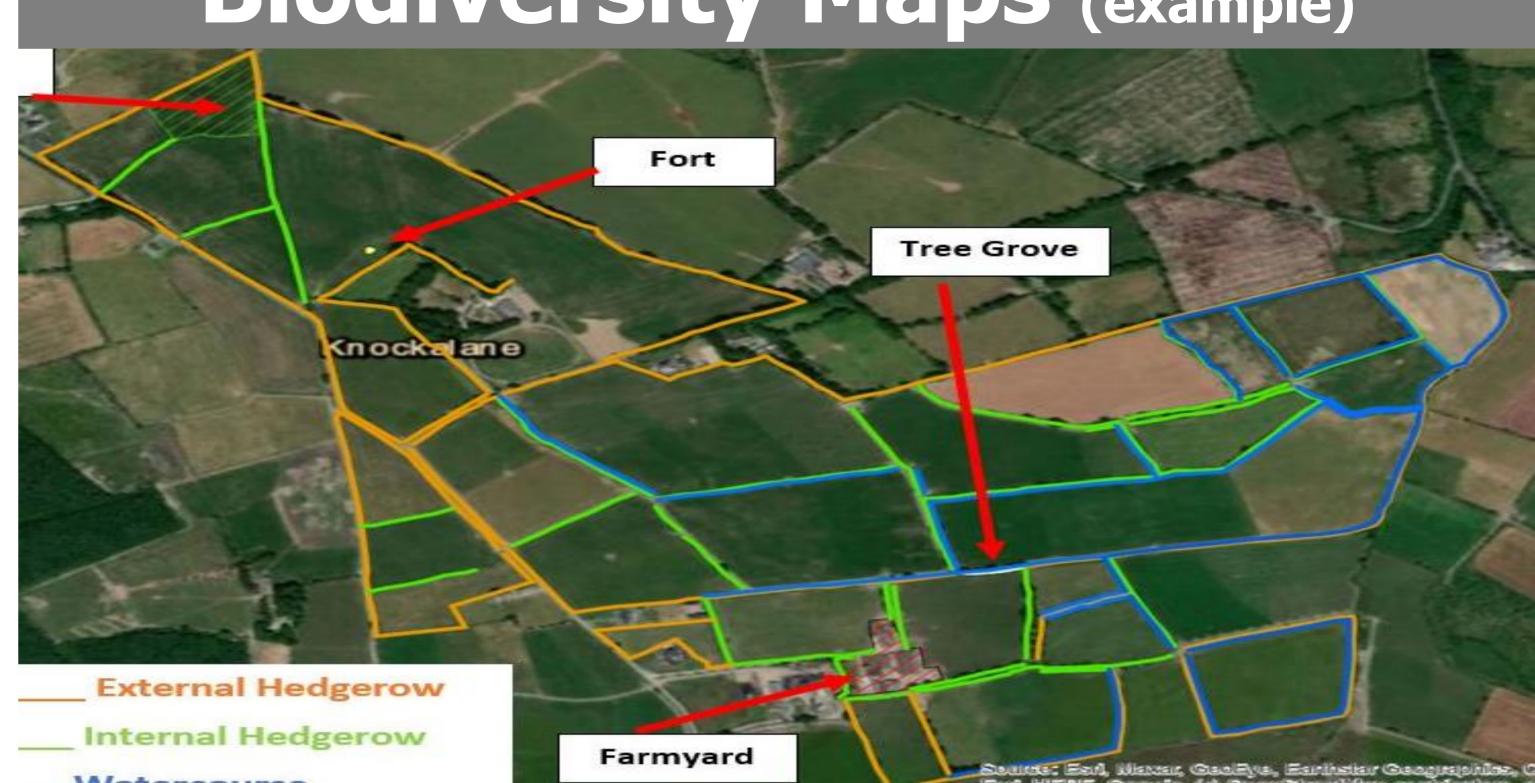
8.5%

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