

# Agri Aware



**2017 - 2018  
ANNUAL ACTIVITIES**

[www.agriaware.ie](http://www.agriaware.ie)

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# OUR MISSION

To improve the image and understanding of agriculture, farming and the food industry among the general public.



# OUR OBJECTIVES

1. To promote greater awareness among the non-farming community of modern agriculture, the rural environment, animal welfare, food quality and safety.
2. To heighten awareness of the importance of best farming practices in the protection of the environment, animal welfare and food safety.
3. To provide information about agriculture and food in schools nationwide to inform the non-farming community about the crucial role that the farming and agri-food industry play in the Irish economy.

# OUR PROJECTS AND INITIATIVE TARGET



## The General Public

Through initiatives to enhance their understanding of the vital economic, environmental and cultural importance of the Irish farming and agri-food industries



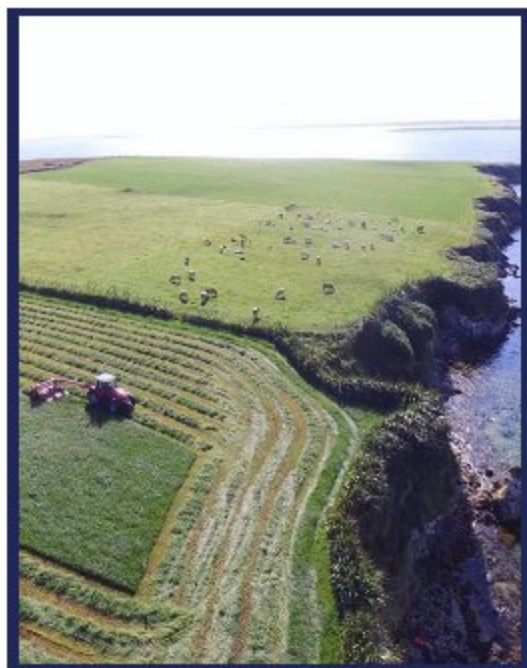
## Students

To enhance their understanding of agriculture and the link between farming and the food that they eat each day



## The Agri-Business & Farming Sector

By informing them about the important role that they play in maintaining the positive image and understanding of the industry



# 2017-2018 Board of Directors



**Richard Moeran**  
Chairman



**Deirdre O'Shea**  
Executive Director



**Dr. Edmond Harty**  
Vice Chairman  
Dairymaster



**James Kelly**  
Secretary  
IFA



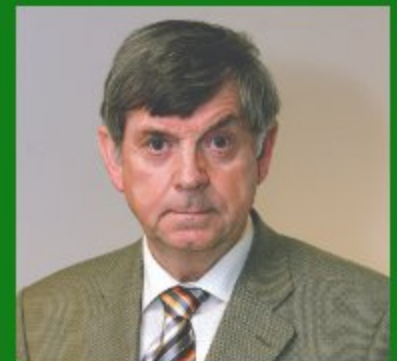
**Phelim O'Neill**  
Treasurer  
IFJ



**Mike Neary**  
Bord Bia



**Jeanne Kelly**  
Ornua



**John McCullen**  
FBD

# 2017-2018 Board of Directors



**Patrick Wall**  
UCD Professor



**Tim O'Mahony**  
Origin Enterprises



**Jim Power**  
Economist



**Cormac Healy**  
IBEC



**Sheila Nunan**  
INTO



**Alan Jagoe**  
Farmer



**Joe Parlon**  
IFA



**Maxine Hyde**  
Ballymaloe Foods



**Tom Cunniffe**  
Aurivo

# Chief Executive's Statement

Despite it being a very challenging year for Irish farmers, particularly as a result of extreme weather conditions, total agri-food exports in 2018 were valued at over €13.6 billion. As our largest indigenous industry, the agri-food sector continues to perform and maintain its strong reputation for the production of safe, quality and traceable food in a sustainable manner.

Agri Aware continues to build on its education and communication programmes, delivering highly impactful programmes to school children and the general public. Through the support of its patrons, Agri Aware is continuing to deliver on its mission statement to "build a greater understanding of farming and the agrifood industry among members of the general public."

Agri Aware continues to deliver highly engaging and impactful campaigns to communicate the importance of the Common Agricultural Policy to Irish citizens. Agri Aware's communication campaign entitled 'My land, your land - Ireland' demonstrated the importance of the primary producer in everyday life and was hugely impactful amongst urban and rural consumers alike.

Agri Aware's 'My land, your land - Ireland' communications campaign was shortlisted from over hundreds of entries for the All Ireland Marketing Awards in the 'Small Business Marketing Awards' category.

Agri Aware was awarded the 'Best coverage of a Guild Event' at the 2018 Guild of Agricultural Journalists Award, highlighting excellence in the coverage of farming, food and rural life on the island of Ireland.

Agri Aware's Family Farm at Dublin Zoo once again played a key role in educating visitors of all ages about the importance of agriculture and the critical role the farmer plays in everyday life. Dublin zoo welcomed over 1 million visitors in 2018, all which are exposed to the Family Farm - a hugely popular experience for attendees. Key education initiatives delivered in Family Farm included: Sustainability Sunday series, National Dairy Week, Incredible Edibles Healthy Eating Week, and Farm Safety Week.

Agri Aware had a strong presence at many national and local show throughout the year, with exhibits focusing on the key areas of importance relating to Irish agriculture. Visitors to these shows are exposed first hand to Irish agriculture, farming practices and the importance of producing safe, nutritious food that is traceable to the farm.

Agri Aware's Mobile Farm continues to educate thousands of school children through dedicated school visits as well as thousands of consumers through public events. This hands-on learning experience is invaluable in educating people of all ages about the crucial role agriculture plays in our everyday lives.

Agri Aware continues to work closely with the Irish Farmers Journal and the Irish Agricultural Science Teachers Association to deliver curriculum link study guides for secondary school agricultural science students during the school year. Accompanying resources including text books and revision aids are also developed with these partners and made available to Agricultural Science students.

In addition, over 3,000 students from second level schools participated in Agri Aware's Farm Walk and Talk at a number of Teagasc Agricultural Colleges and Research Centres, Irish Farmers Journal Farm and UCD Lyons Estate. Farm Walk and Talk is organised in association with Teagasc, IASTA, members of Meat Industry Ireland (MII), the Irish dairy industry and other key patrons. Interactive curriculum-linked educational talks were delivered for students and career pathways to the agri-food industry were highlighted.

I would like to thank Agri Aware's founding members and patron members who contribute to the organisation on an annual basis, ensuring the delivery of effective programmes.

I would like to express a huge thanks to the Chairman and board members of Agri Aware for their continued commitment to the organisation. I would also like to thank my colleagues in Agri Aware for their passion, enthusiasm and dedication in ensuring that the mission of Agri Aware is achieved.

I look forward to continuing to build on the current programmes in the year ahead. Now more than ever we need an organisation that can bring our industry together and ensure a positive message is communicated to the citizens of Ireland.

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**Deirdre O'Shea**  
Executive Director



# Chairman's Statement

Agri Aware has grown over the last 21 years with the support from our many patrons in communicating through our varied educational programmes and communication strategies to improve the image of the agricultural, farming and food industries. 2018 has proved to be a year of many positives from an Irish perspective with continued growth in production, processing and exports though challenges which came in the form of lower income for the family farm and serious weather conditions. From a global perspective agriculture has been swept up by the growing challenges of climate change, habitat destruction carbon and methane emissions with a chorus of voices pointing the finger of blame at many sources, farming and animal protein being one of them. It is now more important than ever to highlight to the general public that methods of production and industries associated with feeding the world are scrambling to make the necessary changes to counteract the huge challenges facing the planet. The changes are complex and will evolve themselves as new technology develops, Agri Aware must be part of that story going forward with our patrons in communicating the huge improvements and benefits to society and our environment that can be achieved while supporting our economy at the same time.

Agri Aware achieved the highest metrics ever in 2018 while communicating to the general public with our co-financed campaign My Land, Your Land, Ireland which linked the producer through to varied career pathways spinning off from the Agri sector. This was achieved through open farm events, radio, tv, cinema, Dublin Airport, newspaper articles and significant support from patrons.

Our many initiatives in education have continued to help students in both primary and secondary level, for the nearly 15,000 students studying Agricultural Science to have access to the popular and useful study guides published in the Irish Farmers Journal which are recognised as a well proven and vital resource. This important collaboration between the Irish Farmers Journal, IASTA and Agri Aware deserves a special mention, I would like to thank Jamie Leonard, IFJ, George Denis and Liam Coyle IASTA for their contribution in producing the study guides. The long push to revise and modernise with relevance the Agricultural Science Syllabus paid off in 2018 with news that the revised syllabus would be implemented in September of 2019 which is a culmination of many years of collaborative effort from individuals and organisations to get it over the line. The special efforts from IASTA and the NCCA must be recognised for the critical roles they played in achieving this.

Agri Aware would not exist without our 70 plus Patrons and I would like to acknowledge in particular our founding and senior Patrons who we continue to enjoy a vital working relationship with, Justin McCarthy Irish Farmers Journal, Michael Berkery and Carolyn O'Hara FBD, James Kelly and Damien McDonald IFA, Kevin Lane and Jeanne Kelly Irish Dairy Board, Tara McCarthy and Michael Neary Bord Bia and Tim O'Mahony Origin Enterprises. I would also like to acknowledge the the Board members for their continued support and dedication to Agri Aware in.

The team in Agri Aware delivered on all our targeted objectives for the year and I would like to acknowledge the great work achieved by the small number of staff in the office along with our Executive Director Deirdre O'Shea whose energy and leadership continued to grow the scope of the organisation in 2018.

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**Richard Moeran**  
Chairman



# 2017 - 2018 Patrons

## AGRI AWARE FOUNDING AND MEMBER PATRONS





# Incredible Edibles Programme Patrons



AGRI AWARE



# Farm and Countryside Safety Patrons



**IFA**



**NETWORKS**

# Study Guide Patrons



# General Public



family farm

Family Farm, developed by  
Agri Aware and Dublin Zoo

Family Farm, developed by Agri Aware and Dublin Zoo, is a one-acre farm located in the centre of Dublin Zoo. In 2017, Family Farm welcomed 1.1 Million visitors of all ages,

from towns, cities and the countryside, to learn about the importance of the Irish agri-food industry and the Common Agricultural Policy (CAP).

## Parent and toddler mornings

Parent and toddler mornings were offered at Family Farm during the year. The one-hour long programme provides the first step in relation to agriculture education for many children. The programme was offered to members of the public with young children (newborns to 5 years old). This interactive programme included a tour of Family Farm and a 'Discovery and Learning' session. The programme focused on improving the awareness of the role of the farmer, farm animals and food origin, food safety and quality from an early age.



## Pre-school mornings

The pre-school modules delivered in Family Farm included 'Winter Woollies', which helped pre-schoolers to understand the connection between the farm and the clothes that they wear in their everyday lives and the module 'Farm-tastic Food', introduced children to the link between farm and fork.



## Primary Level Students

Primary level programmes were aimed at students aged 4-13 years old. The module 'Food from the Farm' allowed students to get a hands-on experience in the traditional art of butter churning and the 'Earth Alive' module allowed students to explore native Irish flora and fauna in our garden, ponds and hedgerows.



## Farm Safety Week



Farm safety week took place during July 16th - 18th, 2018. During this week, Agri Aware hosted a number of activities, highlighting all the potential dangers on the farm and how to remain safe.

## Heritage Week

Heritage week demonstrated various old-Irish farming methods and skills. Heritage week took place in September.



Breda McDonald demonstrates the art of butter making in the Family Farmhosue



Padraig Larkin shows the public how baskets used to be made in the olden days.



Deirdre O'Shea and Johnny Gleeson demonstrate how potatoes are harvested

## Healthy Eating Week



Healthy Eating Week took place between May 29th - June 2nd 2017. During this week, teachers encouraged their students to eat at least five servings of fresh Irish fruits and vegetables.

## National Strawberry Season

**- 393 Entries -**

Overall Winner:

St. Peters'  
National  
School- Co.  
Kildare



## The Mobile Farm

The Mobile Farm is a unique outdoor classroom that is used to educate children and adults from trained farmers about communicating the importance of CAP via a hands-on learning experience.

The aim of Agri Aware's Mobile Farm is to educate young and old about the different farm animals on Irish farms and their role in producing quality food that is safe and affordable for consumers.



Agri Aware's Mobile Farm was always the star attraction at every event it attended. Children of all ages had the chance to meet a host of new-born animals including lambs, calves, goats, chicks, and pigs. The Mobile Farm was present at events such as the Waterford Harvest Festival, Flavours of Fingal, Iverk Show, Tullamore show, Taste of Donegal, Galway Food Festival and the Galway Races.



## 20 Years of Agri Aware

On December 10th, 2017, Agri Aware patrons and their families were invited out to Haughton House in Dublin Zoo to help celebrate Agri Aware's 20th year of operation. At the Christmas themed celebration, guests enjoyed finger foods, beverages, laughter, conversation, carolers and even a special guest visit from Santa Clause! Also in attendance was none other than the famous Irish Gaelic games commentator, Michel O'Muircheartaigh.

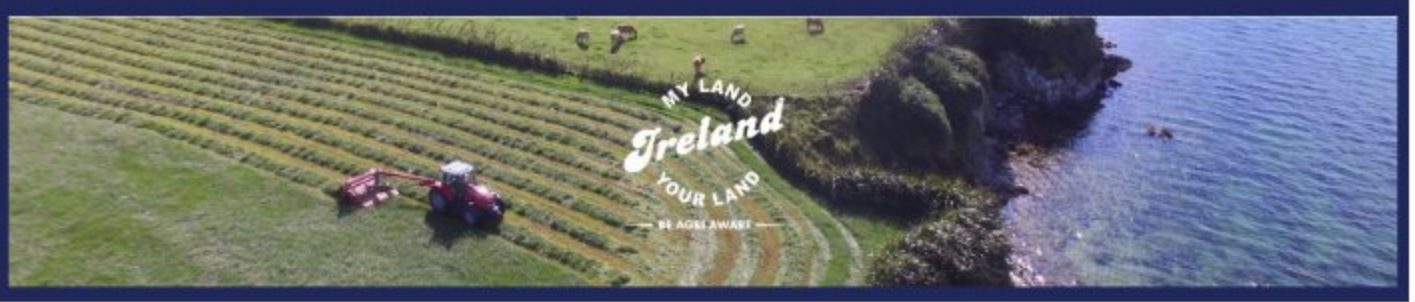
Chairman Richard Moeran and Executive Deirdre O'Shea both gave a short address regarding all the events and activities Agri Aware has participated in over the years and also gave a brief overview of how the organisation has grown.

Spreading the holiday cheer, Santa and his elves passed out goodie bags and Agri Aware overalls to all the children in the room!





# CAP Communication



'My Land, Your Land – Ireland' encompasses a year-long programme of interactive communication initiatives and events, including advertisements in newspapers, cinemas and on national television, radio and a campaign in Dublin Airport. It also included a series of 'CAPtivate' Sundays in the Family Farm, developed by Agri Aware and Dublin Zoo. This campaign ran from May 2017 to April 2018.



# CAPtivate Sunday Series

Agri Aware hosted a number of agricultural engaging events in the Family Farm at the Dublin Zoo over the course of June to September. These events covered many topics relating to the Common Agricultural Policy and Sustainable Development Goals.

## Beekeeping

A great buzz around the Farmhouse with Brian O'Toole from Leinster Honey with beekeeping demonstrations



## Hurley Making

Seosamh Breathnach demonstrates hurley making on Family Farm.



## Basket Weaving

Padraig Larkin demonstrates the art of basket weaving.



## Shearing

Godfrey sheared the sheep just in time for the good weather this summer



## Hay Rope Making

Family Farm at Dublin Zoo showcases some old-time farming practices.



## Weaving & Spinning

Spinning & weaving demonstrations with the Irish Guild of Weavers Spinners & Dyers who showed us how to use wool as a natural resource!

Bloom



A record number of people attended Bloom in the Park 2017, with some 120,000 in attendance over the five days. The event highlighted the beginning of Agri Aware's CAP communication campaign "My land, your land – Ireland".

During the first two days of Bloom, approximately 800 primary school students, from 25 different primary schools across the country joined Agri Aware for one-hour tours of Bloom to learn about farming and growing.

Agri Aware also showcased a unique show garden at Bloom in Phoenix Park for the very first time this year. The garden, titled "My land, your land – Ireland" demonstrated how the Common Agricultural Policy (CAP) helps farmers. It was awarded a silver gilt medal which was nothing short of a blooming success.



**bloom**  
brought to you by Bord Bia



The garden had a large array of visitors including former Taoiseach Enda Kenny, President Micheal D. Higgins, and the Irish Olympians, the Donovan brothers. There was even cooking demonstrations from celebrity chefs Edward Hayden, Sharon Hearne-Smith and Lizzy Lyons.

## Tullamore Livestock Show

Agri Aware delivered an interactive exhibit at Tullamore Show (August 13th, 2017) to engage the 60,000 odd visitors in the CAP. The exhibit was unmissable with a traditional hay shed as its centerpiece home, the “Food for thought” CAP exhibit helping visitors learn about the Common Agricultural Policy. The exhibit also boasted a “farm stage” with sheep shearing led by famed Kildare shearer Godfrey Potterton and Celebrity Chef, Edward Hayden, acting as MC on the day, mastering his first ever attempt at sheep shearing! Throughout the day, visitors also had an opportunity to try their hand at traditional butter churning and visit the Agri Aware Farm to learn about a host of farm animals.



## Electric Picnic

Agri Aware made its very first music festival appearance at Electric Picnic (September 2nd and 3rd 2017)! Agri Aware's exhibit which was in the Global Green Eco-village was impressive with its traditional red hay shed as a centerpiece home to host a variety of activities to help visitors learn about the Common Agricultural Policy. The exhibit also boasted a "farm stage" which hosted the infamous Tipperary duo, 'the 2 Johnnies', performing as the two farmers. Throughout the weekend, visitors also had an opportunity to try their hand at traditional butter churning, hand milking, apple pressing and experience a workshop with Joe from Riot Rye teaching visitors about his story and the history and art of making sourdough.



## National Ploughing Championships

Agri Aware teamed up with University College Dublin School of Agriculture and Food Science at this year's National Ploughing Championships, September 19th, 20th and 21st in Scraggan, Co. Offaly. The weather didn't deter crowds with a record breaking 291,500 people in attendance over the three days!



Agri Aware hosted various panels discussing issues ranging from information about nutritional food to Agri-Business. The panel topics included "Looking to the leaders", "From pasture to plate" and "...". In addition to the panel discussions, Agri Aware featured cooking demonstrations with Edward Hayden and Sharon Hearne-Smith and Dr. Amalia Scannell of UCD School of Agriculture and Food Science talked about Sensory Analysis.

## Radio and Television Advertisements



Agri Aware delivered a Christmas radio advertisement on national and local radio stations featuring one of Ireland's all-time sports announcer, Michel O'Muircheartaigh. This radio advert encouraged consumers to support the Irish agri-food industry by buying quality and sustainably produced Irish food. Over the course of December 8th-22nd, the radio advertisement impacted over 7,759,000 people in Ireland.

In addition to the radio and television advertisement, Agri Aware also published a full page, colour advertisement in the Country Living magazine during the Christmas campaign. This advert reached over 83,000 individuals.



Michel O'Muircheartaigh also featured in Agri Aware's television and cinema advert. This advert was seen by over 2 million cinema views and 5.8 million tv views.

# Instagram Photo Competition



Agri Aware launched its' first ever Instagram photography competition that ran from mid-January to mid- February. The objective of the photo competition was to engage the public to take and share a picture of agriculture through their eyes.

Irish Rugby star and farmer, Sean O'Brien, launched this photo competition; sharing pictures of himself working on his beef farm.

#agrishoot



Agri Aware received over 1000 entries and increased its' following on Instagram, 450%!





# Airport Advertisement Campaign

Over the course of two months, Agri Aware featured a series of 6 images displayed on Aerpods throughout the Dublin Airport. These images contained different messages promoting the Common Agricultural Policy (CAP). One of the images was the winning picture from the Instagram photography competition.

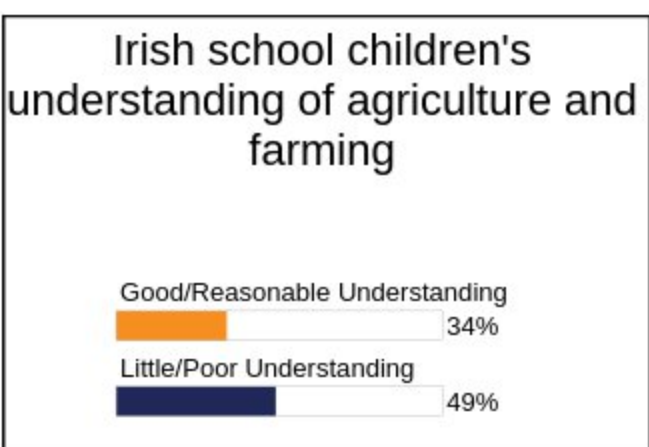
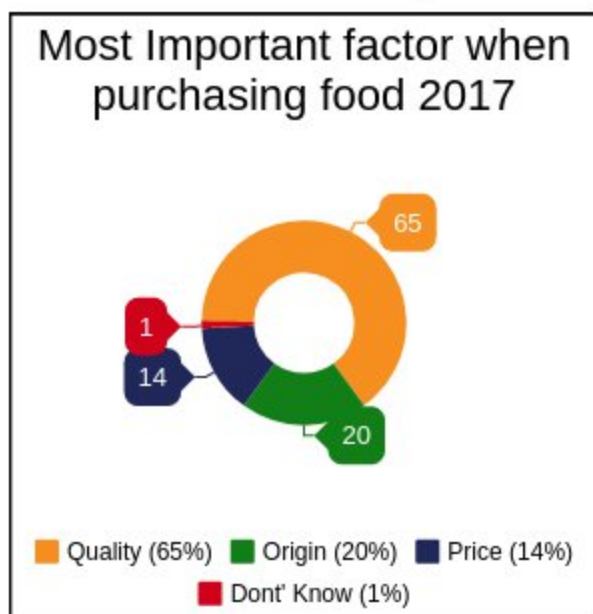
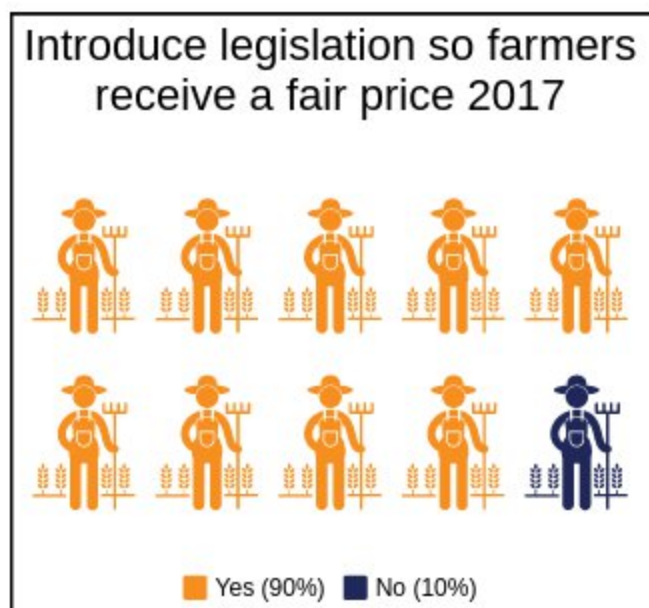


During this period, over **3.9 million** passengers were able to read about how CAP plays a role in their daily lives.



# Independent Consumer Research

Agri Aware commissioned an independent consumer survey regarding farming interaction, which was delivered by Ipsos MRBI. The results from the research can be interpreted from the following images.



## Agreement With Statements About Irish Farmers

	Agree		Strongly Agree		Total Agree	
	2014	2017	2014	2017	2014	2017
	%	%	%	%	%	%
Irish farmers play an important role in the Irish economy	39	49	52	46	92	↑ 95
I try to buy Irish food to support Irish farmers	45	51	43	38	88	↑ 89
Irish farmers provide quality, safe, traceable food at an affordable price for Irish consumers	47	53	38	36	85	↑ 89
Retail multiples do not treat farm families fairly when buying their produce	37	41	29	25	66	→ 66

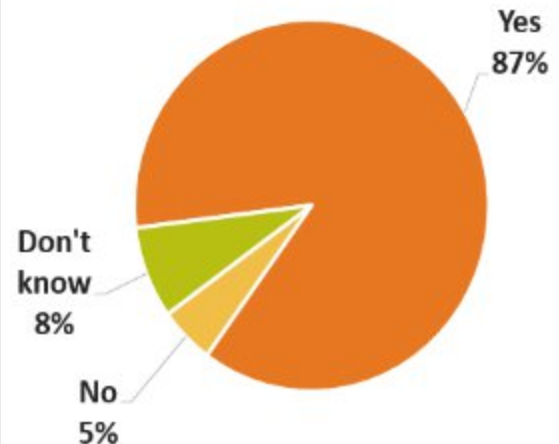
# Independent Consumer Research

Career in agriculture good option for young people 2017

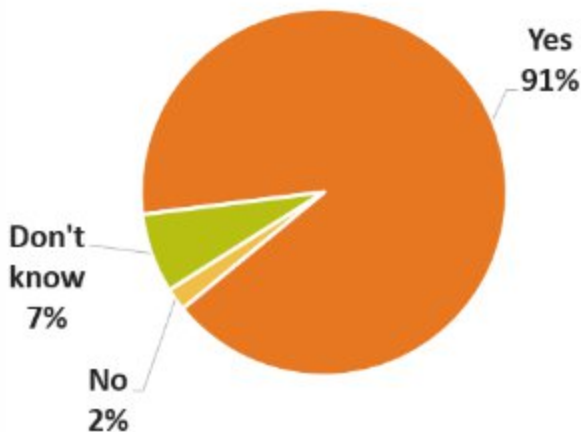


Yes (56%) No (39%) Don't Know (5%)

Believe there are higher food production standards in the EU than the rest of the world

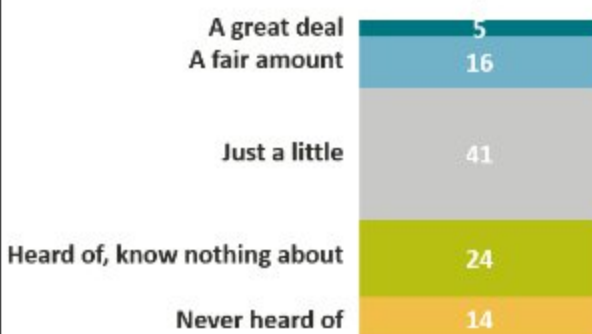


Agri Aware important for educating school children (472)

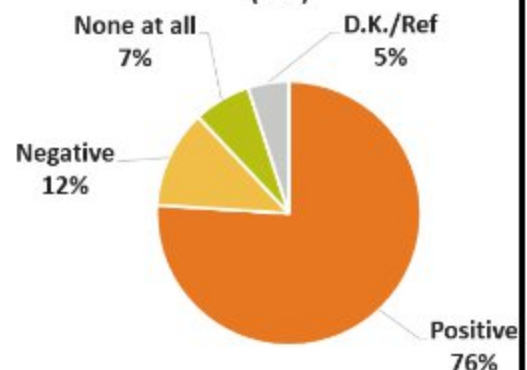


## Common Agricultural Policy

Knowledge of CAP %



Impact of CAP on Farmers (623)



# Primary Level

## Incredible Edibles

Agri Aware's 'Incredible Edibles' programme communicated the healthy benefits of eating Irish potatoes, fruit and vegetables to primary level students and their parents.



The project was supported by Bord Bia, IFA, Bord na Móna, the Department of Education, the Department of Health, Keelings, Meade Potatoes, O'Shea Farms, Irish Farmers Association, Irish Potato Marketing, Irish Nutrition and Dietetic Institute, Healthy Eating Ireland, Teagasc, Country Crest and the Department of Agriculture, Food and the Marine.

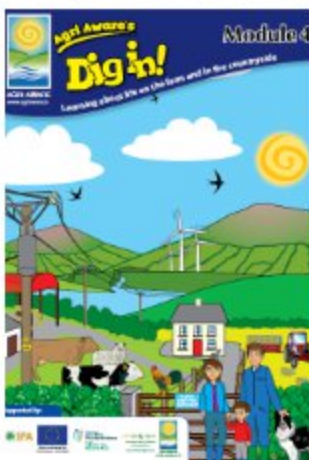


Over 1692 schools from all 26 counties in Ireland took part in the 'Incredible Edibles' programme. Each school taking part in the programme received grow packs, including grow-pots, compost, seeds, grow bags and curriculum-linked interactive educational resources and tasks for students to complete with their teachers.

## Dig In!

On Friday, April 7th, 2017, Agri Aware launched its' new version of its' primary school resource, Dig In! at the Fota Wildlife Park in Cork. Dig In! is a key resource for teaching children about all aspects of agriculture and food including farming, healthy eating, farm and countryside safety, the Common Agricultural Policy and food security.

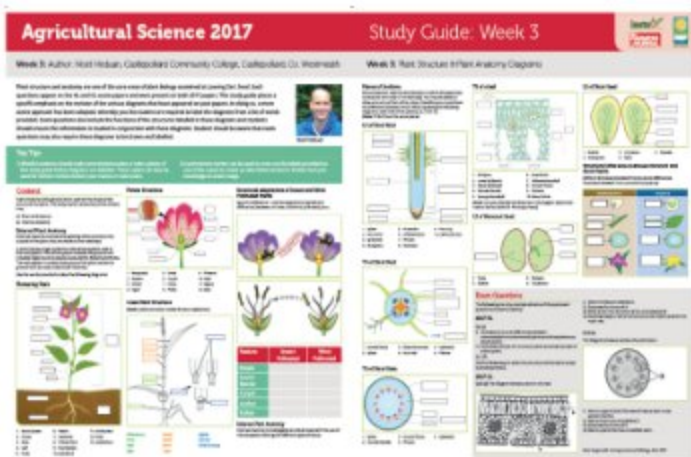
The resource is directly linked to the science, geography, and social, personal and health education curricula, and is backed by the Department of Agriculture. There are 20 lesson plans and four book modules, which corresponds to different age levels and learning abilities of primary school students.



# Secondary Level

## Study Guides and Resources

Agri Aware, in association with the Irish Agricultural Science Teachers Association and the Irish Farmers Journal, produced a number of Study Guides, which continued to be an important resource for Agricultural Science and Home Economics students nationwide. Study Guides were delivered for 28 weeks of the academic school year. Accompanying resources for Agricultural Science students included 'Pastures New' textbook, a Dictionary of Agricultural Terms, a Guide to the Practical Assessment, an Experiments Book and a Revision Aid. Agri Aware wishes to thank IASTA and their hard work and dedication to this important initiative and the Irish Farmers Journal for their continued support.



Executive Director of Agri Aware Deirdre O'Shea, IASTA President George Dennis and Agri Aware intern and UCD student Gillian Richardson at their study guide panel at Agri Careers in the RDS

## Farm Walk and Talk

Over 3,000 Leaving Cert Agricultural Students attended 10 Teagasc Colleges and Research Farms over the course of 8 days for Farm Walk and Talk 2018. This years' farm walk locations included: Gurteen Agricultural College, Ballyhaise Agricultural College, Darrara Agricultural College-Clonakilty, Pallaskenry Agricultural College, Kildalton Agricultural College, Mountbellew Agricultural College, Moorepark Teagasc Research Centre, Grange Teagasc Research Centre, the UCD Lyons Estate Research Farm and the Irish Farmers Journal Farm in Tullamore.

Students were able to gain real-life experiences on working farms and were also able to hear talks from leading agri-food industry experts.

From observing cows being milked, comparing different breeds of cattle, examining soil profiles, watching piglets suckle, the students got to experience the realities of the subject that they are taught each day in the classroom.



# Third Level

## Agri Aware Interns

Agri Aware had the pleasure of hosting four, third year UCD Food and Agri-Business students for their work placement in 2017-2018. Gillian Richardson, Ellen Smith, Lisa Reidy and Cathy Ennis worked diligently in the Agri Aware office, ensuring events and projects ran smoothly and were successful. The work placement position allows students to gain a valuable experience working with an agri-food educational body and is part of the professional work experience placement from University College Dublin.





