KT Masters in Agricultural Innovation Support (MAIS)
Project Summary 2025

1. Project title
Understanding Farmer Attitudes and Advisory Roles in Agri-Data Sharing and Governance

2. Project background
The volume and importance of agricultural data continue to grow rapidly, with farmers generating and interacting with an increasing array of digital tools and datasets on farm. Despite this trend, there is limited understanding of how farmers perceive data sharing and governance in Ireland. With increased use of digital tools on farm, there is a need for more research around farmers digital awareness, literacy, and trust in where and how this agricultural data is being used.   This project aims to explore farmers level of understanding and the aspects that shape their behaviours and attitudes toward agri data. It will also investigate the role of agricultural advisors and extension services in influencing these behaviours and supporting farmers in navigating data-related challenges.

3. Project aims and objectives
Aim: To explore the needs, perceptions, and expectations of farmers and advisors regarding the sharing and governance of agricultural data.   Objectives: 1. Assess farmers' understanding of data sharing practices and governance frameworks.   2. Investigate the role of agricultural advisors in facilitating farmer engagement with data-sharing processes.   3. Identify barriers and enablers to data sharing and trust among farmers.   4. Develop recommendations for improving data-sharing practices and governance, with a focus on transparency, trust, and farmer support.

4. Suggestions for methodology
.

A qualitative case study approach will be employed, focusing on a selected advisory region that includes a range of farming enterprises. The methodology will consist of:

- Surveys with farmers to assess their current practices, attitudes, and levels of understanding regarding data sharing and governance.
- Focus groups with agricultural advisors to explore their role in supporting farmer decision-making and data engagement.
- Interviews with key stakeholders to provide insights into broader governance frameworks and institutional trust.