



# AGRI AWARE ANNUAL REPORT 2012

 family farm

Family Farm, developed by Agri Aware and Dublin Zoo

[www.thefamilyfarm.ie](http://www.thefamilyfarm.ie)



AGRI AWARE



**AGRI AWARE**

**Agricultural Awareness Trust (Agri Aware)**

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**Caption above:** Pictured at the launch of Dairy Month in Family Farm, developed by Agri Aware and Dublin Zoo are students from Mater Dei National School, Dublin 8.

**Caption overleaf:** Pictured at the European Commission’s CAP 50 Communication Awards in Brussels are (L to R): Agri Aware Chairman, Bernard Donohue; European Commissioner for Agriculture and Rural Development, Dacian Cioloş; IFA Director of European Affairs, Michael Treacy; Agri Aware Executive Director, Dr. Vanessa Woods; IFA Director of Organisation and Secretary of Agri Aware Board, James Kelly and Bord Bia’s Ireland Market Manager, Teresa Brophy. The development of Family Farm was supported by IFA, Bord Bia, FBD, IFAC and Dublin Zoo.

# Mission Statement

## The mission statement of Agri Aware is:

'to improve the image and understanding of agriculture, farming and the food industry among the general public'

## The objectives of Agri Aware are to:

- promote a greater awareness of modern agriculture, the rural environment, animal welfare, food quality and safety among the non-farming community
- heighten farmer awareness regarding the importance of best farming practices in the protection of the environment, animal welfare and food safety
- provide information about agriculture and food in schools and colleges nationwide
- inform the non-farming community about the crucial role that the farming and agri-food industries play in the Irish economy

## Agri Aware's projects and initiatives target:

- **the general public**, through initiatives to enhance their understanding of the vital economic, environmental and cultural importance of the Irish farming and agri-food industries
- **students**, to enhance their understanding of agriculture and the link between farming and the food that they eat each day
- **the agri-business and farming sectors**, by informing them about the important role that they play in maintaining the positive image and understanding of the industry



# Board of Directors



**Chairman**

1. Bernard Donohue

**Executive Director**

2. Dr. Vanessa Woods

**Secretary**

3. James Kelly, Secretary (IFA)

**Vice Chairman**

4. David Hickey (Origin Enterprises)

**Founding Directors**

- 3. James Kelly, Secretary (IFA)
- 5. Pat O’Keeffe, Treasurer (Irish Farmers Journal)
- 6. Jim O’Toole (Bord Bia)

- 7. John McCullen (FBD)
- 8. Jeanne Kelly (Irish Dairy Board)

**Directors**

- 9. Jim Power (Economist)
- 10. Sheila Nunan (INTO)
- 11. Richard Moeran (IFA)
- 12. Joe Healy (Farmer)
- 13. James Gallagher (Connacht Gold Co-op)
- 14. Anna Marie McHugh (NPA)
- 15. T.J. Maher (Farmer)
- 16. Kieran O’Connor (Glanbia)
- 17. Peter Byrne (FRS Network)

# Chairman's statement

The farming and food sector enjoyed another successful year in 2012, despite the terrible weather conditions. It was great to see a strong performance in the agri-food sector, particularly in light of the difficulties experienced by other sectors in the Irish economy. The Irish agri-food industry is once again the cornerstone of the Irish economy, in terms of jobs, exports and most importantly for the provision of quality and sustainably produced food for Irish consumers and consumers worldwide.

The year 2013 will be a very important year for the agri-food sector; the reform of the Common Agricultural Policy (CAP) will have long term ramifications for the industry. The fact that 14 million European farmers are challenged with feeding 500 million European citizens and providing them with quality and sustainably produced food cannot be taken for granted. In an Irish context, 130,000 farmers currently feed 30 million people and this is expected to rise to 50 million people via *Food Harvest 2020* projections, which in my view will not be achieved unless we continue to support the productive sector.

15% of household income is spent on food today, compared with over 30% in the 1960's, when CAP was introduced. The CAP has been one of the EU's most successful programmes, costing less than 1% of EU public expenditure.

Unfortunately, we do not have enough young people entering the industry and I welcome the huge interest in agricultural science education right from primary schools to third level. I am appalled at the outright refusal of Minister Quinn to address the outdated Agricultural Science syllabus and feel that we will have to take this issue to a higher level to address the frustration of teachers, students and the industry at large. The situation makes a mockery of Minister Coveney's *Food Harvest 2020* targets.

Agri Aware's Family Farm continues to be a key location to deliver the message to the general public about the benefits of the agri-food industry to young and old, urban and rural. We are reviewing our programme in Family Farm, since it is now over two years in operation and I want to assure our patrons that Agri Aware intends to maximise this novel, interactive and educational resource to communicate the positive message about agriculture to the general public.

I would like to thank David Leydon and his colleagues for the continued success of the Study Guides in the Irish Farmers Journal. Thanks also to Damien Phelan and his colleagues in IASTA for their continued support and to Jeanne Kinane-Dowling, Carmel McGettrick and their colleagues in the ATHE.

I would like to thank the sponsors of the Green Dragon competition which was again a great success: Conor Gouldson (FBD), Anne Finnegan and John Farrell (AIB) and Teresa Brophy (Bord Bia) and Teagasc who sponsored student participation in the Euroscience Open Forum.

The Incredible Edibles continued to be a flagship project for Agri Aware, and many thanks to Mike Neary and his team in Bord Bia and the support of the IFA, the fruit and vegetable industry and Bord na Móna.

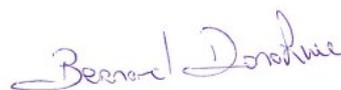
Farm and Countryside Safety continues to be a life saving message that must be told; our thanks to Conor Gouldson, Ciaran Roche and Kathryn Speedie in FBD and to the IFA and ESB for their support.

I am very grateful for the continued support of our patrons and look forward to working with them again in 2013. Thanks to Leo Oosterweghel and Una Smyth in Dublin Zoo for their continued support.

Thanks to the Board of Agri Aware who gave freely of their time during the year. In particular James Kelly, Board Secretary; David Hickey, Vice-Chairman and Pat O'Keeffe, Treasurer.

Thanks also to our founding members: Matt Dempsey, IFJ; Conor Gouldson and Michael Berkery, FBD; Pat Smith and John Bryan, IFA; Kevin Lane, Irish Dairy Board and Aidan Cotter, Bord Bia.

Finally, on behalf of the Board of Directors of Agri Aware, I want to thank our Executive Director, Dr. Vanessa Woods for her hard work and dedication to Agri Aware, and to her staff – well done. I also want to thank Nora Ide McAuliffe in particular (who left us to go travelling in summer 2012) for her trojan work and let's hope 2013 will bring continued success.



**Bernard Donohue**  
Chairman

# Executive Director's statement

Agri Aware delivered a number of high impact educational programmes and initiatives for the general public and students in 2012, to successfully promote an awareness and understanding of the important role that the agri-food industry plays in Ireland.

This could only be achieved with the continued support of Agri Aware's stakeholders, for which I am most grateful.

Family Farm, developed by Agri Aware and Dublin Zoo, has once again played a key role in promoting the agri-food industry to rural and urban visitors of all ages. Family Farm was recognised as a key communication initiative in Europe, when we secured the top prize in Brussels as part of the EU 'CAP 50 Communication Awards' for communication to the general public. Dublin Zoo welcomed over 1 million visitors in 2012 and students of all ages passed through the Family Farm classroom for curriculum-linked education. Many thanks to Leo Oosterweghel, Una Smyth, Emma Kiernan and colleagues in Dublin Zoo for their continued support with this key partnership.

During the year, Agri Aware continued to build on links with third level bodies, where University College Dublin was one of the key venues to host Agri Aware's Farm Walk and Talk, along with the six Teagasc agricultural colleges. Some 3,200 agricultural science students participated in Agri Aware's Farm Walk and Talk. Members of Meat Industry Ireland and the Craft Butchers liaised with Agri Aware to educate students about our meat industry as part of this event.

With Irish food and drink exports worth €9 billion in 2012, the educational requirements of the next generation of industry leaders were once again embraced. Agri Aware, in conjunction with IASTA and the Irish Farmers Journal, delivered the second edition of 'Pastures New,' encompassing a new chapter on animal welfare in association with FAWAC. Many thanks to IASTA members Damian Phelan, Noirín Buckley and Leo Smith, and to Matt Dempsey, Mairéad Lavery, David Leydon and colleagues in the Irish Farmers Journal, for their continued support for this project. Agri Aware will continue with efforts to change an Agricultural Science syllabus that is outdated by 40 years, and in this context, I am most disappointed that Minister Ruairi Quinn has failed to embrace the importance of educating our future industry leaders with relevant and up to-date information.

Agri Aware delivered a number of educational tours at the National Ploughing Championships, supported by the National Ploughing Association. Some 100 students from cities, towns and rural dwellings met with the IFA, ESB Networks, National Dairy Council, Dawn Meats, Kepak, FRS Network and ABP Ireland. The demand for the Agricultural

Science subject for leaving certificate continues to escalate, with 6,889 students completing the leaving certificate exam in 2012 compared to 6,473 in 2011.

At second level, Agri Aware also delivered the Green Dragon Innovation Challenge, supported by Bord Bia, FBD, AIB and Teagasc which was won by Eileen Reidy with her project 'Smart Seed Delivery System.'

At primary level, Agri Aware delivered the Incredible Edibles programme in 1,100 schools across Ireland to promote an increased consumption of Irish fruit and vegetables. Many thanks to Bord Bia, the IFA, Bord na Mona and the Irish horticulture industry who supported the Incredible Edibles project.

Farm and Countryside Safety educated students about the importance of staying safe on the farm and in the countryside. Many thanks to Conor Gouldson and colleagues in FBD, the IFA and ESB Networks who supported Agri Aware's Farm and Countryside Safety project.

Agri Aware and Bord Bia delivered the second year of the 'Bloom Farmyard' at Bord Bia's Bloom Festival. Many thanks to Aidan Cotter, Jim O'Toole and Mike Neary from Bord Bia for their continued support and to Pat Smith, John Bryan, James Kelly and colleagues in the IFA.

The continued support of our founding members, patrons and project sponsors is gratefully acknowledged and is fundamental to the continued success of Agri Aware in improving the image and understanding of agriculture, farming and the food industry among the general public. I would also like to welcome FAWAC as a new patron of Agri Aware this year.

I would like to thank the Board of Directors of Agri Aware, the founding members and patrons for their continued support. I would also like to thank Gerard Brickley from Bord Bia who retired this year. Gerard was a key contributor to Agri Aware over the years and I wish him well with his retirement. I also wish to welcome Jim O' Toole from Bord Bia and Jeanne Kelly from Irish Dairy Board as new board members. Many thanks to the Chairman, Bernard Donohue, for his continued dedication, support and encouragement. Finally, I would like to thank my colleagues and staff in Agri Aware most sincerely for their continued hard work and commitment.



**Dr. Vanessa Woods**  
Executive Director

## Agri Aware – Founding Members



## Agri Aware – Patrons



## Incredible Edibles programme to increase potato, fruit and vegetable consumption

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## Farm and Countryside Safety

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## Green Dragon Innovation Challenge

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## Study Guides

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# General public

## Family Farm, developed by Agri Aware and Dublin Zoo

In 2012, Agri Aware's work was formally recognised in Europe when Family Farm, developed by Agri Aware and Dublin Zoo, took home the top prize in Brussels as part of the EU 'CAP 50 Communication Awards'. Agri Aware's win was in the category of 'Communication to the general public'. Supported by Bord Bia, FBD, IFA, IFAC and Dublin Zoo, Family Farm once again welcomed over 1 million visitors this year, of all ages from both rural and urban backgrounds. Family Farm continues to provide an important platform to communicate the importance of the Irish agri-food industry to the general public and its recognition at EU level as a key communication initiative, confirms this.

The European Commission's 'CAP 50 Communication Awards' formed part of a series of initiatives to mark the 50th anniversary of the CAP. Open to professional communications agencies, general and specialised media, NGOs and public administrations, the awards were divided into four categories, namely, 1. Communication to the public; 2. Communication to stakeholders; 3. Innovative communication and 4. EU co-financed actions.

The award, for best practice in communicating the CAP to the public, was presented to Agri Aware in Brussels in

December, by the European Commissioner for Agriculture and Rural Development, Dacian Cioloş. Commenting on Agri Aware's submission, which was chosen from some 118 entries from 21 countries across Europe, one member of the jury panel said: "It's the CAP meets the elephant – In developing a farm at the Zoo, this original idea raises awareness of agriculture among an urban audience. It's a best practice example of reaching the new generation in an engaging way."

Agri Aware delivered interactive events and projects at Family Farm this year, including activities to promote National Strawberry Week in June, Dairy Month, Healthy Eating Month and Farm and Countryside Safety Month.

Caption Below: Pictured with the EU CAP 50 Communication Award at Family Farm, developed by Agri Aware and Dublin Zoo are (L-R): Conor Gouldson, Company Secretary, FBD; Seamus O'Brien, Chairman, IFAC; Willie Fahey, CEO, IFAC; Jim O'Toole, Meat Division Manager, Bord Bia; Leo Oosterweghel, Director, Dublin Zoo; Dr. Vanessa Woods, Executive Director, Agri Aware; Una Smyth, Head of Education, Dublin Zoo; Bernard Donohue, Chairman, Agri Aware; James Kelly, Director of Organisation, IFA; Pat Smith, General Secretary, IFA and John McCullen Director, FBD, who supported the development of Family Farm.





### Agri Aware's independent consumer survey

Independent research commissioned by Agri Aware this year demonstrated that 88% of Irish consumers believe the Irish agri-food industry is “extremely or very important” to the Irish economy, compared with 65% in 1997. The survey was conducted by Ipsos MRBI, on behalf of Agri Aware and generated a range of important findings on the Irish public's perception of the agri-food industry. The findings were resoundingly positive and demonstrated that 91% of consumers either always or sometimes make an effort to buy Irish food. Some 58% of people surveyed in 1997 said that farming was beneficial or very beneficial to the countryside and this figure has now soared to 88%. Additionally, 91% of people surveyed this year agreed that the Irish countryside is important in attracting tourists to Ireland.

### Agri Aware's 'Dairy Month' in Family Farm

Agri Aware delivered 'Dairy Month' in Family Farm in September, in conjunction with dairy patrons and the National Dairy Council. The event's aim was to educate the general public and next generation about the importance of the Irish dairy industry and the nutritive value of Irish dairy produce. The event took place after attempts by the Broadcasting Authority of Ireland (BAI) to ban the advertising of cheese to children. Through interactive

and informative activities in the farmhouse classroom, consumers learned more about Irish dairy produce and its health attributes, while also enjoying a visit to Family Farm. Visitors had an opportunity to meet with the Irish dairy industry. 'Dairy Month' featured on RTE's news2day.

### Bloom in the Phoenix Park

Bord Bia's annual Bloom festival attracted almost 80,000 visitors in 2012 and Agri Aware, in conjunction with Bord Bia, hosted the 'Bloom Farmyard' at the event, which featured a dairy and beef cow, calves, sheep, pigs and poultry.

Visitors to the Bloom Farmyard had a chance to see the dairy cow being milked and feed the lambs. Members of the IFA spoke with the public each hour regarding their work and life on the farm. Ella McSweeney then interviewed farmers on stage prior to a cookery demonstration with sustainably produced Irish food.

### Emerald Expo

Agri Aware participated in the Emerald Expo dairy event in Cillín Hill, Co. Kilkenny in July, where second level students participated in educational tours of a number of exhibits. Students had an opportunity to learn about various career pathways to the agri-food industry.

**Caption above:** An Taoiseach, Enda Kenny with Aidan Cotter, CEO, Bord Bia and Agri Aware's Chairman Bernard Donohue, listening to a farmer speaking at the 'Bloom Farmyard' in the Phoenix Park, Dublin



**Caption (from top):** Pictured at the launch of Agri Aware’s ‘Dairy Month’ in Family Farm were (L-R): Jackie Cahill, NDC; David Hickey, Origin Enterprises; Paul Flynn, Glanbia; Ciaran Roche, FBD; Maura Canning, IFA; Bernard Donohue, Chairman, Agri Aware; Dr. Vanessa Woods, Executive Director, Agri Aware; Eimear O’Donnell, Bord Bia; Bart Moriarty, ESB Networks; Pat Ryan, Dairymaster; Jeanne Kelly, Irish Dairy Board; Eimear McGuire, Irish Dairy Board and Zoe Kavanagh, NDC.

Bernard Donohue and Dr. Vanessa Woods, Agri Aware, launch Agri Aware’s 2012 ‘Buy local’ Christmas campaign.

Pictured at Agri Aware’s exhibit in the careers pavilion at Emerald Expo, Cillín Hill, Co. Kilkenny, were Sophie Parkinson from Gowran, Co. Kilkenny (student) with Dr. Vanessa Woods, Executive Director of Agri Aware, Fergal Roche, Irish Dairy Board and Kieran O’Connor, Glanbia.



# Primary level

## Agri Aware's Incredible Edibles project to increase potato, fruit and vegetable consumption

Agri Aware's Incredible Edibles project continued to play a key role in promoting healthy eating in primary schools across Ireland. The project was supported by Bord Bia, IFA, Bord na Móna and the Irish horticulture industry. Some 1,100 schools across Ireland participated in Agri Aware's Incredible Edibles project.

All Incredible Edibles schools received the resources required to grow potatoes, fruit and vegetables, including a raised bed, seeds, compost, grow bags and germination pots.

Agri Aware hosted a number of educational events for Incredible Edibles students to encourage an increased consumption of Irish produce. Celebrity chef, Catherine

Fulvio, gave a cookery demonstration with Irish potatoes, fruit and vegetables to students at Family Farm, which served as the finale to the 2012 Incredible Edibles programme. Catherine, a supporter of the Incredible Edibles initiative, spoke with students about the importance of eating healthily and the role of Irish potatoes, fruit and vegetables in maintaining a balanced diet. Catherine also encouraged students to get involved in meal times at home by helping their parents to prepare and cook healthy dishes.

In May, Agri Aware launched 'Incredible Edibles Healthy Eating Month' at Family Farm, developed by Agri Aware and Dublin Zoo. During the month, Agri Aware and sponsors of the Incredible Edibles project delivered healthy eating awareness events in Family Farm. Visitors sampled fruit and vegetables, met with Irish farmers and growers and learned about growing Irish potatoes, fruit and vegetables.





### Farm and Countryside Safety

Agri Aware’s Farm and Countryside Safety initiative was delivered for the third year and supported by FBD, the IFA and ESB Networks. The project’s aim was to raise crucial awareness about the potential dangers on farms and in the countryside among primary level students across Ireland. A farm safety calendar was designed by 12 winning students who portrayed farm safety in their pictures, and the calendar was sent to all 3,300 primary schools across Ireland.

Throughout July, visitors to Family Farm had an opportunity to take part in Agri Aware’s Farm Safety Trail, where volunteers from the IFA’s Farm Family and Social Affairs Committee and FBD volunteers were on hand to promote safety messages and to answer any farm safety queries from

the public. This year’s initiative wrapped up in December with the launch of Agri Aware’s Farm and Countryside Safety Calendar for 2013, which featured drawings and paintings by primary level students depicting how to stay safe on the farm and in the countryside.

### Mobile Farm

Agri Aware’s Mobile Farm continued to be hugely popular with primary schools, festivals and public events throughout 2012. In addition to visiting schools nationwide, the Mobile Farm also visited a number of public festivals, including the Waterford Harvest Festival and the Galway Races.

**Caption on previous page:** Pictured at the finale of Agri Aware’s Incredible Edibles were students Jack Brennan, Curtis Noble and Peace Audu from Clonburris National School, Dublin 22, with Catherine Fulvio.

**Caption at top:** Pictured at the launch of Agri Aware’s Farm and Countryside Safety calendar for 2013, were winning students with (L-R): Bart Moriarty, General Manager, ESB; Bernard Donohue, Chairman, Agri Aware; Mr Shane McEntee, Minister of State for Food, Horticulture and Food Safety; Dr. Vanessa Woods, Executive Director, Agri Aware; Margaret Healy, Chairperson, IFA National Family Farm and Social Policy Committee; Marian Dalton, IFA National Family Farm and Social Policy Committee member and Christy Doherty, FBD.



**Caption above:** Visitors to Agri Aware’s Mobile Farm enjoy feeding the animals



**Caption above:** Pictured at the finale of Agri Aware's Incredible Edibles 2012 were students from Clonburris National School, Dublin 22, who were the lucky winners of a cookery demonstration with Catherine Fulvio at Family Farm, developed by Agri Aware and Dublin Zoo.

**Caption below:** Pictured at the Launch of Incredible Edibles Healthy Eating Month were (L-R): Ronan Donnelly, Donnelly; Lisa Kennedy, K&K Produce; Fiona Fitzgerald, Keelings; Bernard Donohue, Chairman, Agri Aware; Mike Neary, Bord Bia; Minister of State for Food, Horticulture and Food Safety, Shane McEntee; Dr. Vanessa Woods, Executive Director, Agri Aware; Christopher McKeever, Meade Potato Co; Eddie Downey, IFA and Martin Gaffney, Donnelly.



# Second level

## Agri Aware's Farm Walk and Talk

Some 3,200 second level students studying Agricultural Science participated in Agri Aware's Farm Walk and Talk 2012. Organised in conjunction with Teagasc, IASTA and UCD School of Agriculture and Food Science, Farm Walk and Talk provided second level students with a practical understanding of the Agricultural Science syllabus. Held at six Teagasc colleges and UCD's Lyons Estate, students were given practical demonstrations and educational seminars covering a variety of topics including soils and fertilisers, grassland, silage and livestock management. Members of Meat Industry Ireland and the Craft Butchers provided interactive educational talks on the Meat Industry. Representatives from ABP, Dawn Meats, Dunbia, Kepak, Liffey Meats and the Craft Butchers shared their knowledge and expertise of the meat industry with students and teachers.

## Agri Aware's Green Dragon Second Level Innovation Challenge

Agri Aware's Green Dragon Second Level Innovation Challenge continued in 2012 for the third year. The initiative was supported by Bord Bia, FBD, AIB and Teagasc. Students were asked to develop an innovative idea for the agriculture, food, environment and health and safety sectors. In March, over sixty young innovators from across Ireland gathered in Croke Park for the national final. This provided an opportunity for students to showcase their ideas to the public and pitch their idea to a judging panel, comprised of experts from the Irish agri-food and environmental industries. This year's overall winner was Eileen Reidy from Our Lady's Bower, Athlone, Co. Westmeath, who impressed the judges with her 'Smart Seed Delivery System' and took home the top prize of a €7,000 product development and mentoring





fund. Category winners also had the opportunity to showcase their ideas at European level by participating in the Euroscience Open Forum in the National Convention Centre, supported by Teagasc. This event was attended by over 6,000 scientists, business leaders and government officials from across Europe.

**Agri Aware’s Agricultural Science and Home Economics Study Guides**

In 2012, the Study Guide package produced in association with IASTA, ATHE and the Irish Farmers Journal continued to be a valuable resource for Agricultural Science and Home Economics students nationwide.

A new book was developed for Agricultural Science students, entitled ‘Preparing for the practical assessment’. This resource is an important guide for students as they prepare for the practical assessment which accounts for 25% of the Agricultural Science examination at Leaving Certificate level. The resource was compiled by Agri Aware in conjunction with Damien Phelan and Noirín Buckley (IASTA), with support from The Irish Farmers Journal.

The second edition of Agri Aware’s ‘Pastures New’ textbook was produced to include a new chapter on animal welfare in conjunction with FAWAC, a subject which is currently absent from the long outdated agricultural science syllabus.

**Caption left:** Pictured at the launch of Agri Aware’s Farm Walk and Talk in Gurteen Agricultural College, Co. Tipperary were, Front (L-R): Dr. Mary Forrest, UCD; David Coyne, Dunbia; Paul Matthews, ABP; Minister of State for Food, Horticulture and Food Safety, Shane McEntee; Dr. Vanessa Woods, Agri Aware; Bernard Donohue, Agri Aware; Aine Mulvihill, Kepak. Back (L-R): JJ Kavanagh, IFA; Jonathan Forbes, Kepak; Mike Pearson, Teagasc; Local TD, Tom Burke, Teagasc; Paul Nolan, Dawn Meats; Paddy Browne, Teagasc; Donal Mullane, Teagasc and Pdraig Moran, Coorevin Farm.

**Caption above:** Pictured with Agri Aware’s Green Dragon Second Level Innovation Challenge winners (Rebecca Walsh, Thomas Coneran, Catriona Caffery, Eileen Reidy) at Dublin’s City of Science are (L-R): Bernard Donohue, Agri Aware; Dr. Vanessa Woods, Agri Aware; Kathryn Speedie, FBD; John Farrell, AIB; David Hickey, Origin Enterprises; Teresa Brophy, Bord Bia; Lance O’Brien, Teagasc and Eddie Downey, IFA.

Agri Aware's 'Pastures New' textbook was shortlisted for the Guild of Agricultural Journalism Awards in the 'Targeted Communications' category, for its efforts to bring the agricultural science syllabus into the 21st century.

### Agri Aware's educational tours at the National Ploughing Championships

Attended by 200,000 people, the National Ploughing Championships provided a key opportunity for Agri

Aware to deliver educational tours for second level students. These educational tours brought students to exhibits by a number of Agri Aware's patrons, including IFA, ESB Networks, Kepak, Dawn Meats, ABP Ireland and FRS Networks. Students also visited the National Dairy Council. Agri Aware's presence at the National Ploughing Championships provided a key opportunity to educate second level students about the Irish agri-food industry and career pathways to the industry.

**Caption:** IFA Director of Organisation, James Kelly speaking with students visiting the IFA exhibit as part of Agri Aware's educational tours at the National Ploughing Championships.





**Caption:** Eileen Reidy, overall winner of Agri Aware’s Green Dragon Innovation Challenge, pictured with (L-R): MC, Carla O’Brien, RTÉ news2day; Green Dragon judge and winner of The Apprentice, Eugene Heary; Dr. Vanessa Woods, Executive Director, Agri Aware; and Bernard Donohue, Chairman, Agri Aware.

# Third level



**Caption:** Anna Daly, a third level student studying Food and Agri-business Management in UCD gained valuable experience with Agri Aware in communicating the importance of the Irish agri-food industry to the general public. Anna was on professional work experience with Agri Aware for 6 months, and during this time she also learned about the various career pathways to the Irish agri-food industry.

## Board of Directors report

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The Board of Directors of the Agricultural Awareness Trust (Agri Aware) are pleased to submit their Annual Report, together with the financial statements of the Trust to the end of 31 August 2012.

### Activities

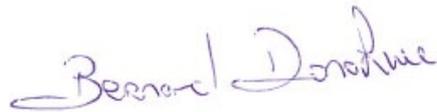
The principal activity of the trust is to promote a positive image of farming and the food industry and to represent the interests of its members. We provide services that educate and inform the general public on relevant issues relating to farming and food production.

The Board is responsible for the preparation of financial statements for each financial year. It presents a true and fair view of the trust, outlining the profit or loss for that period. In preparing those financial statements, the Board is required to:

- select suitable accounting policies and apply them consistently
- make judgments and estimates that are reasonable and prudent
- prepare the financial statements on a going concern basis, unless deemed to be inappropriate, such as circumstances where the company will not continue in business

The Board of Directors is responsible for keeping proper books of accounts, which disclose with reasonable accuracy at any time, the financial position of the trust. The Board has general responsibility for taking such steps as are reasonably open to them, in order to safeguard the assets of the Trust, prevent and detect fraud and highlight other irregularities.

On behalf of the board



Bernard Donohue  
Chairman



Pat O'Keefe  
Treasurer

# Audited financial results

## Income and expenditure account for year ended 31st August 2012

	2012	2011
Income	€	€
Founding Membership	190,000	143,500
Patron Membership	146,473	139,016
Sponsorship & Projects	249,572	256,990
EU CAP Promotion Funding	-	75,443
Family Farm	-	-
<b>Total Income</b>	<b>586,045</b>	<b>614,949</b>
Expenditure		
Administration	230,013	275,667
Education Programme	212,650	216,014
Public Promotion	41,175	106,660
EU CAP Promotion Provision	50,000	-
<b>Total Expenditure</b>	<b>[533,838]</b>	<b>[598,341]</b>
<b>Retained profit for the period</b>	<b>52,207</b>	<b>16,608</b>

## Balance Sheet as at 31st August 2012

	2012	2011
Fixed Assets	€	€
Fixtures, Fittings and Equipment	<u>3,246</u>	<u>2,634</u>
Current Assets		
Debtors	49,702	97,899
Cash at bank	<u>130,032</u>	<u>0</u>
	179,734	97,899
<b>Creditors: Amounts falling due within one year</b>	<b>[197,162]</b>	<b>[166,922]</b>
<b>Net Current Assets (Liabilities)</b>	<b>[17,428]</b>	<b>[69,023]</b>
<b>Total Assets Less Current Liabilities</b>	<b>[14,182]</b>	<b>[66,389]</b>
<b>Represented by: Capital and Reserves/Profit and Loss Account</b>	<b>[14,182]</b>	<b>[66,389]</b>

# NOTES

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**AGRI AWARE**