

Participatory approach to Dissemination and Improved Uptake UK case studies for innovation

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Innovation for Sustainable
Sheep and Goat
Production in Europe



National Sheep Association

THE ORGANIC
RESEARCH
CENTRE



ELM FARM

Why Case Studies?

1. Want to test innovations on farm, with farmers
2. Encourage two way interaction between researchers and farmers
3. How do new innovations improve productivity, profitability and ecology of farms?
4. What challenges farmers faced implementing innovations?



iSAGE UK Case Studies

- New technology / new approaches
 - Farm Assessment Tools for evaluation of whole farm management strategies
- Revisit traditional practices, maybe with a new perspective
 - Livestock Grazing in Arable Rotations
 - Managing Haemonchus burden in lambs using a copper bolus
- Tested
 - Next Generation Ambassador Programme
 - Evaluating the impact of Flock Health Clubs



Farm Assessment Tools for Monitoring and Improving Sustainability

- Evidence that profitability on many UK farms is poor
- Loss of BPS, policy focusing on 'public goods'
- Need for more holistic management

Method

- Face to face interviews farmers views on Holistic Management training offered through 3LM and the Savory Institute
- Same farmers completed a sustainability assessment
 - Public Goods Tool



Farm Assessment Tools for Monitoring and Improving Sustainability

PG Tool

- Useful developing initial sustainability concepts

3LM Training

- Useful, thought provoking, eye opening
- Cost and commitment – money and time

Combined – effective means for improving farm sustainability

- Barrier – cost (time and money) esp 3LM
- No stereotype to participants but all were willing



Livestock Grazing in Arable Rotations

- Revisiting traditional practices of complementary sheep and arable enterprises
- Need to look at grazing - consequence of intensification

Aim of Case Study

- Multi partner study
- Assess benefits from perspective of arable and sheep farmers
- Leys established on arable field, grazed by ewes and lambs
- Weight and worm burdens measured



Livestock Grazing in Arable Rotations

Challenges

- Compliance, stock skills, tenure rights, weather conditions

Dissemination

- Sharing the message – open days /farm walk
- Partners – spreading the message / experience
- Right advice, good communication
- Re-examine traditional practices in a modern context



Managing *Haemonchus* burden in lambs using a copper bolus (Copper Oxide Wire Particles)

- Organic farm trial driven by the need to find alternative / complementary method of *Haemonchus* control
- Treatments based on 488 lambs, even numbers – COWP, odd numbers – controls, 12 sentinels from each group. FEC samples every 14 days. Veterinary advice provided.
- Innovation
- COWP – one of a suite of control measures, needs care with dose / sheep breed, requires advice from Vet.
- Gut pH may affect uptake of copper
- Use of FAMACHA – anaemia scoring



NSA Next Generation Ambassador Programme

- Work completed by ORC on NSA Next Generation Ambassador Programme
- NSA Next Generation Programme – training, events, advice
- NSA Next Generation Ambassador Programme – 12 participant/year – training, networks, sharing experiences, working with key people
- Case Study looks at programmes from the Ambassadors and NSA perspective
- Interviews / Online survey



NSA Next Generation Ambassador Programme

- Structured training, building networks, regional committees, sheep initiatives
- Benefits to Ambassadors
- Benefits to NSA
- Dissemination
- Web pages, events, training
- Potential for a transferable model to partner countries
- Ambassadors are encouraged to share experiences



Evaluating the impact of Flock Health Clubs (FHC)

- FHC initiated in 2016 by Flock Health Ltd
- To improve communications and relationships between sheep farmers and vets

The Case Study

- 15 phone interviews conducted with Vets (recorded and transcribed)
- 27 farmers surveyed during FHC meetings across UK



Evaluating the impact of Flock Health Clubs (FHC)

Club Vets

- Good relationships with FHC, more proactive
- Changes in flock management – reduced lamb losses, parasite management, lameness
- Smaller numbers – encouraged discussion

Club Farmers

- Main benefit ability to develop and exchange knowledge with other farmers and their club vet
- Value for money
- Improved relationships



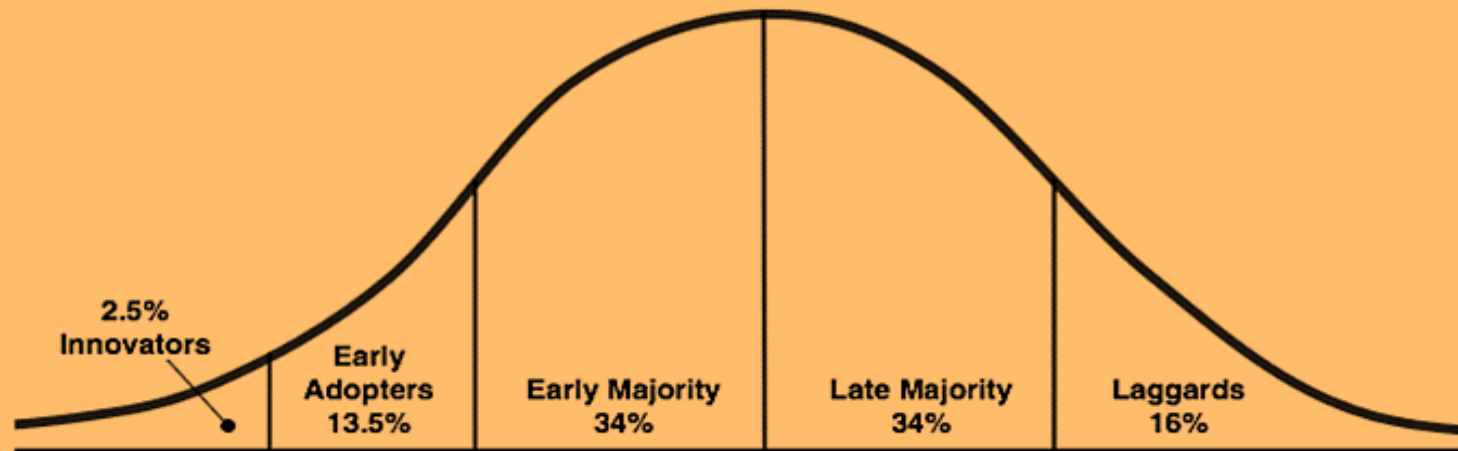
Participatory approaches to dissemination

- Farmer to farmer, peer contact
- Advisor to farmer
- Use of partners
- Farm walks / events
- Social media – web pages, twitter, facebook
- Networks
- Working with others – events, committees
- Sharing experiences – talks, networks
- Discussion: the benefits, the challenges, openness, transparency
- Conferences, Training, Workshops



Roger's Bell Curve

The diffusion of innovation



Source: Everett Rogers, Diffusion of Innovations model

Everett Rogers defines diffusion as the process by which an innovation is communicated through certain channels over time among the members of a social system.



Thank You

All the Farmers, Vets and Young Ambassadors who helped

Flock Health Club Vets and Members, Fiona Lovett

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Marion Johnson, Lisa Arguile, Chiara Tuoni (ORC), Nicola Noble
(NSA)



More information

isage.eu/innovation-leaflets/



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Innovation leaflets

One of the core actions of iSAGE project has been to carry out innovation case studies aiming to explore how key selected innovations can increase the sustainability and viability of the sheep and goat production sector. Thirty-one innovations have been selected in a multi-step participatory process. These innovations have been mainly implemented by industry partners of the consortium. Below you can find innovation leaflets that summarise the key outcomes of those case studies including advice for successful implementation.

[REPRODUCTION_No 26_Reproductive performance of crossbreeds_TURKEY](#)

[REPRODUCTION_No 26_Reproduction performance goats](#)

[REPRODUCTION_No 25_Assisted reproduction technologies_TURKEY](#)

[REPRODUCTION_No 24_Reproduction control in easycare breeds_TURKEY](#)

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News

- iSAGE scientist wins prestigious award
- Breeding weatherproof sheep to adapt to climate change
- Innovation leaflets
- iSAGE UK regional training course and workshop from 3 to 6 December
- iSAGE Newsletter Issue n. 3



Any Questions?

