



# AgriSearch

Driving Excellence & Innovation

**Strategic Statement 2025 - 2030**

*Equipping farmers to face future challenges*



# Introduction

AgriSearch was formed in 1997 to provide a mechanism through which beef, dairy and sheep farmers could have direct involvement in production orientated research. Funds contributed to AgriSearch are used to commission research into the improvement and development of beef, sheep and dairy farming.

In the 27 years since it was founded, AgriSearch has committed £9.6 Million of farmer levies to 185 projects, with a total cost of over £63 Million. Based on a five to ten percent uptake rate by farmers, which is conservative, the value of this research to the ruminant livestock sector is in the region of £200 million. By any standards this makes AgriSearch good value for money.

However, in those 27 year the beef levy has only been increased once and the dairy and sheep levies have remained at the levels initially set in 1997. While AgriSearch has made every effort to maximise value from its current levy funds and to maximise funding levered from other sources, in order to secure a meaningful long-term future, additional levy funds will be required.

AgriSearch Trustees recognise that these are rapidly changing times for the agri-food sector. AgriSearch has a crucial role to play in helping Northern Ireland farmers to succeed in economic, environmental and indeed social growth.

This new statement of strategy has been developed to ensure that we continue to deliver for our farmer levy payers.





# Highlights of the last ten years



Established the **Beacon Farm Network**  
(48 farmers)



Grew and developed the **GrassCheck programme**



Led three **European Innovation Partnership Projects**



Participated in 2 **EU Horizon 2020 projects**



Successfully delivered **28 Farm Walks**



Successfully organised **23 Webinars**



Sent out **Over 350 GrassCheck Bulletins**



Held **7 conferences**



Supported **10 PhD's**



Leveraged **£35m from other sources**



Funded or co-funded **68 projects**



Hosted **13 Podcasts**

# Vision

**Driving farm profitability and sustainability through science, research and innovation**

# Purpose

**Equip farmers through the application of science, research and innovation to make a difference for the rural economy, environment and society**

# Strategy

**Applying our knowledge, network and capabilities and working with others to turn scientific possibilities into sound farm practice**

# Looking forward >>

## >> 2025 - 2030 priorities

Farmers continue to experience unprecedented challenges and as an organisation we need to ensure that our strategic plan allows us to adapt and deliver value for the farming community.

### One

**Placing the farmers needs at the heart of research and innovation in Northern Ireland**

### Two

**Grow our long-term research and innovation platforms**

### Three

**The Last Mile – Research into practice**





# Looking forward >>

## >> One

Placing the farmers needs at the heart of research and innovation in Northern Ireland



**Engage proactively with our  
levy payers and levy collectors**

**Articulate research and innovation needs to  
government, academia and industry**



**Build capacity, skills and a  
knowledge base within the sector**



# Looking forward >>

## >> Two

Grow our long-term research and innovation platforms



**Maintain and develop our farmer networks**

**Establish a long-term  
soil carbon monitoring platform**



**Enhancing our partnerships with  
the government, academia and industry**

# Looking forward >>

## >> Three

The last mile: putting research into practice



**Communicate our work to all farmer levy payers**

**Driving adoption of new technologies and practices on farm**



**Enable and encourage farmers to share their innovations**



# **Organisational Development**

**Systems and processes to ensure quality and governance**

**Resource management information systems  
and impact measurement activities**

**Developing IT infrastructure to enable use to  
complete our mission (database)**

**Develop HR activities which focus on continual skills development  
and wellbeing of AgriSearch's team**

**Ensure sustainability by diversifying income streams**

# Delivering our strategic plan

Delivery of this ambitious strategy will require the dedication and commitment of AgriSearch's team of people (Staff & Board) and the continued engagement with our advisory committees, farmer co-researchers and industry and government partners.

Detailed operational plans will support the delivery of this plan over the next five years. Annual plans will set out the detail and activities which will be undertaken to achieve our strategic aims.

## Working in partnership

AgriSearch aims to build long-term relationships with our partners to achieve these strategic priorities and ensure that all of Northern Ireland's beef, sheep and dairy farmers will benefit from our activities.

AgriSearch remains open to forging new partnerships to help achieve these strategic goals.





