

EUFRAS

Strengthening Agricultural Advisory Services

*Improving farming support systems across
diverse European regions*

EUFRAS
EUROPEAN FORUM FOR AGRICULTURAL
AND RURAL ADVISORY SERVICES



EUFRAS: STRENGTHENING ADVISORY SERVICES

Strategic Role of Advisory Services

Advisory services are crucial in driving agricultural transformation and aligning with EU sustainability and innovation goals.

EUFRAS as a Connecting Platform

EUFRAS links advisory services across Europe, facilitating knowledge exchange and unified approaches to agricultural challenges.

Collaboration

Emphasizes collaboration and practical policy implementation for sustainable agricultural advisory systems.



AGRICULTURE IS CHANGING

Transforming Agricultural Challenges

European agriculture faces climate pressure, digital transformation, market complexity, and changing societal demands.

Complex Farmer Roles

Farmers now act as entrepreneurs, environmental stewards, and innovators in a dynamic agricultural environment.

Evolving Advisory Services

Advisory services must expand from technical advice to include business, digital, and strategic support.

Policy and Adaptation

Effective policy delivery relies on farmers' adaptation supported by high-quality advisory systems.



FROM KNOWLEDGE TRANSFER TO CO-CREATION

Shift from Linear Transfer

Traditional advisory models relied on one-way knowledge flow from research to farmers, limiting adaptability.

Co-Creation and Collaboration

Modern approaches emphasize collaboration among farmers, advisors, and researchers for tailored solutions.

Advisors as Facilitators

Advisors now act as innovation brokers, bridging different stakeholders and ensuring practical solutions.

Building Trust and Impact

Co-creation builds trust and fosters sustainable adoption of innovations, enhancing agricultural resilience.



THE INNOVATION GAP

Innovation Gap Concept

The innovation gap describes the failure to scale promising agricultural research into practical use.

Barriers to Adoption

Challenges include lack of trust, perceived risks, skills shortages, limited finance, and regional differences.

Role of Advisory Services

Advisory services bridge the gap by supporting farmers, sharing knowledge, and building stakeholder trust.

Strategic Importance

Addressing the gap is critical to achieving sustainability, productivity, and resilience goals in agriculture.

STRUCTURE

 EUFRAS Board - consisting of 7 elected Board members

- Rui Almeida - Chairman of the Board
- Anita Dzelme - Vice-Chairman of the Board
- Jussi Juhola - member of the Board
- Pablo Asensio - member of the Board
- Alexandros Koutsouris- member of the Board
- Sylvain Sturel - member of the Board
- Bernadette Bennett - member of the Board

 EUFRAS secretariat is located in Latvia:

- Ilze Lavrenova - EUFRAS Office Manager
- Anita Dzelme - Project Manager
- Edgars Dzelme - Project Manager
- Liga Cimmermane – Project Manager

 The EUFRAS membership list includes 57 member organizations from 30 countries.





WHAT EUFRAS DOES

Policy Engagement

EUFRAS actively participates in EU policy forums and thematic working groups to influence agricultural advisory policies.

Peer Learning and Networking

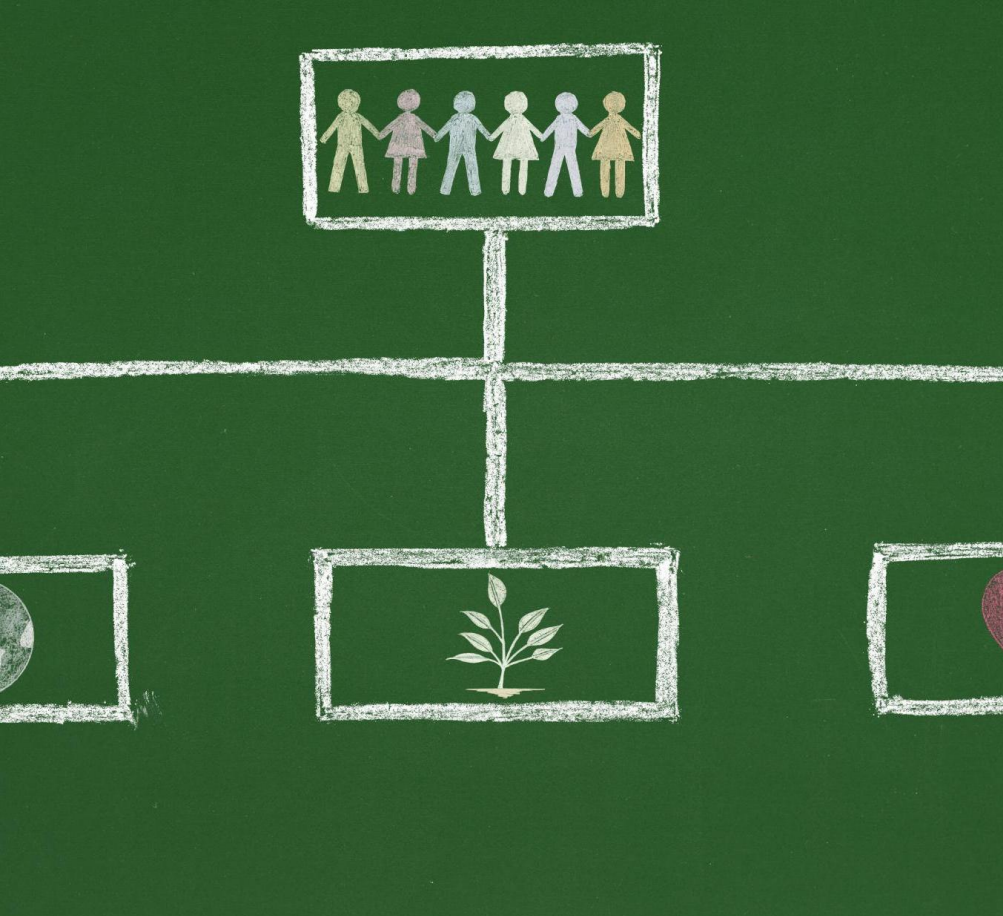
Initiatives like YoungEUFRAS and EUFRAS Coffee Breaks foster peer learning, knowledge exchange, and networking among advisors.

EU-Funded Project Participation

EUFRAS contributes to projects like EU-FarmBook and ClimateSmartAdvisors, linking research with practical advisory work.

Supporting Advisors and Innovation

EUFRAS supports advisors and organizations at all levels, promoting innovation and effective implementation of EU policies.



ADVISORY SERVICES IN AKIS

Role as Connectors

Advisory services link farmers, researchers, educators, businesses, and policymakers to facilitate knowledge flow.

Translators of Knowledge

Advisors help stakeholders understand each other's needs and translate research into practical applications.

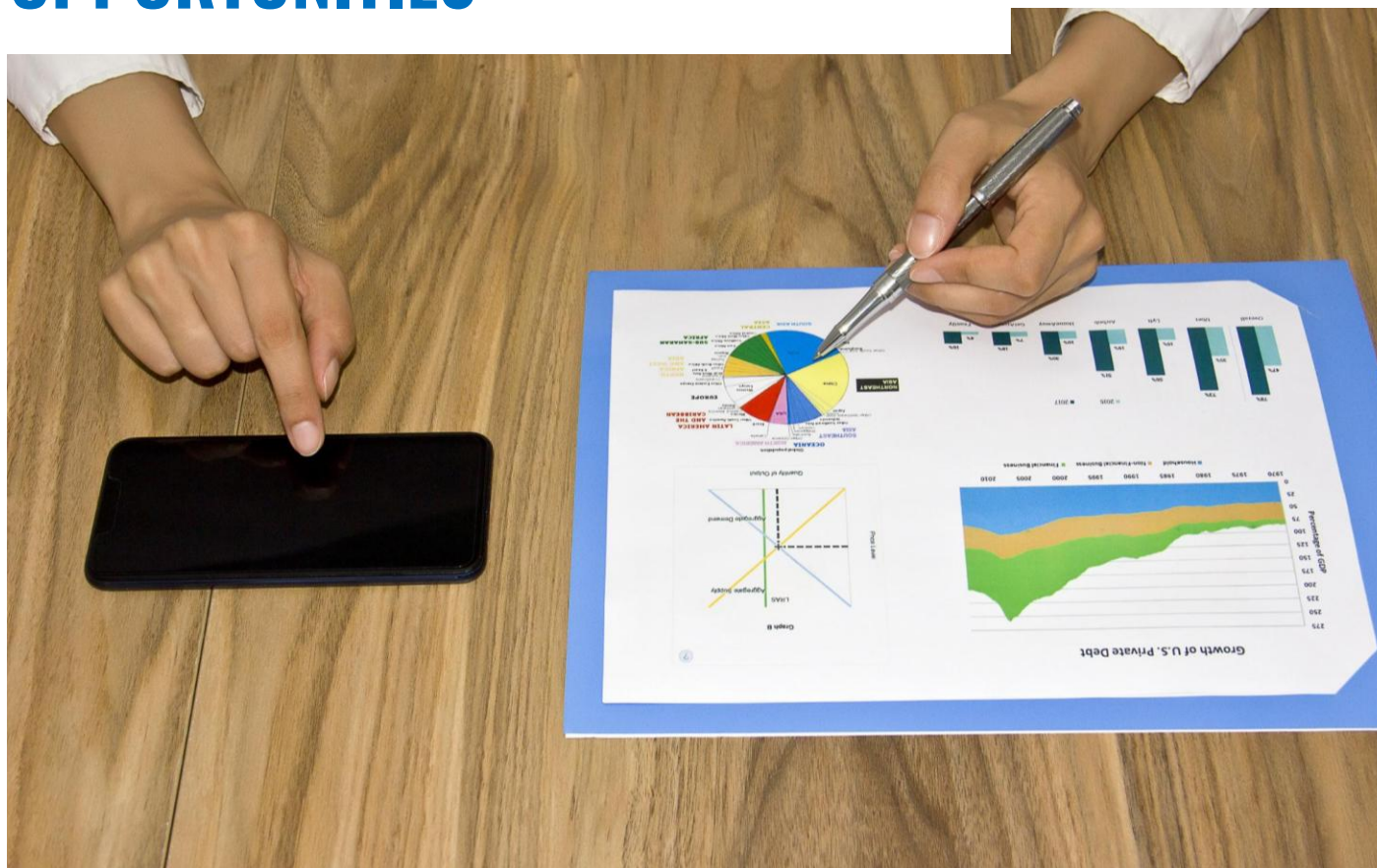
Performance and Impact

Advisory services are measured by their influence on innovation adoption and market integration in agriculture.

Strategic Role in AKIS

Strong advisory services are vital infrastructure for a well-functioning AKIS and achieving agricultural policy goals.

CAP POST-2027: RISKS AND OPPORTUNITIES



Risks of CAP Reform

Risks include fragmented funding, short-term projects, and weakened advisory service capacity under new policy frameworks.

Opportunities for Advisory Services

Stable investment and enhanced professionalization offer advisory services a stronger role in agricultural policy and AKIS.

Strategic Importance

CAP reform is a critical moment to define and strengthen advisory systems' role in supporting farmers effectively.



KEY RECOMMENDATIONS

Advisory Services as Infrastructure

Recognizing advisory services as core AKIS infrastructure integrates them into policy frameworks for sustained impact.

Stable and Dedicated Funding

Ensuring stable, long-term funding supports continuity and capacity building in advisory services.

Investment in Skills

Investing in professional skills equips advisors with competencies in digitalization and climate adaptation.

Supporting Innovation and Independence

Promoting interactive innovation enhances collaboration, while safeguarding independence builds trust and credibility.

Safeguard the independence and neutrality of advisory services



NO TRANSITION WITHOUT ADVISORS

Crucial Role of Advisors

Advisory services are essential and central to achieving agricultural sustainability and resilience goals.

Collaboration Among Stakeholders

Effective agricultural transformation requires ongoing cooperation between policymakers, researchers, and advisory organizations.

Investment in Advisory Systems

Strong and well-funded advisory systems are prerequisites for successful policy delivery and sector transition.

Memorable Closing Message

Emphasizing the indispensability of advisors and inviting further engagement via EUFRAS resources.