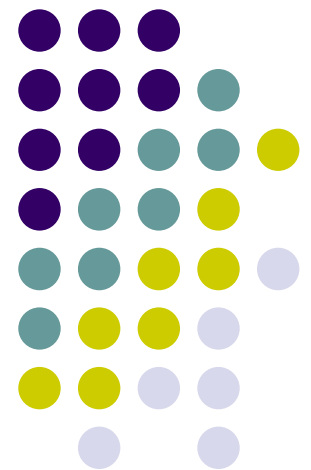
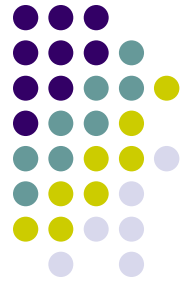


What does the Agri-Food Industry want from research?

Mike Magan
Dairy Farmer, Longford

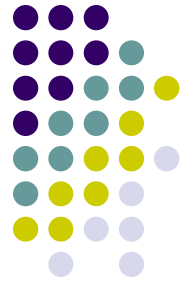




Overview

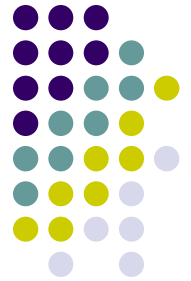
- Investment in Agriculture is declining.
- How can we ensure that for each €1 invested today, that we are returning €10 extra profit in the future?
- My views as a committed dairy farmer & person involved in agri-food industry;
 - Irish Cattle Breeding Federation.
 - Animal Health Ireland.
- What lessons are there for Animal Breeding Research?

Example 1; Irish Cattle Breeding Federation



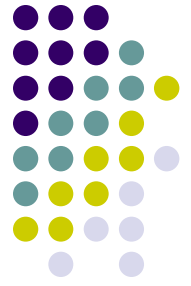
- Formerly established in 2000.
- Many Shareholders & Stakeholder; Farmers, AI, milk recording, herdbooks, DAF, Teagasc, processors, marts...
- High level of integration achieved;
 - Shared platform; ICBF central database.
 - Shared goals; Dairy EBI & Beef Euro-Star.
 - Shared breeding program; GEN€ IRELAND.
- A successful template for future reference.

Example 2; Animal Health Ireland.



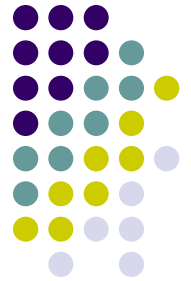
animalhealthireland.ie

Example 2; Animal Health Ireland.



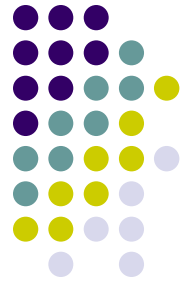
- Launched in 2009
- Integrating many groups; DAF, UCD, Teagasc, Vets, ICBF, milk processors, beef processors, farmers....
- Widespread support for concept.
- Is there agreement on the “key issues”?
- Finite resources

Animal Health Ireland; Survey

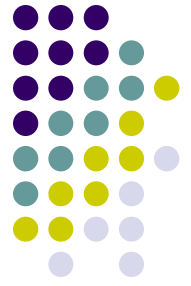


- What are the major animal health/disease issues facing farmers/industry?
 - 60 Industry experts – Delphi study
 - 300 dairy farmers - web based survey
- Top 5 issues; Fertility, IBR, Mastitis, BVD, Calf Diseases.
- Remarkable agreement between farmers & industry.
- Survey has given us excellent focus.
- Now need a structure to deliver.

Animal Health Ireland Permanent Structure.

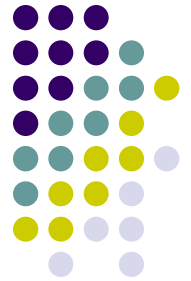


- Key issues;
 - Shared vision – Established.
 - Identify key elements – Work in progress.
 - Administrative structure, Stakeholder forum, Technical groups, Extension & education.
 - Establish a “cost-focused” organisation - ensure that for each €1 invested we are returning €10 to the industry.
 - Dialogue, interaction, co-operation & integration are critical elements.



Animal Breeding Research.

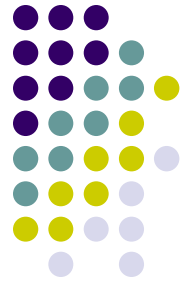
- Many research groups involved;
 - Universities (UCD, TCD, UCC...)
 - Teagasc (Moorepark, Grange, Athenry, new BioSciences centre...)
 - ICBF (& its partner organisations).
- Is there a shared vision on the key issues?
 - Cost of production traits (fertility, mastitis....)
- Is there a structure to deliver cost-effective research?
 - What level of integration is being achieved & can this be improved in the future?
- Are we building & nurturing our research/extension network?



Some principles

- Understanding customer and end user needs
- Research must be relevant
- Communication & co-operation essential,
 - To the end-user.
 - Among disciplines within institutes
 - Between institutes.
- Are we doing enough to ensure a stream of high quality animal breeders for research & industry?
 - Recent ICBF post – failed to fill.

What do I want from research?



- A Shared Vision - *Address the relevant issues.*
 - *Understand what farmers/industry need?*
- Co-operating structures – *an integrated research frame-work that will deliver €10 for each €1 invested.*
 - Everyone working for farmer/industry benefit
- Technical ability – *a growing network of high quality people in research and extension.*
- We have the ability, the resources, some shared vision but limited co-operating structures.
- ***Can we change – yes we can?!***