



*Recognising the  
Importance of the  
Technician*

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CEO - IAgrE***

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# Institution of Agricultural Engineers

- ❖ The Institution of Agricultural Engineers (IAgrE) is a professional membership organisation with grades for all those working, or with an interest in, engineering, science and technology within agriculture and the environment.
- ❖ We are a registered charity working for the public benefit through bringing together academics, practitioners and industry to share knowledge and promote professionalism in the advancement and application of technology in the landbased sector.
- ❖ [www.iagre.org](http://www.iagre.org)

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# The Institution of Agricultural Engineers Your passport to professionalism

## WELCOME TO THE IAGRE

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## LATEST HEADLINES

### IAgrE AgriTech Survey for Government

The Institution of Agricultural Engineers (IAgrE) is conducting a survey to determine the challenges associated with developing ...



### IAgrE Ivel Award Winner 2017

Innovative lubricant wins Ivel Award  
The Witham Group, manufacturers of a huge range of commercial lubricants and paints has ...



### LAMMA 2017

LAMMA was very well attended once





# Landbased Engineering – The Image ...

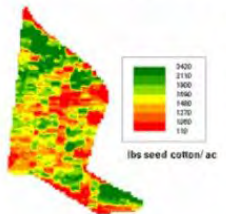
- ❖ Basic, traditional, low level technologies ...
- ❖ Poor wages, long hours, poor conditions ...
- ❖ Something you do if you are not fit for anything else!



- ❖ Is this the image we should portray?

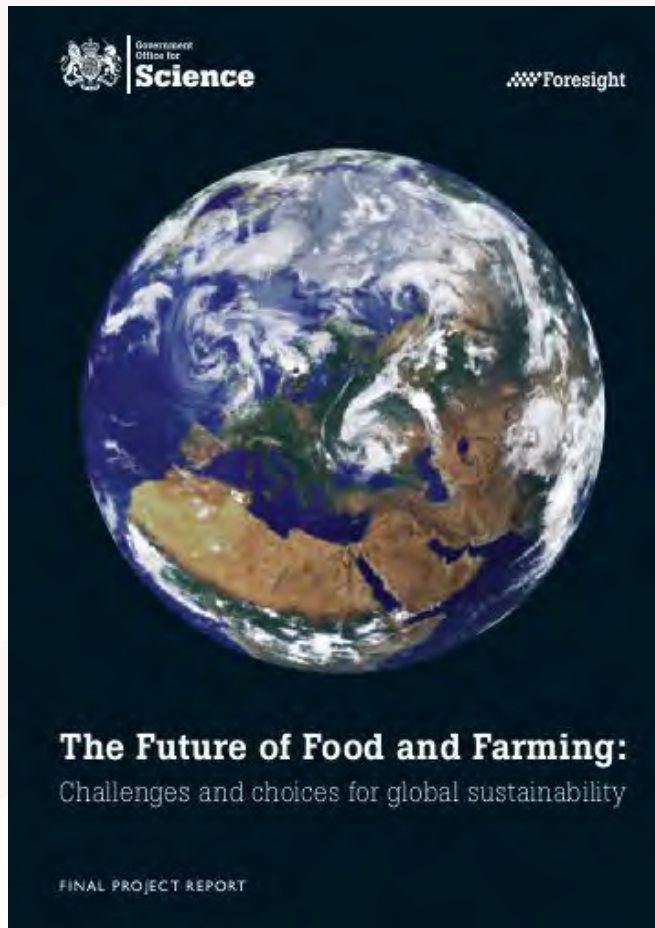
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# Just "Google" Agricultural Engineering





# IAgrE – Working hard to promote ...



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# Landbased Engineering is about people!





# Such an exciting industry ...

- ❖ We need to:
  - Overcome the “old fashioned” image.
  - Attract new blood and new ideas.
  - Retain all of those skilled people.
  - Showcase the exciting industry we know it is.
  - Recognise and celebrate the skills and knowledge.
- ❖ In the UK, we are doing this through the Landbased Technician Accreditation (LTA) Scheme.
- ❖ This has been running for ten years.



# What is the LTA Scheme?

- ❖ Developed with the backing of the major manufacturers of agricultural, horticultural, forestry and ground care equipment.
- ❖ Landbased Technician Accreditation (LTA) is administered by the Institution of Agricultural Engineering on behalf LE-TEC the Land-based Engineering Training and Education Committee.
- ❖ This committee comprises the following organisations ...



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# What is the LTA Scheme?

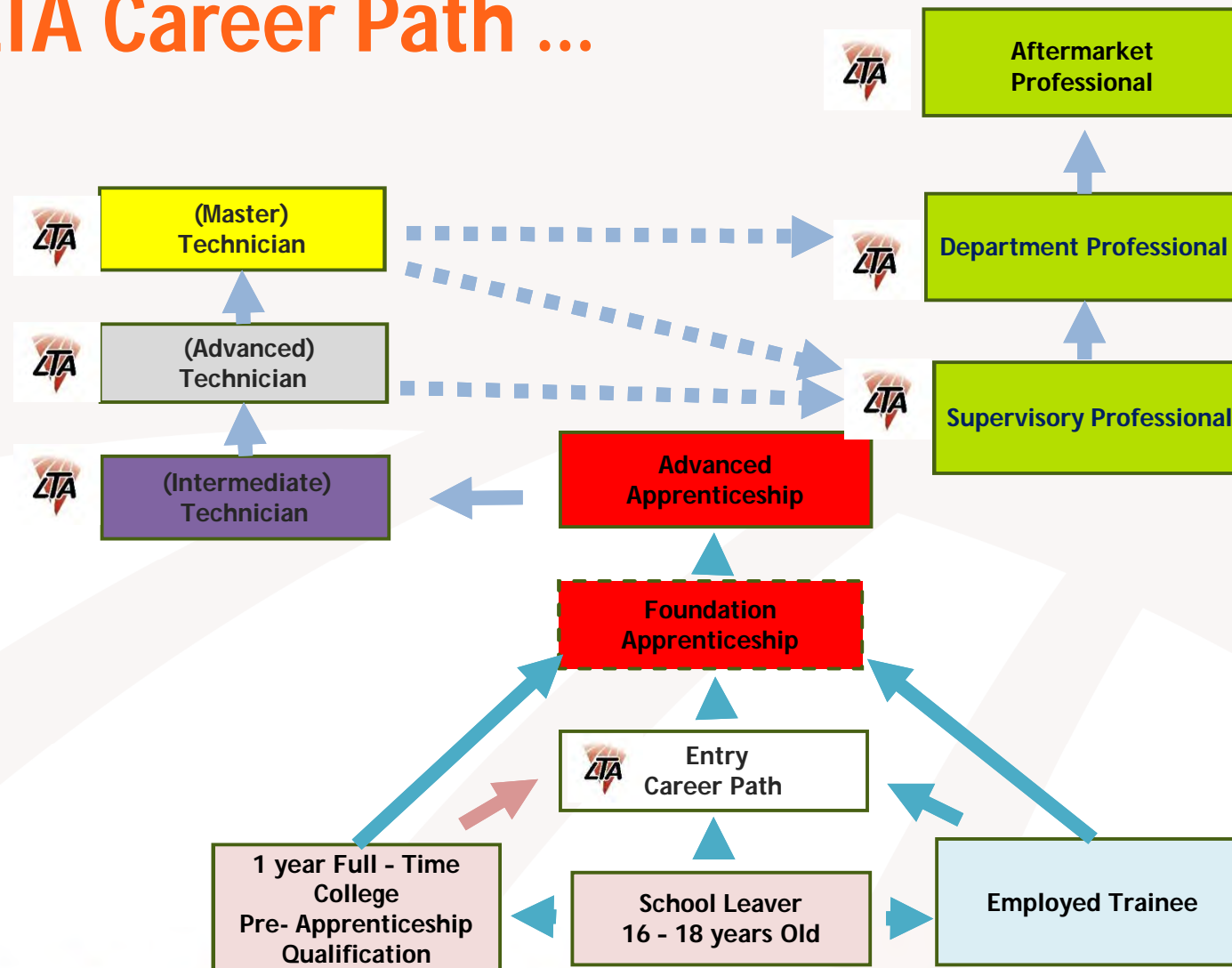
- ❖ The objective of the scheme is to provide a common means of benchmarking, monitoring and assessing the competence of technicians and others employed within the sector.
- ❖ The LTA Scheme provides a career development path, encouragement and recognition for both employers and technicians, and those employees who commit to continual professional development in pursuit of technical support excellence.

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# LTA Career Path ...



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# LTA Registration Tiers

## ❖ LTA Registration

- This is the starting point of a career in land-based technology. Those entitled to register include full time students enrolled on a land-based engineering course, apprentices, improvers and inexperienced or fully qualified technicians embarking on the LTA career path.

## ❖ LTA Intermediate

- Technicians applying for LTA intermediate will have a minimum period of 3 years proven track record within the land-based engineering industry. Achievement is benchmarked to the Level 3 qualification in Land-based Technology or equivalent and is the foundation upon which the technician's career is built.



# LTA Registration Tiers

## ❖ LTA Advanced

- Typically the technician registered at the Advanced Tier will have a minimum of 5 years proven track record in the land-based engineering industry supported by a programme of continual professional development, and their employer and manufacturer's representative

## ❖ LTA Master

- The Master Technician will have met all the requirements of the Advanced Technician Tier and have progressed to demonstrate an exemplary level of technical ability. They will have undergone an intensive advanced diagnostic training course and passed the subsequent task and assessments.

Area Of Skill	Registration Tier	Intermediate Tier	Advanced Tier	Master Tier
<b>Benchmark Requirement</b>	LTA registration with no specific requirements Franchised schemes may enhance this to fit into their apprenticeship training plan	<b>Level 3 Extended Diploma or Assessed Equivalent</b>		
Mandatory Core Subjects if no Level 3 qualification held		30 credits minimum and / or personal assessment		
<u>Customer Care</u> / Sales Marketing		4	12	16
<u>Personal Development</u> Soft skills e.g. IT, installation and handover, thorough examiner, first aid etc.		8	24	60
<u>Product</u> and Technical Training		70	105	130
Accumulated Total <u>Minimum</u> Guided Learning Hours		112	171	236



# LTA Benefits for Technicians

- ❖ LTA provides recognition and acknowledgement of experience, personal skills and knowledge leading to a professional identity.
- ❖ A structured career path to follow whilst developing the attributes of a professional technician
- ❖ Greater job satisfaction, recognition and respect from employers, colleagues and customers for the expertise held
- ❖ Continual professional development opportunities (CPD) to stay abreast of technology
- ❖ Greater career prospects and earning potential
- ❖ Transportable skills through national and European recognition of LTA EurAgEng Tech
- ❖ Reduced work related stress achieved through greater occupational competency
- ❖ Greater self-esteem, confidence and professional assertiveness

# LTA Benefits for Employers/Dealers

- ❖ LTA demonstrates to customers, suppliers and staff alike the commitment to excellence and the investment in people
- ❖ Improves the perception of the company's professionalism and the services offered
- ❖ Provides confidence to recruit those holding an LTA card knowing that they have a proven assessed track record in land-based engineering
- ❖ Aids the attraction and recruitment of staff
- ❖ Provides a career path for employees therefore aiding staff satisfaction and retention
- ❖ Encourages customer loyalty through service satisfaction
- ❖ Optimum secondhand values of machinery which has been professionally maintained

# LTA Benefits for Customers

- ❖ Confidence in the quality of the service support offered, knowing that the technician's skills and knowledge have been benchmarked against an industry recognised standard.
- ❖ Reassurance that LTA technicians are bound by a professional code
- ❖ Confident, efficient diagnosis and timely repairs assisting in driving the whole life operating costs of plant and machinery down
- ❖ Higher profitability through minimal crop loss and / or crop quality impairment and downtime
- ❖ Availability of professional opinion and technical advice from informed technicians
- ❖ Optimum outputs and minimal input costs from machinery correctly commissioned and serviced



# LTA Benefits for Manufacturers

- ❖ Confidence that the end user and the manufacturer's products will receive professional support in the field
- ❖ Protection of the manufacturer's product and dealer network reputation
- ❖ Reduced possibilities of conflict and litigation
- ❖ Reduced warranty costs following delivery and professional commissioning of the product
- ❖ Increased possibilities of future product sales and customer retention

# LTA - True Professionals ...



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# The challenges remain ...

- ❖ Persuading young people to consider a career in our industry.
- ❖ Keeping up with technology and the pace of change.
- ❖ Overcoming public and consumer perception of agriculture and landbased engineering.
- ❖ Competing with those engineering and technology industries perceived to be much more glamorous with better pay.
- ❖ Forging links with new partners and friends who all have a common aim.



# Technological Change ...



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# Working as one to promote careers ...



**WORLD of OPPORTUNITY**

exciting opportunities . specialist training . great fun!

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**LANDBASED ENGINEERING**  
Engineering for Agriculture: Feeding a Hungry World  
landbasedengineering.com


**AEA**  
**ITA**  
**PARLOUR SAFE**  
**ZITA**









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<b>Professional Accreditation</b> 	<b>Industry Training Courses</b> 	<b>Information for Employers and Trainers</b> 	<b>Landbased Engineering Events</b> 

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# Doing everything we can ...

❖ *To recognise the importance of the technician ...*



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# For Registration and Information

## ❖ For More Information

- LTA can be found at:
- [www.landbasedengineering.com](http://www.landbasedengineering.com)
- [www.iagre.org](http://www.iagre.org)

❖ Thankyou

❖ Questions