

10 years of the UK Monitor Farm programme

Farmers tell us what they think about Monitor Farms.

Monitor Farm meetings bring together farmers to share performance and best-practice information to improve their businesses.

10 YEARS MONITOR FARMS
2014–2024

Meetings are good for the brain

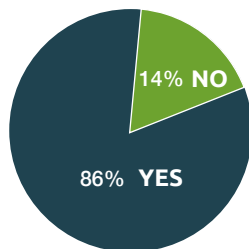


Improve **technical knowledge**
88% agree

A good use of **time**
97% agree

Identify **business improvements**
82% agree

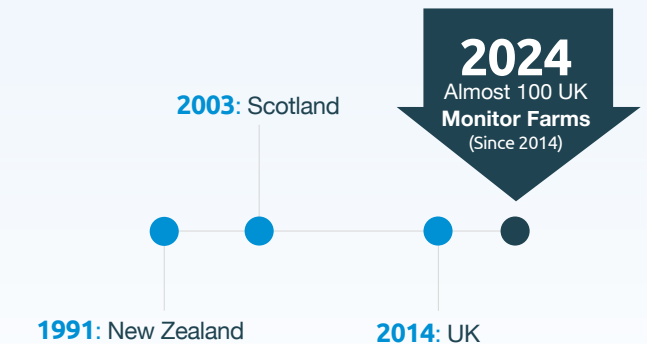
Improved knowledge of AHDB levy investment



Three most important aspects



1. Farmer-led agenda
2. Locally relevant
3. Independent



Meetings rated as great quality (on average)



“A well-run, independent forum”

“Insight into other farm businesses”

“Great location and speakers”

Most attendees travelled less than **30 miles**

3,000 attendees
(about 2/3 farmers)

Nearly **70 Monitor Farm events**

To find your nearest farm meeting, visit
ahdb.org.uk/monitor-farms

Infographic based on 227 responses from the 2023 survey of Monitor Farm attendees (excluding Scotland). Scottish Monitor Farms are managed by QMS and funded by the Scottish government.

What do previous Monitor Farm hosts think?



Monitor Farm meetings are open, relaxed and comfortable. You're not just going to listen... you feel like you can ask questions and talk with like-minded farmers. All in all, we've got a lot out of it and completely evolved the farm.

Gary Shipley Huggate Monitor Farm



Attendees enjoyed our Monitor Farm, with the farm ideally suited because of its good location and diverse rotation. We've gone a fair way into regenerative farming, with people curious to see the approach in action.

Bill Webb Hale Village Monitor Farm



Benchmarking presented many opportunities; we could see our production costs and those of similar-sized farms around us. It has been a massive learning curve. The programme pushed the business a long way – for example, we've completely changed our approach to sprays.

Ashley Jones Saltash Monitor Farm



We've basically changed everything we do on the farm. That's not all because of the Monitor Farm, but it draws people in for in-depth discussions on many topics and provides more confidence to make changes. Farming can be isolating, but I now have a good list of people I can talk to and meet up with now and again.

Michael Parker Vale of Belvoir Monitor Farm



Partly why I wanted to be a monitor farmer was to get more comfortable with public speaking. I recently spoke in front of a climate action group. I wouldn't have done that before

Rory Lay Loppington Monitor Farm



We joined the programme to progress and push the farm. It must have worked, as we've now taken on an extra 600 ha of work. It's massively improved our business, taking us from an average farm to probably a top-25-percenter.

Richard Ling Diss Monitor Farm