

KTt In A Digital Age

Is technology going to change how we connect with farmers?

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Biography: Who Am I

- Masters Student - Department of Animal BioScience
- Studying communications and KTT within the Ontario Dairy Industry
- OAC 2014 Grad with a BSc (Agr.) in Honours Agriculture
- Work for a company creating customized Health and Safety plans for farmers



The Changing Dairy Industry

- Quickly becoming the most technologically advanced livestock industry within Ontario
- Change of focus to:
 - Social license is a growing issue
 - Equipment Advancements
- Moving away from small herds to larger herds
- Increasing demand for business skills and people management



Do the changes in the industry
mean we need to change how
we talk to producers?

KTT and Dairy

- Research directed at the dairy industry:
 - Changing quickly
 - Technologically advanced
 - Motivated to see better managed
 - Industry continues to be successful
- Focused on the current KTT system within Ontario and how the shift to a digital age has effected how we are communicating with our producers
- Industry needs are evolving therefore we need to adjust how we deliver information to producers to meet there needs



What is KTT Research About

- Evaluated current state of KTT in Ontario
 - Talked with representatives from:
 - OMAFRA
 - Swackhammer Vet Service
 - Dairy Farmers of Ontario
 - University of Guelph
 - University of Kentucky (for comparisons)
- Compared several adult learning/personalities styles and types of Extension systems
- Looked at what makes for good extension
 - The six things to consider when educating adults (Knowles,1970)
 - The FAO Standards for extension and KTT (Swanson et al, 1997)

Closing the Gap

- As a new generation comes into management we are finding the need to change how information is being distributed
- Digital technology is growing and changing faster than we can react
 - Need to be proactive and adjust to the new 'standard'
 - Social Media
 - Video Conferences
 - Traditional methods

Growing Agriculture Interest and Use of Social Media



Andrew Campbell (Fresh Air Farmer) –
19,900 followers



Cody Creelman (Vet) – 27,000 followers



The End of the Gutenberg Era



Why Go Digital?

COST

- No handling fees
- No storing facilities
- No packing
- No mailing fees



Time

- Information gets in the hands of people faster
- Information on demand

Convenience

- Time of the farmer

BUT....

One on one meetings are important... but
not always needed

What does this mean?

- Dairy producers still want a mix of communications:
 - Digital
 - This can be in a variety of forms
 - Print
 - Demo Days
 - One to one meetings



Key Take Homes

- Use a mix of platforms when delivering content
- Face to face meetings are more compelling, but expensive
- Use the available technology to redirect people to your online content
- Appreciate that we are going to become more digitally focused in content creation