

“Strengthening sheep farming in Telemark 2012 – 2015”

An example, and what did we learn?

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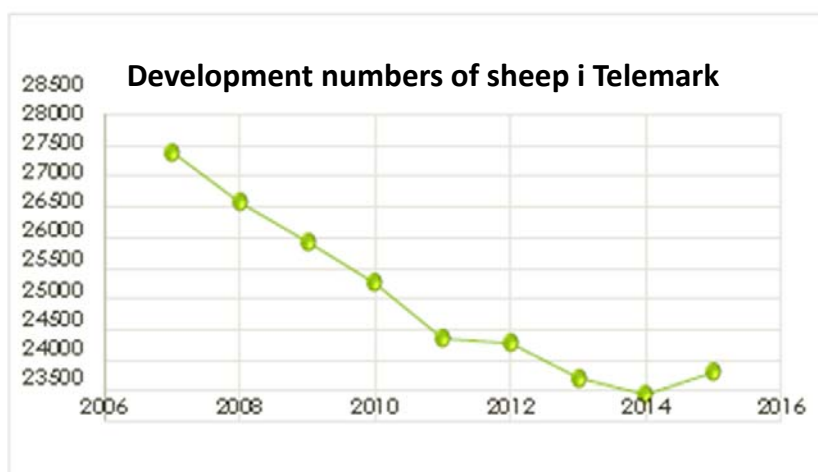
Norwegian farmers' union

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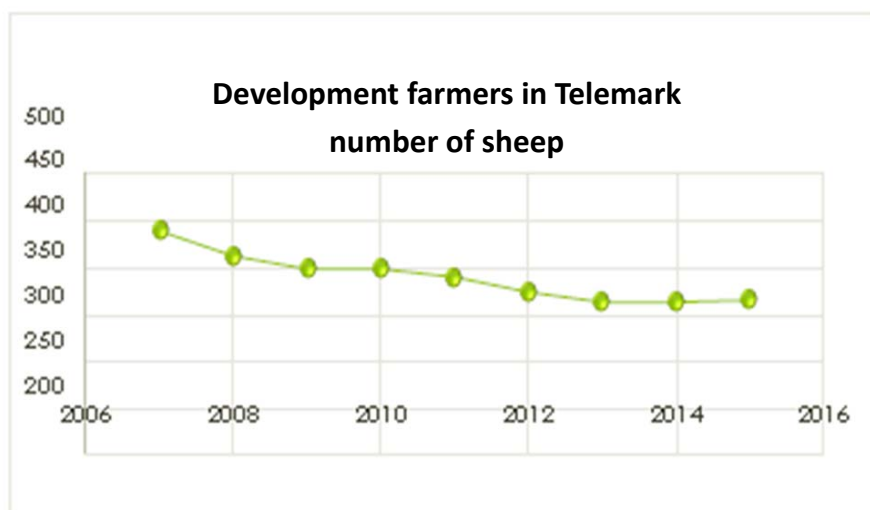
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Development of sheep farming in Telemark



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Project goals

Increase profitability in sheep production, in Telemark in general and for each farmer

- Project targets were tangible and measurable
- Break down to sub-goals and measurable result indicators



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The target group was concretized

- Today's sheep farmer
- Farmers who want to expand
- Farmers who wish to improve today's business
- Owners/farmers of farmlands that have access to grazing land and want to start with sheep

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Input factors – Measures

1. Investments/buildings
2. Quality work/breeding
3. Fodder cultivation
4. Pasture use
5. Economic knowledge
6. Producer community/
Collaboration forms



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Method

- Counseling in groups – further individual counseling – excursions
- Meet the participants at their homes/on the farm



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What is needed?

- Necessary with "long enough" project period
- Never underestimate the need for information
- "Time and Money"
- Connection to existing organizations and measures
- Anchoring in the target group
- The project should have a not too wide theme, but should be explored from many different angles

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What does not work? (or critical factors)

- Your project should have or support a business idea
- Participants must experience self-interest from participating
- Strengthening the public goods is fine, but as a side effect
- Public governments must recognize this when they design programs and projects
- Working for public goods is important and necessary, but achieving the goals is dependent on methods and context

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Thank you!



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