



# Agri Aware

## Annual Report 2025



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# Agri Aware's 2025 Highlights



**63.6 million+**

in media reach

coverage across the web,  
press, and radio



**133,200+ students**

enrolled in our programmes

2024/2025 academic year



**13,000+ attendees**

at Agri Aware on-farm  
educational events

incl. Open Farm, Farm Walk & Talk



**2.2 million+**

social media views  
across prominent social  
channels



**900,000+ attendees**

social media views at events  
where Agri Aware had a presence  
incl. Bloom, Flavours of Fingal, Tullamore  
Show, National Ploughing Championships



**30+ patrons engaged**

across Agri Aware activities  
further amplifying our messaging

# Foreward from Executive Director

Dia Daoibh,

It's been another busy and successful year for the Agri Aware team, marked by new milestones, records, and firsts. Our voice is louder and more frequent than ever, thanks to a record media reach of 64 million, and an expanded presence both online and at events.

One of the highlights of 2025 was the expansion of our flagship event, Open Farm, which grew to include two locations for the first time, Kildare and Galway. Over 4,000 people attended across our public and schools' days, making it one of our most impactful events to date.

In addition, two highly successful public-facing campaigns, targeting both consumers and farming communities, made a significant impact. We're excited to build on this momentum with the continued rollout of our Food for Thought campaign, which will be scaled to even greater heights in the year ahead.

Our school programmes remain to be the bread and butter of what we do. We've made notable strides in expanding our second-level initiatives, particularly in promoting agricultural science as a subject, to increase awareness and interest among students. This has been one of the most rewarding achievements of the year.

On the patron front, we saw significant growth, with new patrons joining us, bringing the total to over 60. This support is critical to the continued success of our work and affirms the direction we are heading.

These are just a few of the highlights from the past year, but they clearly demonstrate the positive momentum Agri Aware is building. We have even bigger plans for 2026, our 30th Year, aiming to elevate our mission of enhancing agricultural literacy to new levels and ensuring that it continues to resonate with all audiences.

On behalf of the entire team, I'd like to express our heartfelt thanks to our board, patrons, farmers, and producers for their continued support. We look forward to achieving even greater success in 2026.

Marcus O'Halloran



# Message from Chair

A Chairde,

As we close another successful year, I reflect with a great sense of pride on the remarkable achievements of Agri Aware in 2025. Key performance indicators have not just been met, but exceeded, with great aplomb.

The growth we've seen this year was beyond what we anticipated at the start, a testament to the unwavering dedication of the team to go above and beyond expectations. From expanded events and new campaigns to enhanced programmes and the support of additional patrons, each milestone has contributed to the breadth and depth of our work.

These accomplishments have translated into an expanding audience for Agri Aware, amplifying our efforts to enhance agricultural literacy, our core mission and the reason we exist.

In 2025, we also introduced a new strategic plan for the years 2025-2028. I am confident that as the team executes this strategy, we will continue to see positive shifts in consumer perceptions of Irish agriculture and food production. Public goodwill toward Irish farmers and producers is strong, and I believe that with our collective efforts, it will only grow.

I would like to extend my deepest thanks to our patrons for their ongoing support and trust in our mission. We look forward to another productive and impactful year ahead in 2026 as we celebrate our 30 Year Anniversary.

Finally, a heartfelt thank you to Marcus, Aoife, and the entire team. I have had the privilege of seeing firsthand the incredible work that goes into everything Agri Aware does, and your commitment and dedication continue to be the foundation of our success. I commend you all for your tireless efforts.

Shay Galvin



# Agri Aware Board Members



**Shay Galvin**  
Chair



**Jim Mulhall**  
Deputy Chair



**James Kelly**  
IFA



**Sean O'Brien**  
Ornua



**Dr. Anne Marie Butler**  
Teagasc



**Joe Tobin**  
Dairygold



**Laurence McNamee**  
Aurivo



**Thomas O'Connor**  
Farm Representative



**Karen Brosnan**  
Independent



**William Minchin**  
Irish Farmers Journal



**Roz O'Shaughnessy**  
Bord Bia



**Charles Smith**  
ABP & Kepak



**Jer Bergin**  
FBD



**Dr Lisa Koep**  
Tirlán



**Diarmuid Creedon**  
INTO



**Donal Lynch**  
XL Vets

# Strategy

Open Farm 2025

# Agri Aware Strategy

## 2025 - 2028

At our AGM in June 2025, we introduced our new 2025-2028 strategy, a comprehensive roadmap designed to align with evolving trends and position Agri Aware for continued success in an ever-changing economic landscape. This strategy reaffirms our commitment to reducing the gap between producers and consumers to ensure that Irish agriculture is recognised for its vital importance and relevance today.

We extend our sincere appreciation to everyone who contributed to the development of this strategy. A special thank you goes to our Executive Director, board members, and staff, whose dedication and hard work have been instrumental in shaping this vision.

Since its establishment in 1996, Agri Aware has played a crucial leadership role in strengthening the image of Irish agriculture over the last 29 years. As we look ahead to our 30th anniversary in 2026, this three-year strategy outlines our continued commitment to fulfilling our mandate while embracing emerging challenges and opportunities. It also underscores our ambition to further build awareness of the sector's significant contribution to Ireland's economy.

The new strategy focuses on four goals to;

- Enhance Agricultural Literacy
- Strengthen Public Perception
- Bridge Knowledge Gaps
- Develop Advocates

Education remains at the core of Agri Aware's work, and as reflected in this year's Annual Report, we have already begun advancing our wider strategic goals. In 2025, we increased the number of patrons and partnerships, launched two national communications campaigns, Sowing Wellbeing 2.0 and Food for Thought, to strengthen public perception, as well as expanding our events calendar to help bridge knowledge gaps in communities across Ireland.

More work is planned for 2026, and we will continue to keep our patrons and industry colleagues updated on our activities and progress throughout the coming year.

# Patrons & Partnerships



An Roinn Talmhaíochta,  
Bia agus Mara  
Department of Agriculture  
Food and the Marine



An Roinn Oideachais  
agus Scileanna  
Department of  
Education and Skills



An Roinn Sláinte  
Department of Health



# Patrons & Partnerships

## Strengthening Connections

As our population grows and becomes increasingly urbanised, many are becoming disconnected from primary industries. This gap can lead to misunderstandings, and we work to bridge it by equipping consumers with the knowledge they need to make informed choices about our industry.

Over the years, our portfolio of work has expanded significantly, and we are proud to be backed by over 60 Patrons, many of whom operate within or are connected to the agri-food sector.

By supporting Agri Aware, our patrons demonstrate a commitment to strong governance practices and meaningful industry impact. They are part of a community that actively counters the negative portrayal of agriculture, educating the public on the importance and value of the agri-food sector.

Our work relies on the investment of Irish agri-food companies, and we deeply appreciate the ongoing support of our Patron network. With ambitious plans for the years ahead, we hope that more organisations will join us in supporting our mission to rebalance the narrative around agriculture.

If your organisation is interested in learning more about patronage, please contact Robert Corroon at [robert.corroon@agriaware.ie](mailto:robert.corroon@agriaware.ie)



Shay Galvin, Chair of Agri Aware, pictured with Chair of FBD Trust, Michael Berkery at the launch of the Patron Badge.

### Patron Badge

In 2025 we launched our Patron Support Package, designed to recognise the essential role that our patrons play in the success of our mission. This initiative is embodied in an exclusive Patron Badge, which Agri Aware patrons can proudly display across their organisational communications.



Agri Aware's Marcus O'Halloran and Robert Corroon visited Agritechnica in Hanover, Germany in November.

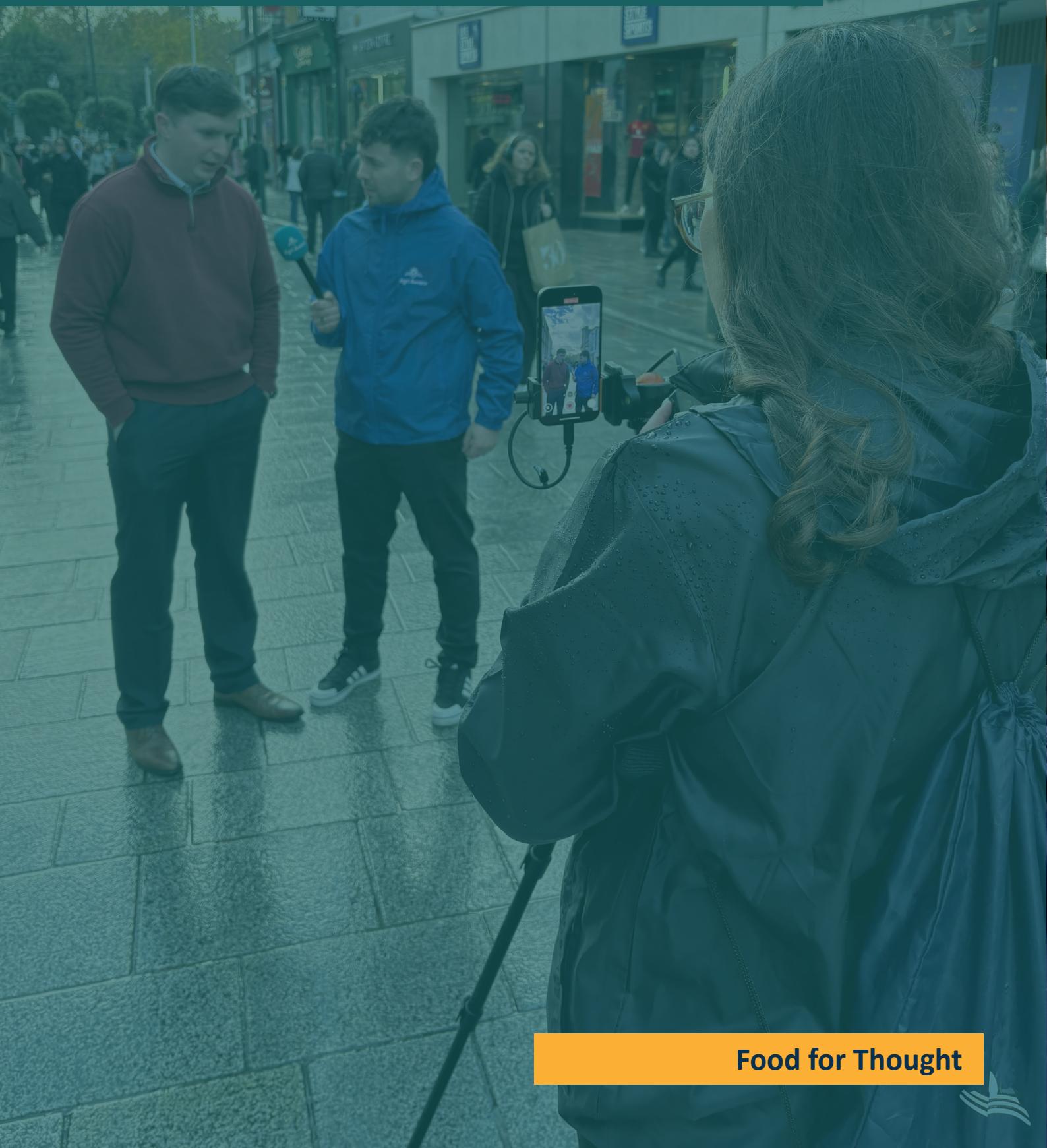
### Events

With the work of Agri Aware encompassing the work of a multi-faceted industry, meeting different sectors and sharing how Agri Aware represents them at consumer level was a major part to growing Agri Aware's partnerships and relationships with industry.

Agri Aware staff attended events such as:

- IPHS Symposium
- IHFA Open Day
- NDC Kerrygold Milk Quality Awards Farm Walk
- ASA Conference
- Veterinary Ireland Conference
- National Dairy Show
- Milk Quality Awards
- Agritechnica
- IFJ Dairy Day

# Communications & Campaigns



Food for Thought



# Communications & Campaigns

## 2025 Overview

2025 was a year marked by significant achievements across Agri Aware's communications activity. From increased national coverage and a record number of radio interviews to new campaigns and a booming social media presence, the organisation's visibility surged to new heights.

### Growth Indicators

A key metric for us is media reach, which has seen remarkable growth in recent years, from 21 million in 2022 to an impressive 64 million in 2025. This surge is the direct result of consistent, persistent, and high-quality activity across all areas of the organisation, which continues to garner strong interest from local, agricultural, and national media.

In 2025, Agri Aware secured over 560 media mentions, supported by 60+ radio interviews, 44 press releases, and extensive social media outputs. This level of sustained engagement has been fundamental to the ongoing expansion of our reach.

### Deepening Connection

Building on previous successes, our mailing list now boasts more than 5,000 contacts who receive monthly newsletters that provide updates on the organisation's work and progress. To further support our growth, a new newsletter sign-up feature was introduced on our website in 2025, helping us capture new audiences and expand our communication channels.

These figures reflect the impact of the organisation's work as coverage is earned through meaningful programmes, events, and campaigns. All three pillars increased in scale in 2025, contributing to wider public engagement and growing interest from national media.

Key initiatives helped drive major coverage throughout the year, including the Intro to Ag and Come Farm With Me programmes, our two Open Farm Days, and Sowing Wellbeing in Every Field 2.0. Each showcased the relevance, reach, and importance of Agri Aware's mission and strengthened our connection with audiences.

### Social Media

Throughout 2025, Agri Aware continued to build its social media presence, expanding its reach with fresh, targeted content designed to engage both new audiences and our loyal longstanding followers.

TikTok emerged as our standout platform of the year, recording growth of more than 3,700 followers, the most significant increase across all channels. This success was driven by the creation of engaging, platform-specific content that resonated strongly with users.

By the end of 2025, Agri Aware's combined following across Instagram, X, TikTok, Facebook, Threads, and LinkedIn reached 53,000 followers.

### Driving Engagement

Our interview-style vox pops with members of the public, students, and event attendees were a cornerstone of our content in 2025. These authentic, on-the-ground insights added valuable diversity to our content and helped drive connection with our audiences.

We hosted small-scale social media competitions throughout the year, offering agricultural show tickets, teacher giveaways, and branded merchandise. These initiatives further boosted interaction and supported steady follower growth across all platforms.

A strong presence at events, paired with consistent, relevant posting, ensured that Agri Aware's channels remained an important touchpoint for audiences interested in the agri-food sector.

### Campaigns

Major digital media campaigns elevated our online strategy in 2025. Initiatives such as Sowing Wellbeing in Every Field and Food for Thought enriched our content offering and reinforced our commitment to public engagement and agricultural education.

# Campaigns

## Sowing Wellbeing in Every Field

Agri Aware was delighted to return with the second instalment of Sowing Wellbeing in Every Field which rolled out in September and October. This campaign for farmers supported by the Department of Agriculture, Food and the Marine, was first launched in October 2024.

This initiative aimed to cultivate a strong network of care and support within farming communities, by focusing on enhancing awareness of physical health, mental health and farm safety. Once again, we produced a three-part video series to share personal stories from those working within the sector, alongside practical advice from experts for anyone who has endured or is currently facing similar challenges.

The campaign was well received by the sector, and its effectiveness was strengthened with our strong presence during the National Ploughing Championships, when our team were on the ground to share our featured stories and spark open conversations.



Padraic Joyce, Shane Purcell and David Kelly - farmers that bravely shared their stories as part of the campaign.

### In 2025, we featured:

- Padraic Joyce, dairy farmer and hoof trimmer from Co. Meath who spoke about his quad accident.
- Shane Purcell, beef and tillage farmer from Co. Kildare who shared his livestock accident story.
- David Kelly, beef and tillage farmer from Co. Kildare who highlighted the importance of heart health and wellbeing.



An Roinn Talmhaíochta,  
Bia agus Mara  
Department of Agriculture,  
Food and the Marine

### Survey

To gain a better understanding of farmers prior knowledge of best practices in terms of farm safety and attitudes to their own physical wellbeing, our team actively surveyed attendees at the National Ploughing Championships over the course of the three days. Over 1,200 surveys were completed both in-person, and online, and the information gathered will help us to build on this campaign in the future.



Members of the Agri Aware team gathering survey responses and content at the National Ploughing Championships.

### Partnerships

Thank you to our expert contributors, Ciaran Roche, Risk Manager in FBD Insurance, and Daire Conway, Health Promotion Officer in the Irish Heart Foundation.

The video content was produced with the help of Farm TV, and they also incorporated the highlights into their big screen content which was broadcast during the National Ploughing Championships.

We collaborated with the Irish Farmers Journal and Traction to create three print supplements which included in the paper over three consecutive weeks in September 2025.

In addition, we partnered with Agriland Media to bring a four-part series on the campaign to their readers via the Agriland app to bolster our online presence.

## TikTok Collaboration

Agri Aware teamed up with TikTok to broaden the reach of the campaign during the 2025 National Ploughing Championships. The theme of TikTok's stand revolved around farm safety, which aligned with our farmer stories related to quad and livestock accidents. This partnership afforded us with access to broadcast our videos inside the popular TikTok stand over the course of event.



Minister of State Michael Healy Rae with Susan Moss, Head of Public Policy and Government Relations at TikTok Ireland and Marcus O'Halloran, Executive Director of Agri Aware.

Agri Aware and TikTok were joined by the Minister of State with responsibility for Farm Safety, Michael Healy Rae in September on the dairy farm of Agri Aware Deputy Chair, Jim Mulhall, in Co. Kilkenny to launch this partnership.

TikTok's 'FarmTok' creator Fiona Bergin also joined Agri Aware in raising awareness on the campaign by sharing a farm accident she endured on her beef farm in Co. Tipperary.



TikTok 'FarmTok' creator Fiona Bergin joined Chair of Agri Aware, Shay Galvin in sharing her farm accident story at the TikTok stand at the National Ploughing Championships.

Fiona's story was also highlighted in the TikTok stand and she advocated on behalf of the campaign and staying safe on farms while speaking with visitors at the National Ploughing Championships.



Tánaiste Simon Harris with William Aird TD and Agri Aware's Fiona Treacy at the National Ploughing Championships.

## Recognition and Media Engagements

Tánaiste Simon Harris, the Minister of Agriculture, Food and Marine Martin Heydon, and Minister of State with responsibility for Farm Safety, Michael Healy Rae have strongly endorsed the campaign.



Agri Aware's Fiona Treacy speaking to TG4 about the campaign at the National Ploughing Championships.

We once again received widespread media attention in national and regional media, including print, digital, radio and television. Agri Aware received coverage from reputable media entities such as TG4, the Irish Sun, the Irish Farmers Journal, Agriland, Spirit Radio, LMFM, the Irish Examiner, the Dungarvan Observer to name but a few.

# Campaigns

## Food for Thought

Newly launched in November 2025, Agri Aware's Food for Thought aims to educate and engage consumers, and the wider agri-food sector on the latest news, research, and opinions that are shaping the future of Irish agriculture and food production.

Agriculture is at a pivotal moment. As policies evolve, trade landscapes shift, and environmental priorities grow, understanding the bigger picture has never been more important. This umbrella campaign will allow us to disseminate information on current topics.

### Face-to-face with Consumers

For consumers, we focus on sharing the challenges that Irish farmers face at local, national and European level with regards to policies and regulations.

In November, the Agri Aware team sought the opinions of the public and secondary school students, curious about their perception of Irish agriculture and food production, with an emphasis on discovering the public's awareness on the highly contentious Mercosur Trade Deal.



Members of the Agri Aware team spoke to the public to see what they knew about the Mercosur Trade Deal.

We spoke to consumers to gather their current knowledge of the deal and learn whether the potential of cheaper cuts of beef would entice them to move away from locally produced Irish beef.

We also collaborated with Newstalk, visiting Wesley College in Ballinteer, Co. Dublin to seek the views of students on both the Mercosur Trade Deal and on

agriculture and food production. Newstalk's Josh Crosbie spoke to Wesley College Ag Science students, their teacher Iain Wallace, and Executive Director of Agri Aware, Marcus O'Halloran, to produce video content, an online article and a live report that aired on the 'Hard Shoulder' programme.



Josh Crosbie from Newstalk speaking to Ag Science students of Wesley College as part of a live report for the 'Hard Shoulder'.

### Informational Content

Using knowledge gained from our on the ground conversations, as well as the investigative piece carried out by the Irish Farmers Journal, we produced a video to explain the Mercosur Trade Deal. This included an update on what affect it will have on Irish farmers and the shocking discovery about the production of beef in Brazil, a country in the Mercosur bloc.



## Industry Briefing

We launched our Food for Thought Industry Briefing in November, aiming to bring together expert voices and fresh thinking to explore the issues transforming the agri-food sector.

This event, hosted in January 2026 will hear from experts including Tadhg Buckley of the IFA, Ksenija Simovic of COPA COGECA, Kevin Maher of Dairy Sustainability Ireland and Phelim O'Neill of the Irish Farmers Journal on a variety of topics that are dominating the headlines in the media and beyond. This event is not just an opportunity for the agri-food industry to get up to speed on the key issues impacting the sector but also to provide a networking opportunity for patrons.



Agri Aware's Marcus O'Halloran pictured with Tadhg Buckley, Director of Policy for the Irish Farmers Association at the launch of the Food for Thought Industry Briefing Event.



**Tadhg Buckley**  
Director of Policy /  
Chief Economist  
IFA



**Ksenija Simovic**  
Senior Policy Advisor  
COPA-COGECA



**Kevin Maher**  
Senior Executive Dairy  
Sustainability Ireland  
Ibec



**Phelim O'Neill**  
Global Market  
Intelligence Specialist  
Irish Farmers Journal

Panellists for Agri Aware's inaugural Food for Thought Industry Briefing Event.

# Educational Programmes & Services

Incredible Edibles 2025

# Primary School Programmes

## Incredible Edibles

The 2024/2025 school year was the 18th year of the Incredible Edibles Programme, an engaging, experience-driven food and horticulture programme designed for primary schools and delivered by Agri Aware across Ireland.

Running in the second term each year, in this cycle, the programme engaged over 72,000 students, another significant increase in participation.

This year, we made some adjustments which drove registrations and participation:

- Four refreshed learning tasks introduced.
- School of the Month for exceptional participants.
- New creative project element – easier to submit.
- Increased presence across media and socials.

In February, all registered schools received seed packs to grow radishes, carrots, lettuce, turnips, French beans, onions, strawberries, and potatoes. Schools that submitted a project in 2024 unlocked an expanded grow pack, including a window propagator, recyclable pots and compost to kickstart their own growing adventure.



Tony Aspel of DOLE Ireland hosted a smoothie workshop in Our Lady's National School, Co. Carlow.

### Healthy Eating Week

We visited primary schools across Dublin, Meath, Carlow, and Kildare in May, delivering hands-on learning experiences that inspired balanced eating habits and a love for growing food. The week-long initiative brought a focus on growing produce and healthy eating to schools through a series of

in-person visits. With support from programme partners Dole Ireland, Country Crest, O'Shea Farms, and McCormack Family Farms, students enjoyed a week filled with fun activities, food, and learning about where their food came from.



Students from Gaelscoil Ruairí enjoying their smoothie workshop as part of Healthy Eating Week.

- Our Lady's National School, Co. Carlow – visit from Dole Smoothie Truck with Agri Aware Sowing & Growing Workshop.
- Gaelscoil Ruairí, Co. Kildare – visit and workshop from Country Crest on sowing potatoes, alongside Agri Aware Smoothie Workshop.
- St Finian's in Co. Meath – visit and workshop on sowing & growing with Stephen McCormack, Managing Director of McCormack Family Farms.
- Gaelscoil Naithí, Co. Dublin - visit and workshop on crop production with Kate Foley of O'Shea Farms.



# Primary School Programmes

## Incredible Edibles (contd.)

### School of the Month

Running from February to May, each month, one participating school was chosen as the Incredible Edibles School of the Month. Four winning schools received a tour to one of our project partners farms.

- Feb: Our Lady's NS, Co. Carlow
- Mar: St. Finian's NS, Co. Meath
- Apr: St. Cronan's NS, Co. Offaly
- May: Scóil Mholainge NS, Co. Kilkenny



Marek Pisarczyk from McCormack Family Farms showing School of the Month Winners St Cronan's around their facilities.

### Bloom 2025

Almost 1,000 students partaking in the programme received free entry to Bloom in the Phoenix Park, and while there, they received a guided tour of the Bloom Farmyard which Agri Aware develops and manages.



Gabriel Hoey from Country Crest presenting Dunboyne NS with their prize from the 2024/2025 Programme.

### Programme Winners

Every school that submitted a project received a certificate, as well as a tin of native Irish wildflower seeds to be sown in their schools Incredible Edibles biodiversity area in their garden.

- **First Place:** Dunboyne Senior Primary, Co. Meath received a polytunnel provided by Country Crest.
- **Second Place:** St Oliver Plunkett, Co. Dublin received a €500 Quickcrop voucher.
- **Third Place:** St Finians, Co. Meath received a €300 voucher from Quickcrop.
- **Gaelscoil:** Gaelscoil na Dúglaise, Co. Cork received a €150 voucher from Quickcrop
- **Best Junior Project:** Broadford NS & Kilbane National School, Co. Clare received a €300 voucher from Quickcrop
- **Homeschool:** Doherty Household received a €150 voucher from Quickcrop
- **Special School:** Scoil Bernadette received a €150 voucher from Quickcrop



Incredible Edible Programme Partners photographed with Agri Aware's Marcus O'Halloran and Fiona Treacy at the Launch of the Programme in Country Crest.

### Launch for 2025/2026

To celebrate the launch of the 2025/2026 programme, winners from 2024/2025 joined Agri Aware at Country Crest in Lusk, Co. Dublin alongside other programme sponsors. In addition to engaging discussions hosted by Country Crest Staff, and even a workshop on bees and honey; horticulturist Niall McCauley hosted a workshop on the day sharing expert tips on planting potatoes, tying in with one of the programme's key chapters, 'Sowing & Growing'.

# Come Farm With Me

This programme has grown in popularity since its launch in September 2024. Through this series, students gain valuable insights into Ireland's diverse agri-food enterprises while exploring how each sector contributes to producing high-quality, sustainable Irish food, all from the comfort of their own classroom.

## 2024/2025 - Second Term

The first three webinars of the series took place in 2024 (Horticulture, Beef, Pigs), leaving the remaining webinars to run throughout March and April in 2025.

- Shay Galvin, Tillage farmer from Co. Limerick
- Gearoid Maher, Dairy farmer from Co. Limerick
- Aoife Coyle, Sheep farmer from Co. Roscommon



Agri Aware's Fiona Treacy pictured with Shane McAuliffe of McAuliffe Farms during filming of his episode.

## 2025/2026 - First Term

Upon review of the first year of the programme, a decision was made to publish weekly "Day in the Life" videos on YouTube across five weeks in the middle of the first term in 2025/2026. This allowed schools to enjoy the content at their own pace and take note of questions they had while completing accompanying worksheets. This new format was well received as it greatly increased flexibility for schools. It paid off, with over 32,000 students registered for the programme!

Another addition this year, each video was supplemented with a behind-the-scenes vlog filmed by our Educational Officers, to drive engagement.



Agri Aware's Shay Galvin promoting the Come Farm With Me Series from his largely popular Massey Ferguson.

## Thanks to our 2025/2026 Farmers:

- Shay Galvin, Tillage farmer, Co. Limerick
- Jim White, Dairy farmer, Co. Tipperary
- Annie McGuinness, Sheep farmer, Co. Louth
- Catherine Smyth, Beef farmer, Co. Meath
- Shane McAuliffe, Pig farmer, Co. Kerry

\*Annie received the highest viewership with over 7,600 hits on her Sheep episode

## Bumper Webinar

During the last week of November, we concluded the series by hosting a webinar with all five participating farmers. We collated questions received from students over the course of the programme, and our farmers kindly responded live as part of the stream which had an audience of 2,500 students.



Annie McGuinness pictured during filming for her episode on her Sheep farm overlooking the Cooley Peninsula in Louth.

# Primary School Programmes

## Farm-to-Fork Experience at Lidl Farm

This collaborative initiative between Lidl and Agri Aware is based at the Lidl Regional Distribution Centre in Newbridge, Co. Kildare. The 8.5 acre educational resource provides a wonderful opportunity for students ranging from 1st - 6th class to explore where their food originates, the important work farmers do to produce it, and the journey that food takes after it leaves the farm.

This free experience is filled with fun, interactive learning, and plenty of opportunities for questions and engagement. It offers a fantastic chance for everyone to enjoy hands-on activities, get outdoors to see what's happening on the farm, as well as exploring the inner workings of the Lidl warehouse.

Tours operate for six months each year. The Spring/Summer tours run from early March through to the end of June, while the Autumn tours are held from September to mid-November. Each tour lasts approximately two hours, with two sessions available on weekdays.



Lettuce growing in one of the polytunnels at the site.

### Our Food's Journey

The on-site education is guided by the SESE curriculum to deliver an outdoor classroom experience. Pupils learn through a combination of hands-on activities and discussions led by Agri Aware's Education Officers.

The tour, led by an Agri Aware Education Officer, begins on the farm where students can visit several polytunnels, observe fruits and vegetables at various stages of growth, and even pick seasonal crops for themselves. Additionally, there is a designated

outdoor area where they can see crops growing in an open field and meet livestock in close proximity..



Jamie O'Rourke from Lidl and Agri Aware's Marcus O'Halloran with visitors at the farm for the Launch of Spring Tours.

For the final part of the visit, students enjoy a train ride through the Lidl Distribution Centre, where they gain firsthand insight into the logistics of storing and distributing food on a large scale. Each student is given a shopping list and they are encouraged to take note of various products from different food categories that are in the warehouse.

### From Strength to Strength

The close of the Autumn 2025 tours marked the third anniversary of the initiative which has been steadily growing in popularity with participant numbers increasing consistently over the past two years.

Throughout the 2025 tours, a total of 4,241 students attended the Farm-to-Fork Experience at Lidl Farm. Since launching in 2022, over 12,600 students have visited the site.



Students have an opportunity to visit several polytunnels on their tour, each showcasing a different stage of crop growth.

## Safe Farm Futures

Originally launched in 2024, we released the revamped programme materials for the 2025/2026 term to registered schools in October.

Aiming to help students understand the importance of staying safe, both on farms and while in the countryside, these free, curriculum-aligned resources are structured into two levels of coursework so that both junior, and senior primary students can participate at an age-appropriate level.

Resources for the programme include lesson plans on staying safe around animals and farm machinery, as well as activity sheets, and in-person workshops to aid understanding. In addition to introducing the most common farming enterprises present in Ireland, we also review how we can take better care of our beautiful countryside.

Once the course is completed, students are invited to review and sign our Farm Safety Promise, new to the programme in 2025, and aiming to remind them of the valuable lessons they've learned.

We expect that our registration numbers for the programme will continue to rise into the Spring and Summer months of 2026.

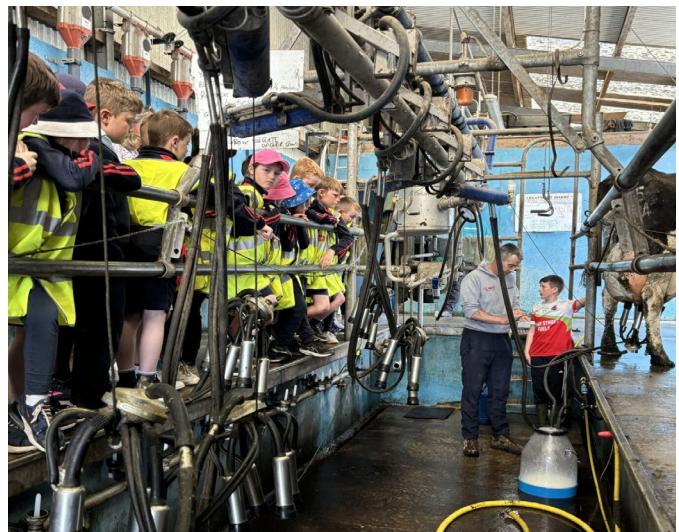


Participants of Safe Farm Futures are encouraged to review and sign Agri Aware's Farm Safety Promise.

## Host Farmer Initiative

While classroom learning is valuable, nothing compares to stepping onto a working farm, seeing, hearing, and experiencing agriculture in action. These moments create powerful, lasting connections that spark curiosity and deepen understanding.

We expanded the pilot for this programme in Spring 2025 in partnership with Dairygold Co-Op. In April and May we welcomed 117 Primary School Students to two farms, and we thank our hosts, Michael Ryan from Cashel, Co. Tipperary, and Donal Shinnick from Buttevant, Co. Cork for opening their gates for students from their own localities.



Michael Ryan, a Dairygold Supplier from Cashel hosted two local schools on his farm in Spring.

This initiative aims to strengthen agricultural literacy from an early age. Students gained a deeper appreciation for Irish foods, their origins, and the commitment of local farmers to producing high-quality, sustainable products. Students had the opportunity to be immersed in real-life farming and learn where their food comes from in a hands-on, and engaging way.

Agri Aware is now actively seeking further partnerships and funding in the hope of expanding this project in 2026.

# Secondary School Programmes

## Intro to Ag

Intro to Ag was created in partnership with the Laois and Offaly Education and Training Board (LOETB). This Transition Year programme was officially launched at Tullamore Show in August 2024, and it is designed to raise awareness of agricultural science, as well as highlight the career opportunities available in the agri-food sector. The programme is extremely flexible to mirror the nature of Transition Year in Schools.

### Pilot Programme

After a successful pilot engaging 130 students across the LOETB catchment in 2024, the programme was launched nationwide in 2025, with Transition Year students across the country being eligible to register for the programme and take part.



Intro to Ag Pilot Programme winners from Clonaslee College. Co. Laois alongside Agri Aware's Marcus O'Halloran and Joe Cunningham, Chief Executive of the Laois Offaly ETB.

### Nationwide Rollout

The programme has been very well received, with over 13,000 students expressing initial interest in the programme for 2025/2026. Agri Aware's Ag Science Co-ordinators are due to facilitate workshops across the country to registered schools, with 26 workshops to be completed by May 2026. The workshops compliment the coursework by engaging students in hands on activities and experiments, deepening connection with programme content that they have completed.

### Supplementing Coursework

We also produced a series of videos to supplement the coursework. We filmed numerous experiment videos to show the practical side of the course, as well as interviewing several industry professionals from a range of disciplines to showcase the breadth of opportunities available within the sector.



Agri Aware's Róisín Byrne speaking with Sarah McIntosh, Journalist at the Irish Farmers Journal as part of Intro to Ag's career spotlight series.

### Project Submission & Prizegiving

Students are encouraged to submit projects based on their learnings throughout coursework. A Transition Year Fair will be hosted in April 2026 for selected students to present their work and explore further education and career opportunity informational stands before the prize giving.



A taste of what's to come- students showcasing their projects at the pilot TY Fair in June.

## From Foal to Race

2025 saw the return of the Agri Aware and equuip equine programme From Foal to Race. The programme offers Transition Year students a comprehensive overview of the horse racing industry with a strong focus on increasing awareness of the careers that feature throughout the foal to race story.

To increase flexibility for teachers and better facilitate the rotational nature of the Transition Year calendar, the programme is now available to teachers from September to May. Through completion of the From Foal to Race coursework, both teachers and students gain insight into the horse racing industry, including the role of stud farms, animal welfare and other regulations of the industry. Some of the featured career case studies include jockeys, digital marketers and notable managers.

Almost 4,000 students participated in the programme in 2025, reaching 13% of secondary schools across the South of Ireland.



Aine O'Connor from equuip demonstrating the gear that jockeys require to race.

The students were presented with a €1,000 cheque for their school while enjoying a behind-the-scenes tour of the Galway Racecourse, gaining insight into what goes into hosting a race day from horse preparation to race management. They met industry experts and jockeys, enjoyed some racing, as well as receiving a special video call from the subject of their project, Rachel Blackmore.

In 2025/2026 alongside the Creative project, there is a new element “The Equine Innovation Awards”. This allows students to present an innovation based on the racing industry that may aid the industry in the future. A showcase based on the projects will be held at HRI before the 2025/2026 school year finishes, to choose a winner of the programme.

The programme is currently undergoing an upgrade with new chapters being developed for the 2026/2027 academic year, alongside further experience-based visits to racecourses.



Winners from Coláiste Chreagáin receiving their prize from Stephanie Scully and Aine O'Connor of equuip, and Agri Aware's Shay Galvin and Aoife Kinnarney.

### Prizegiving 2024/2025

Students Megan Flynn, Leanne Egan, Gillian Byrnes, and Eabha Donnelly from Coláiste Chreagáin, Mountbellew, Co. Galway, received the top prize for their project, “Rachel Blackmore: Pioneering Jockey and Role Model for Young Girls”, which explored the career of one of Ireland’s most inspiring jockeys.



Students from Coláiste Chreagáin enjoyed a VIP tour of Galway Racecourse before enjoying an afternoon of racing.

# Secondary School Programmes

## Environmental Innovators

## Ag Science Study Guides

The Agri Aware and BiOrbic Environmental Innovators Transition Year programme once again took place in the school year of 2024/2025. The programme presents various challenges that our global food system faces and invites students to investigate innovative solutions.

As with other Agri Aware Transition Year Programmes, Environmental Innovators also extended its run time to Term 2 of the school calendar. This change was incorporated to facilitate the structure of the Transition Year programme, based on feedback from teachers in previous years who were unable to deliver the programme to new student rotations in Term 2.



Winners of the programme from Scoil Mhuire, Co. Meath showcased their work in Bord Bia as part of a Peer Day in April.

The programme has increased in popularity year on year, with 9,811 students registered from a total of 214 schools for 2024/2025. The programme reached 29% of secondary schools across the country.

Upon completion of coursework, participating students were tasked with devising their own solution to a problem related to the agri-food sector, one that they had identified, either at home, in school, or in their local area.

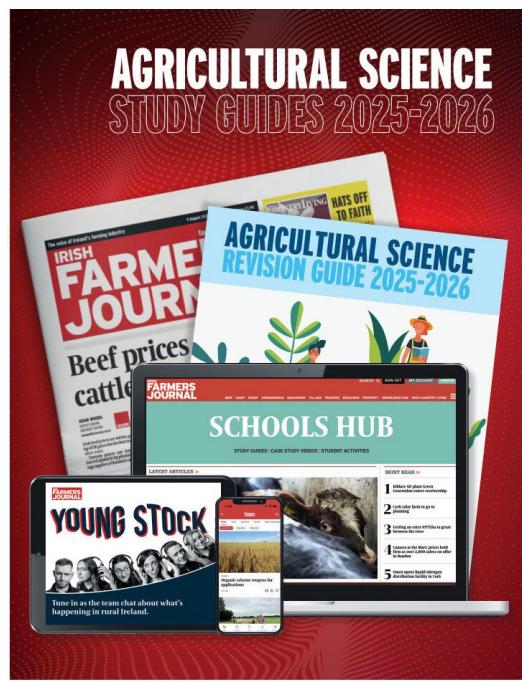
The National Prize for the 2025 programme was awarded to Scoil Mhuire, Trim, Co. Meath. Students Ciara Duffy, Hannah Mulligan and Majella Martin came out on top with their project titled 'Baling Twine Reuse'. The students cleaned and hand processed waste bailing twine, which was then woven into mats and bedding for humans and animal alike.

Agri Aware has continued its collaboration with the Irish Farmers Journal (IFJ) and IASTA to provide the Agricultural Science resource for Leaving Certificate students as a supplement in the IFJ for 30 weeks during the academic year.

The Study Guides provide students with additional insight and increased coverage on topics relevant to their course material with activities, and resources shared through the IFJ schools hub.

In March, a 32-page revision supplement was published within the Irish Farmers Journal, a collection of all the information a student could ever want, or need, to revise and prepare for their Leaving Certificate.

In December, Agri Aware's Ag Science Co-Ordinator, Róisín Byrne, hosted the Irish Farmers Journal Growing Minds Podcast, discussing the Individual Investigative Study with Iain Wallace, Ag Science Teacher from Wesley College.



FARMERS JOURNAL

Agri Aware

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# Ag Science Co-Ordinator (Pilot)

The Ag Science Co-Ordinator Programme has been developed in partnership with the Laois and Offaly Education and Training Board (LOETB). The pilot was launched at Clonaslee College, Co. Laois in October.



Linda Tynan, Gráinne McGrath, and Tony Dalton from the Laois Offaly ETB with Agri Aware's Shay Galvin at the launch.

## Pilot Programme

Designed to support teachers and students in 5th and 6th year throughout their two-year journey of completing the Leaving Certificate Agricultural Science curriculum, Agri Aware will provide supplementary in-person workshops based on the needs of each school.

As part of the pilot, Agri Aware's Ag Science Co-ordinators will deliver six in-person workshops for schools in the LOETB catchment throughout the 2025/2026 academic year.

Teachers will choose from a range of topics associated with the 8 cross cutting themes of the curriculum, affording them with an opportunity to receive tailored teaching support and resources according to their needs at the time of each workshop.



Agri Aware's Eddie Holton delivering an in-person workshop in Clonaslee College, Co. Laois as part of the pilot.

All participating schools have fully engaged in the programme, and feedback from both students and teachers on the material provided and the delivery of the content has been extremely positive.

## Supplementary Outreach

**Revision Workshops:** Focusing on exam tips and preparation, we hosted our first revision workshops for 6th year students from participating schools. The first was hosted during the October mid-term in the Tullamore Training Centre.

The interest and attendance from the 6th year students was excellent, with the workshop being fully booked up. We are planning a second workshop for 5th year students as a practical day, with the morning session at Tullamore Farm and the afternoon in a lab in LOETB Tullamore.



Notetaking at the first revision workshop hosted in October.

**Consumer Knowledge:** This programme has given students an opportunity to learn about current topics such as CAP, Mercosur, price instabilities across sectors, and the importance of respecting food production. This creates awareness around consumer habits, and how decisions can impact the sector – encouraging them to shop responsibly and buy Irish food.

**Career Talks:** Our work at second level aims to encourage students to consider further training and education in the agri-food sector, and to bolster this, our team will host career talks for all schools in the LOETB catchment, covering everything from apprenticeships to Level 8 Courses.

# Secondary School Programmes

## Farm Safety First

The second term of the 2024/2025 school year saw the continuation of this Transition Year programme, which was funded by the Department of Agriculture, Food & the Marine.

With the agricultural industry remaining as one of the most dangerous workplaces in Ireland, it is vital to increase awareness and understanding of the dangers associated with farms, as well as educating on safe practices. The programme aimed to increase students' knowledge and awareness of farm safety practices, understand their responsibility while on a farm, whether they are visiting or working, and encourage them to think about the importance of farm safety.



Winners of the programme from St Michael's College, Co. Kerry received their prize from Minister Michael Healy Rae and Agri Aware's Shay Galvin during Farm Walk & Talk in March.

### Project Submission & Prizegiving

On completion of the programme, participating students were invited to submit a concept they had developed to improve farm safety. The group winners of the programme from St. Michael's College in Listowel, Co. Kerry were Eoin Quilter, Gavin Joy, and Eoghan O'Regan.

Their idea surrounded the design of a motorised, magnetic slurry tank cover, aiming to make slurry handling safer for young farmers. They discussed their innovative idea, and received their awards from Minister Michael Healy Rae, while attending the Farm Walk & Talk in the Salesian Agricultural College in Pallaskenry in March 2025.



Minister of State with responsibility for Farm Safety, Michael Healy Rae with Agri Aware's Marcus O'Halloran.

### Workshops

The in-person workshops were incredibly well received in the first term, and so we introduced a Farm Safety stand at each of our popular Farm Walk & Talk series events to increase the dissemination of information in a practical setting.



Agri Aware's Victoria Kells delivering a farm safety demonstration at Farm Walk & Talk.

# Other Educational Services

## Mobile Farm

Agri Aware's Mobile Farm service attended a wide variety of Schools, Crèches, Nursing Homes, Shows & Festivals in 2025, with over 110 visits taking place across our operational areas of Leinster and Connacht.

Visits from our Mobile Farms can turn any classroom or event space into a hands-on learning environment for curious minds of all ages, bringing the sights, sounds, and stories of Irish farming to urban spaces.

Our Mobile Farm Operators, Tom in Leinster, and Enda in Connacht, lead engaging, educational discussions about life on Irish farms, exploring how these animals are cared for and what their roles are in everyday farm life. They transport their own animals directly to each site, along with feed, water, and gates to create a safe display area. Attendees can visit the setup, ask questions, and interact with the Farmers, ensuring a fun, educational, and memorable experience for everyone.



Mobile Farm Operator Tom Dunne visited Tullamore Show in August as part of Agri Aware's presence at the event.

Feedback over the years has been overwhelmingly positive, leading many clients to rebook, some even making it an annual tradition. 2025 also saw a rise in corporate bookings for company staff days, which we hope to see again in 2026 so that we can continue to inform the public on Irish agriculture.



Mobile Farm Operator Enda Maye visited Agri Aware's Open Farm in Galway for both our schools day and public day.

# Events



**Open Farm 2025**

# Events

## Farm Walk & Talk

### February - March 2025

One of the oldest running projects, this series has been hosted for almost two decades and provides students with a rare opportunity to bring the theory of the Ag Science curriculum into the practical environment. From comparing cattle breeds, exploring soil profiles, and witnessing the birth of lambs, to observing piglets suckling – by visiting operational farms, they gain insights into the agri-food industry through industry talks with experts and leading academics.



Students receiving hands-on milking experience.

As usual, the series took place in Spring and included 15 events across 11 venues. More than 4,100 students were in attendance, marking the series as a remarkable success, and showcasing the strong collaboration between Agri Aware, Teagasc, UCD School of Agriculture and Food Science and the Irish Farmers Journal.



Pictured at the UCD Farm Walk & Talk are Agri Aware's Marcus O'Halloran and Professor Frank Monahan, Head of the School of Agriculture and Food Science at UCD.

Agri Aware is also very grateful to the Porter family in Carrigans, Co. Donegal, who kindly opened their 400-cow dairy farm to students in the middle of a busy spring season and allowed the use of their facilities to students and speakers alike to learn more about agriculture but also on farm business diversification.



Members of Agri Aware team with the Porter's outside the Milk Bar Shop on conclusion of their Farm Walk & Talk.

Throughout the events, students received expert talks, covering a wide range of topics within the agriculture science curriculum, including beef, dairy, sheep production, soil health, farm safety, and modern milking facilities. The sessions were further enhanced by hands-on opportunities ranging from lambing demonstrations to milking cows.



Students discovering the real weight of a newborn lamb.

The educational talks were delivered by a range of experts, including Teagasc staff and patrons of Agri Aware, including ABP, Aurivo, Dawn Meats, Dairygold, Dairymaster, Grassland Agro, the Irish Farmers Journal, UCD School of Agriculture and Food Science, the National Dairy Council and Certified Irish Angus as well as Agri Aware Education Officers.

# Events

## Bord Bia Bloom in Phoenix Park

May - June 2025

Once again, with support from Bord Bia, we were in the Phoenix Park for the June Bank Holiday Weekend to operate the 2025 Bloom Farmyard across all five public days. This event attracts over 100,000 attendees annually, many of whom are based in urban areas.

The goal of this activation is to provide an overview of Irish agriculture, giving the urban public a comprehensive view of all sectors, from livestock and grassland production to environmental measures being implemented on farms, and the producers diversifying their offerings.

Agri Aware staff engaged with members of the public, demonstrating important practices carried out on Irish farms and dispelling the myths around agriculture and food production.



Sheep Shearing demonstrations with Godfrey and Graham Potterton once again pulled in crowds across the weekend.

- We hosted daily sheep shearing with support from the Fingal Flavours Committee. Karol Devaney from Ewe Tube joined us midweek, while Godfrey and Graham Potterton took over the weekend shift.
- Beverly, a pedigree Holstein Friesian cow from the Dondale Herd joined us over the weekend so that we could host educational milking demonstrations, going through the step-by-step of the process.
- World Milk Day took place on the Sunday, and we collaborated with the National Dairy Council to host a bumper milking session and discussion.
- Our Educational Officers were also invited to host our popular Sowing & Growing workshops on the 'Budding Bloomers' kids' stage across the weekend.
- Panel discussions ranging from Grassland and Sustainability to the Irish Beef Sector, and Farming for Water (EIP).
- Displays included: Irish native hedgerow, use of solar panels on farms, rainwater harvesting via Dairymaster systems, multi-species grassland produced by DLF, and farm machinery displays with focus on low emission slurry spreading and agri-tech courtesy of Meath Farm Machinery.



Agri Aware's Jim Mulhall and Robert Corroon celebrating World Milk Day with Paddy O'Kelly and his son after a milking demo.

### Highlights

- We bolstered our presence at Bloom 2025 by hosting more demonstrations and panel discussions, as well as developing additional displays to highlight sustainable farming practices.
- Almost 1,000 students that took part in the Incredible Edibles programme received complimentary entry to Bloom and received guided tours of the Farmyard from our Educational Officers.

# AGM & Ag Forum Event

June 2025

Agri Aware held its Annual General Meeting and Ag Forum on Thursday, June 12, at the Doran Family Dairy Farm in Donadea, Co. Kildare. Leaders, innovators and key stakeholders from across the agricultural sector gathered to reflect on the highlights of Agri Aware's work in 2024.



Attendees listening to keynote address from Mairead McGuinness, Vice President of the EPP.

We were honoured to welcome Mairead McGuinness, Vice President of the European People's Party (EPP) and former EU Commissioner & MEP as our keynote speaker. Mairead spoke compellingly about the growing importance of Agri Aware's mission in today's world.

Attendees were also given a preview screening of 'World Without Cows', a documentary produced by Alltech which explores the global impact of cattle.



Panellists during a discussion surrounding 'Bridging the Gap: Agriculture, Consumers and the Power of Communication.'



Retiring Board Member Tim O'Mahony is pictured with Shay Galvin, Mairead McGuinness and Marcus O'Halloran.

The event concluded with a panel discussion entitled Bridging the Gap: Agriculture, Consumers and the Power of Communication, chaired by Cathal McCormack, Country Manager of Alltech Ireland. Panellists included Tara McCarthy, Global Vice President of ESG at Alltech; Roz O'Shaughnessy, Head of Communications at Bord Bia; Damien O'Reilly, European Affairs & Communications Manager at the Irish Co-Operative Organisation Society (ICOS); and Francie Gorman, President of the Irish Farmers' Association.

We are grateful to all who contributed to the success of this important and insightful event. This AGM & Ag Forum proudly took place alongside our annual Open Farm events.



Retiring Board Member Professor Patrick Wall is pictured with Shay Galvin, Mairead McGuinness and Marcus O'Halloran.

We were also delighted to honour two long-serving Board Members, Tim O'Mahony and Professor Patrick Wall, who retired from the board. We thank them sincerely for their dedication and the significant contributions they have made to Agri Aware over the years.

# Events

## Open Farm

### June 2025

Agri Aware's flagship event, each year we partner with some of Ireland's most exceptional farms to offer a unique, behind-the-scenes look at the world of farming. This free immersive farming experience allows visitors of all ages and backgrounds to connect with the land, animals, farmers, and producers who play a vital role in our foods journey.



Attendees at Open Farm Kildare were welcomed into the milking parlour to learn more about the process.

Our expansion in 2025 gave us an opportunity to open the gates to two family farms and showcase both dairy and beef enterprises, the latter being a first for Open Farm. With the help of industry organisations and patrons, over 4,000 attendees visited our Kildare and Galway events across our school and public days to learn what really happens on an Irish family farm. The day centred on education and interaction, with something for all members of the family to enjoy.



Calving and lambing demonstrations delivered by Teagasc captured the attention of all ages at Open Farm Galway.



Members of the Agri Aware team pictured after a successful weekend of Open Farm for 2025.

Thanks to our sponsors, the Department of Agriculture, Food and the Marine, the Irish Farmers Association, Tirlán, the National Dairy Council, Our Food Connects, Teagasc, Kildare Milk Producers, Fresh Milk Producers, and to many more of our patrons who contributed to both events.

*"It's easy to think milk just comes out of a carton. We value it so much more now that we know how much work goes in, both from cow and farmer."*

**Open Farm Attendee 2025**

### 2025 In Numbers

- Media reach of 20 million + and over 60 media mentions.
- 96% strongly agreed that farmers place importance on animal welfare.
- 84% of visitors surveyed expressed that they felt more informed about Irish food production after attending.
- Over half of visitors surveyed noted that it was their families first time on a farm.

## Our Hosts

Open Farm would not be possible without the support, and commitment of our Host Families.



Members of the Doran Family pictured with their Dondale Herd at the launch of Open Farm Kildare in May.

**Doran Family:** Established in 1964, Dondale Farm is made up of 160 pedigree Holstein Friesian dairy cows. Father and son duo Joe and Kevin Doran, work in partnership together along with help from their extended family. Operating a liquid milk system is no easy feat - the milk they produce will likely end up in the milk cartons on our shelves 365 days per year. They were named Master Breeder by the Irish Holstein Friesian Association in 2024, a testament to years of dedication, genetics, and passion for quality milk produce.



Cookery Demonstrations with Chef Eoin Sheehan were well received throughout the weekend, especially the pancakes!

*"My grandchildren loved the sheep shearing, the cookery demos, and learning about the land. My 12-year-old grandson said he would like to be a farmer."*

Open Farm Attendee 2025

**Fahy Family:** Aonghusa Fahy operates a herd of approximately 35 spring calving suckler cows with his wife Olivia and their two daughters. He is a part-time farmer, working full-time off farm as a secondary school teacher, with subjects including Agricultural Science, DGC and Construction. As a Teagasc Future Beef Farmer, he strives to produce quality as efficiently as possible making it more environmentally and socially sustainable.



Agri Aware's Shay Galvin pictured with multi-generational members of the Fahy Family during the 'Meet the Host' Panel Discussion at Galway Open Farm.



Crowds gathering for a Sheep Shearing and Herding Demo with Karol Devaney of Ewetube at Galway Open Farm.

# Events

## Flavours of Fingal

### July 2025

In the spectacular grounds of Newbridge House in Donabate, Agri Aware made Flavours of Fingal their home for a weekend, providing an immersive and engaging experience for the 70,000 attendees on all things agriculture.

Members of the public witnessed milking and shearing demonstrations, panel discussions, and were given access to the Agri Aware team to ask and query the 'why and how' of modern Agriculture.

With a unique placement within the 'Farmers Field', it allowed a further level of learning where consumers could see stock judging, modern farm machinery and immerse themselves amongst active farmers.

## Tullamore Show & FBD National Livestock Show

### August 2025

On a beautiful summer's day, our stand offered interactive experiences for all ages, from meeting our Mobile Farm Operator, Tom Dunne alongside his animals, to exploring soil sensory tubs and planting activities. Visitors enjoyed hands-on learning about Irish agriculture and we were delighted to connect with so many people passionate about farming.



Children at the Tullamore Show enjoyed sensory play at our stand- here they are 'planting' and 'harvesting' vegetables.

## National Ploughing Championships

### September 2025

We had a busy week in Scraggan, Tullamore, at the 95th National Ploughing Championships.

It's always a great opportunity to reconnect with the industry, and we spent time visiting both patrons, and non-patrons, building on existing relationships, and forging new ones, while discussing the work that we are doing on behalf of the agri-food sector.

With the help of the UCD School of Agriculture and Food Science, our Educational Officers facilitated fun and informative experiments and activities while assisting with any teacher and student queries on our programmes, and our wider work in the agri-food sector. Bord Bia also kindly provided VR headsets to give visitors a virtual tour of different Irish farm enterprises.



Agri Aware's Róisín Byrne and Paul Nangle at our stand.

Our Sowing Wellbeing in Every Field campaign ramped up, and team members were on the ground sparking conversations about farmer safety, health, and wellbeing across the site while capturing survey responses. We were thrilled to partner with TikTok to amplify the campaign which was supported by the Department of Agriculture, Food and the Marine. Visitors to Tigh TikTok got to see our three campaign videos on display including a powerful farm safety video compiled by 'FarmTok' creator Fiona Bergin to further disseminate the messaging.

## Samhain

### Additional Appearances

Terence & Calvin from the Talkin Bolix podcast invited Executive Director, Marcus O'Halloran, on to speak about the work that Agri Aware does, in the hope to further branch out into urban audiences.



Executive Director, Marcus O'Halloran with Terence and Calvin of the Talkin Bolix podcast.

Head of Operations, Aoife Kinnarney participated in a Panel Discussion at Cormac Tagging Stand - "Education and Inclusion - Building a Positive Future for Rural Ireland".



Panellists on the Cormac Tagging stage. L-R: David Leydon, ifac; Charlotte Kelly, Social Farming Ireland; Alma Jordan, Agri Kids; Chris Cahill, Dairy Farmer and Agri Aware's Aoife Kinnarney.

### November 2025

At Samhain Festival of Food & Culture, our Education Officer, Fiona Treacy hosted a children's workshop, and our Education Officer, Fiona Treacy demonstrated to a large crowd of engaged young people how they could turn everyday food waste into new life by growing window box plants. Activities included decorating compostable pots to take home and discovering how seeds from common foods like strawberries and garlic bulbs can grow into healthy plants. The session combined practical learning with fun movements, making sustainability accessible and enjoyable for all ages.



Agri Aware's Fiona Treacy delivering a 'Sow & Grow' workshop as part of Samhain Festival of Food & Culture.

# Representation, Reports & Submissions

Open Farm 2025

# Representation, Reports & Submissions

## EU Commissioner Visit

**January 2025**

Agri Aware was thrilled to attend the Irish Farmer's Association (IFA) AGM, which featured a visit from EU Agriculture Commissioner Christophe Hansen. He stopped by our Mobile Farm to see firsthand the work we do before heading inside, where impactful discussions took place.



*Agri Aware's Marcus O'Halloran, EU Agriculture Commissioner Christophe Hansen and President of the IFA, Francie Gorman, outside the Irish Farm Centre before the IFA AGM.*

## ASA/Macra's International Women's Day

**6 March 2025**

Members of the Agri Aware team attended ASA and Macra's joint International Women's Day celebration in aid of Breast Cancer Ireland. 'Bridging Gaps - Turning Challenges into Opportunities' was the theme and Agri Aware Board Member Karen Brosnan was a panellist on the day.

## Youth Food Forum

**9 May 2025**

The Youth Food Forum brought together young professionals, researchers and students from across Ireland's agri-food sector to discuss the future of Irish food. Agri Aware's Executive Director, Marcus O'Halloran represented on a panel discussion sharing more about Agri Aware's role in educating the next generation on Irish agriculture.



*Agri Aware's Marcus O'Halloran, speaking on the importance of educating young minds on the importance of agriculture at the Youth Food Forum.*

## Horticulture Education Review

**30 May 2025**

Minister of State with responsibility for Forestry, Farm Safety and Horticulture, Michael Healy-Rae, launched the Horticulture Education Review Report at Bloom. This report delivers on a key strategic action in the National Strategy for Horticulture 2023-2027. Horticulture education plays a fundamentally crucial role in developing the skills and knowledge needed to address the expanding demands across all sectors of the horticulture industry in Ireland.

Although there were education recommendations mentioning more needs to be achieved in primary, secondary and third level education, Agri Aware was acknowledged as an essential educator in primary schools with our Incredible Edibles programme, providing seed and lesson plans to teach primary school children about healthy eating and educating

# Representation, Reports & Submissions

## Horticulture Education Review

## Farming in Clare

them where fruit and vegetables come from.

In secondary schools, Agri Aware was referenced in one of the recommendations to “provide information on horticulture to Agri Aware for distribution to secondary schools. It is essential that those who choose immediate entry into the workforce after school are well briefed on local and regional employment opportunities.”

## Agri Aware in Brussels

### June 2025

Agri Aware’s Executive Director, Marcus O’Halloran, joined a delegation of Irish agricultural industry leaders on a visit to the European Parliament last week. Discussions focused on the future of the Common Agricultural Policy (CAP) and explored how the sector can work together to support and promote farming both now and for future generations.



Agri Aware’s Marcus O’Halloran, represented in Brussels alongside a delegation of Irish agricultural industry leaders.

### 12 September 2025

Agri Aware’s Executive Director, Marcus O’Halloran, was invited to host a stand at the ‘Farming in Clare: What the Future Holds?’ conference hosted by Co. Clare Fine Gael TD Joe Cooney.

Deputy Cooney partnered with Clare branches of the Irish Creamery Milk Suppliers’ Association (ICMSA), the Irish Farmers’ Association (IFA), and Macra na Feirme to host the event in Ennis.

## Commission Report on Generational Renewal in Farming

### 16 September 2025

At the National Ploughing Championships in September 2025, the Minister for Agriculture, Food and the Marine, Martin Heydon, published the report of the Commission on Generational Renewal in Farming. The challenge of generational renewal is widely recognised at both a national and EU level. Publishing the report, Minister Heydon said:

“Farm succession is a complex issue and there are many factors that impact farmers’ decisions. That is why the Commission was established and they have produced a thorough analysis and made 31 recommendations across a wide range of areas including CAP Supports; Pensions; Taxation; Access to Finance; Access to Land; Collaborative Arrangements; Advisory Services; Education and Training; Gender Balance; and the Overall Attractiveness of the Sector.”

In the report recommendations on education and training, it was stated that “there are good examples of the promotion of agriculture in schools (e.g. Agri Aware), and these should continue to be supported and encouraged by all public and private stakeholders.”

## IFA Ready to Lead

**24 September 2025**

Agri Aware's Executive Director, Marcus O'Halloran, met with the Irish Farmers' Association (IFA) Future Leaders group to provide them with further insight as to the work of Agri Aware in educating consumers about Irish agriculture and food production.



*Agri Aware's Marcus O'Halloran, presented to the IFA Future Leaders group on the work that we do to enhance agricultural literacy amongst consumer audiences.*

## Fine Gael National Agriculture, Food and Rural Development Conference 2025

**November 2025**

Clare O'Keefe, Mediator at Succession Ireland reached out with an expression of gratitude towards the work we do and requested additional insight into the Farm-to-Fork Experience at Lidl Farm. Clare recognised the value of the work being carried out on the Lidl Farm and highlighted the opportunity the Agri Aware has to make a lasting impact on future generations. This was mentioned at the National Agriculture, Food and Rural Development Conference 2025.

# Space for Notes





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