



MINISTRY OF AGRICULTURE, FOOD AND FORESTRY
NATIONAL AGRICULTURAL ADVISORY SERVICE
/NAAS/



Advisory support by NAAS for agriculture and rural development in Bulgaria

Danube Agrofood Virtual b2b
18 November 2020

THE ROLE OF NETWORKS AND ADVISORY SERVICES

- The advisory services are playing a key role in the three phases of innovation process:
 - identifying and researching of the new technologies,
 - testing new methods,
 - transfer of knowledge and dissemination of the innovation processes
- Important role of the advisors is to help to adapt approved approaches in different/new circumstances taking examples including from other European countries.

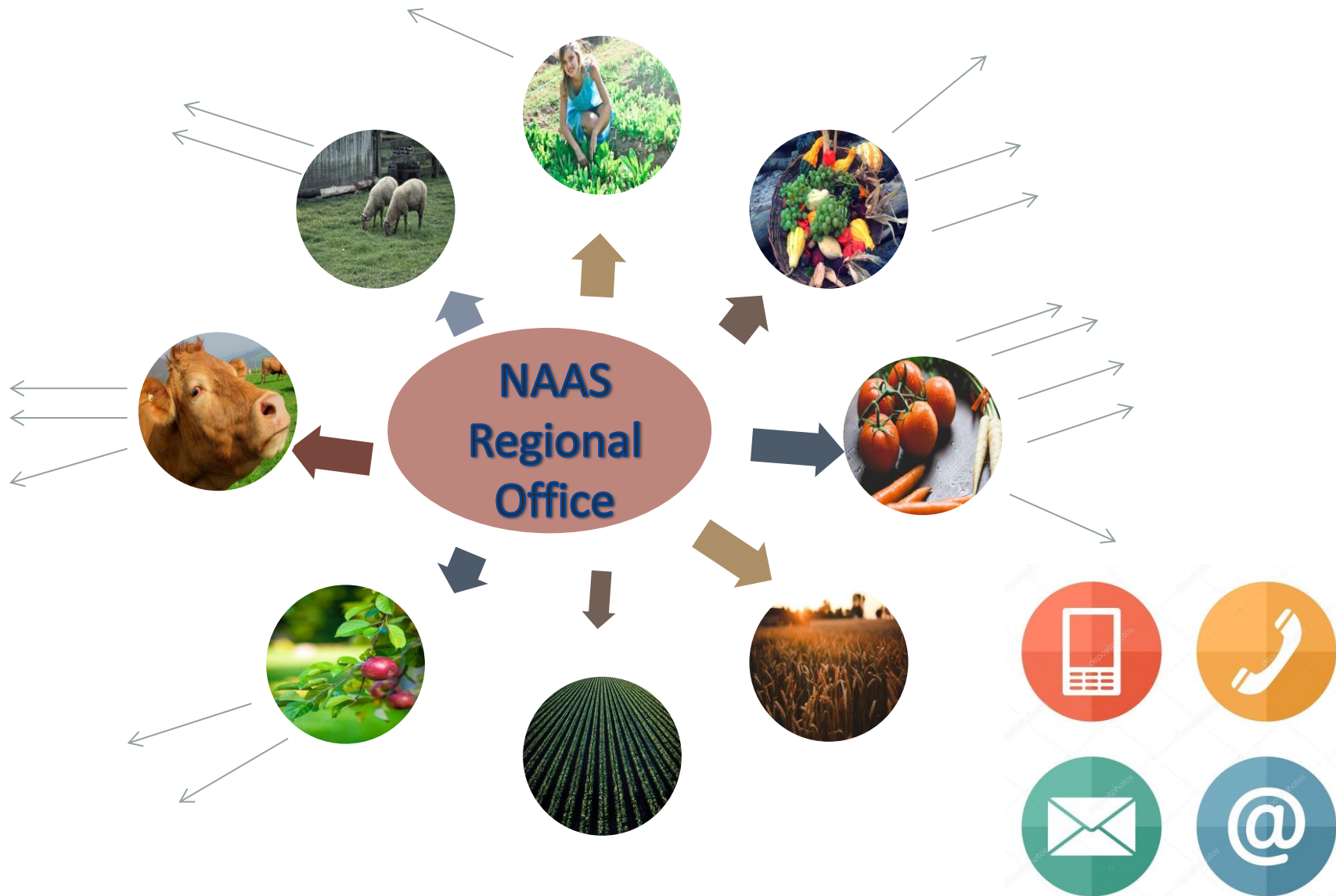
THE PLACE OF NAAS IN SUPPORTING OF INNOVATIONS AND ESTABLISHMENT OF PARTNERSHIPS

- ✓ The territorial offices in each regional center
- ✓ Working with about 12 000 - 20 000 farmers annually
- ✓ Activities in advisory measures of RDP
- ✓ The results of poll researches of NAAS among the farmers - readiness for implementation of new practices in their farms
- ✓ Possibility to exchange experience and good practices with EU partners
- ✓ Established contacts with scientific organizations and NGOs, local governments
- ✓ Vocational Training Center (VTC)

ACTIVITIES TO IMPROVE THE RELATION „SCIENTIFIC RESEARCHES – AGRICULTURAL ADVICE – AGRICULTURAL BUSINESS”

- ✓ NAAS realizes close cooperation with agricultural universities, scientific institutes and other organizations for transfer of knowledge and achievements in practice
- ✓ NAAS organizes joint information events with universities, scientific institutes and other organizations
- ✓ Consulting days outside the office – the purpose is to expand and make easier the access of the farmers to the services of NAAS
- ✓ Farm circles – the purpose is to distribute among the farmers useful information and to promote good practices
- ✓ Informal advisory council – discussion of the activities of each territorial office of NAAS with active farmers, branch organizations and representatives of local state structures

FARM CIRCLES



INFORMAL ADVISORY COUNCIL

Farmers –
more than
50%

NGOs

Representatives of
local government

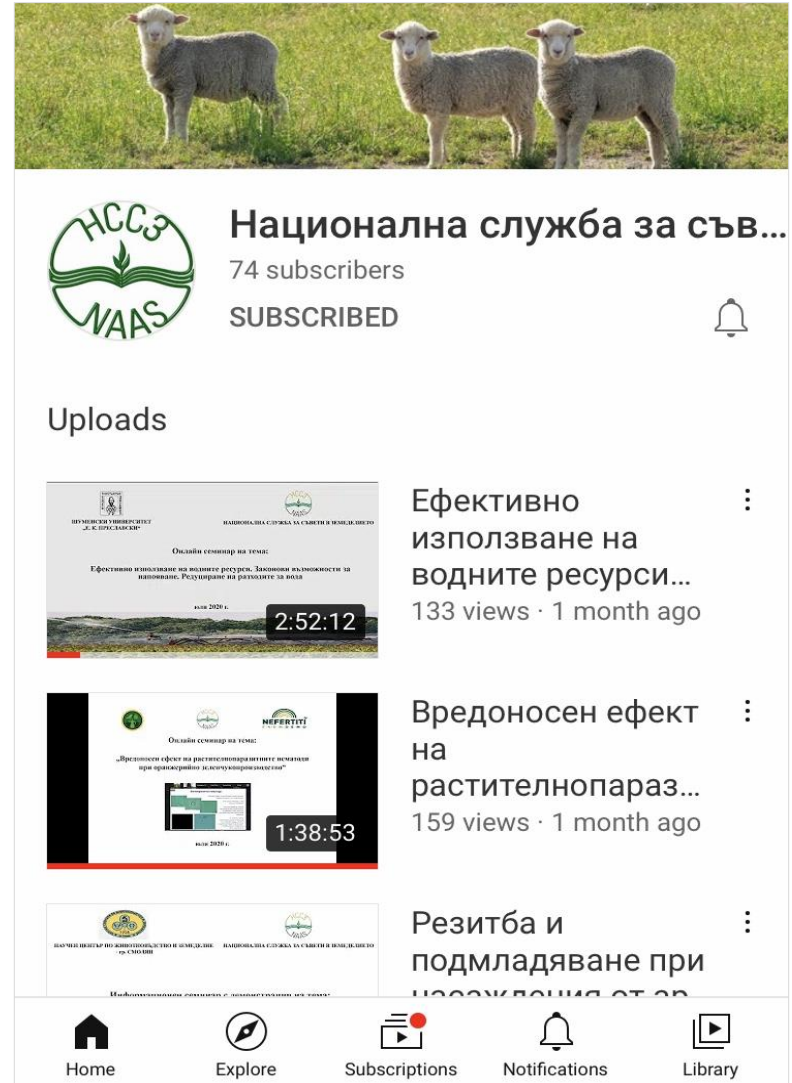


Researchers &
Agricultural
Universities

Regional
structures of
public
organizations

Virtual demo events / webinars

- Start from May 2020
- Focused on Good practices and innovations
- Virtual Demos were recorded, and have been uploaded on the NAAS YouTube channel
https://www.youtube.com/channel/UCRmAMkHEpzHXebBpoQspdvQ?view_as=subscriber)
- Farmers who couldn't attend the webinar can get acquainted later on with the topics discussed
- Before some virtual demo event, NAAS Team visited the demo farms and Research Institutes and made some photos and video presented during the webinar



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Virtual demo events / webinars

- NAAS gave the opportunity to the participants to ask questions in advance (during the registration)
- Some difficulties in organising the virtual demo events
- Recommendations



THANK YOU FOR YOUR ATTENTION!

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