

*In this pilot project, a group of advisors explores the impact of interactive innovation competencies in the agricultural consulting field. Through interview-style discussions, they deep into the use of professional data in the AS (Advisory Services) database.*

*The primary focus of these conversations is to identify which communication messages resonate with clients, farmers, and stakeholders. Advisors aim to discern the most effective ways to convey information, utilizing data from both the national and i2c AS databases to tailor their messaging for maximum engagement and appreciation among key stakeholders.*

*The first part of the interviews yielded significant insights, highlighting the pivotal role of advisors' competencies in addressing work and societal challenges within Dutch agriculture. Additionally, they recognized the potential of the tools used in the interviews to enhance their professional performance.*

*In the second part of the interviews, advisors emphasized the utility of the AS database for connecting with peers while also acknowledging the need for continuous improvement in its functionality.*

*Moving forward, advisors are committed to integrating the knowledge and tools gained from these interviews into their daily work and interactions with colleagues. They have scheduled a meeting where the BAS (Business Advisory System) register administrator in their organization will explain the certification process to the entire team. This proactive approach reflects their dedication to refining and optimizing the use of professional data, ultimately elevating the quality of agricultural consulting services in the Netherlands. This spirit of innovation and collaboration bodes well for the future of Dutch agriculture and the advancement of the agricultural consulting profession.*