

# Connecting with young farmers

Supporting young farmers in the Eyre Peninsula



## Developing a suite of strategies to support young farmers

Working together with AIR EP and young farmers in the Eyre Peninsula region, Southern Cross University conducted a series of workshops and social network analysis to help identify a suite of strategies aimed to strengthen and enhance young farmer information and support networks.

The strategies that will be most effective to engage and support young farmers are outlined here.

## What young farmers want most...



### PODCASTS

Podcasts were seen as an excellent way to bring older and young farmers together, to pass on knowledge and to gain new information in an easy-to-access manner

### LOCAL FOCUS

Attending activities that were locally focused or area-based are important to young farmers, including livestock and innovation sessions

### YOUNG BULL OLD BULL

Older, educated farmers were seen as a source of support as well as a key source of information; some strategies may benefit from considering how older farmers' knowledge can be leveraged

## What strategies will work best?



## ENGAGING YOUNG FARMERS

### ON-FARM SESSIONS

On-farm information sessions, along with short field days and farm trials to showcase innovative practices, deliver specific, relevant topics were highly requested

### SMALL-GROUP SESSIONS

Young farmers value face-to-face contact, including social catch-ups, small-group information sessions and focus-groups; sessions should be within short-travelling distance

### LOCAL BUSINESS INCLUSION

Strategies should seek to include local business in activities as well as through ag bureaus and topic groups

BY PHONE

ACCOUNTANT &  
AGRONOMIST



FIELD DAYS,  
INFORMATION  
DAYS & CROP  
WALKS



READING



SOCIAL MEDIA  
YouTube &  
TWITTER



IN PERSON



DAD

How best to communicate  
with young farmers...

Thank you to all the young farmers and AIR EP  
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**AIR EP  
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