



# The Signpost Programme: leading climate action by Irish farmers

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Teagasc  
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# Presentation Overview

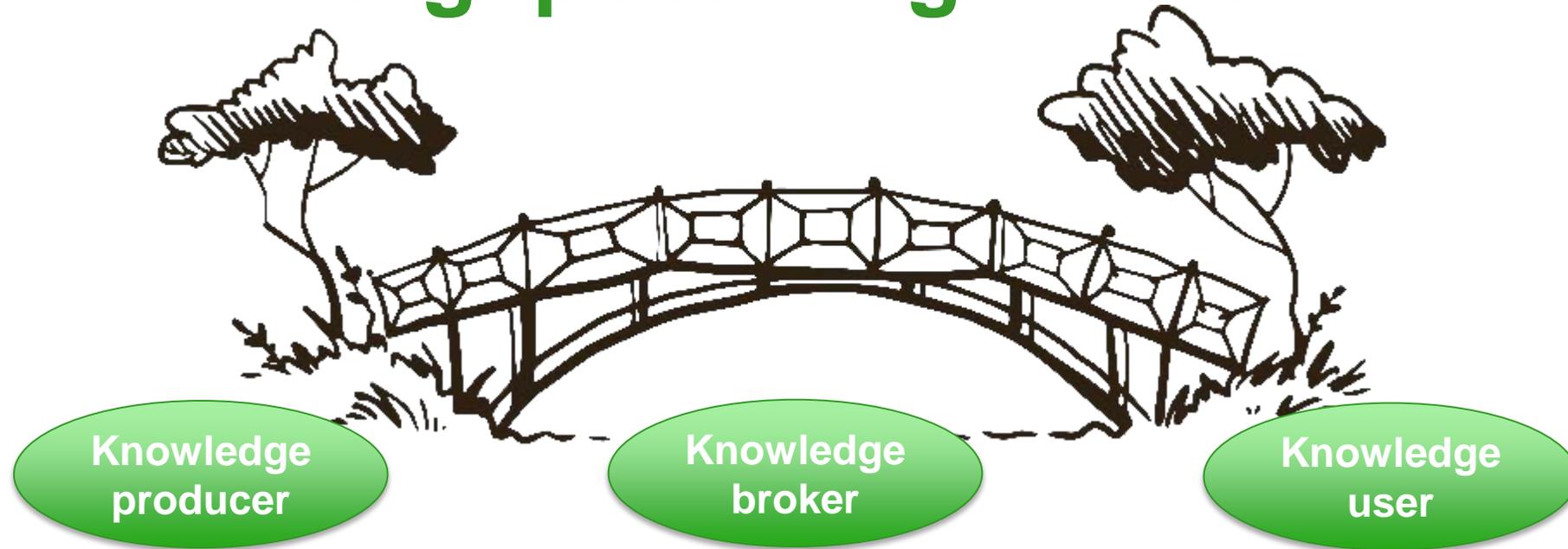
- About the Signpost Programme
- Signpost demonstration farmers
- Designing an effective demo event
- Engaging all farmers
- Key considerations

# About the Signpost Programme

- A Teagasc led, whole of industry approach to climate action
- Launched 2021
- 62 partners
- Communications and engagement central to our activities
- [www.teagasc.ie/signpost](http://www.teagasc.ie/signpost)



# Science to Practice: Signpost Programme



- Knowledge producer
- Environmental and production research
- Marginal Abatement Cost Curve (MACC)
- Future research

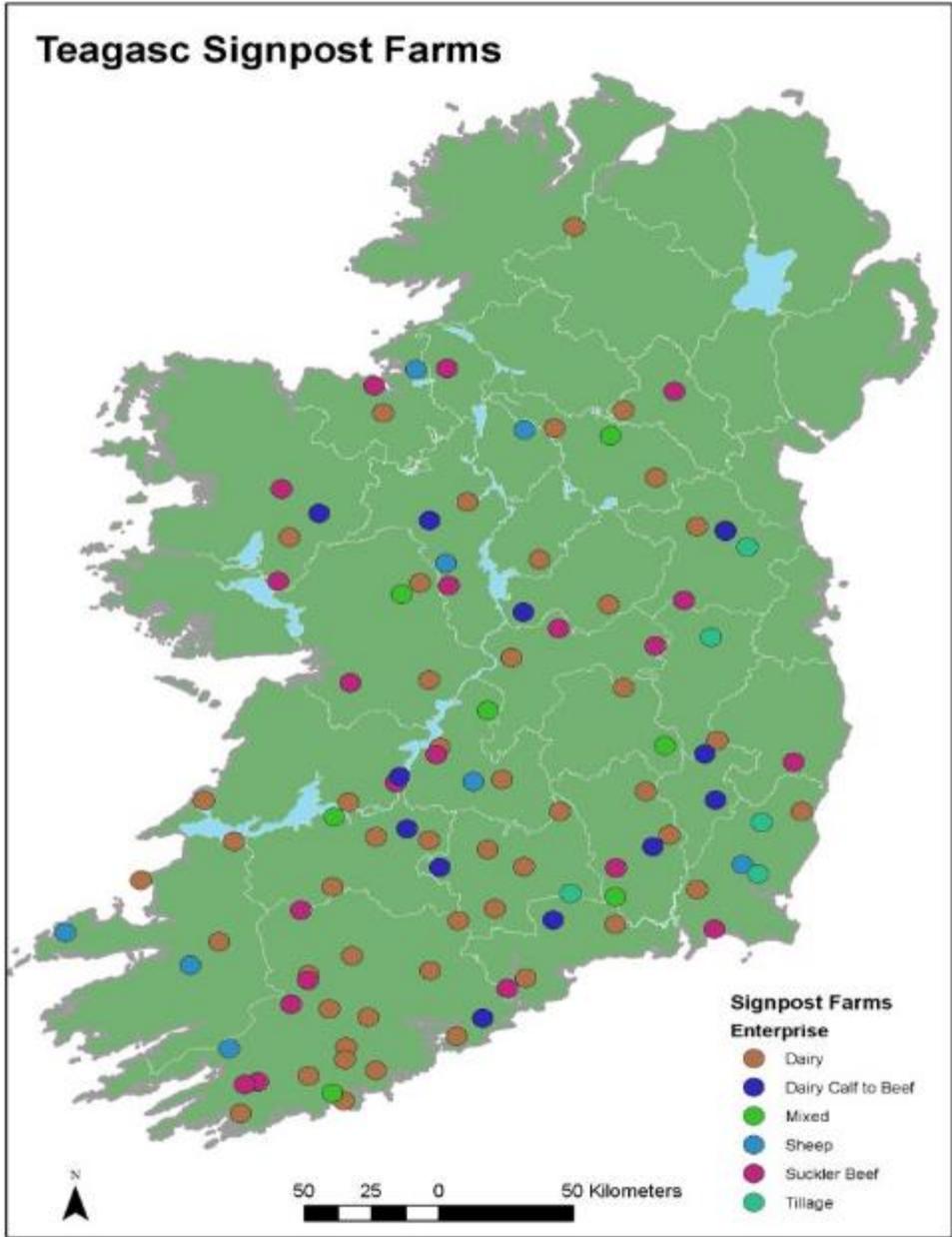
- Knowledge broker
- The Signpost Programme team

- Knowledge user
- Advisers and other actors
- Farmers

# Signpost Farmers

Demo farmers have a major role to play in the:

1. application of scientific findings and new technologies; and
2. spreading of best practices and innovative farming approaches.



# Signpost Farms

Total	119
Dairy	50 (2 organic)
Future Beef (suckler)	24 (2 organic)
DairyBeef500	16
Sheep	8
Tillage	8 (1 organic)
Pig	2
Poultry	1
Agricultural Colleges	6
Other	4
(Organic	5)



## Research to Practice

- White clover
- LESS equipment
- Reduced fertiliser N
- Protected urea as source of fertiliser N
- Red clover (silage blocks) for silage
- New hedgerows and trees planted
- Soil fertility, grassland management and EBI

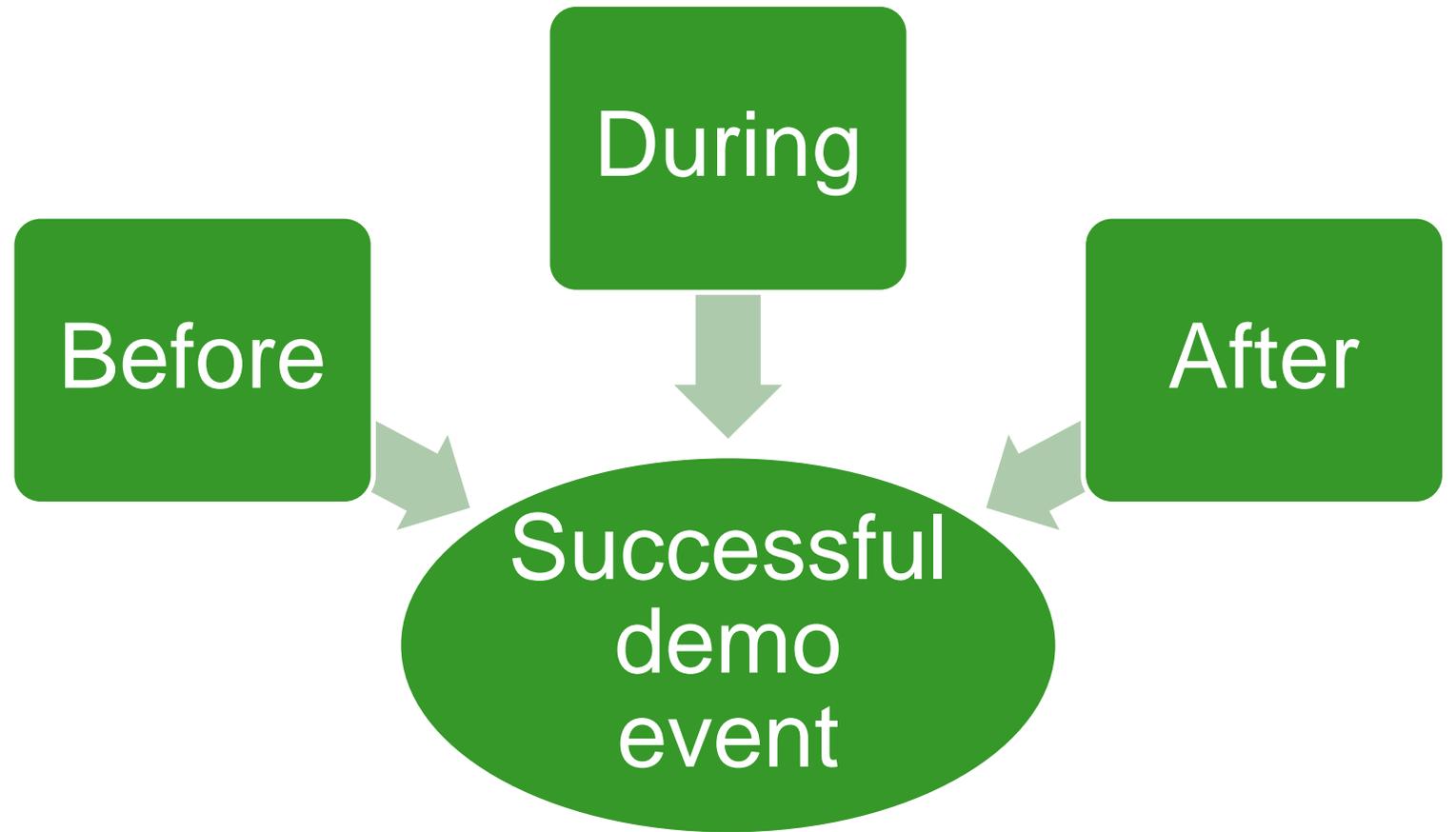
## Sharing the lessons learned

- Other local farmers
- Discussion groups
- Farm walks
- Social media
- Media articles e.g. Today's Farm

## Progress to date

- Carbon footprint reduced
- A good start...more to do

# Designing an effective demo event





# Engaging all farmers

# Resources Produced

Signpost monthly e-newsletter



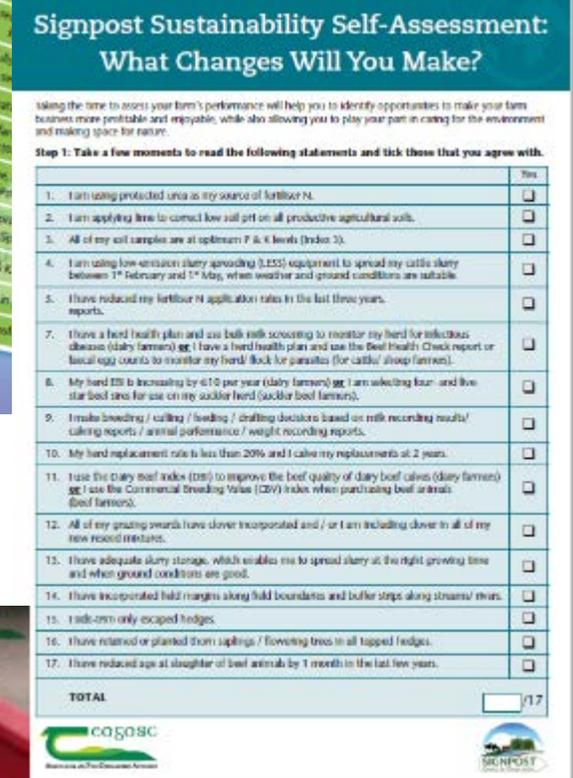
[www.teagasc.ie/signpost](http://www.teagasc.ie/signpost)  
@TeagascSignpost



Booklets and factsheets



Infographics and checklists



## Why this dairy farmer is confident that reduced stocking rate won't hit his profits too hard

Grass management is easier, nitrogen requirement is down and there are fewer marginal cows that needed a lot of bought-in feed



Cutting costs: Dermot Heaney is introducing ways to reduce his energy bills

Dermot Heaney  
May 30 2022 07:32 AM



Videos

Farmer updates

# Key considerations

Keep it local

People have to see it...make it tangible and practical

Facts and figures help...but stories win hearts and minds

Figure out what matters to farmers, then find where this intersects with climate change

Keep the bottom line in mind

Farmers learn from other farmers...so, let farmers speak

There is a need to facilitate learning

Focus on the actions taken, or what is happening now

Build a sense of efficacy



# Thank You

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