

 **March 18, 2025**
 10h-11h30 CET
 Online

— **AKISConnect** —

WOW

WEBINARS on WEDNESDAYS

REGISTRATION



AKIS in action:

Can AKIS interventions help farmers improve their income through direct marketing?

Farmers often capture only a small share of the value created in agricultural supply chains due to market structures that disadvantage small producers and the highly fragmented nature of farming. To address these challenges, this event highlights how targeted AKIS advisory services and networking initiatives can empower farmers to build income enhancing strategies and strengthen their position in regional markets. The focus is on equipping farmers with the knowledge needed for effective direct marketing, supported by peer-to-peer learning and the development of cooperatives and business models.

Agenda

10:00H-10:15H

Welcome and Introduction to the event and the modernAKIS project

Julia Eberharter, Austrian Chamber of Agriculture, Austria (Moderation)
Stephanie Bürger, Austrian Rural Educational Institute, Austria

10:15H-10:30H

Practical training as effective advisory measure for supporting short supply chains

Justyna Fila, Head of the Department of Systems and Technology in Agriculture in CDR Branch Office in Radom, Poland

10:30H-10:45H

Local Gastronomic Points in Romania

Bogdan Alecu, Ministry of Agriculture and Rural Development, Romania

10:45H-11:00H

Empowering farmers through direct marketing and diversification - The Role of AKIS

Barry Caslin, Energy & Rural Development Specialist, Teagasc, Ireland

11:00H-11:30H

Q&A Session

Key Learnings

- AKIS helps build better income strategies
- Cooperation and peer-to-peer learning support new business models
- Effective direct marketing becomes easier through shared knowledge and cooperation
- Strengthen farmers position in regional markets

Who should join?

- Advisors, innovation support services, and other providers of specialized services
- Networks (CAP network or other)
- Farmers, foresters and their organizations
- Managing authorities and Public authorities
- Rural enterprises



Meet the Speakers



Justyna Fila

**Head of the Department of
Systems and Technology in
Agriculture, CDR Branch Office
Radom**

Justyna Fila has been part of the Agricultural Advisory Center for 15 years, the last six of which she has served as Head of Department. She holds a degree in Animal Husbandry and focuses her work on animal production as well as the impacts of climate change on agriculture.



Bogdan Alecu

**Director within the Management
Authority, Ministry of Agriculture and
Rural Development**

Bogdan Alecu is currently a Director within the Managing Authority in Romania, with nearly 20 years of experience in rural development. He has mainly worked on LEADER and the National Rural Development Network, and he is currently responsible for interventions related to professional training, advisory services for agricultural businesses, and AKIS.



Barry Caslin

**Energy & Rural Development
Specialist, Teagasc, Ireland**

Barry Caslin is an Energy and Rural Development Specialist with Teagasc, focused on supporting Irish farmers through knowledge transfer in farm energy, renewable energy, and diversification. He delivers practical advice via fact sheets, publications, webinars, workshops, and conferences. Barry is also actively involved in European research projects, ensuring farmers benefit from innovative solutions and sustainability advancements. His work empowers rural communities to embrace new opportunities and build resilient farm businesses.



Presentations

Practical training as effective advisory measure for supporting short supply chains

Agricultural advisory units conduct various educational forms in the field of production and sale of food from a small-scale farms. Tasks carried out in this area are part of the "Farm to Fork" strategy and include shortening food supply chains - Short Food Chains SFCs. The activities of advisory units have a significant impact on new directions of development of small farms, such as food production and processing on a non-industrial scale.

Local Gastronomic Points in Romania

This presentation focuses on the concept of Local Gastronomic Points in Romania, how they originated, their current stage of development, and where we aim to go in the future. It will also address their economic and social dimensions. A local gastronomic point is a unit that uses local primary produce in a rural locality, where food is prepared and served directly to the final consumer according to recipes specific to the area, for a maximum of 15 people at the same time.

Empowering Farmers Through Direct Marketing and Diversification - The Role of AKIS

This presentation will explore how Agricultural Knowledge and Innovation Systems (AKIS) can support farmers in improving their income through direct marketing and diversification strategies. Drawing on examples from Ireland, it will highlight successful initiatives such as farmers' markets, collaborative food networks, and renewable energy projects. The discussion will focus on how targeted advisory services, peer-to-peer learning, and cooperative ventures can empower farmers to capture more value from their produce, build sustainable business models, and strengthen their position in regional markets. Practical insights from Teagasc's Farm Business Options Programme and Collaborative Farming Programme will also be shared.