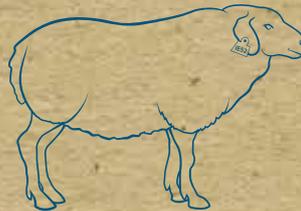


AGRI AWARE
ANNUAL REPORT
2014



AGRI AWARE





AGRI AWARE

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Agri-food industry leaders consult with Agri Aware and the National Council for Curriculum and Assessment (NCCA), to ensure the delivery of an industry-relevant specification for Leaving Certificate students

MISSION STATEMENT

Agri Aware's Mission Statement:

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

The objectives of Agri Aware are to:

- promote a greater awareness of modern agriculture, the rural environment, animal welfare, food quality and safety among the non-farming community
- heighten farmer awareness regarding the importance of best farming practices in the protection of the environment, animal welfare and food safety
- provide information about agriculture and food in schools and colleges nationwide
- inform the non-farming community about the crucial role that the farming and agri-food industries play in the Irish economy

Agri Aware's projects and initiatives 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 and farming sectors**-by informing them about the important role that they play in maintaining the positive image and understanding of the industry



Minister for Agriculture, Simon Coveney, and Agri Aware's Chief Executive, Dr. Vanessa Woods, launching Agri Aware's 'Follow the Farmer' video series with the four farmers: James Lally, Andrew Gow, David Rodgers and Angus Woods at Tullamore Show

BOARD OF DIRECTORS



Chairman
Richard Moeran



Chief Executive
Dr. Vanessa Woods



Founding Director
James Kelly
(IFA)
Secretary



Vice Chairman
Dr. Edmond Harty
(Dairymaster)



Founding Director
Pat O'Keeffe
(Irish Farmers Journal)
Treasurer



Founding Director
Jim O'Toole
(Bord Bia)



Founding Director
John McCullen
(FBD)



Founding Director
Jeanne Kelly
(Irish Dairy Board)

Directors



Director
Tim O'Mahony
(Origin Enterprises)



Director
Professor Patrick Wall
(UCD)



Director
Jim Power
(Economist)



Director
Shelia Nunan
(INTO)



Director
Alan Jagoe
(Farmer)



Director
Cormac Healy
(IBEC)



Director
Joe Parlon
(IFA)



Director
Michael Brennan
(Aurivo)

A tribute to Mr. David Hickey

Agri Aware's wonderful friend and colleague, Mr. David Hickey, who was Vice Chairman of the Board of Directors of Agri Aware, sadly passed away suddenly in September. The well-known and highly-respected businessman, who was Commercial Director of R&H Hall, was a wonderful supporter of the organisation and a key member of the Agri Aware Board for almost ten years, serving as Vice-Chairman and a member of the finance committee. Agri Aware wishes to acknowledge the enthusiasm, hard work, support, commitment, drive and dedication of Mr. Hickey to the organisation. Sincere sympathies to his wife, Maureen and his daughters, Elizabeth, Yvonne and Barbara for their sad loss. David will be sorely missed and he will always be remembered very fondly by his friends and colleagues in Agri Aware.



CEO, Dr. Vanessa Woods, with the late Mr. David Hickey at Family Farm in Dublin Zoo

OUTGOING AND INCOMING BOARD MEMBERS

Outgoing Board members

Agri Aware wishes to thank outgoing Board member, Mr. Seamus Killoran, (Aurivo) for his key contribution to to the Board of Directors and we wish him well.



Seamus Killoran

Incoming Board members

Agri Aware was delighted to welcome four new members to its Board of Directors in 2014.

The new members were:

- Cormac Healy, Senior Director, Meat Industry Ireland (MII), IBEC
- Joe Parlon, Irish Farmers Association
- Tim O'Mahony, Managing Director, Goulding Fertilisers
- Michael Brennan, Aurivo



Tim O'Mahony



Cormac Healy



Joe Parlon



Michael Brennan

OUTGOING AND INCOMING BOARD MEMBERS

Outgoing Chairman

Mr. Bernard Donohue ended his four year term as Chairman of Agri Aware in October. Agri Aware wishes to thank Bernard most sincerely for his hugely significant contribution to the organisation and for his never-ending commitment, drive and dedication. Bernard's passion for Agri Aware was always evident and Agri Aware was a major part of his life during his term as Chairman.

During his term, Agri Aware went from strength-to-strength, with some notable achievements including: winning and successfully implementing two European CAP communication campaigns, winning Agri Aware's first ever European communication award, building on Family Farm's mission to communicate the importance of agriculture to a wide audience, hosting a visit by EU Commissioner Dacian Cioloş, and securing agreement to update the Leaving Certificate Agricultural Science specification, which was outdated by 40 years. We wish Bernard well and we thank him most sincerely for his trojan work and commitment to Agri Aware, which was second to none.



Outgoing Chairman of Agri Aware, Mr. Bernard Donohue, with Dr. Vanessa Woods, CEO and Richard Moeran, incoming Chairman



Outgoing Chairman, Mr. Bernard Donohue, with colleagues Nora Peters and Kathyann Barrett

OUTGOING AND INCOMING BOARD MEMBERS

Incoming Chairman and Vice Chairman

Mr. Richard Moeran was elected as the new Chairman of Agri Aware in October. Richard runs a tillage, beef and suckler farm in Mountnugent, Co. Cavan and is a former Cavan IFA County Chairman.

Dr. Edmond Harty was elected as the new Vice Chairman of Agri Aware. Dr. Harty is CEO and Technical Director of DairyMaster, a world leader in technology for dairy farming.

Agri Aware wishes Mr. Moeran and Dr. Harty every success in their new roles and there is no doubt but that under their stewardship, Agri Aware will continue to grow and prosper.



Outgoing Chairman, Mr. Bernard Donohue, with incoming Chairman, Mr. Richard Moeran



Agri Aware's incoming Vice Chairman, Dr. Edmond Harty, with Richard Moeran, Vanessa Woods and Secretary, James Kelly

CHIEF EXECUTIVE'S STATEMENT

This last year proved to be a year of stark contrasts for Agri Aware, marked by highs and lows. The agri-food sector continued to grow in 2014, both in production and exports, by year's end the total amount of exports from the sector exceeded €10 billion. 2014 has also seen the beginning of a new era for the Common Agricultural Policy, after three years of negotiations Europe has set out a platform of policy, moving from product to producer support and to a more land-based approach.

Along with rising world populations, greater disposable income and a desire for a higher protein diet, Ireland will continue to expand its capacity to produce, process and export. This continued and expected growth means that the educational role that Agri Aware has to play must expand accordingly. Communicating the intricacies and benefits of CAP to the general public is wrapped up in our core values and mission statement as an organisation, so when Agri Aware won the CAP bid earlier this year for the second year in a row, it presented the opportunity to expand that capacity to communicate our message.

2014 was also the year of the Family Farm, the fundamental core of the agricultural industry. Agri Aware's Family Farm at the Zoo had over 1 million visitors in 2014 and continues to be one of our most important assets, reminding the general public of the value and benefits of farming and its related industries to our country and economy. I would like to thank Leo, Una and all the staff in the Zoo for their continued cooperation and support. Education sits firmly at the top of our agenda and the appointment of Dr. Vanessa Woods as Project Officer with the NCCA and Bernard Donohue representing Agri Aware on the Agricultural Science Development group gives Agri Aware a strong position at the table to help implement a revised and updated specification. I would like to thank David Leydon and Jamie Leonard, Irish Farmers Journal; Iain Wallace and Damien Phelan; IASTA for their continued efforts to deliver the Agricultural Science Study Guides .

Agri Aware relies on the support and generosity of our many patrons across the sector. I would like to thank our patrons for their continued support. Our founding patrons deserve a special mention for their innovative and visionary approach in the creation of Agri Aware back in 1996 and their continued support. Thank you to, Justin McCarthy, Irish Farmers Journal; Conor Gouldson and Michael Berkery, FBD; Pat Smith and Eddie Downey, IFA; Kevin Lane, Irish Dairy Board and Aidan Cotter, Bord Bia.



We will remember 2014 for the unexpected loss of our friend and Vice Chairman David Hickey, who died suddenly in September, our sincere sympathies go to his wife Maureen and daughters Elizabeth, Yvonne and Barbara for their loss. David's passion and contribution to Agri Aware representing Origin Enterprise for ten years was a treasured asset, setting a standard for the board. Also this year, Bernard Donohue finished his four year term as Chairman of the board, Bernard's leadership throughout that term has created a strong platform for Agri Aware to build on in the future, I would like to thank Bernard for his enormous contribution and wish him every success going forward.

Many thanks to the Board for their support and input to Agri Aware, Kathyann, Nora and Lisa for coping with an ever increasing work load in the office. Our CEO, Dr. Vanessa Woods who has the vision and ability to increase the capacity of delivery of our mission statement 'to improve the image and understanding of agriculture, farming and the food industry among the general public', a deserved thank you.

Agri Aware will submit our largest CAP bid to Brussels in 2015, which demonstrates the ambitious nature of the organisation to deliver on our core values with our patrons support. I look forward to meeting and working with you over the coming year.



Richard Moeran
Chairman

CHIEF EXECUTIVE'S STATEMENT

Ireland's food and drink exports were worth over €10 billion in 2014 and this will continue to grow, with our world-class reputation for sustainably producing quality, safe and traceable food to the highest standards.

Agri Aware delivered a number of high impact interactive educational programmes and initiatives for the general public and students of all ages in 2014, delivering on our mission statement to 'improve the image and understanding of farming and the agri-food industry among the public'. This could only be achieved with the continued support of our patrons, for which we are most grateful.

Agri Aware continued to build on relations with the European Commission in Brussels, following a successful bid to communicate the Common Agricultural Policy (CAP) to the general public. Agri Aware's CAP communication campaign entitled 'Follow the Farmer' was launched by An Taoiseach, Enda Kenny, and it was delivered to students, farmers and the Irish general public.

Agri Aware's 'Follow the Farmer' CAP billboard campaign was shortlisted from over 100 entries for the European Commission's CAP communication Awards in the 'Innovative Communication' category.

Family Farm, developed by Agri Aware and Dublin Zoo, has once again played a pivotal role in promoting the agri-food industry to rural and urban visitors of all ages. Dublin Zoo welcomed 1,076,880 visitors in 2014. Many thanks to Leo Oosterweghel, Una Smyth, Emma Kiernan and colleagues in Dublin Zoo for their continued support with this important partnership.

Key education initiatives delivered in Family Farm included: National Dairy Week, Incredible Edibles Healthy Eating Week, Farm Safety Week and a celebration of the International Year of Family Farming.

Family Farm was shortlisted for the Guild of Agricultural Journalism Awards 2014 in the 'Targeted Communications' category.

With 14,911 students studying Agricultural Science, the urgent requirement to update the Agricultural Science specification after more than 40 years, has never been more imperative and Agri Aware was successful in initiating this. Agri Aware will work closely with its 70 patrons, representing the coalface of the Irish agri-food industry, to ensure that the new Agricultural Science specification for Leaving Certificate students is modern and relevant and embraces key issues for the industry, now and into the future.



Agri Aware's Farm and Countryside Safety maze at the National Ploughing Championships, launched by Irish international rugby player and farmer, Sean O'Brien, presented a novel way to educate the general public and students about the potential of dangers on the farm and in the countryside. The maze was open to visitors throughout the three day event and was visited by over 26,000 attendees. Educating people of all ages about farm safety is vitally important, considering that in 2014, there were 27 fatal farm accidents. The fatality rate in agriculture is much higher than for any other economic sector. Many thanks to Conor Gouldson, Ciaran Roche, Kathryn Speedie and colleagues in FBD; Margaret Healy and Maura Canning in the IFA and Kieran Finucane and Arthur Byrne from ESB Networks who supported Agri Aware's Farm and Countryside Safety maze.

The continued support of our founding members, patrons and project sponsors is gratefully acknowledged and is fundamental to the continued growth and success of Agri Aware.

I wish to thank outgoing board member, Seamus Killoran, for his key contribution to the Board of Directors over the years and I wish to welcome Joe Parlon, Cormac Healy, Tim O'Mahony and Michael Brennan as new Board members. I wish to thank the Board of Directors of Agri Aware, founding members and patrons for their continued support.

Sincere thanks to outgoing Chairman, Bernard Donohue, for his four years of trojan work, passion, enthusiasm and dedication in promoting the Irish agri-food industry to the consumer. I wish Bernard every success for the future and I wish to thank him most sincerely for his four years of never-ending encouragement and support for me, as Chief Executive. I welcome our new Chairman, Richard Moeran, and I look forward to working with him in promoting our industry.

Finally, I would like to thank my colleagues in Agri Aware most sincerely for their hard work and dedication over the year, in particular to Kathyann and Nora.

To our friend and colleague, Mr. David Hickey, who sadly passed away in September, I wish to acknowledge David's friendship, enthusiasm, support and encouragement over the years. David was a very dear friend and colleague and he is sorely missed. My sincere sympathies go to his wife Maureen and his daughters Elizabeth, Yvonne and Barbara for their loss.

I look forward to promoting our industry again in 2015 and building on Agri Aware's impact in delivering on our mission statement.



Dr. Vanessa Woods
Chief Executive

PATRONS

Agri Aware - Founding Members



Agri Aware - Patrons



PATRONS

'Incredible Edibles' programme to educate about healthy eating and food origin



Farm and Countryside Safety project



Study Guides



AWARDS

The European Commission's CAP Communication Awards 2014

The European Commission's CAP Communication Awards are aimed at showcasing the best practice examples of communication initiatives related to the Common Agricultural Policy.

Agri Aware's entry for these awards, being the billboard campaign to communicate CAP, was shortlisted in the category of 'Innovative Communication'.



Agri Aware's 'Holy Cow' billboard on display in Limerick



Vanessa Woods and Richard Moeran pictured with the European Commissioner for Agriculture and Rural Development, Phil Hogan, at the CAP Communication Awards in Brussels

Agricultural Journalism Awards 2014

Agri Aware was shortlisted in the 'Best Targeted Campaign' category at the Agricultural Journalism Awards 2014, for Family Farm, developed by Agri Aware and Dublin Zoo. Organised by the Guild of Agricultural Journalists of Ireland, the awards are presented every two years for work of outstanding merit and aim to encourage excellence in agricultural journalism.



Family Farm



A celebration of the International Year of Family Farming at Family Farm, Dublin Zoo

Family Farm, developed by Agri Aware and Dublin Zoo, is a one acre farm located in the centre of Dublin Zoo. In 2014, Family Farm welcomed 1,076,880 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.

Parent and toddler mornings at Family Farm

Parent and toddler mornings were offered at Family Farm during the year. The one hour long programme provided the first step in relation to agricultural 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 at Family Farm

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 at Family Farm

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

Events

Agri Aware delivered a number of interactive, curriculum-linked, educational events and initiatives in Family Farm including: National Dairy Week and Healthy Eating Week in May, a celebration of the International Year of Family Farming in June, Farm and Countryside Safety weekend in July, Heritage Week in August and the Harvest Festival in September.

National Dairy Week

To launch National Dairy Week, Agri Aware worked with the National Dairy Council and the Irish Dairy Board to educate students and the general public about the importance of the Irish dairy industry and the quality, versatility and nutritious benefits of dairy within our lives, as part of a balanced diet.



Agri Aware's CEO, Dr. Vanessa Woods and David Hickey, Vice-Chairman of Agri Aware, launch National Dairy Week at Family Farm, with the National Dairy Council and a number of Agri Aware's dairy patrons

GENERAL PUBLIC



Brian Cleere and Caitriona McBride from the Irish Dairy Board with Vanessa Woods at the launch of National Dairy Week in Family Farm at Dublin Zoo



Leah Ashton, a 5th class pupil from Dublin, at the launch of National Dairy Week in Family Farm, Dublin Zoo

International Year of Family Farming

Agri Aware celebrated the International Year of Family Farming in June at Family Farm in Dublin Zoo.



Vanessa Woods launches the International Year of Family Farming national art and photo competition, with 3 year old Ella McCarthy and students from Wesley College, Dublin



Henry, Jack and Hannah O'Sullivan from Co. Cavan, joining in Agri Aware's celebrations of the 2014 International Year of Family Farming

CAP

'Follow the Farmer' nationwide CAP communication campaign

Agri Aware delivered an innovative and interactive nationwide educational campaign to communicate the reformed CAP to the Irish consumer. Agri Aware bid to the European Commission for funds to communicate CAP to the Irish public. The campaign was co-financed by the European Commission's Directorate General for Agriculture and Rural Development. The campaign was shortlisted for the European Commission's 'CAP Communication Awards' under the category 'Innovative Communication'.

CAP communication projects included:

- Online videos of four farmers, who were followed across the four seasons. The farmers represented the dairy, beef, sheep and tillage sectors
- Return of the 'CAP Agri Ambassadors' to Family Farm in Dublin Zoo
- The delivery of curriculum-linked education by a teacher in Family Farm, Dublin Zoo
- Communicating CAP at public events, including Bloom in the Phoenix Park, Tullamore Show and the National Ploughing Championships
- Billboards in key cities across Ireland
- National newspaper and radio advertisements



An Taoiseach, Enda Kenny, launches Agri Aware's CAP communication campaign at Bloom in the Phoenix Park

Filming dairy, beef, sheep and tillage farmers for Agri Aware's 'Follow the Farmer' series



Dairy farmer, Andrew Gow, pictured during filming on his farm in Co. Limerick



Tillage farmer, David Rodgers, pictured during filming on his farm in Co. Dublin



Sheep farmer, James Lally, pictured during filming on his farm in Co. Mayo



Beef farmer, Angus Woods, pictured during filming on his farm in Co. Wicklow

Agri Aware's 'CAP Agri Ambassadors'

Agri Aware's 'CAP Agri Ambassadors' returned to Family Farm in Dublin Zoo, in 2014. Through interactive farm tours, creative workshops, blogging and videos that were uploaded onto the Family Farm and Agri Aware websites, Facebook and Twitter, the Ambassadors worked from June to September and delivered Agri Aware's core messages about the importance of CAP to the visiting public.



Agri Aware's 'CAP Agri Ambassadors' meeting with the public at Family Farm in Dublin Zoo

Bloom in the Phoenix Park

Bord Bia's annual 'Bloom' festival attracted 106,000 visitors over five days. Agri Aware, in conjunction with Bord Bia, hosted the 'Bloom Farmyard', where visitors learned about farm animals (dairy, beef, sheep, pigs, poultry) and engaged with farmers.



Aidan Cotter, CEO, Bord Bia, visits the Agri Aware and Bord Bia farmyard at Bloom



Brent Pope visiting the Bloom farmyard

Tullamore Show

Attended by over 50,000 people, Tullamore Show allowed Agri Aware to engage with farmers and the general public from across Ireland and provided a key platform to communicate the Common Agricultural Policy to visitors.



Agri Aware's patrons and four 'Follow the Farmer' farmers at Tullamore Show to launch Agri Aware's CAP campaign

National Ploughing Championships

Attended by 279,500 people, the National Ploughing Championships provided an important opportunity for Agri Aware to communicate the importance of the agri-food industry and the reformed CAP in providing consumers with guaranteed access to safe, quality and traceable food that is affordable.



An Taoiseach, Enda Kenny, visits Agri Aware at the National Ploughing Championships



Barbara Nolan, European Commission, visits Agri Aware at the National Ploughing Championships



Minister Simon Coveney visits the Agri Aware exhibit at the National Ploughing Championships

GENERAL PUBLIC

RTE visits Family Farm at Dublin Zoo



Emerald Expo

Emerald Expo took place in April, at Cillin Hill Mart, Kilkenny. Agri Aware hosted an information stand for the public at Emerald Expo, in conjunction with Alltech and the IHFA.

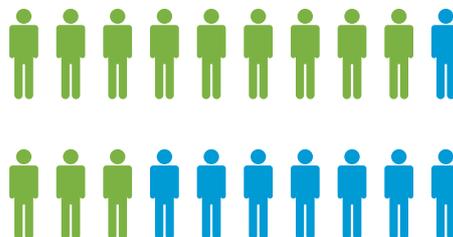


Agri Aware and patrons at Emerald Expo

Independent consumer research

Agri Aware commissioned an independent consumer survey, which was delivered by Ipsos MRBI.

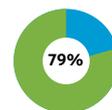
- Almost 9 out of 10 respondents think that legislation should be introduced to ensure that farmers receive a fair price from supermarkets, while just 3 in 10 respondents believe that below cost selling has long term benefits for the consumer



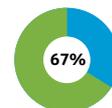
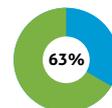
- 66% of respondents believe that retail multiples do not treat farm families fairly when buying their produce



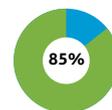
- Overall, 79% of the general public consider quality to be an important factor when purchasing food



- 63% of respondents believe that the price of groceries has increased in the last five years, while 67% of those who are responsible for or share the housekeeping duties, think that prices have increased



- Standards of food production in the EU are considered to be higher than in the rest of the world by 85% of the public, with 82% believing that this higher standard should be rewarded with financial support



- 86% of respondents think that Irish farmers' contribution to Irish society is important



- The vast majority of respondents are proud of Irish farmers (90%), believe that they are important to the Irish economy (92%) and are paramount to ensuring food safety (89%)



	Total agree (%)
Irish farmers play an important role in the Irish economy.....	92
I am proud of Irish farmers and the food they produce.....	90
Irish farmers play an important role in ensuring food safety for Irish consumers.....	89
I try to buy Irish food to support Irish farmers.....	88
Irish farmers provide quality, safe and traceable food at an affordable price for Irish consumers.....	85

Christmas Radio campaign

Agri Aware delivered a Christmas radio advertisement on national and local radio stations, which encouraged consumers to support the Irish agri-food industry, by buying quality and sustainably produced Irish food. It also informed consumers about the key role of CAP in delivering quality food that is sustainably produced and affordable.



Agri Awares launches its Christmas radio campaign in the Phoenix Park, Dublin

World Food Day

The United Nations World Food Day is marked each year on 16 October and provides an opportunity to raise awareness of global hunger and poverty issues. World Food Day 2014 had the theme 'Family Farming-Feeding the world, caring for the earth' in line with the 2014 United Nations International Year of Family Farming.

Agri Aware worked with the Department of Agriculture, Food and the Marine, Gorta-Self Help Africa and Concern to communicate World Food Day to the general public. An educational poster was produced which was launched by Minister for Agriculture, Food and the Marine, Simon Coveney. The poster was circulated as a supplement to the Irish Farmers Journal and the Irish Times and it was sent to all primary schools.



Minister Simon Coveney, Agri Aware and Gorta-Self Help Africa launch the World Food Day publication

Agri Aware's Mobile Farm

Agri Aware's Mobile Farm continued to be hugely popular at primary schools, festivals and public events throughout 2014. In addition to visiting schools nationwide, Agri Aware's Mobile Farm visited a number of food festivals and race meetings.



Visitors to Agri Aware's Mobile Farm at the Irish Film Institute's family festival in Templebar, Dublin

PRIMARY LEVEL EDUCATION PROJECTS

Farm and Countryside Safety

With support from FBD, the IFA and ESB Networks, Agri Aware continued to educate primary level students across Ireland about the importance of staying safe on the farm and in the countryside. The Farm Safety Maze was launched at the National Ploughing Championships by Irish international rugby player, Sean O'Brien. The maze welcomed 26,000 visitors over three days, who took home important farm safety messages.



Sean O'Brien with Agri Aware's patrons at the launch of the Farm Safety Maze at the National Ploughing Championships



Launching the Farm Safety Maze at the National Ploughing Championships were Sean O'Brien and Vanessa Woods

'Incredible Edibles' healthy eating initiative

Agri Aware's 'Incredible Edibles' programme communicated the health 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 and the Irish horticulture industry.

Over 800 schools from across Ireland took part in the 'Incredible Edibles' programme, now in its sixth year. Each school taking part in the programme received grow packs, including grow-pots, compost, seeds and curriculum-linked interactive educational resources and tasks for students to complete with their teachers.



Children from Our Lady of the Wayside, Bluebell, Dublin launch 'Incredible Edibles' with Agri Aware's patrons

SECOND LEVEL EDUCATION PROJECTS

Updating the Agricultural Science specification for Leaving Certificate students after 40 years

In 2014, Agri Aware secured agreement from the Department of Education to update the Leaving Certificate Agricultural Science specification, which was outdated by 40 years. Agri Aware is playing a key role in shaping a modern and relevant specification, in conjunction with the National Council for Curriculum and Assessment (NCCA) and patrons. Agri Aware's Chief Executive, Dr. Vanessa Woods, is Project Officer with the NCCA and sits on the Agricultural Science Development Group. Agri Aware's former Chairman, Bernard Donohue, holds the IBEC seat on the Development Group, representing Agri Aware, to ensure the delivery of an industry-relevant specification for students.



Agri Aware and IASTA meet with Dr. Anne Looney, CEO, NCCA and Bill Lynch, Director of Curriculum and Assessment, NCCA, to discuss the updating of the Leaving Certificate Agricultural Science specification

Updating the Agricultural Science specification



Agri Aware with Bill Lynch, NCCA



Minister Tom Hayes with Agri Aware and the NCCA

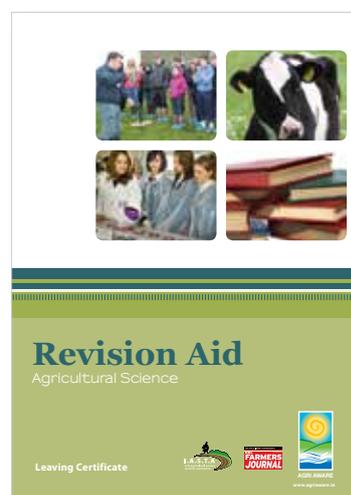
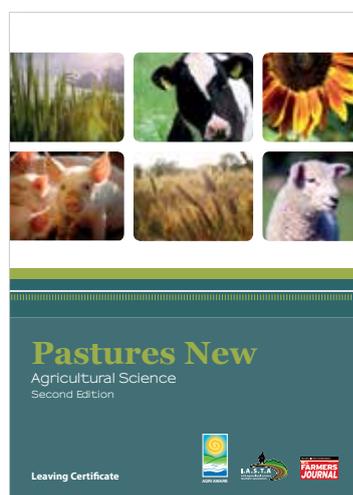
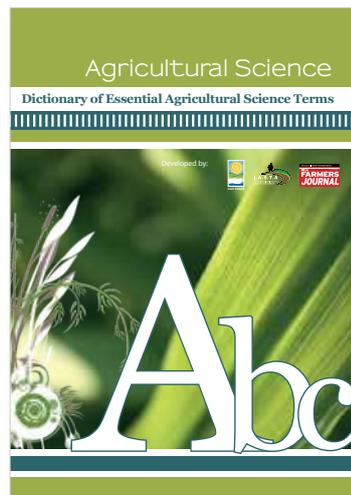
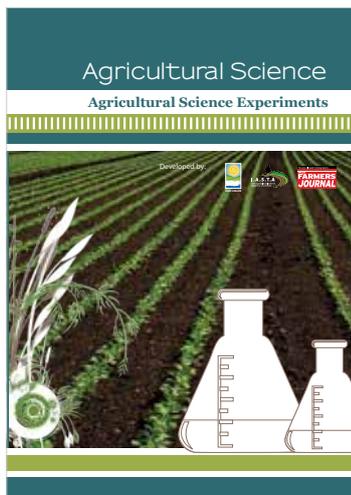


Agri-food industry leaders consult with Agri Aware and the National Council for Curriculum and Assessment (NCCA), to ensure the delivery of an industry-relevant specification for Leaving Certificate students

Agricultural Science and Home Economics Study Guides

In association with IASTA, ATHE and the Irish Farmers Journal, the Study Guides continued to be an important resource for Agricultural Science and Home Economics students nationwide.

Study Guides were delivered for 29 weeks of the academic year. Accompanying resources for Agricultural Science students included 'Pastures New' textbook, a Dictionary of Agricultural Science Terms, a Guide to the Practical Assessment, an Experiments Book and a Revision Aid. A Book of Essential Terms and a Revision Aid were also delivered for Home Economics students. These resources were developed in conjunction with Damian Phelan and Iain Wallace from IASTA and Carmel McGettrick, Aisling Ryan and Jenny Cooney from the ATHE. Agri Aware wishes to thank IASTA and ATHE for their hard work and dedication to this important initiative and the Irish Farmers Journal for their continued support.



'Farm Walk and Talk' for second level Agricultural Science students

Over 2,000 students from 70 second level schools participated in Agri Aware's Farm Walk and Talk at a number of Teagasc Agricultural Colleges and Research Centres. 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. Farm Walk and Talk provided second level students with a practical understanding of the Agricultural Science specification. During the event, students learned about the hands-on element of farming life e.g. the dairy, beef, sheep, pigs, poultry and crops sectors.



Minister Tom Hayes launches 'Farm Walk and Talk' with Agri Aware's patrons and students

**Urban students participate in
'Farm Walk and Talk'**



Farm Walk and Talk at Ballyhaise Agricultural College, Co. Cavan

Transition Year modules

This was the first year that Agri Aware worked with Transition Year students and the first time that equine education was offered by Agri Aware. Leading national hunt jockeys, Ruby Walsh and Barry Geraghty, launched Agri Aware's Transition Year Equine modules at the Punchestown Racing festival.



Leading national hunt jockeys with Peter Steele, Coolmore Stud; David Leydon, Irish Farmers Journal; and Agri Aware at the Punchestown Racing festival

THIRD LEVEL EDUCATION PROJECTS

Third level student placement

Declan Parlon, a third year UCD Food and Agri-Business Management student, joined Agri Aware on work placement in 2014. The position allows students to gain valuable experience working with an agri-food educational body and is part of the professional work placement experience from University College Dublin.



Declan Parlon, UCD placement student

BOARD OF DIRECTORS REPORT

The Board of Directors of the Agricultural Awareness Trust (Agri Aware) is pleased to submit their Annual Report, together with the financial statements of the Trust to the end of 31 August 2014.

Activities

The principal activity of the Trust is to promote a positive image of farming and the food industry and to represent the interests of its members. We provide services that educate and inform the general public on relevant issues relating to farming and food production.

The Board is responsible for the preparation of financial statements for each financial year. It presents a true and fair view of the trust, outlining the profit or loss for that period. In preparing those financial statements, the Board is required to:

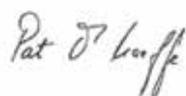
- select suitable accounting policies and apply them consistently
- make judgments and estimates that are reasonable and prudent
- prepare the financial statements on a going concern basis, unless deemed to be inappropriate, such as circumstances where the company will not continue in business

The Board of Directors is responsible for keeping proper books of accounts, which disclose with reasonable accuracy, at any time, the financial position of the Trust. The Board has general responsibility for taking such steps as are reasonably open to them, in order to safeguard the assets of the Trust, prevent and detect fraud and highlight other irregularities.

On behalf of the Board



Richard Moeran
Chairman



Pat O'Keeffe
Treasurer

AUDITED FINANCIAL RESULTS

Income and expenditure account for year ended 31 August 2014

	2014	2013
Income	€	€
Founding Membership	190,000	190,000
Patron Membership	165,223	172,773
Sponsorship and Projects	227,990	257,567
EU CAP Promotion Funding	184,381	80,892
Other Income	1,147	1,135
Total Income	768,741	702,367
Expenditure		
Administration	321,974	252,715
Education Programme	153,647	141,204
Public Promotion	200,821	167,557
EU CAP Promotion Provision	-	-
Total Expenditure	[676,442]	[561,476]
Income over expenditure	92,299	140,891

Balance Sheet as at 31 August 2014

	2014	2013
Fixed Assets	€	€
Fixtures, Fittings and Equipment	8,404	3,011
Current Assets		
Debtors	251,834	95,754
Cash at bank	98,515	189,214
	350,349	284,968
Creditors: Amounts falling due within one year	[139,745]	[161,270]
Net Current Assets (Liabilities)	210,604	123,698
Total Assets Less Current Liabilities	<u>219,008</u>	<u>126,709</u>
Represented by: Capital and Reserves/Profit and Loss Account	<u>219,008</u>	<u>126,709</u>

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AGRI AWARE