

# Putting the i in livestock

innovating for a productive and sustainable livestock sector

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Animal Task Force Seminar

5<sup>th</sup> November 2014



INNOVATION *for* AGRICULTURE



Who am I?

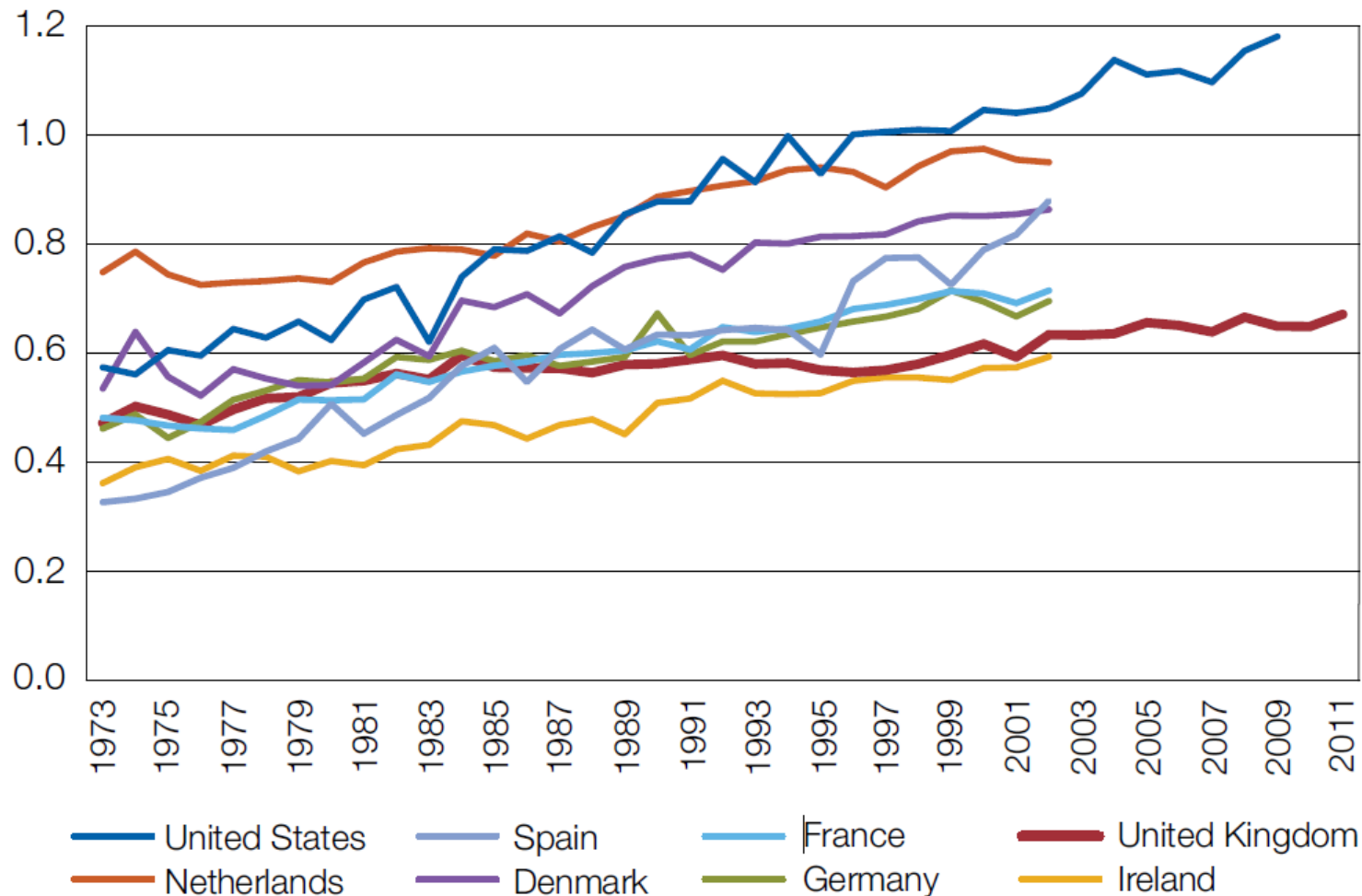


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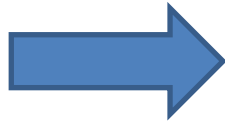
# Why is research and innovation important?

Figure 1 Total factor productivity in agriculture for selected countries relative to the United States 1996 level (indexed)

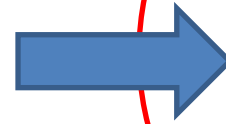


# Barriers for on-farm innovation

Basic  
Research



Applied  
Research



Extension  
and  
Advice



# Drivers for on-farm innovation

- Necessity is the mother of invention;
- Economics;
- Legislation;
- Environmental protection;
- Classes and workshops communicating research;
- Communication between farmers;
- Ability to see different systems, visit other farmers etc.

# Outcomes EAAP Meeting

- On-farm research must drive faster results than traditional methods;

- Regular communication between researchers and farmers
- Good collaboration is the key to success and finding solutions

**Necessity mother of invention but collaboration is the father?**

- Partners must be suitable,
- Must have common goal and milestones.

# Royal Agricultural Society of England



# Innovation for Agriculture (IfA)



**INNOVATION** *for* **AGRICULTURE**



- New extension service;
- Series of technical centres;
- Well connected;
- Informative;
- Delivered by the agricultural societies;
- Multiple funding streams;



# Horizon 2020



- Precision Livestock and the Built Environment
- Develop an online Virtual Warehouse of Technologies;
- Guides to best practice – summaries and videos;
- Annual reports on industry research and innovation needs



# Knowledge exchange



**THE NEXT GENERATION OF LIVESTOCK FARMING**

**'A SERIES OF EVENTS ON PRECISION FARMING FOR PROGRESSIVE FARMERS'**

22 <sup>nd</sup> OCTOBER, MORETON MORSELL COLLEGE	19 <sup>th</sup> NOVEMBER, BEINS FARM, REDDITCH	CONFERENCE: 3 <sup>rd</sup> DECEMBER, ARTHUR HANK CENTRE, STONELEIGH PARK
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For more information go to:  
[www.nfuonline.com/future-livestock](http://www.nfuonline.com/future-livestock)

**INSTITUTE OF LIVESTOCK**

**IA** **Worcestershire RURAL JOB** **NFU**



**INNOVATION for AGRICULTURE**

# Can we eradicate liver fluke?

- Liver fluke costs UK farmers around £300 million per year (€237 million);
- Research has shown that drug resistance is spreading;
- A new control strategy urgently needed;
- Research looking at targeting treatment from within the worm using molecular technologies;
- Roll out six events in the New Year for farmers around England.



# Turning knowledge into practice

- Increased and independent advice and training;
- Strong communicators;
- Cross border exchanges;
- On-farm demonstrations;
- All of this requires funding ...



# Thank you!

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