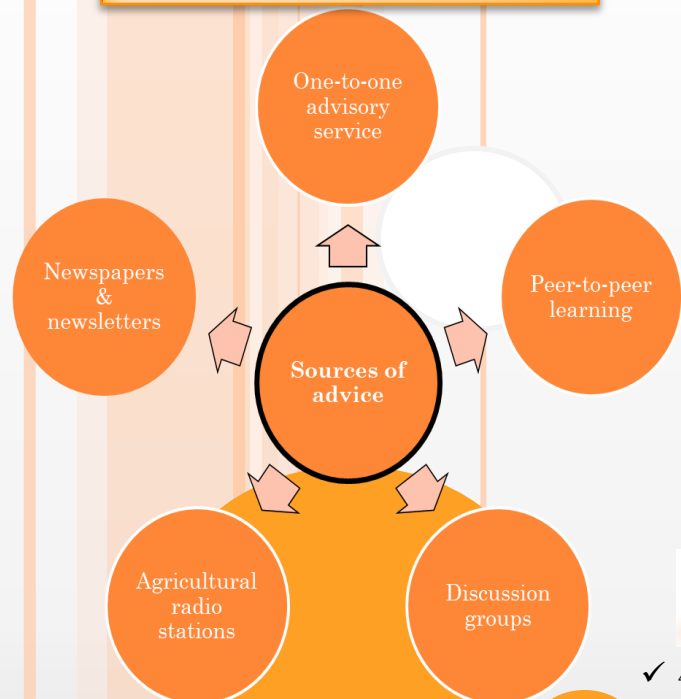


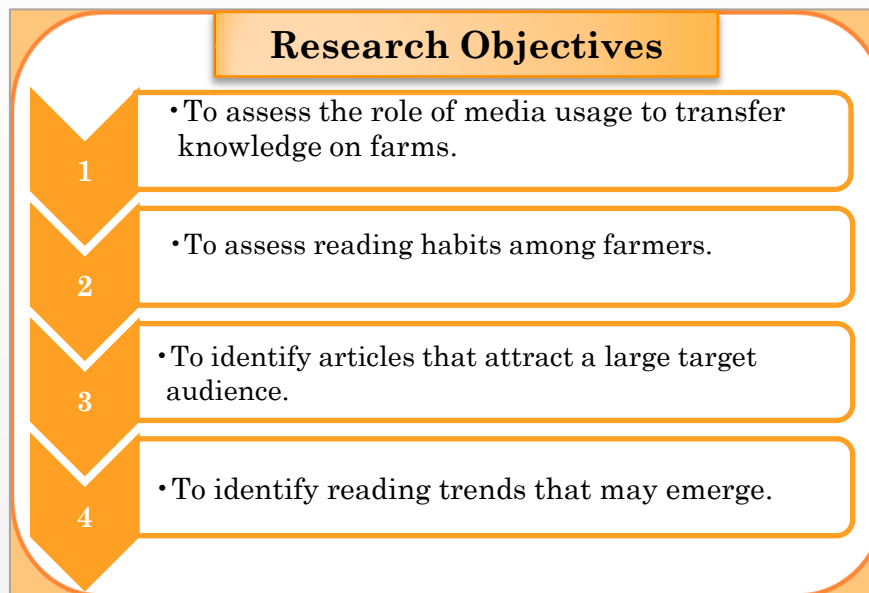
# A study on the current use of agricultural media to transfer knowledge and implement change on farms - Niall Kerins



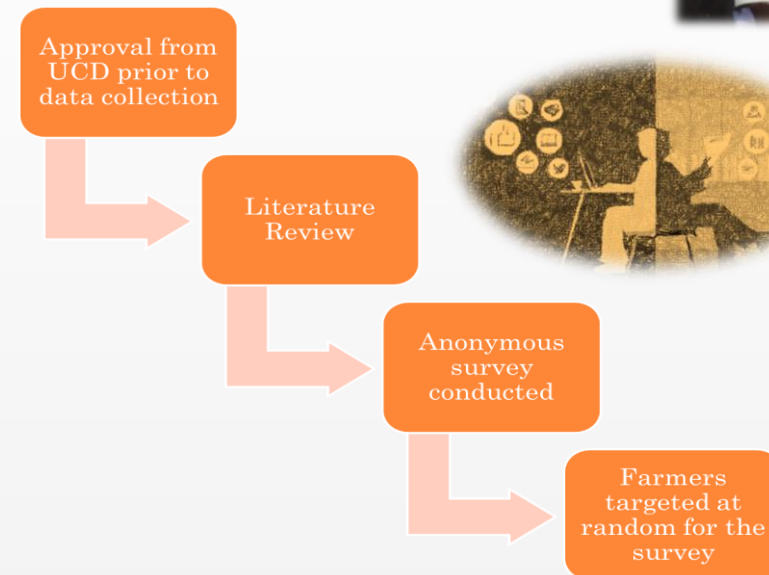
## Rationale for this study



## Research Objectives



## Methodology



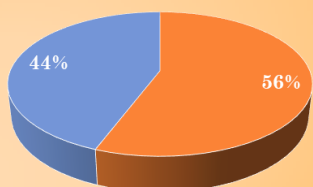
## Implementing the key findings

- ✓ 43.6% of full-time farmers and 43.7% of part-time farmers have changed farming practices based on recent articles they have read.
- ✓ Younger farmers prefer online media and were more willing to change farming practices from reading.
- ✓ Dairy farmers in this study perceive to have a strong demand for technical information, compared to other farming enterprises.
- ✓ Other farming enterprises in the study perceive to have a strong demand for articles related to EU grants and schemes.

## Respondents Profile in this study:

### FULL-TIME OR PART-TIME FARMERS

■ Full-time N=101 ■ Part-time N=80



## Articles in this study which attracted a large target audience to read:

