

**AGRI AWARE
ANNUAL
REPORT**

2019

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ABOUT AGRI AWARE

MISSION

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

OUR OBJECTIVES

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

OUR PROJECTS AND INITIATIVE TARGETS

- **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.

BOARD OF DIRECTORS



CHAIRMAN
Alan Jagoe



EXECUTIVE DIRECTOR
Deirdre O'Shea



VICE CHAIRMAN
Teddy Cashman
IFAC - Dairy Farmer



SECRETARY
James Kelly
Irish Farmers Association



TREASURER
Amii McKeever
Irish Country Living



Mike Neary
Bord Bia



Jeanne Kelly
Orna



John McCullen
FBD

BOARD OF DIRECTORS



Dr. Patrick Wall
UCD



Tim O'Mahony
Origin Enterprises



Maxine Hyde
Ballymaloe Foods



Cormac Healy
IBEC



Síne Friel
INTO



Charles Smith
ABP & Kepak



Brian Rushe
Irish Farmers Association



Joe Parlon
Irish Farmers Association

CHIEF EXECUTIVE'S STATEMENT

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 'Many Hats, One CAP' demonstrated the importance of the primary producer in everyday life and was hugely impactful amongst urban and rural consumers alike.

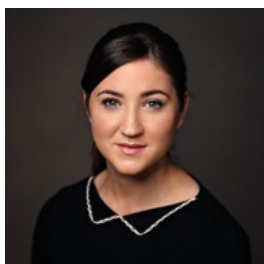
Agri Aware's Family Farm at Dublin Zoo once again played a key role in educating visitors of all ages about the importance of agriculture and the critical role the farmer plays in everyday life. Dublin zoo welcomed over 1 million visitors in 2019, all which are exposed to the Family Farm - a hugely popular experience for attendees. Key education initiatives delivered in Family Farm included: Incredible Edibles Healthy Eating Week. Farm Safety Week and RTE Countrywide event with Taoiseach, Leo Varadkar.

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.

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.



Deirdre O'Shea

Deirdre O'Shea

CHAIRMAN'S STATEMENT

While 2019 will be remembered as one of the most challenging years for Irish farmers in recent times due to market uncertainty, protests and increasing environmental pressures, Agri Aware continued to build on its mission of improving the understanding of Irish agriculture among the general public.

This was visible through our successful EU co-financed campaign 'Many hats, One Cap', which demonstrated the vital role CAP plays in everyday Irish life and how it impacts everyone from the farmer out in the field to the chef in a restaurant.

As part of this high impact campaign, our successful Open Farm events were attended by over 10,000 people, while our cinema advertisement reached one million viewers. Agri Aware achieved record success in 2019 with our education programmes. Through our Incredible Edibles healthy eating and growing programme, over 1,300 primary schools learned how to grow Irish fruit and vegetables, while learning about the importance of food origin. We also launched a successful Pasture to Plate programme which saw primary school students use local meat, dairy and other produce to develop their very own recipes.

Meanwhile, our Farm Walk and Talk series hosted 3,000 secondary school students at Teagasc research farms and colleges, the Irish Farmer's Journal Farm and UCD Lyon's Farm which informs students about the reality of farming through curriculum linked talks delivered by Teagasc and our patrons.

In 2019 Agri conducted a review to develop a strategic plan to ensure we continue to meet the diverse communication challenges that we are currently facing in the agriculture industry. It has been a great opportunity for us to engage with our patrons and will aid us to ensure we continue to highlight the great stories that Irish farmers have to tell. It is incumbent on us as an organisation to inform consumers about the high quality, low carbon food that Irish farmers are producing.

Agri Aware is indebted to its over 70 patrons and its founding members – FBD, Bord Bia, Irish Farmers Association, Irish Farmers Journal and Ornua. I would also like to acknowledge the board members for their continued support of Agri Aware.

It was an honour for me to be appointed Agri Aware chair in 2019 and follow in the footsteps of former chair Richard Moeran and his fantastic promotion of Irish agriculture. Agri Aware's small team also should be acknowledged for the excellent work they do in communicating and delivering the Agri Aware message. General Manger Nora Peters departed the organisation in December 2019 after six years of dedicated service. At the end of 2019, Agri Aware Executive Director Deirdre O'Shea also announced that she would be departing the organisation in Spring 2020. On behalf of the Agri Aware staff, board members and founding members I would like to thank Deirdre for her three and a half years of vibrant and driven leadership in delivering Agri Aware's message to a wider platform than ever, while building and maintaining a strong patron base.

We look forward to welcoming incoming Executive Director Marcus O'Halloran to lead Agri Aware in 2020 with his unique skill-sets that will build on the work Deirdre has achieved while meeting the diverse set of challenges facing Irish agri-food sector.

Alan Jagoe



2019 PATRONS

Founding Members:



Current Patrons:



2019 PATRONS



INCREDIBLE EDIBLES PROGRAMME PATRONS



AGRI AWARE

BORD BIA
IRISH FOOD BOARD



An Roinn Talmhaíochta,
Bia agus Mara
Department of Agriculture,
Food and the Marine



An Roinn Sláinte
Department of Health



An Roinn Oideachais
agus Scileanna
Department of
Education and Skills

Country Crest
True to nature



IFA

Keelings
LOVE TO GROW



INDI  Irish Nutrition +
Dietetic Institute



 **Irish Potato Marketing**

FARM & COUNTRYSIDE SAFETY PATRONS



STUDY GUIDE PATRONS



INCREDIBLE EDIBLES

Over 1,000 primary school classes across Ireland participated in Agri Aware's 2019 Incredible Edibles project to grow fruit, vegetables and potatoes in school, with a view to increasing consumption of Irish fruit, vegetables and potatoes. As part of the initiative Agri Aware hosted several key events in Family Farm, Dublin Zoo including: Healthy Eating Week and National Strawberry Week, which included colouring competitions and a downloadable chart to track one's healthy eating process at home. This key project was supported by IFA, Bord Bia, the horticultural industry and the government Departments of Health, Agriculture, Food and the Marine and Education respectively. Print media coverage of the event was valued at €62,585, while the initiative was covered on RTE 2's News2day TV programme.

1st Prize Winners



2nd Prize Winners



2019 Winners

- **1st Prize - Trip to the National Botanical Gardens and Growing Sun-bubble**
 - St. Oliver Plunkett NS, Killina - Co. Kildare - Mr. Tyrell's 3rd & 4th Class
- **2nd Prize - VIP Trip to Country Crest and Greenhouse**
 - Gorey Central School, Co. Wexford - Ms. Copeland's 3rd Class
- **3rd Prize - Greenhouse**
 - St. John the Baptist BNS, Cashel, Co. Tipperary - Ms. Slattery, All Classes
- **Best As Gaeilge - A Grow Light Table-Top Garden**
 - Gaelscoil Bhkian Bordimhe, Co. Dublin - Ms. Fhinneadh's 4th Class
- **Best Online Submission - A Grow Light Table-Top Garden**
 - Clarecastle NS, Co. Clare - Ms. Duff's 3rd Class
- **Best Home School Submission - A Garden Hamper**
 - Happy In Home, Co. Donegal - Sillery Family

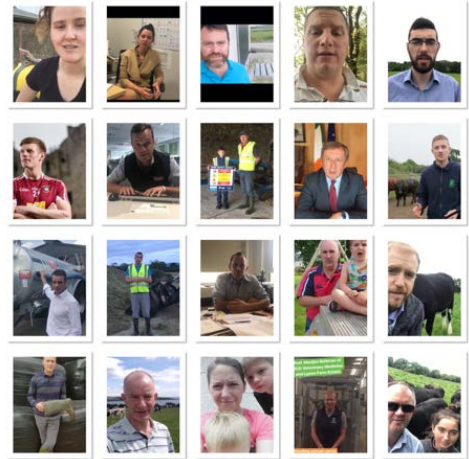


FACES OF FARM SAFETY

During Farm Safety Week in July Agri Aware ran a Faces of Farm Safety Competition calling on the farming community to upload 10 second video clips or photos along with a message to Agri Aware on Facebook/Instagram or Twitter. Prizes includes, Irish Farmer's Journal Merchandise

In March Agri Aware hosted a Farm Safety Sunday event with a Spot the Hazard children's activity coordinated by FBD and a Farm Safety Trail where children learned about the potential dangers on farms.

Agri Aware also showed visitors the "Once upon a Farm..." a Farm and Countryside Safety awareness DVD for primary level students on the day



ARTISTIC ANIMALS

Sponsored by Carroll Consultancy, primary schools students in the Connacht region were asked to create their own Irish farm animal using recyclable materials from around the school to create a picture, sculpture, or paper-mâché art piece.



DIG IN!

Agri Aware's curriculum-linked primary level educational resource, entitled 'Dig In', was made available to primary level teachers and students across Ireland throughout 2019. The resource was also given to primary school teachers who attended Teacher's In-service Days at Family Farm, Dublin Zoo in July 2019. Its aim is to teach students about farm and countryside life.



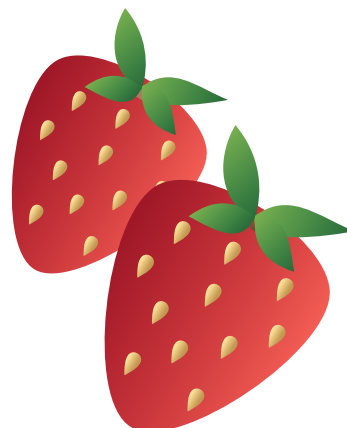
BRANCHING OUT

A new primary school called Branching Out will consist of an incentivised programme of five key modules and accompanying tasks that aims to increase primary school children's knowledge and understanding of the importance of forests and its role in combating climate change and promoting sustainability.



CELEBRATE STRAWBERRY SEASON

To celebrate Strawberry Season Agri Aware ran a colouring competition sponsored by Bord Bia. The overall winner was Rathmichael National School – Co. Dublin.



MOBILE FARM

Agri Aware's 'Mobile Farm' is an outdoor classroom that educates children and adults from trained farmers about the importance of CAP in a hand's-on learning experience. Its aim is to educate young and old about the different farm animals on Irish Farms. Pupils also learn about the 'Farm to Fork' journey of the animals, including producing quality food that is safe to consume and that is affordable for consumers.

The Mobile Farm was always the star attraction at every event it attended. The experience allowed the children to range of all kinds of newborn animals including chicks, hens, pigs, calves, goats and lambs.

In 2019 the Mobile Farm visited several different schools and public events across the country including Bloom, Taste of Cavan, the Tullamore Livestock Show, the North Tipperary Agricultural Show, Taste of Donegal, The Virginia Show, the Galway Racing Festival, the Iverk Show, Flavours of Fingal, the Waterford Harvest Festival and the IHFA National Open Day.



CAP 2018-2019

Agri Aware's CAP communication campaign entitled 'Many Hats One CAP' ran in 2019. The aim of this campaign is to communicate the many benefits of CAP to the general public from both rural and urban areas, as well as farmers across Ireland. This major campaign, co-financed by the European Commission, was awarded to Agri Aware following a competitive bidding process.

NATIONAL OPEN FARM DAY

A key element of the campaign was Agri Aware's National Open Farm Day which entered its second year in 2019.

The Open Farm events were held on three IFA member farms across the country including Billy and Niall Nicholson's beef and tillage farm in Crosshaven, Co. Cork; Larry Hannon's dairy farm in Ballitore, Co. Kildare and Laurence and Denise Ward's tillage, beef, sheep and horticulture farm in Fieldstown, Co. Dublin.

The farms had a host of activities including farm walks, live cookery demos, sheep shearing and more. The event hosted over 10,000 people across the three venues and were key in educating visitors about the sustainable farming practices that take place on farms across Ireland and the role of CAP.



OPEN FARM HIGHLIGHTS



'MANY HATS, ONE CAP'

The campaign included a cinema and airport advertisement which combined had over 20 million impacts (viewers/listeners). It contained four people who outlined how they benefit from CAP including farmer Kevin Moran, chef Edward Hayden, scientist Dr Dayle Johnston and vet Marijke Beltman. The campaign was launched at Dundrum Cinema with an audience of the media and Agri Aware patrons. The campaign also featured an advertising campaign in Dublin Airport which ran for six weeks.



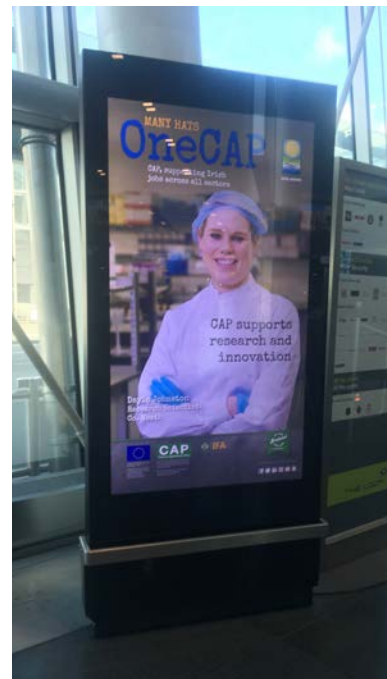
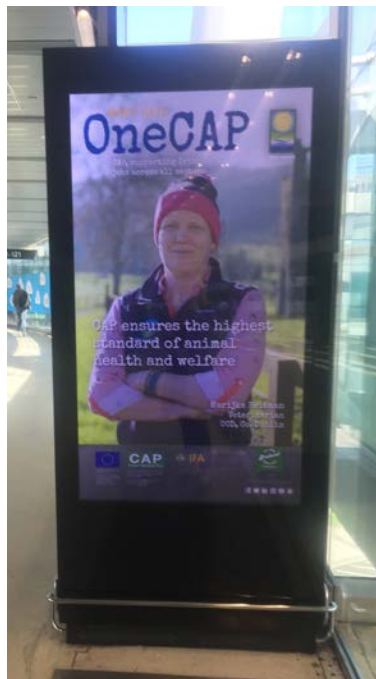
CINEMA ADVERT

The legendary broadcaster Micheal O'Muircheartaigh was the voice over for our radio and cinema advert. The advert educated consumers about the diverse role of agriculture in Ireland and helped build awareness amongst consumers about the importance of the Common Agricultural Policy.



AIRPORT ADVERTS

More than 31 million people viewed our 'Many Hats, One CAP' aeropods advertising campaign in Dublin Airport. These aeropods featured the same four individuals who were also highlighted in our cinema advert.



PASTURE TO PLATE

Primary level programmes were aimed at students aged 4-13 years old.

A new primary school healthy eating and cookery challenge was introduced called 'Pasture to Plate'. The challenge involved creating a new Irish recipe. This could be a twist on a traditional Irish dish or a new recipe altogether. Teachers were encouraged to use as much Irish and local produce in the recipe as possible.

Winners of the competition included 'Rossie's Lamb Ragout' created by fourth class students in Ballybay NS, Risotto with bacon and cabbage created by Rang 3 students in Realt na Mara National School in Dublin and Meatloaf by students of White Class students in Our Lady of God Counsel Special School, Co Cork



FAMILY FARM

With over 1 million visitors to Dublin Zoo in 2019, Family Farm is a key attraction to communicate the importance of our agri-food industry to the Irish general public, as well as to visitors from overseas. Events were delivered at Family Farm in 2019, in conjunction with Agri Aware's patrons. In April RTE Radio One's Countrywide show presented by Damien O' Reilly broadcast live from Family Farm featuring special guest Taoiseach Leo Varadkar and a large attendance of Agri Aware patrons and the general public.

In July a teacher training day was held at Family Farm where over 75 teachers received resources on Agri Aware primary Level programmes. In addition, visitors got to experience beekeeping in the Family Farm garden and spend time learning about healthy eating.

The Family Farm also ran a five-week summer camp for primary school children entitled 'Walk on the Wild Side' focusing on biodiversity. Children took part in farm tours and learned about seed bombs and bird baths. In July, Agri Aware hosted 'Farm Safety Week' at Family Farm, where visitors to the farm could take part in a "Safety trail" which highlighted the key hazards for children on farms.



 family farm
Family Farm, developed by
Agri Aware and Dublin Zoo



OUTDOOR EVENTS

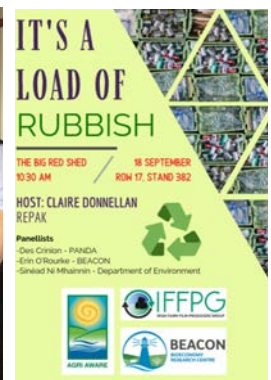
Agri Aware delivered a large interactive Bloom Farmyard at Bloom in the Phoenix Park in conjunction with Bord Bia as well holding an exhibit at the Tullamore Show in collaboration with IFFPG Farm Plastics and BEACON UCD and hosting an exhibit at Tullamore Show. All events included a 'Big Red Shed' with live sheep shearing, butter demos, educational talks and sampling. Agri Aware also attended the Teagasc Moorepark Dairy Open Day in July.



NATIONAL PLOUGHING CHAMPIONSHIPS 2019

Agri Aware teamed up with IFFPG Farm Plastics and BEACON UCD Research Centre for the National Ploughing Championships 2019. Panel discussion topics included: *Irish Farmers Leading the Way, Why the Bioeconomy is your Business, Single Use Plastics...What Can We Do?*

The Big Red Shed played host to a range of activities and experiments over the three day event



PUBLIC EVENTS

The Agri Aware team took part in a range of events including panel discussions, debates and industry gatherings.

In February Executive Director Deirdre O'Shea took part in a UCD industry debate alongside Irish Farmers Journal editor Justin McCarthy and was a judge at the WIT Great Agri Food debate which was sponsored by Dawn Meats. The team also attended the Irish Angus Producers Beef Schools Competition and the Irish Farmers Journal Careers Day in the RDS with IASTA. Agri Aware met with farmers from Uruguay who visited farms and and shared industry learnings.



SECONDARY LEVEL AG-SCIENCE STUDY GUIDES

Agri Aware, in conjunction with IASTA and the Irish Farmers' Journal, delivered the Agricultural Science Study Guides in the Irish Farmers' Journal for 28 weeks of the academic year along with several key resources, including: Pastures New (an Ag-science textbook for Leaving Certificate students), Dictionary of Agricultural Science Terms, Agricultural Science Practical Assessment and Revision Aid book, a 'Plant/Animal ID book and a new Agricultural Science Experiments book.



FARM WALK AND TALK

Over 3,000 students from over 100 secondary schools nationwide participated in Agri Aware's 'Farm Walk and Talk' 2019 which took place in Teagasc Agricultural Colleges, the Irish Farmer's Journal Farm in Tullamore and on UCD Lyon's Farm. The events also featured talks and support from several of our patrons. A photo launch with Minister for Agriculture Michael Creed also took place.



AG-CREDIBLES ACADEMY

Agri Aware visited the Alltech Headquarters in Dunboyne, Co Meath and established the AgCredibles Academy which has been developed to help farmers enhance how they can communicate with consumers in a positive light.

The programme includes three workshops over a period of 12 months with the focus of helping farmers connect and engage with the general public.

The workshops will focus on three main messages : Animal Welfare, Environmental Sustainability and Human Health. Participants will be provided with a monthly toolbox email encouraging them to share their positive agriculture story on social media.



THIRD LEVEL

Agri Aware hosted three interns from the third year Food and Agri-Business course in 2019. Muireann Reilly, Brian Sweeney and Anna Daly all worked efficiently and diligently throughout their 28 weeks at Agri Aware and were an integral part of the team.

STAFFING

In 2019 Cork farmer, Alan Jagoe, was elected as the new Chairman of Agri Aware, taking over from Richard Moeran.

In December 2019 Deirdre O'Shea announced that she would be finishing her role as Executive Director of Agri Aware in spring 2020. We would like to thank Deirdre for her dedication to Agri Aware and would like to wish her the best of luck in her future endeavours.

General manager Nora Peters also departed in December 2019. Projects and Events Manager Kalyn Arias was appointed General Manager. Eilis Greene has taken up the role as Events and Programme Manager and Claire Fox has taken up the position of Public Relations and Communications Manager.

