

NEW ROLES OF ADVISORS

Consultant colleagues complain that they are losing touch with practice and are looking for ways to regenerate significant added value and benefit for their clients and target groups. Causes are manifold. Farmers are better educated and much of the information they need to help them in their day-to-day decision-making can nowadays be found online on the internet. In addition to the advancing digitization and the changed communication via social media, the increasing demands of society towards agriculture in terms of environmental protection and animal welfare and upheavals in rural areas are also driving the change in the role model of the consultants. In addition, the focus of EU funding on innovation in the European Innovation Partnership EIP with Operational Groups and Thematic Networks brings a new role model of the rural advisor: the innovation manager as a networker and a broker of innovation. Also, when consulting services are privatized or subsidies are removed, new business models need to be developed which consequently change the role model.



In this workshop, we will explore the new roles rural advisers are confronted with. We discuss, what these new roles mean for the advisory work and identify, exemplarily the need for change.

Possible questions:

- How can the new roles of agricultural advisors be summarized?
- What does innovation support actually mean, what competences does an innovation manager need, what's new about this task?
- Do we still need consultants or does the innovation manager do a better job? Will the traditional agricultural production consultants still be needed in the future - the crop consultant, the dairy cattle professional or the pig farming specialist, the agricultural economist?
- In the future, will we only do online advice and feed consulting robots with data?
- How do societal expectations and public assignments change the advisory role? Are we exclusively committed to the well-being of our clients or do we have to keep an eye on the common good as well?
- What effect on the advisory role have the topics diversification/development of non-agricultural sources of income, cooperation along value chains?
- How do budget cuts change the advisory role?

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