



**RESEARCH REPORT ON
THE OUTLOOK OF EXTERNAL
FARM LABOUR SUPPORT IN IRELAND**

ABOUT FRS FARM RELIEF SERVICES

FRS Farm Relief is a farmer-owned co-operative organisation established in 1980 for the provision of skilled people to meet farm labour supply requirements. We provide the skills and services which customers need to manage their farms efficiently, effectively and successfully. Our commitment to deliver quality and value to our farmers is at the forefront of what we do.

We are proudly part of FRS Network (National Co-op Farm Relief Services (NCFRS)) - a national social enterprise organisation formed originally in 1980 as farm relief services and have expanded to serve every region in the country and diverse industry sectors - comprising the brands of FRS Fencing, FRS Recruitment, FRS Training, Herdwatch and Turas Nua.

Through a network of collaboration FRS Network has extended from farming communities to private companies, public sector and consumers with national reach and over 2,000 employees. FRS serves over 20,000 customers from its growing network of 20 service centres nationwide, with headquarters in Roscrea, Co. Tipperary and turnover in excess of €100 million.



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TABLE OF CONTENTS

About FRS Farm Relief Services	03
Foreword from Colin Donnery	05
Key Points (Infographic Summary)	07
About the research	08
Section 1: Farmers' attitudes & farm labour	10
Section 2: Using farm labour	14
Section 3: Environmental Matters	21
Section 4: Farm Workers views	24

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FOREWORD

BY COLIN DONNERY

External labour is the lifeblood of Irish Farming



External labour is the lifeblood of Irish farming.

FRS has been providing this external labour support to farmers since 1980. Our on demand labour and specialist services have helped Irish farms to navigate the many volatile economic, social and legislative changes the sector has experienced over the last 40+ years.

This has always been one of our key objectives. To ensure Irish farms get the support they need when they need it.

While the provision of that support has been going on for decades, in more recent times we have noticed how the importance of – and at times dependence on – farm workers has grown. Around the country more farms are using farm workers. These operators are also required to provide greater levels of support – taking on more hours and evolving tasks.

That growth in demand for farm workers continues. However, the effect of war in Ukraine on input prices, the sustainability agenda and the lack of available labour for farms have put the

challenges facing farmers in the coming years into sharp focus.

Yet, despite its growing importance to the sector, no in depth research on attitudes around external labour on Irish farms had previously been undertaken.

Taking all these considerations and challenges in mind, FRS commissioned independent market research firm Opinions to undertake the most comprehensive analysis ever undertaken of the views of Irish farmers and farm operators on the topic of external farm labour. The analysis sought to continue the research project originally undertaken by the esteemed researcher Pat Bogue of Broadmore Consulting, following his untimely passing. May he Rest in Peace.

The results are eye opening – reaffirming many of the commonly held perceptions but also shedding light on many issues of note for the entire sector.

As you will see in this report, as many as 9 out of 10 Irish farms used some form of external labour support over the last 12 months. This support helps farmers in a number of different ways. The operators fulfil a wide range of different tasks – everything from milking, general yard work and operating machines; to providing more specialised skills such as hoofcare or freeze branding.

The research shows that impact of this support, of the assistance provided by farm operators, means a lot to Irish farmers.

It acts a source of comfort to farmers, who want to know their farms are in safe hands when

they're not around. It also helps the 6 out of 10 farmers who admit to having a poor work life balance to cope with the vast workloads they face.

From the operators side it is positive to see that so many of them enjoy the work they do and that they have such faith in farming as a career. 9 out of 10 operators are proud to work in farming, a very positive indication of how much operators enjoy their roles.

However the research also highlighted some of the key difficulties that will impact the use of external farm workers in the immediate future. 3 out of 4 Irish farmers are already finding it difficult to source labour with the skills they need. As more and more Irish farmers seek help on their farms, this is likely to become even more challenging - especially with the requirements on farming continuing to grow.

FRS Farm Relief can see this on the ground too. Already our workforce of 1,200 external farm operators supports 5,000 farms all across Ireland. We are working on expanding our pool of operators and have recently launched a campaign to bring another 300+ farm operators on board over the next 12 months. We hope this will allow us to provide even greater support to the farms we currently work with and also allow us to assist further farms in the future.

Despite the growing need for much needed external farm labour support, only approximately 150 work permits are issued for agricultural workers each year. At a time when Irish farming is experiencing difficulties attracting sufficient people to work in the market this shortfall will need to be addressed. We would encourage anyone who is concerned about this topic to raise it with their local public representatives.

Irish farming has always been resilient and always will be. One of the key reasons for that resilience has been how successfully external labour has been used by farms all across Ireland to plug the gaps in their skillsets or workloads - as illustrated by this report.

We hope by providing this extensive picture of the attitudes amongst Irish farmers and farm workers it will not only provide a better sense of the needs of the market in this country to those who operate within it, but also to the decision makers.

There are many challenges facing Irish farming at present, but being able to find external labour support shouldn't be one of them. We hope you find this report as interesting and revealing as we did putting it all together and that it helps provide a greater understanding of some of the key issues currently impacting external farm labour in Ireland.



Group Chief Executive Officer
FRS Network

FARMERS ATTITUDES & PRIORITIES

Pessimism among farmers



6 in 10

agree that they have a poor life balance due to workload



Over 1 in 3

would not recommend farming as a lifestyle to a family or a friend



8 in 10

feel the green agenda will **negatively** affect their farm viability

Sourcing Labour



7 in 10

Find it hard to find labour with the skills they require for their farm

Top 2 Advantages of using External labour supplier

- ✓ Insurance cover
- ✓ Employee tax obligations covered

Future External Labour Demand



In Milking, yard work and hoof care services

39% expect labour need to increase over the next 3 years (51% remain static)

Top Priorities for Farmers

Confidence

safe hands to look after the farm

Certainty

peak time labour access

Capability

access to qualified/vetted labour, access to skilled supports

FARM WORKERS ATTITUDES & PRIORITIES

Positivity among farm workers



9 in 10
proud to work in farming



85%
say flexible working hours
are important to them



7 in 8
prefer an outdoor job to
an office job



8 in 10
want to see a clear
pathway of progression



3 in 4
see a career in farming
as attractive



2 in 3
believe farming can be
a high risk job from a
health & Safety point of
view



9 in 10
want local work
close to home

Top Priorities for Workers

Clarity

of their earnings from the start

Convenience

of local work close to home

Flexibility

in the hours worked, with year-round
work stability

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ABOUT THE RESEARCH

The most comprehensive research into external farm labour ever undertaken in Ireland.

To ensure the delivery of a fully rounded picture of the external farm labour environment, the research included the views of both farmers and farm operators located in every part of the country. The research included qualitative in-depth interviews with farmers and farm operators to help inform questions of relevance for the quantitative survey.

In total, 603 people from across the Irish farming community participated in the survey. This ensured the research encompassed a fulsome, wide ranging cohort of those directly involved in this important aspect of Irish farming life.

We would like to extend our thanks to all those who participated and allowed for this research to be completed.

From the farming side, a total of 252 individual farms took part and provided in depth survey responses. To guarantee the research as broad and inclusive as possible, different types of farms and sizes of farms contributed.

For the farming operators the research conducted surveys with a total of 351 people who are working in the sector. Again these people were working with farms located all across the country.

The research was conducted by independent market research company Opinions between July and October 2022.



FARMERS' ATTITUDES & FARM LABOUR

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SECTION 1:

FARMERS' ATTITUDES & FARM LABOUR

Using external farm labour to support the running of their farms has become an essential part of farming life in Ireland. This has become increasingly obvious over recent years, as the pressures on modern farms grow and the demands of managing their farms (and in many cases additional careers as well) take the strain.

We know these issues exist but to what level is support needed for Irish farmers now? How often is farm labour required, how is support used on the farm and what are the challenges around finding the right farm labour and operators?

These were the key motivations behind FRS Farm Relief's decision to commission this extensive research on the topic of farm labour – **the most comprehensive report of this nature that has ever been undertaken**. The insights contained in this report provide a clear understanding of the needs of Irish farming when it comes to farm labour support and how those needs are evolving.

What is clear is that farm labour is becoming an increasingly important part of Irish farming. From our research as many as 9 out of 10 farms (88%) across the country have made use of farm labour over the last year.

This aligns with our experience in FRS Farm Relief too – we can see the demand for support is on the increase. We already maintain a workforce of over 1,200 farm operators who support 5,000 farms across the country. However with more demand coming through to our offices on a weekly basis we can see more support is needed. Which is why we are in the process of hiring a further 300+ farm workers.

Finding farm labour can be a challenge. 2 out of every 3 farmers find it hard to secure sufficient farm labour.

Sourcing farm labour with the skills required is even more difficult. As many as 3 out of 4 Irish farmers (73%) say they have had trouble finding labour with the skills they need for their farms. This is more of a challenge in the dairy sector with 75% of farmers admitting this is an issue for them, as opposed to 67% of non-dairy farmers.

The need for finding more skilled farm labour should come as no surprise when you see how Irish farmers view their workload.

6 out of 10 farmers say they have a poor work life balance. That is a startlingly statistic. The struggle is even more apparent in the dairy sector, with 62% of dairy farmers admitting problems with their work/ life balance, compared with 55% in the non-dairy sector.

Perhaps even more worrying is that as many as 1 in every 3 farmers in the country (34%), would not recommend farming as a lifestyle to family or friends. If as many as one third of Irish farmers do not want to encourage farming life then clearly this should be a concern for everyone associated with agriculture in this country.

Looking beyond the general workload, the research also explored what else motivated Irish farmers to seek out farm labour.

Some of the key reasons were clear.



9 out of 10

farmers have used external farm labour over the previous year

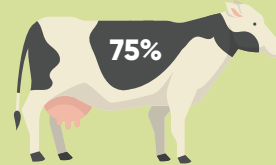


2 out of 3

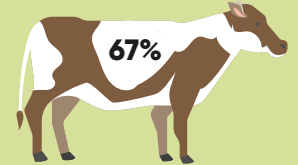
farmers find it hard to secure sufficient farm labour

3 out of 4

farmers find it hard to source labour with the skills they need for their farms



Dairy



Non-Dairy

62% Dairy

55% Non Dairy



6 out of 10

farmers say they have a poor work/ life balance

1 in 3

farmers would not recommend farming as a lifestyle



97%

97% of farmers say the ability to leave their farm in safe hands when they are not there is a priority



91%

are seeking peak time (spring/ summer) labour access



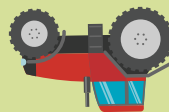
91%

of farmers looking for reasonable working hours



90%

want access to qualified/ vetted labour

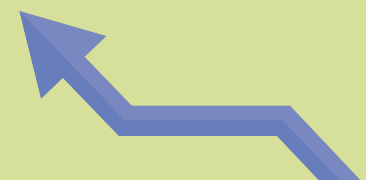


92%

want insurance cover in the event of accidents or illness

4 out of 10

farmers say demand for external labour will increase over next 3 years. Half say it will remain at current levels.



LOOKING TO THE FUTURE

1 out of 10

farmers will need full time labour support

1/3

of all farmers will require regular part time support (all year)

1/4

will require regular part time/ seasonal support

1 in 3

will require occasional or once off relief

For 97% of farmers, it is a priority to be able to leave their farm in safe hands when they are not there. This is obviously an almost universal need for farmers. Having that reliable support in place gives them options in terms of taking time away from the farm – whether that is for minor errands, business planning, spending time with family and friends or taking holidays etc.

91% of Irish farmers say sourcing farm labour for peak time (spring/ summer) is a priority – which again emphasises the workload faced by most farmers during that period. When the spring and summer come almost all farmers are feeling the pressure and need some level of assistance on their farms.

The same percentage of farmers (91%) also seek out farm labour so that they can maintain reasonable working hours – which again speaks to the work/ life balance concerns expressed by so many Irish farmers.

While 90% of farmers want access to labour that has been vetted and is qualified. Unsurprisingly this is a common need amongst Irish farmers in general, given how much time it saves in training and also the peace in mind provided by knowing the people you bring on to your farm have been vetted.

Knowing that insurance cover is in place in the event of accidents or illness is another major motivation for Irish farmers when they are sourcing farm labour.

Farming is reported by the HSA to be the most dangerous occupation in Ireland. Looking to the future, it is clear that the vast majority of farmers don't expect the need for farm labour support to diminish over the coming years. In fact as many as 9 out of 10 Irish farmers say it will either increase

or remain at current levels in the next 3 years.

In fact 4 out of 10 farmers believe the demand will increase between now and 2025, while 50% say it will remain at current levels. Only 1 in 10 Irish farmers believe demand will drop in that period.

Also of note is what level of support Irish farmers expect they will need. As many as 1 in 10 farmers believe they will need full time labour support. This is a trend that has become increasingly common in recent years and it looks likely to continue to grow in the medium term.

One third of all farmers will require regular part time farm labour support all year round, while one in four are seeking out regular part time/ seasonal support. A further 33% say they will need occasional or once off relief in relation to farming support.

This section has set out how much of a need there is for farm labour support on Irish farms and many of the key motivations behind its use. In the next section we will take a closer look at how that support is used on Irish farms.

A farm accident can jeopardise livelihoods on family farms. At FBD we understand how busy farmers are but we strongly urge farmers to take time to talk to your insurance company as not all Insurance covers and protection is the same. It is critical to query and understand the level of protection offered by your policy and to make sure that you have an adequate level of cover for your farming enterprise. It is also important to get advice from someone who knows and understands farming risks which you're exposed to and that your insurer has a proven track record of paying claims associated with the farming enterprise.



Chief Commercial Officer
FBD Insurance

USING FARM LABOUR

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SECTION 2: USING FARM LABOUR

As we saw in the previous section, the demand for farm labour supply is becoming increasingly common in farms across Ireland. The vast majority of Irish farmers have made use of farm labour over the last 12 months and as many as 9 out of 10 Irish farmers expect their reliance on farm labour to either grow or remain at current levels over the next 3 years.

But how is that farm labour being used? What areas are Irish farmers depending on farm labour for help?

Farm labour is being used for an increasingly varied number of supports from manual to specialised tasks which require a specialist skillset to deliver.

So while matters like hoof care, milking and yard work still make up a significant portion of the work being provided by external farm labour on Irish farms, there is also a growing number of farms who are relying on their external help to take care of cow pregnancy scanning, artificial insemination, freeze branding and other specialist areas.

According to the research, hoof care was the job for which most Irish farmers used farm labour over the year. As many as 7 out of 10 farmers who used external labour support used it on that particular task. There was also a significant difference as to what type of farms required that assistance, with 8 out of 10 dairy farmers needing hoof care external support, as opposed to only 3 out of 10 in the non-dairy sector.

The next most in demand job, for which external farm labour was needed, was machinery work. As many as 69% of Irish farmers sought outside help for this type of work, 67% amongst dairy farmers and 80% with non-dairy.

Milking was the third most in demand job amongst dairy farmers, with just under 7 out of 10 farmers using their outside support for help in this area.

65% of farmers in this country sought assistance from external labour for cow pregnancy scanning, showing how important this support has become. The demand was even higher amongst dairy farmers with as many as 3 out of 4 using this service, as opposed to 30% of farmers in the non-dairy sector.

Over half of Irish farmers also made use of external help for artificial insemination. The vast majority of that was in the dairy sector, with as many as 2 out of every 3 dairy farmers using external farm labour for that task.

Half of farmers across the country used the services of freeze branding. 48% of farmers used external farm labour for general farm work last year and 45% for animal husbandry - such as dosing support or TB testing activity.

The remaining commonly used tasks were dehorning, a job on 29% of Irish farms, and calf rearing which only 17% of farms across the country needed help with.

TASKS IRISH FARMERS USED EXTERNAL LABOUR SUPPORT FOR OVER THE LAST YEAR



Milking 68%



Hoof Care 70%



General Yard Work 48%



Animal Husbandry 45%



Calf Rearing 17%



Cow Pregnancy Scanning 65%



Machinery Work 69%



Freeze Branding 50%



Dehorning 30%



Artificial Insemination 53%

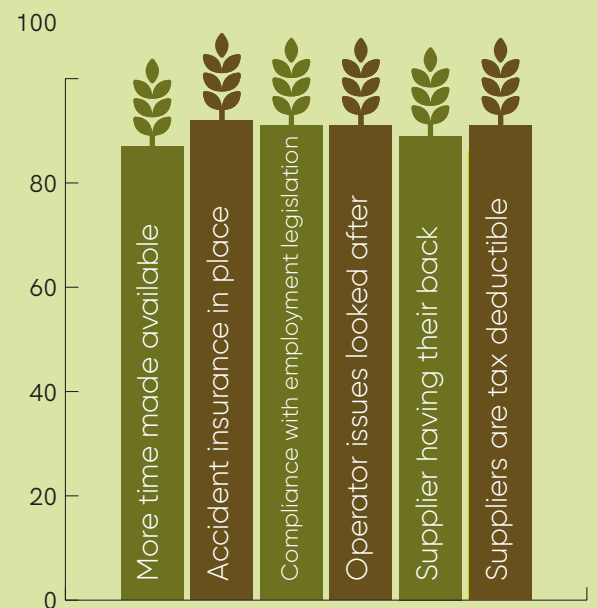
WHAT FARMERS ARE WILLING TO DO TO SECURE LABOUR FOR THEIR FARMS?

19% willing to provide accommodation

1 in 2 farmers willing to pay a higher rate to secure qualified labour

57% willing to provide transport

57% willing to provide training to secure qualified labour



Farmers view of the main benefits of using an external labour supplier for sourcing labour.

FUTURE USE

The types of work farmers use external labour for are also interesting when contrasted to the type of work Irish farmers expect to need help with in the future.

According to the research, when asked which tasks they will need assistance with in the future, farmers said:

- 78% Milking
- 54% General Yard Work
- 38% Hoof care
- 28% Freeze branding
- 27% Machinery work
- 25% Animal husbandry
- 22% Calf rearing
- 21% Dehorning

WHAT FARMERS WILL DO TO ATTRACT MORE QUALIFIED LABOUR

Given the wide number of roles with which Irish farmers now depend on external farm labour for assistance, there is a clear need to ensure they have a safe and secure regular supply of qualified farm operators available. With the demand growing for farm labour support and farmers across the country finding it more of a challenge to source skilled operators, it should come as no surprise that many farmers are considering how to make the roles more enticing.

1 out of every 2 farmers say they would be **willing to pay a higher rate** to secure qualified labour.

Almost 3 out of every 5 farmers say they would be willing to provide training to ensure they have the necessary skilled labour. That figure rises to 62% for dairy farmers and 54% for non-dairy.

While 1 in 5 farmers say they are willing to provide **accommodation** to help source the right external farm labour support and 14% say they are willing to provide **transport**.

USING EXTERNAL LABOUR SUPPLIERS

With all the challenges that come with identifying and sourcing the right external farm labour, it comes as no surprise that many farmers are turning to outside labour suppliers – such as the number one leading supplier, FRS Farm Relief, to help them address their support needs.

When they were asked what the main benefits of using an external labour supplier were, 7 out of every 8 Irish farmers said it provides them with more time to focus on the priorities on their farms.

Over 9 out of 10 say it is an advantage knowing the external supplier is insured in the event of an accident occurring.

Almost the same number of Irish farmers (91%) also appreciate having the external labour supplier take care of all the PAYE and PRSI obligations that are involved when it comes to hiring an external farm operative.

9 out of 10 farmers also like being able to talk to the external labour supplier and get their assistance in managing any problems, should an issue arise with an operator. While 89% like that their regular external labour supplier will have their back when they are needed and ensure they can get the type of support they require.

86% of farmers also like that using external labour suppliers to source their farm operators is a tax deductible expense.

In this section we have looked at the vast majority of the ways that Irish farmers have made use of their external farm labour support. However there is one other area which has become increasingly critical for farming in Ireland over the course of 2022 and is likely to be of significant concern for farmers over the coming years.

The environment and the Green Agenda are likely to considerably impact the use of external labour on Irish farms for the foreseeable future, all of which is looked at in the next section.





ENVIRONMENTAL MATTERS

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SECTION 3: ENVIRONMENTAL MATTERS

Over recent years, many Irish farmers have been devoting an increasing amount of their time to managing environmental issues on their farms. This has become even more of a focus following the Government announcement of a 25% reduction in emissions across the agricultural sector to be achieved by 2030.

Addressing these environmental issues on Irish farms and how this will impact the use of external labour were also clearly on the minds of the Irish farming community in this research.

4 out of every 5 Irish farmers believe that the Green Agenda will make their farms less viable. This is alarming, with a significant number of farmers already concerned about managing their work life balance and one third of all farmers saying they wouldn't recommend farming as a lifestyle.

While 7 out of 10 farmers believe the emissions reductions will have a negative impact on their livelihoods, further reinforcing how much concern exists on these matters amongst the Irish farming community.

Taking how widely held those concerns seem to be, it is perhaps unsurprising then that many Irish farmers will be seeking to use external labour to help them address the environmental changes they will need to make on their farms. In fact 6 out of 10 farmers have said they will need more external farm labour support due to the emissions reductions.

Additionally, a further 83% of farmers are looking for external expertise when it comes to enhancing their farm sustainability.

In terms of what they will need to address these new targets, 8 out of 10 farmers say they will need some financial supports, while a further 5 out of every 9 farmers (55%) say they will need knowledge support.

It is also interesting to see how farmers will make use of the extra support they may have on their farms in relation to tackling the emissions targets. Of the farmers who say they will need more labour support, almost 8 out of 10 will use the extra help for grassland management.

The same proportion, 8 out of 10, will use external farm operators to make energy efficiency improvements. More than 1 in every 2 farmers would put the labour support to use in planting more hedgerows and trees, while over half of farmers would use it for soil optimisation.

Given how much of a topical issue the emissions targets are in the Irish farming industry at present it is fascinating to see how these requirements are impacting farming mindsets and how they are planning to address these targets utilising external support.

Sections 1, 2 and 3 of this report have focused on the views of the farmers when it comes to using external farm labour support. This provides us with a strong sense of the needs of Irish farming on this topic.

However for the picture to be complete we also need to assess the other vital element in this matter - the farm operators themselves. In the next section we will be examining their views, their skillsets and their motivations.

ENVIRONMENTAL MATTERS



4 out of 5
Irish farmers believe the Green Agenda will make their farms less viable



6 out of 10
believe farms will need more external labour due to the emissions reductions



7 out of 10
farmers believe the emissions reductions will have a negative impact on their livelihoods.



83%
of farmers are looking for improved expertise in the area of on farm sustainability



8 out of 10
farmers say they will need financial supports to reduce emissions. 5 out of 9 say they will need knowledge supports.



OF THE FARMERS WHO WOULD USE EXTERNAL LABOUR SUPPORT FOR HELPING WITH THE EMISSIONS TARGETS:



8 out of 10
would use for grassland management



8 out of 10
would use to make energy efficiency improvements



THE FARM WORKERS VIEW

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SECTION 4:

THE FARM WORKERS VIEW

So far in this report we have seen that there is a strong and growing demand for farm labour support amongst Irish farmers. That support is needed to fulfil a broad number of different roles – both in terms of broader farming aspirations and in terms of using much needed skillsets.

But what do the farm operators themselves think? As part of the comprehensive nature of this research, an extensive number of farm operators/workers from all around the country were also interviewed to ensure that this report provided a 360 degree perspective on all matters relating to farm labour support.

BROAD ATTITUDES OF FARM OPERATORS TO FARMING

It was encouraging to see that so many farm operators have such a positive outlook on their chosen career path. 9 out of 10 operators say they are proud to work in farming.

This bright outlook is further underlined by the 3 out of 4 farm operators who see a career in farming as attractive. This illustrates the strength of connection between these farm workers and their work, an outlook which should also help maintain the commitment of the majority of those farm operators well into the future.

However it is also fair to say that not all farm operators feel this way. While 3 in 4 see a career in farming as attractive, it is also true that 1 in 4 see farming as a temporary career option before moving to another industry.

It should also be noted that while the vast majority of farm operators like working in farming, that does not mean they are not aware of the dangers

in the sector. 2 out of every 3 farm operators see farming as a career that comes with high risk from a health and safety perspective, given the nature of the work involved.

MOTIVATING FACTORS FOR FARM OPERATORS

Like with the farmers themselves, one of the key things we were keen to establish were the underlying factors motivating farm operators when it comes to securing work.

Almost universally farm operators want to know the salary of the job before they will apply for it. This is increasingly the case across the entire employment market. In fact research from our colleagues in FRS Recruitment shows that across the entire economy, 7 out of 10 people say they would be put off from applying for a job if the salary information isn't included in the ad.

9 out of 10 farm operators are seeking local work and want to work close to home.

Unsurprisingly, the rising cost of living is another important factor for farm operators. 9 out of 10 say because of those inflationary pressures they are now more likely to seek work that provides them with some degree of travel expenses. This has become more of an issue in light of the rising cost of fuel over the course of 2022.

As everyone who has ever worked on a farm knows, it's not exactly a 9 to 5 type job. So as is to be expected, for the type of person who likes working as a farm operator, flexible hours are important. In fact 85% of them noted this flexibility was an important consideration.



9 out of 10

operators are proud to work in farming



3 out of 4

see a career in farming as attractive



95%

farm operators say it is important they know the salary of the job they are applying for



9 out of 10

farm operators say it is important for them to find local work



9 out of 10

say they are more likely to seek work that offers travel expenses in light of the rising cost of living



7 out of 8

farm operators prefer outdoor work over office jobs



85%

say that flexible working hours are important to them



8 out of 10

want to see a clear pathway of progression



4 out of 5

want to work in an organisation where they feel part of a team



Only 3 out of 10

would work at a reduced rate for a probationary period while being trained in



1 in 4

find it difficult to find work that is flexible enough for their needs.



1 in 10

have difficulty accessing transport for their work



1 in 7

are worried about a lack of accommodation deterring their ability to work



1 in 5

say the cost of accommodation impacts their accessing of work



2 out of 3

believe a career in farming is high risk from a health and safety prospective due to the nature of the work

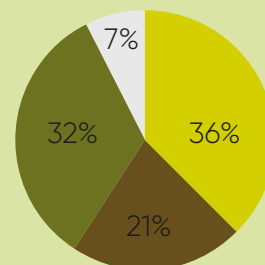


1 in 4

believe a career in farming is a temporary option before moving to another industry

TYPE OF WORK BEING SOUGHT BY FARM WORKERS ⁽⁶²⁾

- 36%** of farm operators want fulltime work
- 21%** would like regular part time work all year round
- 32%** are interested in occasional/ casual work
- 7%** are seeking regular part-time seasonal work



Similarly 7 out of every 8 farm operators prefer outdoor work over office jobs. Again this is very much in line with the nature of the role and the type of individual who is attracted to working as a farm operator.

When it comes to how and where farm operators choose to work, there are also some clear priorities. 8 out of 10 farm operators want to see a clear pathway of progression in their careers. Very few people want to be caught up doing the same job, undertaking the same tasks for their entire professional lives. This is the type of farm operator who wants to advance and upskill, a positive mindset which generally serves the Irish farming community well.

Another positive outlook is how many farm operators want to feel like they are part of something bigger than themselves, with 4 out of every 5 looking to work for an organisation that makes them feel part of a team. This illustrates the importance of communicating with farm operators to help them understand the bigger collaborative picture behind the work that they do.

CHALLENGES FACING FARM OPERATORS

Having already established many of the key motivations driving the needs of farm operators, it was also interesting to see how they align with some of the challenges many of these farm operators face.

For example, despite 85% of farm operators wanting flexible work – as many as 1 in every 4 farm operators have difficulty finding jobs that are sufficiently amenable to their needs.

1 in every 10 farm operators experience difficulty in accessing transport to get to their work. Given

their rural locations most farms don't have access to strong public transport networks. So if the farm operator doesn't have access to a car, or if the farm isn't located nearby, their travel options can be quite limited.

FORM OF WORK

When asked about what type of role they are seeking, such as fulltime versus parttime, it was interesting to see the diverging views amongst the farm operators.

Fulltime work was the most in demand with 36% saying that is their preference. The second most popular choice was occasional/ casual work which was the choice among 32% of the farm operators. 21% said they would opt for regular, part time work all year round, while only 7% were seeking regular part time seasonal work.

DISTANCE TRAVELLED

With most farm operators wanting to work locally, we wanted to get a better sense of just how local they mean. Over the course of our research the operators were also asked what was the maximum length of time they would be willing to travel to work.

The results showed that only 4 out of 10 would consider a commute time of more than 30 minutes. In fact almost 1 in 2 farm operators (48%) said half an hour was their limit and a further 11% said they would only be willing to travel for 15 minutes.

This contrasts with our FRS Recruitment report in which 3% would accept a 15 minute travel time and 23% a 30 minute with 52% expecting to have to travel 30 to 60 minutes to their place of work.

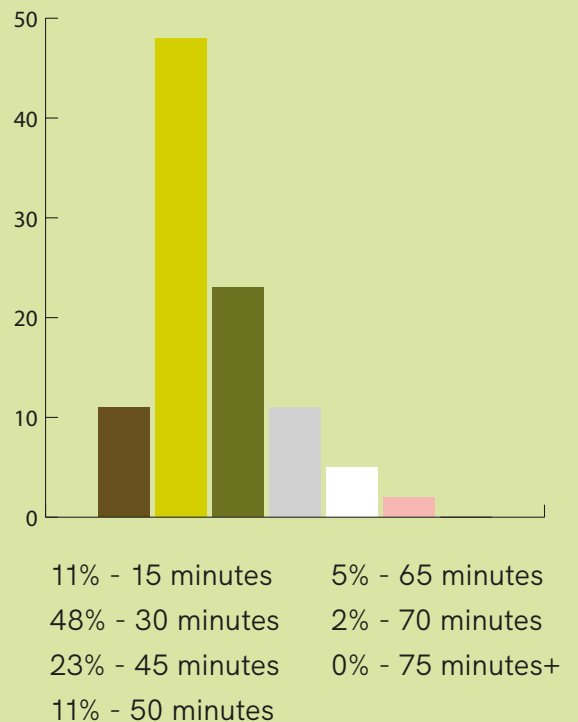
At the other end of the spectrum, only 7% of farm operators opted for a time that exceeded 50 minutes. This once again highlights just how important securing local work is to farm operators.



THE FOLLOWING PERCENTAGE OF FARM OPERATORS BELIEVE THEY ARE COMPETENT/ EXPERIENCED IN EACH OF THESE SPECIFIC AREAS ⁽²⁸⁹⁾

- 82%.** Milking
- 71%..** General Yard Work
- 56% .** Calf rearing
- 50%.** Machinery Work
- 49% .** Animal Husbandry
- 35% .** Dehorning
- 8%...** Artificial Insemination
- 8%...** Hoof Care
- 6%...** Environmental Sustainability Services
- 5%...** Freeze Branding
- 2%...** Cow Pregnancy Scanning
- 8%...** Another service

WORKERS WHEN SEEKING WORK WOULD BE WILLING TO TRAVEL THE FOLLOWING DISTANCES FOR WORK ⁽⁶²⁾





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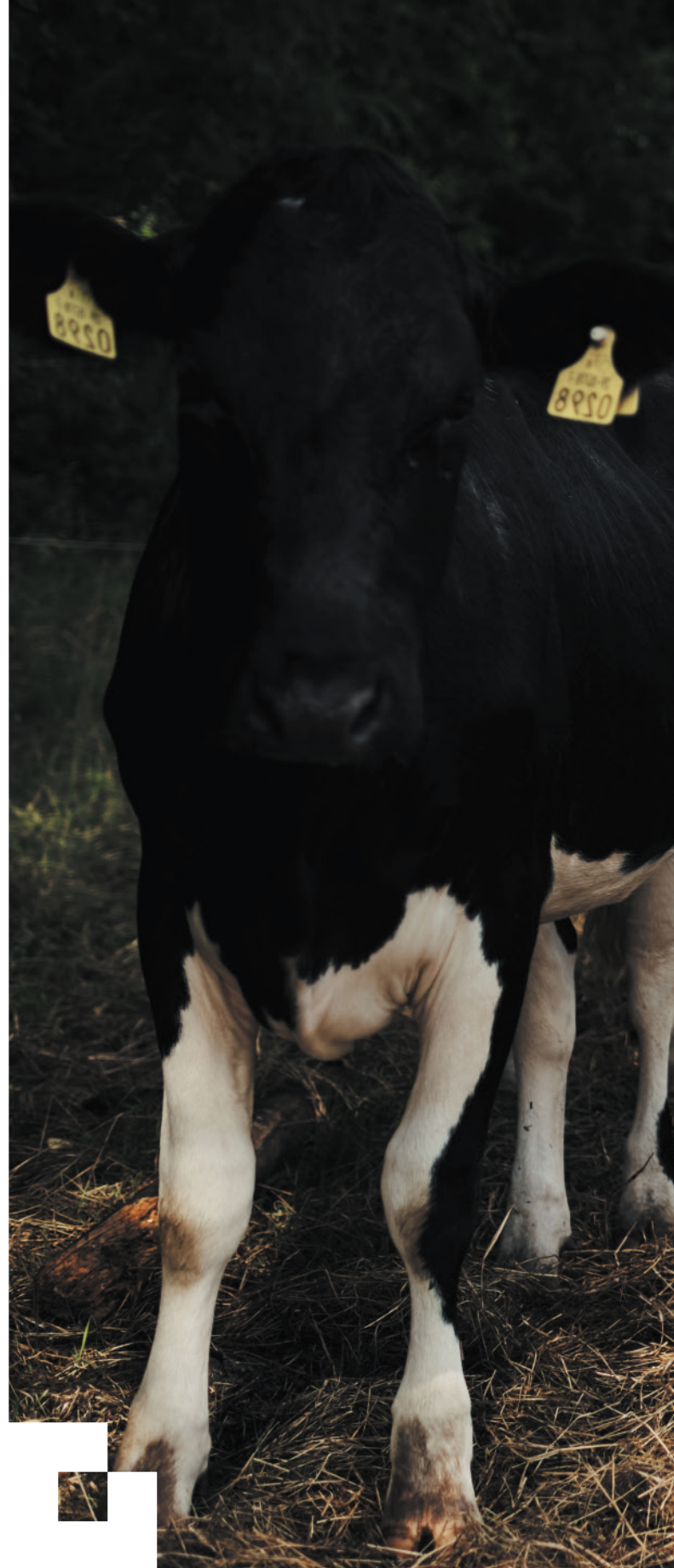
farm relief

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