



Seminar
'Fostering an effective and integrated AKIS
in Member States'

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Roles and tools supporting advisors in the AKIS in the Netherlands

Jan van Esch
Ministry of Agriculture, Nature and Food quality, the Netherlands



Ministerie van Landbouw,
Natuur en Voedselkwaliteit



Inspiring examples on the roles and tools supporting advisors in the AKIS in Member States, Netherlands

Jan van Esch,



Supporting private organised advisors in a fragmented system

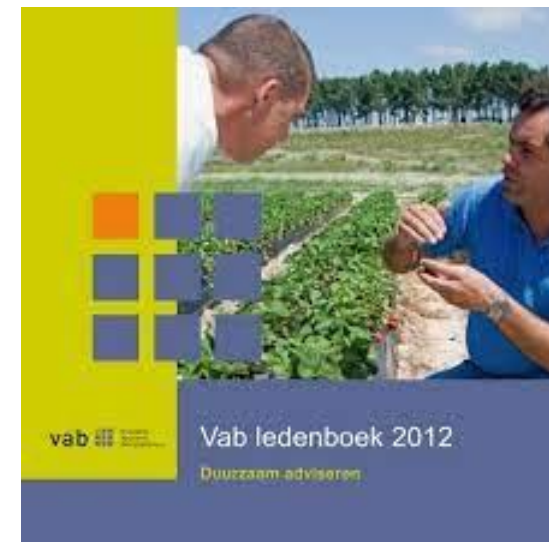
- › All advisors in the Netherlands are private organised
- › Part of them are advisors connected to products of service (dairy industry, banks, feed trading, horticulture auctions, etc.)
- › Large part are independent advisors who get paid only for their advice.
- › Last twenty years the ministry left advice more or less to the market
- › This will function only when the goals of farmers and society are in line, and farmers can (financially) benefit
- › **Time to change: get advisors better connected to the AKIS**





First step: How to address the advisors ?

- › We benefit from the work of the VAB, an association of advisors
- › The Minister of agriculture gave a mandate to VAB to organise the registration of advisors
- › Independent advisors will be in the advisory register, with their speciality on a number of fields
- › This will help us in 2 ways:
 - make sure advice is independent
 - Helps us to be able to address advisors
- › Also helps advisors' involvement in Horizon projects: they are retrievable for multi-actor consortia looking for advisors





second step: Incentives for the advisors

- › Connect CAP intervention 78 to the advisory registration system
- › When applying to a voucher for independent advice, the farmer can only choose an advisor from the advisory register.
- › The topics are very broad (sustainable agriculture, soil, crop protection, generational renewal, personal skills, cooperation etc)
- › This give incentives for advisors to join the advisory register and AKIS system





third step: quality improvement of advisors

- > To get in the advisory registration system, advisors have to show that they are capable to give good advice
- > To stay in the advisory register they need to collect personal skills points every year (by going to meetings, have a training etc)
- > VAB will organise webinars/ meetings to keep the members up to date
- > Within intervention 78, advisors can get a voucher to have training.





Last (?) step: connecting advisors to AKIS

- > Research is connected to advisors by organising field day's, demonstration and meetings.
- > Government is connected to advisors, by asking advice on new regulations. VAB will ask government to tell about new policy actions
- > Education is connected by 'Green Knowledge net', 'green pact', advisors connecting to local schools.
- > Major role for CAP network to organise meetings, masterclasses, website, etc.
- > **Most important: convince all parties of the added value to be active in the AKIS network**

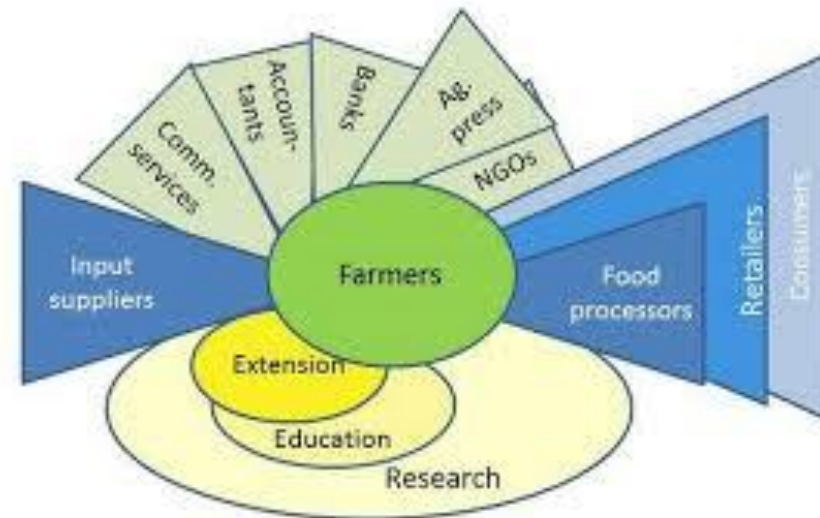


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To do list

- › Differentiate to learning and innovation 'styles' of farmers, hard to reach groups
- › Connect better to the 'dependent' advisors
- › Make the AKIS more interactive, f.i. to get more information from farmers to the government
- › Extend the use of digital tools to support advisors and make AKIS stronger
- › Fight the fragmentation in the Netherlands, by giving the good example as a government (f.i. not to make a new instrument or detailed budget for every new topic)



EU CAP Network seminar

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All information on the seminar is available on the event webpage:

https://eu-cap-network.ec.europa.eu/events/fostering-effective-and-integrated-akis-member-states_en

