



Advisory services in agricultural Sweden

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Ulrik Lovang

- Farm advisor for 20 years, mainly in crop production and farm development
- Owner of Lovang Lantbrukskonsult, 15 advisors employed
- Chairman of “Branschråd för Lantbrukets rådgivningsföretag” since it started 2013. The members of the organisation delivers the main part of the agriculture advisory service in Sweden.

Advisory services in Sweden

- 3 large organisations with more than 500 employees
(LRF Konsult, Hushållningssällskapet, Växa Sverige)
- <10 agencies with 10-40 employees
- <10 agencies with 3-9 employees
- Approximately 40 agencies with 1-2 employees

Advisory services in Sweden

	Economy	Crops/ Enviro	Animal husbandry
LRF Konsult (ca 1100 pers)			
17 Hushållningssällskap inkl AB (ca 700 pers)			
Växa Sverige (ca 500 pers)			
Gård & Djurhälsan			
Skånesemin, Rådgivarna			
LR Revision, Fyrklövern, Sydek, Rådek, Areal, Vadstena Bokföringsbyrå, Axet, Baks & Co			
Lovang Lantbrukskonsult, Växtråd			
Mark-Växt 05, Mälaragro, AgriFocus, Agrikultur, Lönsamt Lantbruk, Nordfalan			
Argum, L-G Lantbruksjuridik, Advokatfirman Bönner, Bobergs Bokföringsbyrå, TOBO Solution, Resultat, Olsson & Lugn			
MD Lantbruksråd, LG-Husdjurstjänst, Åsa Odelros, Apemia AB, Griskonsult, Lundens Djurhälsa, Maria Kilstedt			
Agrotektbyrån, Daniel Edward, Ekerå Byggkonsult, LantByggbyrån			

Government funded advisory services

- Mostly executed by private organisations.
- It is prepacked in defined areas, for example various aspects of environmental protection.
- Competitive bidding distribute the government funding.



Commersal advisory service

- Animal feed
- Fertilizers and pesticides
- Construction of farm buildings



Knowledge and advice transfer from agronomist to farmer

- The majority of the work in advisory services is done on full year contracts that continue over the years.
- Basis in individual advice in physical meetings.
- At the farms/in the fields, except in economic advise.
- Phone calls/emails between meeting.
- In crop advisory there is weekly letters to groups of farmers complementing the individual advice.



The advisors

- Advisors in Sweden are specialists!
- Senior advisors tend to broaden their advisory capacity to more than one speciality, for example crop production and economy.
- Senior advisors tend to leave the advisory services.

Knowledge transfer from research to advisory services.

- SLU provides a number of committees where researchers meet advisors (Ämneskommittéerna inom Fältforsk).
- Yearly conferences in crop production and animal husbandry.
- Newsletters from SLF on research projects.
- Newsletters from a few faculties at SLU (Mark och miljö).

Areas of development

- A strategy for improved exchange between SLU and the advisory services.
- The advisory services need to give higher priority to finding interesting research and include it in their advice.
- There is a need of accessible IT-solutions for spreading new research results.
- Increased number of students in agricultural educations is needed on most levels of education.



Swedish agriculture got great opportunities!

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