



STRATEGY DOCUMENT

PURPOSE

To make the NI Ruminant Livestock Sector more competitive, profitable and sustainable.

VISION

AgriSearch is committed to being an important driver of excellence and innovation in the Northern Ireland ruminant livestock sector, and being recognised as such by government and the industry.

MISSION

To realise this vision, we have embarked on our mission to drive profitability and sustainability, as a trusted, valued conduit of knowledge and innovation based on sound science and widely applied research.

VALUES AND PRINCIPLES

Our values and principles below will be prevalent in all of our activities and reflected in all of our work.

- **Honesty and integrity**
- **Ethical leadership and good governance**
- **Accountability to farmers - levy payer led**
- **Consultation, engagement, and effective communication at all levels of government and the industry**
- **Collaboration and partnership across all our sectors**
- **Seeking value for money in all of our research and innovation projects and programmes**
- **Advocating excellence in all research, science, and innovation activities**

STRATEGIC OBJECTIVES

1. To build understanding of global advances in production systems, practices and techniques, through the funding of new research, the sharing of knowledge, and widespread innovation and development.
2. To establish a new funding and operating model based on a structure and legal entity that is appropriate to the new vision and mission for AgriSearch.
3. To lever funding and deliver programmes through collaborative research partnerships, actively seeking partners locally, nationally and internationally, and developing mutually beneficial relationships.
4. To establish expertise in fund raising and the organisational capabilities to be proactive and responsive in rising to emerging opportunities and industry challenges.
5. To communicate more effectively and directly with farmers, increase the number of farmers we reach and increase their active participation.
6. To facilitate bottom up, industry led priorities for research and innovation, based on need.
7. To support the NI science community, working to ensure the future capacity and capability of NI scientists and agriculturalists

OUTCOMES AND BENEFITS

- Real and tangible benefits to the agri-food industry in NI
- Meaningful, beneficial and valuable collaboration and partnership across the industry locally and internationally
- The sharing and application or implementation of research based knowledge and learning, that adds real value for farmers and the industry
- Establishment of expert fund raising capability and the successful award of funding for initiatives that engage farmers at farm level
- Advancement in production systems, practices and techniques that helps to ensure NI farming remains productive, competitive, profitable, and sustainable
- Improved profitability and sustainability for actively participating farmers.

MEASURING OUR PERFORMANCE AND MANAGING RISK

No strategy would be complete without a clear performance measurement framework and risk management system. We see the following measures or indicators as being important for us in the future;

- Funding applied for and awarded, including partnerships
- Improvements in productivity and efficiency at farm level
- Improvements in systems, processes, and practices
- Increased profitability from farming ruminant livestock
- Reduced input, overhead, and energy costs
- Increased or more productive use of land
- Strength of AgriSearch profile locally and internationally
- Level of industry/farmer confidence in AgriSearch research models, methods, and outcomes
- Strong collaborative relationships in government, in the agri-food industry, and in the scientific and academic community
- Increase in effectiveness of communication
- Value for money and impact on farming (economic and environmental)