

How academic expertise is translated into practical agricultural advisory services

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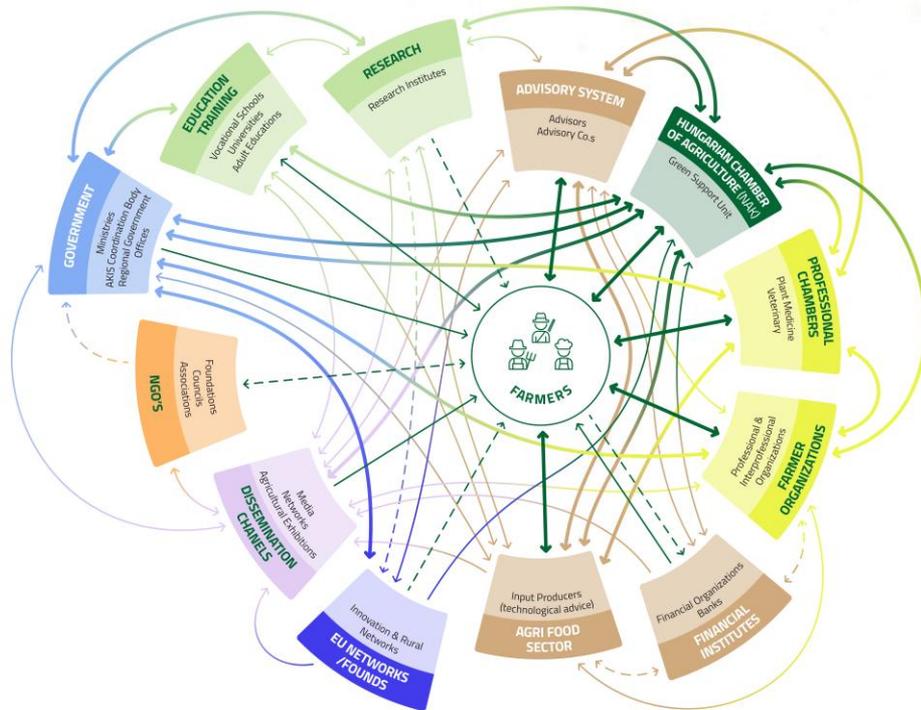
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HUNGARIAN AKIS

i2 CONNECT

Primary Network Connection-Flow



- Strong Linkage
- Medium Linkage
- - - Weak Linkage
- Unilateral knowledge flow
- ↔ Bilateral knowledge flow

- Public authorities
- Research and education organisations
- Private sector (forprofit)
- Third sector / farmer organisations
- Non-Governmental Sector (non-profit)
- Dissemination Channels
- EU Level
- Hungarian Chamber of Agriculture (NAK)

The Hungarian advisory system

Characteristics of the system

- Hungary has a formal, regulated advisory system
- Agricultural advisory activity has a long tradition in Hungary – [Magyaróvár 1892!](#)
- Central coordination: National Chamber of Agriculture, NAK – National Advisory Centre (coordinating, recording and controlling role)
- NAK employs ~ 700 village agronomists
- 1483 active advisors with accreditation and mandatory continuous training
- Advisory activities embedded in CAP and AKIS framework
- Increasing focus on sustainability and climate adaptation

Hungarian Agricultural Advisory System

Structure

POLICY LEVEL

- Ministry of Agriculture
- Managing Authority
- Hungarian State Treasury
- NATaB – National Agricultural Advisory Committee

Coordination and strategic dialogue platform within AKIS

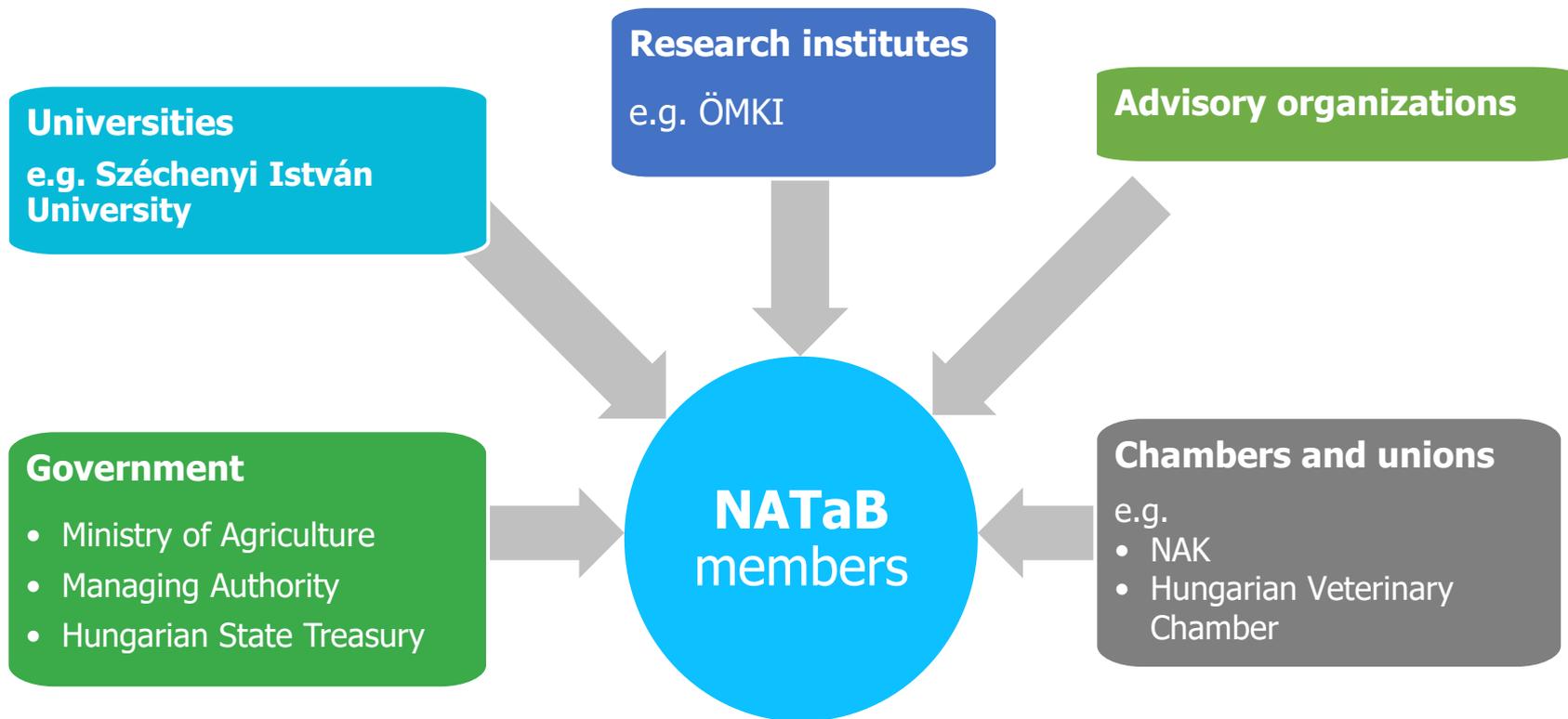
OPERATIONAL LEVEL (service providers)

- Registered advisory professionals
- Village agronomists
- Private advisory firms
- Input and agri-business advisory services

KNOWLEDGE AND INFORMATION

- Universities
- Vocational training institutions
- Research institutes
- Innovation / R&D projects (Horizon, Interreg, etc.)
- Demonstration farms and practice-oriented networks (SZE Demo Farm Network)

Members of National Agricultural Advisory Committee - NATaB



CURRENT and FUTURE COMPLEX ADVISORY SYSTEM



Advisors and advisory organizations

Advisors



~1,483 active registered advisory professionals
(natural persons)

Advisory organizations



~207 active advisory organisations

Forms of Agricultural and Rural Development Knowledge Transfer in Hungary

SERVICE FORMATS

FARM ADVISORY SERVICES

Within the National
Chamber of Agriculture
- village agronomists

SPECIALIST MANAGEMENT

e.g. plant protection,
forestry - regulated
professional
responsibility

SPECIALISED ADVISORY SERVICES

Targeted technical
expertise

Where does the university fit in the advisory system?

The university contributes through:

- Applied research
- Continuing professional training of advisors
- EU project participation
- Direct cooperation with advisory companies
- **Demo Farm Network** - test, demonstrate and jointly develop solutions

The university is not an external knowledge producer –
it is an active actor within the advisory ecosystem.

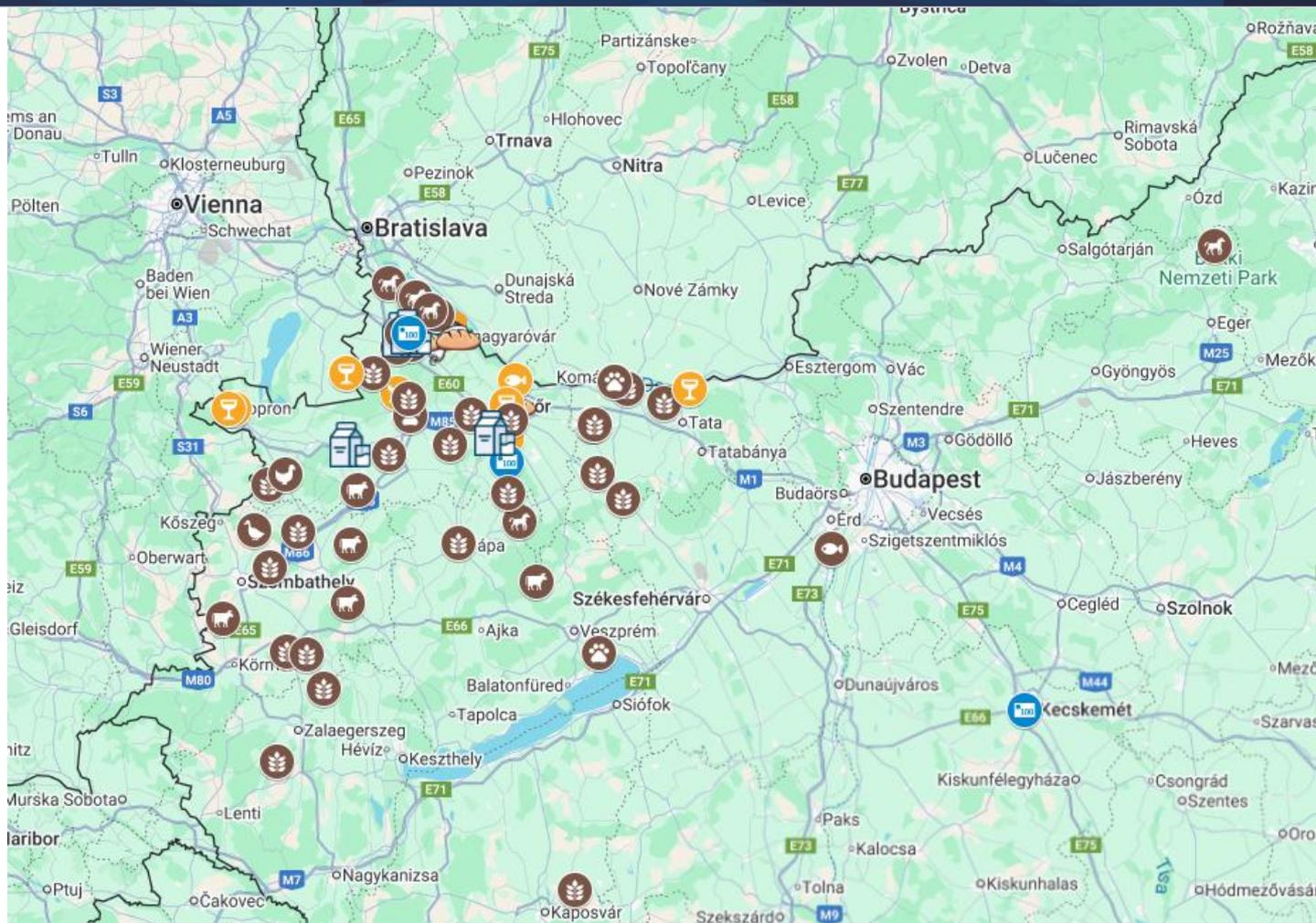
Demo Farm Network of SZE (est. 2000)

A partnership model

- 2025: **66 members**
- Activities cover the entire spectrum of the Faculty's training areas
- Mutually beneficial partnership in the following areas:
 - ✓ joint research and development projects
 - ✓ exchange of information
 - ✓ joint shaping of training/research directions



Members of the Demo Farm Network

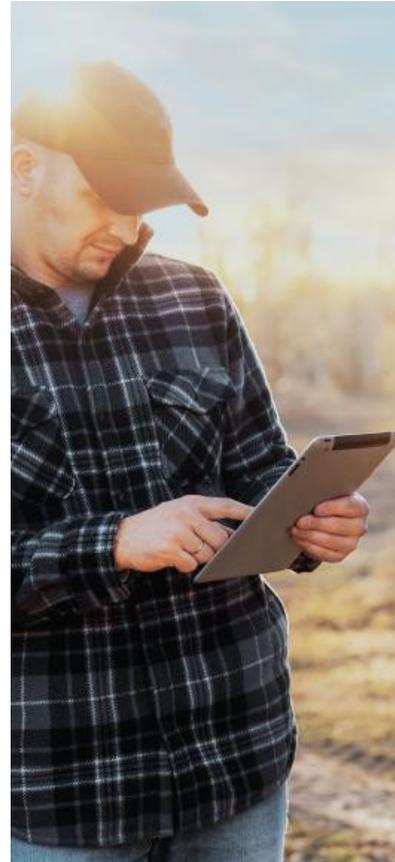


From research to advisory practice

How translation happens in practice:

- Co-development of project outputs with demo farms
- Pilot testing at model farms / SZE Smart Farm
- Demonstration events for farmers & advisors
- Feedback collected
- Adjusted recommendations integrated into advisory work

This is not linear knowledge transfer - it is structured interaction.



EU projects as translation platforms

Examples:

- ClimateFarmDemo
- trans4num
- Climate Smart Advisors

Mechanisms:

- Advisors and advisory companies involved in project activities
- Demo farms / SZE Smart Farm as pilot sites
- Results embedded into advisory training
- Innovative solutions tested under real conditions



Some of our ongoing PROJECTS



Ongoing challenges

- Strengthening climate-smart advisory capacity – **not optional!**
- Integrating research results into daily advisory routines
- Improving feedback loops from practice
- Enhancing advisor involvement in research design



SZE Smart Farm as a demonstration hub

- Precision livestock technologies
- Digital monitoring systems
- Agrisolar pilot system
- On-site research and advisory events

Research outputs are:

- Demonstrated
- Discussed
- Adapted
- Integrated into advisory recommendations



Key takeaways – Universities as structured translators within AKIS

1 Knowledge alone is not enough

Innovation becomes impactful only if it is **co-developed**, tested and adapted with advisors and practitioners.

2 Demonstration is the bridge

Demo farms help to turn research results into visible, credible and advisor-ready solutions.

3 Advisors are central actors

Strengthening advisor capacity – especially in climate and sustainability – is essential for real transformation.

