

SAOS



Translation of Research for  
the Benefit of the Scottish  
Dairy Industry



# Introduction and Background

HDRF wished to increase its understanding of how to improve the translation of dairy research onto farm. We undertook the following -



## **A Review**

of academic papers on successful knowledge exchange initiatives (both in the UK and abroad)



## **A Survey**

of dairy farmers to obtain a better understanding of the process of knowledge exchange on dairy farms



## **Supply Chain Interviews**

with key industry stakeholders (including farmers, dairy farm suppliers, milk buyers, vets, farm consultants and academics engaged in related research)

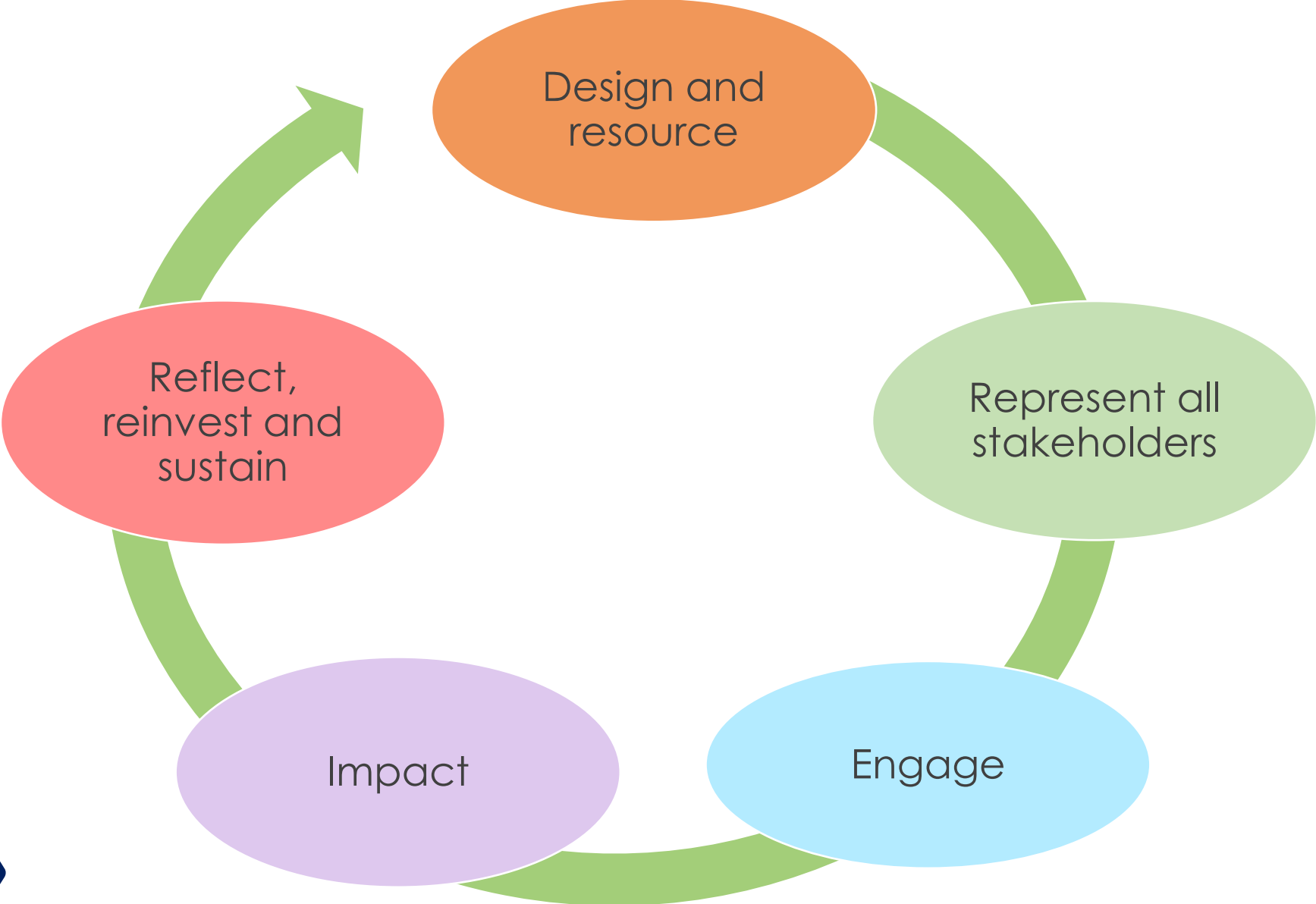


## **A Draft Report**

with several development options



# Key Findings from Academic Research



# Key Findings from Farmer Survey

- The desire for self-improvement is the strongest motivator for change
- **60%** are happy to take risks either when they think the outcomes of innovation will be positive or when they are planned to ensure positive outcomes
- The importance of agricultural advisors/consultants, trusted family members and fellow farmers and vets as key influencers in the process of KE
- Other sources of information which are used but where the use is more fragmented including accountants, AHDB, farming press, the Internet, milk buyers, NFUS Dairy Hub, social media and trade reps
- The importance of farm visits, practical demonstrations and regular discussion groups as the key routes used to obtain information
- **41%** who are or who have been a member of a benchmarking group, a further segment who might be targeted for knowledge exchange



# 1-2-1 Interviews – Farmers and Other Stakeholders

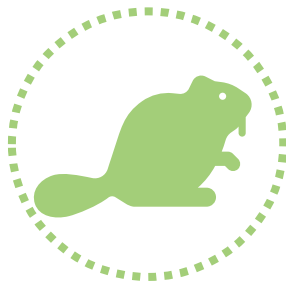
- **Farmers – the consumers**

- £'s
- Fragmentation of sources
- Seeing is believing
- An honest broker



- **Supply chain stakeholders** (Farm Consultants, Trusted Family Member or Fellow Farmer, Vets, Milk Buyer, Suppliers)

- Not that many of them
- Some are very proactive
- Use farm demonstrations
- Give us the headlines
- It needs to be credible
- The volume of information is challenging



# 1-2-1 Interviews – Academics the Generators of New IP

- Long term projects – they develop strong relationships
- Farm demonstrations – enable farms to see innovation
- Funding and academics drive the priorities – ok if funders and academics understand farmer needs
- Publications are not user friendly for farmers or other industry stakeholders
- The correct balance of research (near term commercial v longer term basic) is challenging to judge
- At UK level there is engagement between academics and industry partners but less so in Scotland (Dairy Science Forum and AHDB). The HDRF conference is one example
- Dissemination is undertaken well but can be fragmented and there is no overall picture and plan for Scotland
- In the arable sector the combination of JHI, the International Barley Hub and Scottish Agronomy deliver a good balance of basic and applied research
- The skills for research and extension are different



# Development options

- Leadership – explore options for an honest broker with no vested interests to bring the Scottish industry together more frequently
- Enable more farmer involvement in the knowledge supply chain – to help codesign research and bring innovation
- Scope the current research and KE delivered – to provide an evidence-based approach to judge the balance of pre-commercial and applied research and demonstration
- Promotion of knowledge exchange – provide a central reference point and proactively promote research which helps to achieve productivity gains



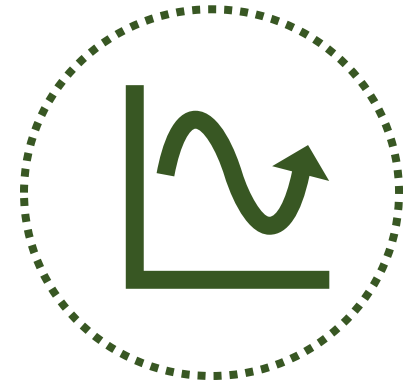
## Target, time and track



Develop a database of trusted advisors and key individuals and target them with relevant information



Where possible, undertake this activity over the long term



Measure impact so improvement can be tracked over time







# SAOS

*Working together  
to shape the future  
of farming and food*

