

Profile Ulrich Ryser

Ulrich Ryser, (born in 1968) since 2010 Director of AGRIDEA – the Centre for Agricultural Extension and Rural Development- in Switzerland (<https://www.agridea.ch/en/>).

Career path:

Farmer's son, professional farmer, study as Agricultural Economist.

Agricultural adviser and lobbyist for the Swiss Farmers Union (1993-2009), many years of sectorial and management experience.

Person:

Networker, innovator, entrepreneur and facilitator

Professional interests:

Agricultural development, sustainability, methodological work/development, strategy development, innovation, digitalisation, human approaches and change management.

Network experience:

Exchange platform in Swiss AKIS, IALB President (, host of GFRAS (and representative in the Board)

Why a Swiss in the Board of EUFRAS? Experience in Switzerland with different cultures, three languages and a federalistic approach. Contributes to a neutral and external view. Experience as director of an organisation with a leading position in method development and knowledge exchange.

AGRIDEA in a nutshell

AGRIDEA is the agricultural extension centre of the cantonal extension services active in agriculture and the family economy. As a competence centre for the preparation, exchange and dissemination of knowledge and know-how from practice and research, AGRIDEA networks women and men in agriculture and rural areas. Founded in 1958, AGRIDEA is active on a national scale at three sites, in Lindau, Lausanne and Cadenazzo. Around 110 employees from various professional backgrounds are working together to develop agriculture and rural areas. We are committed to efficient and sustainable agriculture and a dynamic rural area. We also contribute to the production of quality food and the creation of a valuable living space.