

# Improve quality of advisory services

**Topic**

Socio-economic Resilience



**Topic**

Technical efficiency



**Background**

Quality advisory services are the basis for successful decision-making, personal and professional growth and long-term success. Improving the quality of advisory services requires developing a strategy, which we describe in this factsheet. Improving the quality of advisory services provided to the dairy sector is crucial to the sustainability and success of dairy farming.

**How does the strategy work?**

**Promote cooperation between stakeholders:**

- Involve dairy farmers in planning and decision-making processes to ensure that their needs and concerns are taken into account.
- Encourage collaboration with agricultural universities, research institutions and industry associations to access expertise and resources.

**Tailored advisory services:**

- Advice services are tailored to the unique needs, objectives and constraints of each dairy farm.
- Use of digital tools and data analytics to provide data-driven recommendations and monitoring.

**Financial support:**

- Advocate for government support or subsidies to reduce the financial burden on farmers using extension services.
- Work with financial institutions to provide affordable financing options for farm improvement.

**Knowledge sharing and networking:**

- Facilitate the establishment of local or regional farmer groups to promote knowledge sharing and mutual support.
- Organize conferences, seminars and industry events to allow farmers to interact with experts and advisors.

**Promotion and awareness:**

- Promote the benefits of high-quality advisory services through targeted marketing campaigns.
- Sharing success stories and case studies to demonstrate the positive impact of advisory services.

**Assessment and needs analysis:**

- Conduct detailed assessments of individual farms to identify specific problems and opportunities.
- Analysis of market trends and needs to provide advisory services that meet industry needs.

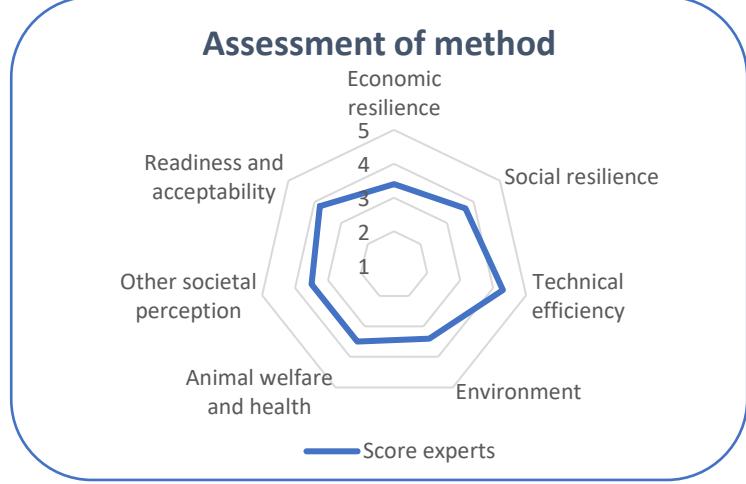
**By implementing this strategy, the dairy sector can improve the quality of advisory services, leading to more informed, efficient and resilient dairy farming practices. Ultimately, this will contribute to the long-term success and sustainability of the dairy industry**

**Positive features**

- Priority is given to ongoing training and capacity building for advisors and farmers.
- The strategy recognizes the uniqueness of each dairy farm, allowing farmers to receive advice that is directly relevant to their problems and objectives.
- The integration of digital tools and data analytics allows advisors to provide data-driven recommendations, increasing the efficiency and effectiveness of farming practices.
- The promotion of government support and cooperation with financial institutions eases the financial burden on farmers, making high quality advisory services more accessible.

**Be careful, especially on these points:**

- Farmers and advisers may resist adopting new practices, technologies or certification requirements, which can slow down the implementation of the strategy.
- Ensuring that all farmers have equal access to extension services and technologies can be challenging.
- The use of digital tools and data analysis requires robust data privacy and security measures to protect sensitive farm information.
- The strategy should ensure that it takes into account the needs of different types of dairy farms, including small and family farms as well as large commercial farms.
- An overemphasis on digital tools can exclude those who are less tech-savvy or do not have access to reliable internet connections.



**Quote of the farmer:**

*"Quality advisory services are like the compass guiding us through the changing seasons of farming. With their wisdom, we navigate towards prosperity and sustainability."*

