

AKIS in action

Raising Awareness of Farmers' Role in the Agri-Food Supply Chain

REGISTRATION
via Jotform



January 29,
2025



10:00 – 11:30 CET

Online via Zoom

WHERE &
WHEN

YOU WILL MEET

Advisory services managers
AKIS Coordination Bodies
CAP Networks
Public authorities
Researchers

The “AKIS in action” networking event series aims to interconnect AKIS actors across Europe. It provides practice-ready examples on how AKIS measures, knowledge and innovations are used to create value for different actors.

Farmers play the main role in ensuring the sustainability and resilience of the agri-food supply chain. However, their contributions are often undervalued. The aim is to shed light on the essential role farmers' play within the agri-food value chain and spotlights initiatives, which work on pre-improving their position therein. Presented will be initiatives designed to strengthen the connections between farmers and the other supply chain actors, fostering collaboration and innovation. The event will serve as a platform for sharing insights, exchanging best practices, and discussing practical solutions for enhancing farmers' engagement and visibility in the food supply chain.

Join us to learn from outstanding experts and exchange with peers as they share their practical insights and strategies for success! Whether you are a seasoned pro or just starting in your field, this event offers a platform to gain new insights, enhance your knowledge, and build valuable relationships. Join us and take your knowledge and network to the next level!



Agenda

Moderator: Elena-Teodora Miron

10:00 – 10:10

Introduction to the modernAKIS project
Elena-Teodora Miron, Austrian Chamber of Agriculture, Austria

10:10 – 10:30

Teagasc ConnectEd – a knowledge network for rural professionals in Ireland
Mark Gibson, Teagasc, Ireland

10:30 – 10:50

Ja zu Nah: transparent, regional, sustainable – redefining food distribution in Austria
Julia Gappmaier, Ja zu Nah GmbH JZN, Austria

10:50 – 11:10

Experience of the Slovenian Ombudsman on Food Supply Chain
Martin Gosenca, Ministry of Agriculture, Forestry and Food, Slovenia

11:10 – 11:30

Q&A, Wrap-up and outlook to next events

SPEAKERS & PRESENTATIONS

Mark Gibson

Head of the Outreach and Innovation Department
at Teagasc, Ireland



- Mark Gibson is the Head of the Outreach and Innovation Department in Teagasc with responsibility for farm advisory communications, learning and development programmes, farm health and safety and a number of EU funded projects. He has over 20 years of experience working in strategic communications, agricultural extension, environmental protection, and learning and development. Mark was the founder of the Teagasc ConnectEd programme, which is now entering its tenth year of operation. Mark also runs a small family farm based in the west of Ireland.



- Teagasc ConnectEd is a novel programme designed to provide knowledge supports to rural professionals in Ireland. This presentation will discuss how the Teagasc ConnectEd programme has evolved over the past 10 years and how AKIS professionals are benefiting from the service. We will also examine some of the key learnings along the journey and explore some of the future possibilities for the programme.

Julia Gappmaier, BA

General Manager at Ja zu Nah GmbH JZN, Austria



- Julia Gappmaier grew up in a small hotel in Salzburger Land. She now lives with her partner on a mother cow farm, where she directly markets their meat. At “Ja zu Nah”, she combines her two passions—gastronomy and agriculture—by marketing food from Austrian farmers to canteen kitchens. Julia is responsible for operational business and supports the manager, Waldemar Pöchhacker, in developing the organization.



- “Ja zu Nah” has established itself as a player in distributing agricultural products to large-scale kitchens since July 2022. The company focuses on transparency, regionality, personalization, and sustainability. By directly connecting producers and consumers, it strengthens regionality and supports a fair value chain. Customers can trace product origins, with all goods sourced exclusively from Austria, primarily Lower Austria. Transparent pricing and a comprehensive quality management system ensure high standards. Personal connections are fostered through dedicated contacts and networking events. Sustainability is emphasized through reusable packaging, short transport routes, and seasonal products. “Ja zu Nah” promotes local agriculture, fair working conditions, and supply chain independence, ensuring value creation within Austria.

SPEAKERS & PRESENTATIONS

Martin Gosenca

Head of food sector, Directorate for Food and Fishery, Ministry of Agriculture, Forestry and Food, Slovenia



- Martin Gosenca has dedicated 25 years to serving within the Ministry of Agriculture, Forestry, and Food in Slovenia, contributing his expertise across various roles. He began his career in the cabinet of the minister, where he supported key initiatives and gained firsthand experience within the ministry. Since 2004, Martin has focused on European and international affairs, working to enhance Slovenia's position and alignment within these contexts. In 2010, he transitioned to the Food and Fisheries Directorate, where he played an active role in the development of policies and programs. Since September 2022, he has served as the Head of the Food Division within the same directorate, continuing his commitment to advancing food and fisheries management.



- At the beginning will be presented situation in agriculture and food processing industry in Slovenia, followed by presentation of trade sector and international trade between Slovenia and other countries. Presentation will also contain the development of the legislation in the field of unfair business practices in Slovenia, trailed by the role and functioning of current Ombudsman. At the end will be presented the priorities of the Ombudsman in the next five years mandate.

The modernAKIS Project

modernAKIS (www.modernakis.eu), a seven year Horizon Europe project covering all 27 EU Member States, aims to improve the capacities of AKIS actors to leverage their individual, organizational and systemic resources to drive transformation towards more coherent, effective and AKIS systems and the transition to a more sustainable management and use of natural resources in farming and forestry.

The project offers more than 50 capacity building events, 40 networking events, 7 AKIS training modules, a network and online community of AKIS actors (www.akisconnect.eu), engaged in sharing experiences and peer learning.

Interested to join the community?

REGISTER TO

www.akisconnect.eu

Questions?

CONTACT

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Funded by
the European Union