

The ASA logo features the letters "ASA" in a bold, dark green, sans-serif font. Above the letters is a laurel wreath, also in dark green, consisting of two branches of leaves that curve over the top of the letters.

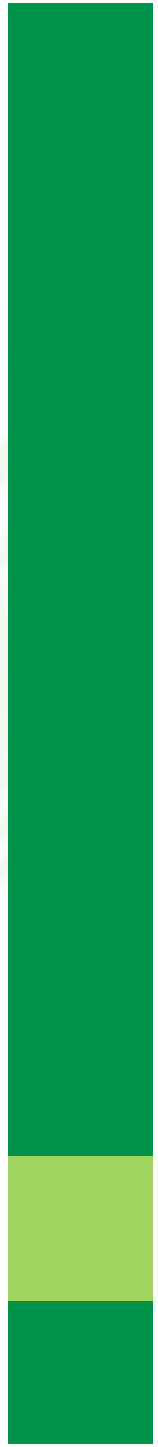
ASA

agricultural science association

Mary Delaney
ASA President



@ASAIreland



About ASA

- Voluntary organisation established in 1942 → 75 years old
- Over 1,800 members from across entire agri-food sector
- Represent the professional interests of graduates in the Sciences and Economics of Agriculture, Horticulture, Forestry, Food Science and other specialities within the agricultural science degree
- Core values:
 - scientific integrity
 - professionalism
 - excellence
 - collegiality
 - diversity

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Our Vision

To be a dynamic, scientific organisation supporting our members in leading and developing sustainable Irish agriculture and food related sectors

Our Mission

To support the professional interests of members

ASA – Strategy 2020

- ASA will enhance membership value through knowledge exchange, communication and professional development
- ASA will create the opportunities to facilitate the association's contribution to scientific debate and policy development for Irish agriculture and food related sectors
- ASA will have structures and ways of working that represent best practise in running an effective voluntary membership organisation

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How ASA operates

- Governed by council of 20 members who are voted in by the members at the AGM
- Council meets monthly
- Council is structured into sub-committees which take a lead on various topics and events
- Supported by agri-food industry sponsors
- One full time member of staff



ASA council members

Commercial Organisations

Banking, Farming, Agri Business, Media, Advisors

Academic Institutions

State / Governmental Organisations

Retired Council Member

Young Council Member

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Our Membership

- 1800+ members employed across the entire agri-food industry, this includes government departments, research, advisory, education and training, agri-business, rural organizations and the media
- Various member types:
 - *Full Membership*
 - *Student Membership*
 - *Recent Graduates*
 - *Retired Members*
 - *Associate Members*
- Members recruitment is organic and is the responsibility of the council.

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Membership Eligibility

- **Level 8 degree** in Agricultural, Horticultural, Forestry or Food Science from
 - an Irish University (currently UCD, Waterford IT, Dundalk IT)
 - a recognised foreign University but resident in Ireland
- Other universities and colleges - programme must be considered by the **Eligibility Committee**
- We now offer **Associate Membership** for people who hold a Level 8 degree in another discipline but have worked in the agri – food sector for a period of time

What ASA offers members?

- Uniquely placed to provide the platform for networking, knowledge sharing, discussion and debate
- 30+ events per year
- Support professional development through knowledge exchange and CPD
- Timely communication
- Mentoring programme
- Under-graduate /recent graduate tailored activities
- Offer a range of member benefits – affinity schemes, discounts

Providing VALUE for membership is key

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Relationship with Universities

- Collaboration with Universities is vital
- Need to develop tailored undergraduate and young members activities to ensure value and relevance



ASA Banquet & Conference

ASA CONFERENCE 2016 | FRIDAY, 9TH SEPTEMBER


20
speakers


5 from
overseas


630
at banquet

banquet
table
sponsors
43

420 at

conference

TOPICS COVERED,
AS THEY RELATE TO THE
IRISH AGRI FOOD INDUSTRY,
INCLUDED...



On the day...

#ASACnf16

trended in Ireland
for >5 hours & it was
the No.1 # in Ireland
from 11am—3pm

SOCIAL MEDIA DATA




34.1K
Sept 4—10


27.1K
Sept 8—10







>6,000
profile views
in September

Calendar of Events (6 months)

JANUARY

Grass Based Dairy Master class

Young Member Career Forum

FEBRUARY

Addressing Climate Change in Irish Agriculture

UCD Mock Interviews

UCD Careers Day

MARCH

WIT Mock Interviews

Impact of Brexit on Irish Agriculture

WIT Careers Day

IFJ Agri – Careers, RDS

May

Finance and the Future of Irish Agri Food

Grass Based Drystock Master class

International Study Trip – The Netherlands

June

International Study Trip – The Netherlands

Tillage Event

Retired Members Event

September



ASA Member Communication

- Communication was highlighted as a key area to add value to membership
- Weekly Jobs & Events E-Zine
- Bi-Monthly Digest (Electronic)
- Bi- Annual Digest (12 Page Magazine)
- Email alerts for upcoming events



ASA Digest Winter 2016

A message from the ASA President

As we near the end of 2016, it is timely to look back on what has undoubtedly been a challenging year for the agri-food industry. The decision taken by the United Kingdom to leave the European Union was greeted with shock by most observers and has triggered a long period of uncertainty. Combined with the on-going volatility in global commodity prices and the serious challenge our sector faces in addressing climate change, it is clear that we need to streamline resources and work together to tackle these challenges. I believe that the ASA can play an important role in mapping the way forward for our industry. The agri-food sector is resilient and we have both the capability and skill sets within our ranks to address these challenges and drive forward with the sustainable growth strategies set out in Food Harvest 2020 and Food Wise 2025.



Neil Keane, ASA Past President, Fiona Muldoon, CEO, FBD Insurance, Mary Delaney, ASA President and Stephen Egan at the ASA Banquet 2016.

I wish to pay tribute to former ASA President Neil Keane, colleagues on Council and volunteer members for their hard work and achievements throughout the past year. Together they planned, resourced and executed a wide range of excellent ASA events, drawing fantastic feedback from you, our members. ASA is uniquely placed to provide a platform for networking, knowledge transfer, discussion and debate and this was highlighted at the recent ASA Conference. The annual event continues to go from strength to strength drawing high profile national and international speakers, consolidating itself as a major industry networking event and leading agri-food forum.

Since the 2016 ASA Conference we have already enjoyed three very successful events including our equine tour to Ballydoyle Racing, our Beef Master-class held in Grange and our Student Career Forum held in UCD. Looking ahead, we have an exciting calendar of membership activities planned in the coming months to address the challenges

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- » *Brexit*
- » *ASA members meet Aidan O'Brien*
- » *ASA Conference and Banquet 2016*
- » *Recent ASA Events*
- » *Meet the ASA Council 2016 - 2017*

facing our sector. These include "Addressing Climate Change in Irish Agriculture" in February and "The Impact of Brexit on Irish Agriculture" in March 2017. Other activities planned include a Grass based Dairy Masterclass in Moorepark, Mock Interviews to be held in UCD and WIT and an overseas study trip to the Netherlands. With such a broad offering I hope to meet many of you at an upcoming ASA event.

The ASA continues to grow and adapt to meet the changing needs of our members and I am honoured to take over the mantle of President for the year ahead. I would like to welcome a number of new members to Council who are introduced later in this digest. The ASA has a very hardworking and dedicated Council and we are very fortunate to have the expertise and support of our Office Manager, Valerie Abbott. I would also like to recognise the immense contribution of our loyal sponsors. Your support plays a vital role in the success of ASA.

Finally, I would like to take this opportunity to thank you for your continued support of the ASA and wish you and yours a healthy and happy 2017.

Mary Delaney
ASA President 2016 – 2017

Dates for your diary

- Grass Based Dairy Workshop
- 25th January 2017
- Young Members' career advice workshop
- 30th January 2017
- Addressing Climate Change in Irish Agriculture
- 8th February 2017
- UCD Mock Interviews
- 21st February 2017
- Impact of Brexit on Irish Agriculture
- 23rd March 2017
- WIT Mock Interviews
- March 2017

ASA Member Communication

PR Activity

- Utilise internal resources and expertise
- Invest in external professional services
- Attend key national events e.g. National Ploughing Championships IFJ Agri Careers Fair

Social Media

- Council members active on twitter
- Key way to engage young members



From Brexit, ASA conference hears

By Amy Nora Fitzgerald on 23 March 2017



At the ASA Brexit conference at the Lyrrath Hotel, Kilkenny were (from left): John Moloney, chair of Food Wise 2025; Brian Purcell, event chair; Mary Delaney ASA president; Jim Power, economist; Lucinda Creighton; John Fitzgerald, Bank of Ireland; and Joe Healy, IFA president.

The urgent need for Ireland to coordinate its message to the EU in relation to Brexit was highlighted at a gathering of agri-food leaders in the Lyrrath Hotel, Kilkenny, this Thursday.

New grass technologies to boost farm profitability

Adoption of new grassland technologies could see Irish dairy farmers boost their profitability by significantly increasing their herds' consumption of dry grass matter by 300%, Teagasc experts have advised.

More than 100 Agricultural Services Association (ASA) members attended a day-long workshop at the Teagasc Research Centre, Fungus, Moorepark, on Wednesday, for an update on new technologies in grassland.

A large gathering of farmers are also expected at the Moorepark centre this evening for the launch of a new Teagasc online service to provide enhanced grass management on farms.

Teagasc's Prof Pat Hoban said: "Currently, spring-calving Irish dairy farmers are achieving 2.10 tonnes of grass dry matter per hectare. We estimate that this can be increased to 3.40 tonnes/ha if the technologies we're developing at Moorepark are adopted."

Teagasc's event in Fermoy will see the launch of the Teagasc Grass 100 Challenge, a five-to-ten-tonne grass-on-cow challenge for 2017.

The challenge's objective is for Irish dairy, beef and sheep farms to use 10 tonnes of grass dry matter per hectare per season, utilised, and to reach grazing by 300kg per cow per season.

Agriculture Minister, Michael Creed, will also be at Teagasc launch. Pearse Ó Súilleabháin, IFA president, said: "Ireland is a new online grass-



Bryan Delaney, RB; Mary Delaney, ASA president; George Harshbottum, Teagasc; David Owens, Bord Bia; and Pádraig Hurling, VCD at the ASA grassland update in Teagasc Moorepark, Fermoy, Photo: Orla O'Connell

Stakeholder Engagement



Waterford Institute of Technology
INSTITIÚID TEICNEOLAÍOCHTA PHORT LAIRGE





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Thank You.

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