



The National Rural Knowledge Exchange.. The Northern Rural Network and..

Sharing information via The National Rural Taxonomy

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 - RELU parallel sessions 1130-1245 19th January 2006
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How the National Rural Knowledge Exchange can link with the Northern Rural Network....1

- In the same way as with any other initiative or organisation
- (and we have found that there are many hundreds of rural initiatives....)
- Firstly, by understanding its 'good practice in knowledge exchange' contributions, and looking **to develop similar models around the UK**, with our Partner Universities.-via 'entrepreneurial' funding bids to RDAs, Defra etc... (Please discuss with our Regional Managers)

How the National Rural Knowledge Exchange can link with the Northern Rural Network.. 2

- In the same way as with any other initiative or organisation....
- Secondly, by listing its profile on the growing National Rural Directory...
- Which is where the taxonomy comes in because it allows searchers to readily 'find' the organisation when using (the relational database behind) the web portal
- Data entry is via.....

Online forms to register your organisation's profile, its subject areas and services...

FORM 1: Please provide details of your organisation which you would like made available in the National Rural Directory

Organisation:

Please write your organisation's contact details here:

Address:

Telephone:

Fax:

Email:

Website:

Contact Name:

Profile: *Please provide a short profile describing your organisation in a few sentences, below*

Summary: The society promotes vegetable growing and showing for amateurs.

Description: The NVS was formed in 1960 and is organised into five branches covering the entire UK. Each branch has several District Association (DA's) within its area- there are 26 DA's at present.

*Also: please tick the relevant categories on Form2 overleaf (an example is available for download)
 This will make it easy to find out what your organisation offers.*

Please send Forms 1 & 2 back by FAX to 0870 446 9759, by email to updates@nationalrural.org or by mail to National Rural, Harper Adams University College, FREEPOST NWW8123A, Newport, TF10 8NB

Data Protection Act

The National Rural Directory is effectively a 'Rural Yellow Pages'. This means it will be easier for people to find your organisation. However, NationalRural will not sell your information on to other organisations for advertising purposes, and you will not receive unsolicited mail from us. Member organisations will receive occasional newsletters informing them of additions to NationalRural services.

FORM 2: Search categories. *Please tick as appropriate: (a Guidance document can be downloaded)*

Name:

Subject: *(Please tick all the boxes which apply to your organisation)*

<input type="checkbox"/> Business Management <input type="checkbox"/> Business startup <input type="checkbox"/> Business networking <input type="checkbox"/> Buying & selling businesses <input type="checkbox"/> Co-operation <input type="checkbox"/> Finance & accounting <input type="checkbox"/> Health & safety <input type="checkbox"/> Marketing <input type="checkbox"/> Personnel & employment <input type="checkbox"/> Premises <input type="checkbox"/> Quality & efficiency <input type="checkbox"/> Trading internationally <input type="checkbox"/> Training & development	<input type="checkbox"/> Equipment <input type="checkbox"/> Design <input type="checkbox"/> Distribution <input type="checkbox"/> Manufacture <input type="checkbox"/> Testing <input type="checkbox"/> Operation	<input type="checkbox"/> Rural Crafts <input type="checkbox"/> Bee-keeping <input type="checkbox"/> Ceramic, glass & jewellery crafts <input type="checkbox"/> Coppice, greenwood, basketry & wood crafts <input type="checkbox"/> Dry stone walling & footpath construction <input type="checkbox"/> Floral crafts <input type="checkbox"/> Leathercrafts <input type="checkbox"/> Metalcrafts <input type="checkbox"/> Spinning, dyeing, weaving & textiles <input type="checkbox"/> Thatching & heritage building
<input type="checkbox"/> Community, Health, Social <input type="checkbox"/> Age <input type="checkbox"/> Children <input type="checkbox"/> Crime <input type="checkbox"/> Disability <input type="checkbox"/> Employment & volunteering <input type="checkbox"/> Gender <input type="checkbox"/> Health <input type="checkbox"/> Housing <input type="checkbox"/> Rural stress <input type="checkbox"/> Transport	<input type="checkbox"/> Food & Drink <input type="checkbox"/> Farmer's markets & shops <input type="checkbox"/> Food hygiene and health <input type="checkbox"/> Food retail standards <input type="checkbox"/> Beer, wine & cider <input type="checkbox"/> Milk, water & juices <input type="checkbox"/> GMOs <input type="checkbox"/> New product development <input type="checkbox"/> Organic <input type="checkbox"/> Supply chain management	<input type="checkbox"/> Rural Policy & Support <input type="checkbox"/> European policy <input type="checkbox"/> UK policy <input type="checkbox"/> Farm support mechanisms <input type="checkbox"/> Cross-compliance
<input type="checkbox"/> Crops & Grassland <input type="checkbox"/> Cereals <input type="checkbox"/> Grassland <input type="checkbox"/> Industrial & fibre crops <input type="checkbox"/> Maize & fodder crops <input type="checkbox"/> Oilseeds <input type="checkbox"/> Peas & beans <input type="checkbox"/> Potatoes <input type="checkbox"/> Sugar beet <input type="checkbox"/> Crop regulations <input type="checkbox"/> Fungicides <input type="checkbox"/> Herbicides <input type="checkbox"/> Pesticides <input type="checkbox"/> Plant nutrition & fertilisers	<input type="checkbox"/> Horticulture <input type="checkbox"/> Bulbs and cut flowers <input type="checkbox"/> Field-scale vegetables <input type="checkbox"/> Glasshouse crops <input type="checkbox"/> Grapes <input type="checkbox"/> Hydroponics <input type="checkbox"/> Nursery stock <input type="checkbox"/> Orchard fruit <input type="checkbox"/> Soft fruit <input type="checkbox"/> Landscaping	<input type="checkbox"/> Soils & Water <input type="checkbox"/> Soil management <input type="checkbox"/> Irrigation <input type="checkbox"/> Rivers and lakes
<input type="checkbox"/> Education & Skills <input type="checkbox"/> Craft & vocational <input type="checkbox"/> Diploma & degree <input type="checkbox"/> Personal interest	<input type="checkbox"/> Information Technology <input type="checkbox"/> Broadband & telecomms <input type="checkbox"/> Support <input type="checkbox"/> Software <input type="checkbox"/> Hardware & equipment <input type="checkbox"/> Websites & e-commerce	<input type="checkbox"/> Sustainable Technologies <input type="checkbox"/> Anaerobic digestion <input type="checkbox"/> Biomass & biofuels <input type="checkbox"/> Composting <input type="checkbox"/> Hydroelectricity <input type="checkbox"/> Wind
<input type="checkbox"/> Environment & Planning <input type="checkbox"/> Air & water pollution <input type="checkbox"/> Building design <input type="checkbox"/> Climate change <input type="checkbox"/> Flood and coastal defence <input type="checkbox"/> Landscape conservation <input type="checkbox"/> Noise <input type="checkbox"/> Planning issues <input type="checkbox"/> Waste management <input type="checkbox"/> Wildlife conservation	<input type="checkbox"/> Leisure & Tourism <input type="checkbox"/> Access to the countryside <input type="checkbox"/> Accommodation <input type="checkbox"/> Fairs and shows <input type="checkbox"/> Heritage <input type="checkbox"/> Visitor attractions	<input type="checkbox"/> Trees & Timber <input type="checkbox"/> Veterinary <input type="checkbox"/> Animal health & welfare <input type="checkbox"/> Veterinary nursing
<input type="checkbox"/> Equine <input type="checkbox"/> Breeding <input type="checkbox"/> Farriery <input type="checkbox"/> Health & care <input type="checkbox"/> Saddlery <input type="checkbox"/> Showing	<input type="checkbox"/> Livestock Enterprises <input type="checkbox"/> Beef <input type="checkbox"/> Dairy <input type="checkbox"/> Pigs <input type="checkbox"/> Poultry <input type="checkbox"/> Sheep & goats <input type="checkbox"/> Fish farming <input type="checkbox"/> Livestock regulations <input type="checkbox"/> Other livestock	<input type="checkbox"/> Type of Organisation: <input type="checkbox"/> Animals society / group <input type="checkbox"/> Crops society / group <input type="checkbox"/> Rural business society / group <input type="checkbox"/> Environmental society / group <input type="checkbox"/> Trade body or professional association <input type="checkbox"/> University <input type="checkbox"/> College <input type="checkbox"/> University consulting centre <input type="checkbox"/> College consulting centre <input type="checkbox"/> Independent research institute <input type="checkbox"/> Business Link/ Chamber of Commerce <input type="checkbox"/> DEFRA Office <input type="checkbox"/> Other public sector body <input type="checkbox"/> Private sector trader / service <input type="checkbox"/> Utility company <input type="checkbox"/> Charity / trust <input type="checkbox"/> Community enterprise/initiative <input type="checkbox"/> Social enterprise / initiative <input type="checkbox"/> Collaborative / multi-partner initiative <input type="checkbox"/> Co-operative
	<input type="checkbox"/> Outdoor Sports <input type="checkbox"/> Corporate entertainment <input type="checkbox"/> Field sports & hunting <input type="checkbox"/> Fishing <input type="checkbox"/> Mountain-biking <input type="checkbox"/> Off-road vehicles <input type="checkbox"/> Walking & climbing <input type="checkbox"/> Water sports	<input type="checkbox"/> Services Provided: <input type="checkbox"/> Training courses <input type="checkbox"/> Funding grants & loans <input type="checkbox"/> Consultancy / advice <input type="checkbox"/> Membership <input type="checkbox"/> Gateway / directory services <input type="checkbox"/> Publications / periodicals <input type="checkbox"/> Visiting speaker <input type="checkbox"/> Facility / equipment hire <input type="checkbox"/> Helpline / online assistance

And a published profile looks like...

The screenshot shows a Microsoft Internet Explorer browser window displaying a profile page for the Processed Vegetable Growers' Association. The browser's address bar shows the URL: http://www2.nationalrural.org/POOLED/profiles/bf_comp/view.asp?Q=bf_comp_45619. The website header features the NationalRural logo and a navigation menu with links for About us, E-newsletter, Join, Jobs, Training, Funding, Other directories, Contact, and Home. Below the header is a secondary navigation bar with News, Events, NationalRural Directory, and Universities & Colleges. The main content area is divided into three columns. The left column is a 'Directory' sidebar with a search filter set to '[Any Type]' and a list of categories including Groups & Societies, Advisors & Consultants, Public Service & Funding Bodies, Trade & Professional Associations, A-Z of Organisations, and How to Submit a Profile. Below this is a section for 'I would like to see information by subject:' with a filter set to '[Any Subject]' and a list of subjects including Business Management, Community & Health, Crops & Grassland, Education & Skills, and Environment & Planning. The middle column displays the profile for the Processed Vegetable Growers' Association. It includes a breadcrumb trail: Home > Directory > Organisation, a 'Back' link, the organization's name, and contact information: 133 Eastgate Louth, Lincolnshire, LN11 9QG, UK; TF 33100 87500 (East Midlands); Tel: 01507 602427; Fax: 01507 600689; Email: postbox@pvga.co.uk; Web: <http://www.pvga.co.uk>. A description states: 'Working on behalf of growers to improve the strength, stability and profitability of the UK vegetable growing industry, PVGA provides commercial support and market information to its members. Activities cover both fresh and processed vegetables, as well as a wholly owned subsidiary: Market Intelligence Services Ltd which conducts fresh produce retail price surveys.' Below this is a list of keywords: Business Management, Co-operation, Finance & Accounting, Crops & Grassland, Consultancy/advice, Crops society/group, Funding grants & loans, Horticulture, Field-scale Vegetables, Membership, National. A 'Key:' section includes icons for people, a document, information, a pound sign, and plants. A 'Back' link is provided at the bottom of the middle column. The right column contains a 'Members' section with a 'Not a member?' link, a 'Want to put your details on this site? Find out more' link, an 'Already a member?' section with an email input field, a password input field, and a 'Go' button, and links for 'forgot your password' and 'change your password'. Below this is a 'Search' section with a search input field, a 'Go' button, and a link for 'Advanced search'. The Windows taskbar at the bottom shows the Start button and several open applications: Microsoft Word, KINGSTON (D:), Press and PR, Microsoft PowerPoint, and Processed Veget... The system clock shows 13:55.

How the National Rural Knowledge Exchange can link with the Northern Rural Network.. 3

- In the same way as with any other initiative or organisation....
- Thirdly, by publishing its **events** online
- Via.....



Publish events
on our Portal via
registered users
filling in and
submitting online
forms

Reset
 Send form by email
 Submit form via the WWW
 Save
 Print

Organisation: University of Reading

Title of Event: Managing Land in the Future (22nd Annual Edith Mary Gayton Memorial Lecture)

Description:
Please provide a few paragraphs describing the event
Advice: Try to put the most important part of the description in the first 200 characters of the wording, (as this is the part that shows in a summary listing)

Venue: John Madejski Lecture Theatre, Agriculture Building, University of Reading
Speaker: Professor Allan Buckwell, Chief Economist of the Country Land & Business Association

Booking details:
Tickets: Free
Contact: Liz Townend on 0118 378 8479
e-mail: e.l.townend@reading.ac.uk

Website URL: **Postcode:**

Event Start Date: **Event End Date:**

Subjects: *(Please tick all the boxes below which apply to your event)*

<input checked="" type="checkbox"/> Business Management <input type="checkbox"/> Business startup <input type="checkbox"/> Business networking <input type="checkbox"/> Buying & selling businesses <input type="checkbox"/> Co-operation <input type="checkbox"/> Finance & accounting <input type="checkbox"/> Health & safety <input type="checkbox"/> Marketing <input type="checkbox"/> Personnel & employment <input type="checkbox"/> Premises <input type="checkbox"/> Quality & efficiency <input type="checkbox"/> Trading internationally <input type="checkbox"/> Training & development <input type="checkbox"/> Community, Health, Social <input type="checkbox"/> Age <input type="checkbox"/> Children <input type="checkbox"/> Crime <input type="checkbox"/> Disability <input type="checkbox"/> Employment & volunteering <input type="checkbox"/> Gender <input type="checkbox"/> Health <input type="checkbox"/> Housing <input type="checkbox"/> Rural stress <input type="checkbox"/> Transport <input checked="" type="checkbox"/> Crops & Grassland <input type="checkbox"/> Cereals <input type="checkbox"/> Grassland <input type="checkbox"/> Industrial & fibre crops <input type="checkbox"/> Maize & fodder crops <input type="checkbox"/> Oilseeds <input type="checkbox"/> Peas & beans <input type="checkbox"/> Potatoes <input type="checkbox"/> Sugar beet <input type="checkbox"/> Crop regulations <input type="checkbox"/> Fungicides <input type="checkbox"/> Herbicides <input type="checkbox"/> Insecticides & other pesticides <input type="checkbox"/> Plant nutrition & fertilisers <input type="checkbox"/> Education & Skills <input type="checkbox"/> Craft & vocational <input type="checkbox"/> Diploma & degree <input type="checkbox"/> Personal interest <input checked="" type="checkbox"/> Environment & Planning <input type="checkbox"/> Air & water pollution <input type="checkbox"/> Building design <input type="checkbox"/> Climate change <input type="checkbox"/> Flood and coastal defence <input checked="" type="checkbox"/> Landscape conservation <input type="checkbox"/> Noise	<input type="checkbox"/> Environment & Planning (cont'd) <input type="checkbox"/> Planning issues <input type="checkbox"/> Waste management <input type="checkbox"/> Wildlife conservation <input type="checkbox"/> Equine <input type="checkbox"/> Breeding <input type="checkbox"/> Farriery <input type="checkbox"/> Health & care <input type="checkbox"/> Saddlery <input type="checkbox"/> Showing <input type="checkbox"/> Equipment <input type="checkbox"/> Design <input type="checkbox"/> Distribution <input type="checkbox"/> Manufacture <input type="checkbox"/> Testing <input type="checkbox"/> Operation <input type="checkbox"/> Food & Drink <input type="checkbox"/> Farmers markets & shops <input type="checkbox"/> Food hygiene and health <input type="checkbox"/> Food retail standards <input type="checkbox"/> Beer, wine & cider <input type="checkbox"/> Milk, water & juices <input type="checkbox"/> GMOS <input type="checkbox"/> New product development <input type="checkbox"/> Organic <input type="checkbox"/> Supply chain management <input type="checkbox"/> Horticulture <input type="checkbox"/> Bulbs and cut flowers <input type="checkbox"/> Field-scale vegetables <input type="checkbox"/> Glasshouse crops <input type="checkbox"/> Grapes <input type="checkbox"/> Hydroponics <input type="checkbox"/> Nursery stock <input type="checkbox"/> Orchard fruit <input type="checkbox"/> Soft fruit <input type="checkbox"/> Landscaping <input type="checkbox"/> Information Technology <input type="checkbox"/> Broadband & telecomms <input type="checkbox"/> Support <input type="checkbox"/> Software <input type="checkbox"/> Hardware & equipment <input type="checkbox"/> Websites & e-commerce <input type="checkbox"/> Leisure & Tourism <input type="checkbox"/> Access to the countryside <input type="checkbox"/> Accommodation <input type="checkbox"/> Fairs and shows <input type="checkbox"/> Heritage <input 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type="checkbox"/> Fencing & ditching <input type="checkbox"/> Floral crafts <input type="checkbox"/> Leathercrafts <input type="checkbox"/> Metalcrafts <input type="checkbox"/> Spinning, dyeing, weaving & textiles <input type="checkbox"/> Thatching & heritage building <input type="checkbox"/> Rural Policy & Support <input checked="" type="checkbox"/> European policy <input checked="" type="checkbox"/> UK policy <input type="checkbox"/> Farm support mechanisms <input type="checkbox"/> Cross-compliance <input type="checkbox"/> Soils & Water <input type="checkbox"/> Soil management <input type="checkbox"/> Irrigation <input type="checkbox"/> Rivers and lakes <input type="checkbox"/> Sustainable Technologies <input type="checkbox"/> Anaerobic digestion <input type="checkbox"/> Biomass & biofuels <input type="checkbox"/> Composting <input type="checkbox"/> Hydroelectricity <input type="checkbox"/> Wind <input type="checkbox"/> Trees & Timber <input type="checkbox"/> Veterinary <input type="checkbox"/> Animal health & welfare <input type="checkbox"/> Veterinary nursing
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Reset
 Send form by email
 Submit form via the WWW
 Save
 Print

And a published event looks like...

The screenshot shows the National Rural website interface. At the top, there is a navigation bar with links for 'About us', 'E-newsletter', 'Join', 'Jobs', 'Training', 'Funding', 'Other directories', 'Contact', and 'Home'. Below this is a secondary navigation bar with 'News', 'Events', 'National Rural Directory', and 'Universities & Colleges'. The main content area is divided into three columns. The left column is a green sidebar with 'Events:' at the top, followed by 'Search', 'Latest Events', and 'Events Archive'. Below these are sections for 'I would like to see information by subject:' with a dropdown menu set to '[Any Subject]', and a list of subject categories including 'Business Management', 'Community & Health', 'Crops & Grassland', 'Cereals', 'Grassland', 'Industrial & fibre crops', 'Maize & fodder crops', 'Oilseeds', 'Peas & beans', 'Potatoes', and 'Sugar beet'. The middle column displays the event details for 'The University of Reading' and 'Managing Land in the Future'. It includes the event start date (07 Nov 2005), date and time (Monday 7th November 2005 at 8.00pm), venue (John Madejski Lecture Theatre), speaker (Professor Allan Buckwell), and contact information (Liz Townend). The right column contains a 'Members' section with links for 'Not a member?' and 'Find out more', and 'Already a member?' with a login form and links for 'forgot your password' and 'change your password'. At the bottom right is a 'Search' section with a search box and a 'Go' button. The footer shows the URL 'http://www2.nationalrural.org/crops.asp?su=cggr' and an 'Internet' icon.

NationalRural

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News | Events | National Rural Directory | Universities & Colleges

Events:

Search

Latest Events

Events Archive

I would like to see information by subject:

[Any Subject]

- Business Management
- Community & Health
- Crops & Grassland
- Cereals
- Grassland
- Industrial & fibre crops
- Maize & fodder crops
- Oilseeds
- Peas & beans
- Potatoes
- Sugar beet

You are here:
[Home](#) > [Events](#) > Event

[« Back](#)

University of Reading

The University of Reading

Managing Land in the Future

Event Start date: 07 Nov 2005

Date: Monday 7th November 2005 at 8.00pm
Venue: John Madejski Lecture Theatre, Agriculture Building, University of Reading
What : 22nd Annual Edith Mary Gayton Memorial Lecture
Speaker: Professor Allan Buckwell, Chief Economist of the Country Land & Business Association
Topic: Managing Land in the Future
Tickets: Free
Contact: Liz Townend on 0118 378 8479
e-mail: e.h.townend@reading.ac.uk
(Berkshire)

Categories: Business Management, Crops & Grassland, Rural Policy & Support, UK Policy
Categories: £ 🌱 🏠

[« Back](#)

Members

Not a member?
[Find out more](#)

Want to put your events on this site?
[Find out more](#)

Already a member?

Enter your email
.....

[forgot your password](#)
[change your password](#)

Search

[Advanced search](#)

http://www2.nationalrural.org/crops.asp?su=cggr

Internet

And where we have got to with this... in 15 months

- Profile listing and searching via maps and subjects available now
- Events publishing is functioning
- Online data entry forms proving problematic with current technology...
- But please register your profiles with us and we can work with you through 2006 as more features come online.....