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## DID YOU KNOW?

Around 333,000 people work in agriculture which is 1% of GB's working population but **22%** of all deaths in the workplace

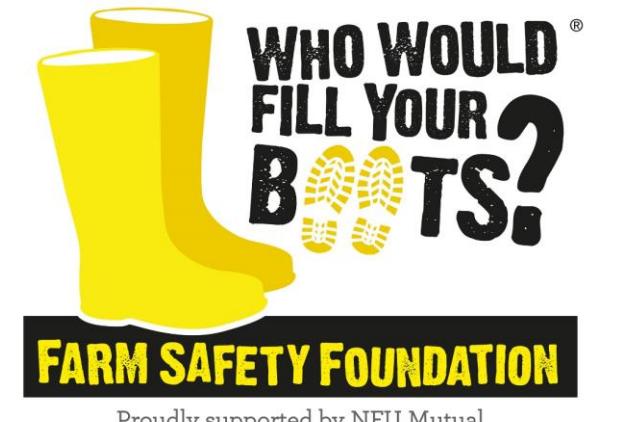
32

Farm workers lost their lives at work last year according to the HSE Fatal Injuries in Agriculture, Forestry and Fishing 2018/2019

# BACKGROUND

The Farm Safety Foundation was set up in 2014 by rural insurers NFU Mutual to raise awareness of farm safety among young farmers aged 16-40.

The charity works to support the physical and mental wellbeing of the next generation of farmers and educate and inspire them to challenge and change the risk taking behaviours that still give farming the poorest safety record of any occupation in the UK.



# WHAT WE DO - WORKSTREAMS

## **Education**

Training young farmers at colleges and through YFC network. Training and support for industry partners to improve the understanding of physical and mental wellbeing in agriculture

## **Engagement**

Building strong relationships and strengthening our network through shows & events and collaborations

## **Communication**

Using campaigns and PR to raise awareness, amplify farm safety messages and gain advocacy

## **Research**

Building an evidence base, evaluating activities and exploring behavioural change



## DID YOU KNOW?

32

farm worker deaths in 2018/2019  
(HSE Fatal Injuries in Agriculture, Forestry and Fishing in GB report)

83

suicides registered among people working in agricultural and related trades in England and Wales in 2018 (Office of National Statistics ONS)



# THE PROBLEM

3 out of 4

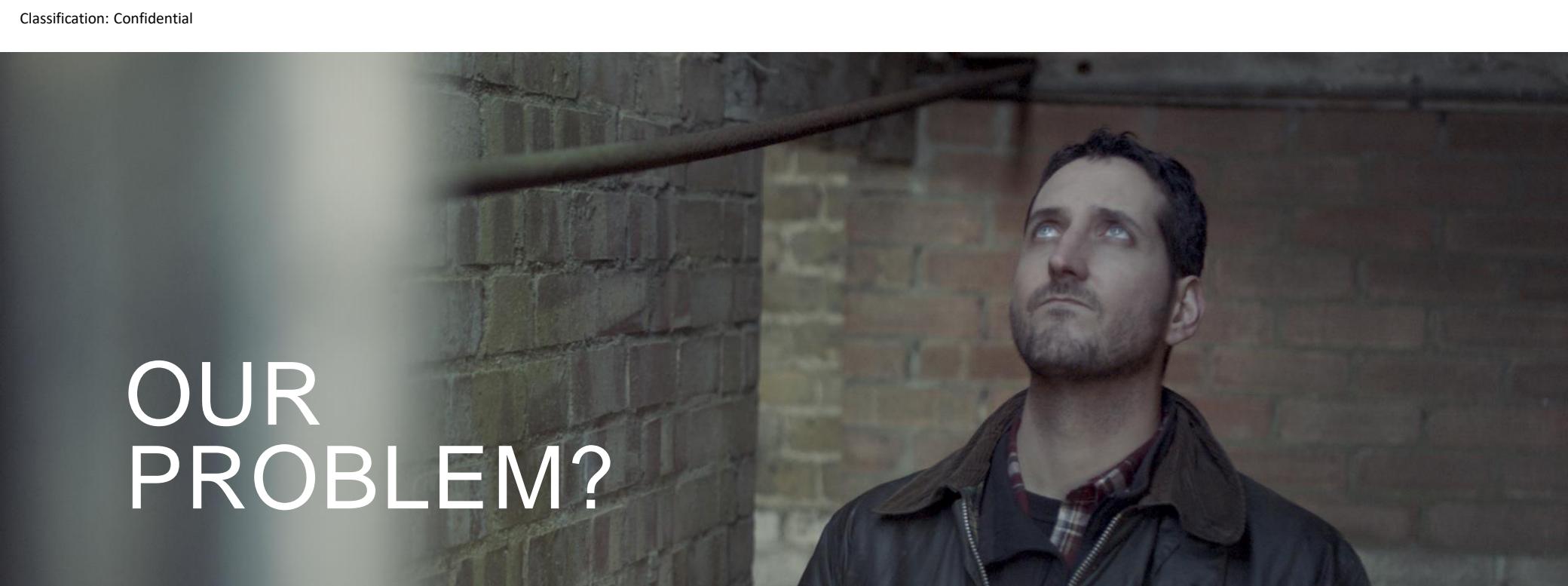
suicides in the UK, US,  
Canada and Australia are men

+500,000

Men each year die around  
the world die by suicide

- [https://www.who.int/mental\\_health/prevention/suicide/suicideprevent/en/](https://www.who.int/mental_health/prevention/suicide/suicideprevent/en/)



A photograph of a man with dark hair and a beard, wearing a dark jacket over a plaid shirt. He is looking upwards and slightly to his right with a serious expression. The background is a brick wall with some pipes.

# OUR PROBLEM?

## How many people in the UK died by suicide in 2018?

- 6,507 registered (11.8% higher than 2017, the first increase since 2013)
- 83 suicides in England and Wales of people working in agricultural and related trades 2018
- Three-quarters over 35
- Three-quarters of registered deaths men (4,903 deaths) This has been the case since the mid-1990s.
- Average age of a UK Farmer? 59

So, yes, this **IS** a big deal...this **IS** our problem

WE  
ASKED...  
THEY  
ANSWERED

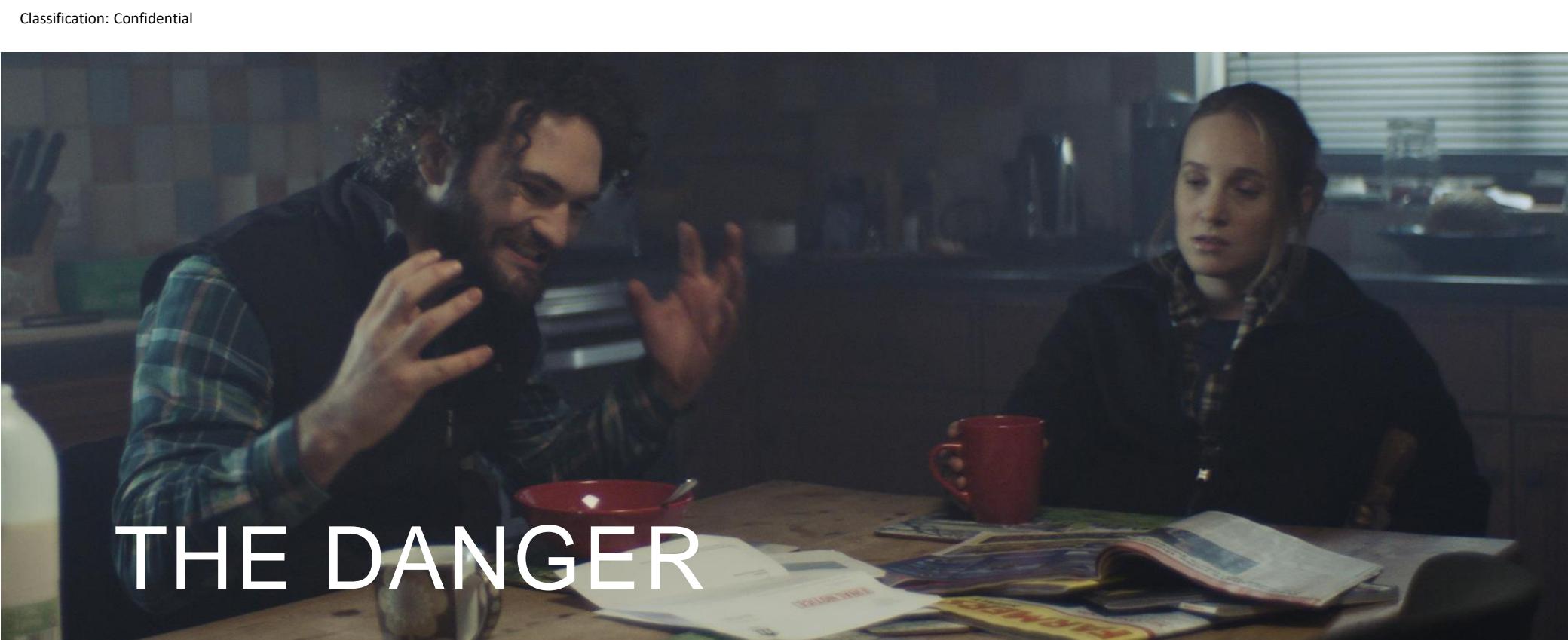
<i>Agree / Strongly Agree with these statements</i>	2018	2019
Mental Health is one of the biggest hidden problems faced by farmers	82%	84%
There is a link between farm safety and mental health	83%	85%
Talking about mental health in farming will remove any stigma attached to it	80%	86%

85%

- SOURCE: Farm Safety Foundation annual tracker research into 450 young farmers aged 16-40 – Mindset July 2019



- Whilst UK farmers are renowned for the attention they give to their livestock, crops and machinery, it appears they do not have such a good track record when it comes to taking care of themselves and their own wellbeing.
- Farmers in the modern world experience the same challenges as everyone else but these are often compounded by the special characteristics of farming . These factors equally impact on how stress is experienced.



# THE DANGER

You are the farms biggest asset but if you approach a task and you are not in the right mental headspace then YOU are the farms biggest liability...

# WHAT WE NEED TO DO

As an industry, we have a collective responsibility to do something about the issue of poor mental health and the risk of suicide and every one of us has a role to play...

Increased understanding, and discussions around mental health will, in time, reduce the discrimination experienced by those who have mental health issues.

This involves each one of us educating ourselves about what mental health is, what poor mental health is... what it looks like and what it sounds like. Being able to correctly signpost people to the sources of support available to the farming community and, of course knowing how to start a conversation about mental health.



You don't have to be an expert, you just have to care.

# THE LITTLE BOOK OF MINDING YOUR HEAD



## WHAT CAN YOU DO?

Educate yourself - There is a wealth of information on general mental health issues but very little dealing with farming.

Introducing The Little Book of Minding Your Head which covers:

- What is mental health
- How is mental ill health impacting farming?
- What this looks / sounds like.
- What is stress and how do you manage it?
- What is depression?
- What are suicidal thoughts? How do you deal with them?
- How do you start a conversation about mental health?
- Sources of help



Thank You  
[www.yellowwellies.org](http://www.yellowwellies.org)





# Agriculture Bill

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# BILL

TO

Authorise new expenditure for certain agricultural and other purposes; to make provision about direct payments during an agricultural transition period following the United Kingdom's departure from the European Union; to make provision about the acquisition and use of information connected with food supply chains; to confer power to respond to exceptional market conditions affecting agricultural markets; to confer power to modify retained direct EU legislation relating to agricultural and rural development payments and public market intervention and private storage aid; to make provision about marketing standards and the classification of carcasses; to make provision for the recognition of associations of agricultural producers which may benefit from certain exemptions from competition law; to confer power to make regulations about contracts for the purchase of agricultural products from agricultural producers and securing compliance with the WTO Agreement on Agriculture; and for connected purposes.

B E IT ENACTED by the Queen's most Excellent Majesty, by and with the advice and consent of the Lords Spiritual and Temporal, and Commons, in this present Parliament assembled, and by the authority of the same, as follows:—

## PART 1

### NEW FINANCIAL ASSISTANCE POWERS

#### 1 Secretary of State's powers to give financial assistance

- (1) The Secretary of State may give financial assistance for or in connection with any of the following purposes—
- (a) managing land or water in a way that protects or improves the environment;
  - (b) supporting public access to and enjoyment of the countryside, farmland or woodland and better understanding of the environment;
  - (c) managing land or water in a way that maintains, restores or enhances cultural heritage or natural heritage;
  - (d) mitigating or adapting to climate change;

5

10

57/1

Bill 266



**THERESA VILLIERS**  
SECRETARY OF STATE | DEFRA

I'm delighted to be introducing  
a major Agriculture Bill

Our #AgricultureBill will unleash the potential of farmers and land managers in England to produce more food while improving the environment for generations to come.

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NFU Mutual

**NFU**  
CYMRU

**NFU**

# Ag Bill - NFU Priorities

- Recognition of importance of domestic Food Producers – Food Security 
- Enabling policy framework- productivity/financial resilience/environment 
- Long term budget certainty 
- Measures to improve fairness and transparency in supply chain 
- Simplification and reducing bureaucracy 
- Enabling of Tenancy Reform and other policy improvements 
- Trade and Standards - Strategic Coherence of Gov policy 
- Level Playing Field 

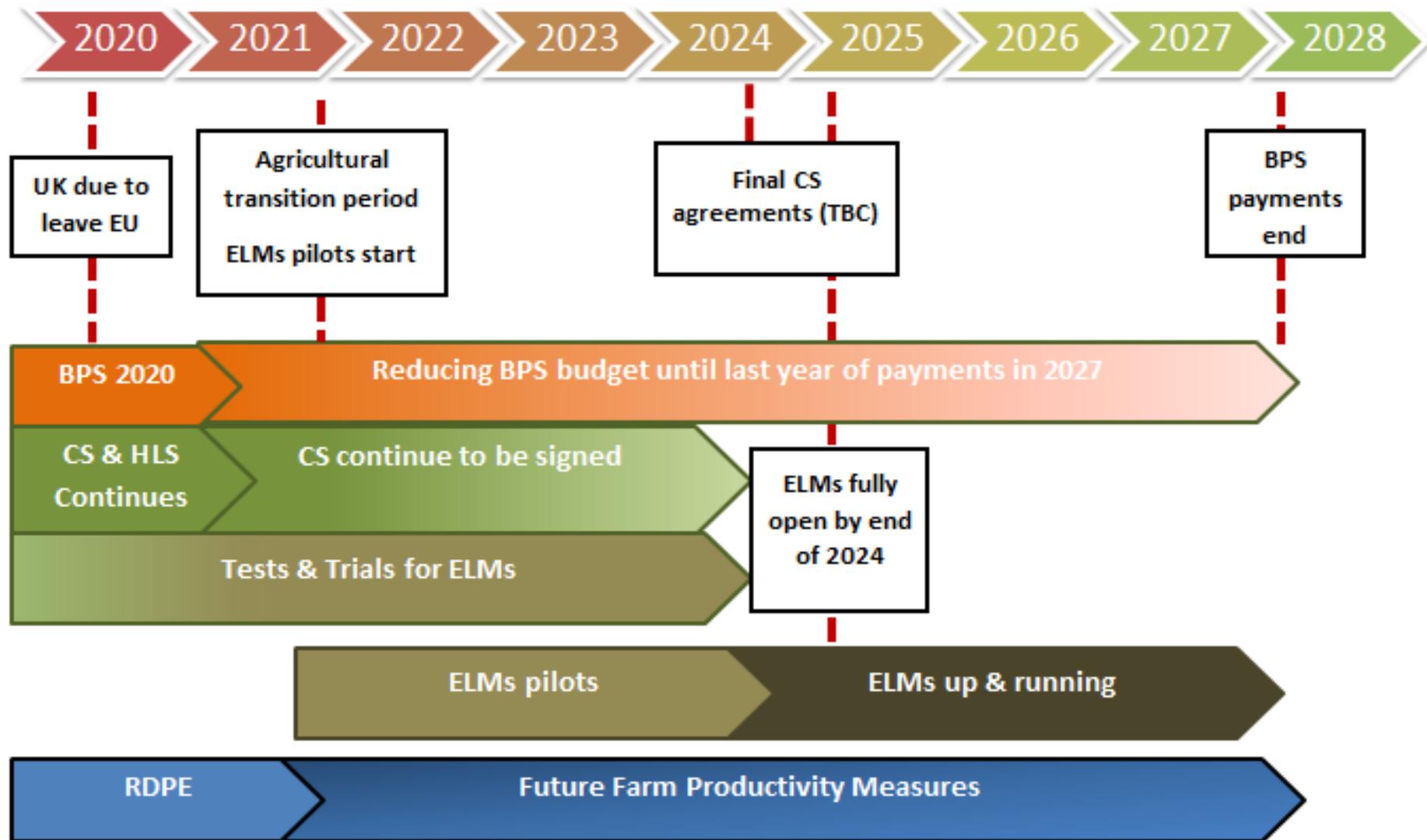
# Agriculture Bill – the key elements

- 1. Obligation to report on Nation's Food Security**
- 2. Multi-annual financial assistance plans**
- 3. Creation of new Financial Assistance, monitoring and enforcement**
  - Framing new Financial Assistance
- 4. Phase out of BPS (in England)**
  - Simplification, Delinking and Lump Sum
- 5. Fair Dealings for Farmers**
- 6. Matters relating to farming**
  - exceptional market disturbance,
  - encouragement of collaboration through POs,
  - collection and sharing of data,
  - new body to provide a Livestock Information Programme,
  - organic farming, marketing standards and the repatriation of red meat levy funds
- 7. Tenancy Reform**

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# Agricultural Transition Timeline



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# Lobbying Priorities

<b>1. “An “agricultural” Bill</b>	<ul style="list-style-type: none"><li>• Clearly define “who” should be able to access financial assistance schemes</li><li>• Strengthen requirement “to have regard” to the need to encourage food by producers in England</li></ul>
<b>2. Promoting nation’s food security</b>	<ul style="list-style-type: none"><li>• Strengthen to reflect uncertain period ahead – don’t wait 5 years for first report – do annual reporting for next 7 years</li><li>• Have more clarity about what government must do if it identifies a continued decline in share of food from domestic production</li></ul>
<b>3. Competitiveness and Resilience</b>	<ul style="list-style-type: none"><li>• Delay phase out of BPS by at least 1 year,</li><li>• Recognise the role a basic payment has in stabilising incomes</li><li>• Ensure no gaps in scheme availability and effectiveness</li><li>• More details on delinking and lump sum</li></ul>
<b>4. Valuing and Protecting Standards</b>	<ul style="list-style-type: none"><li>• Include provisions to require all food imported into the UK be produced to at least equivalent standards , as they relate to animal welfare, environmental protection and food safety</li></ul>

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# Lobbying Priorities

<b>5. Multi-annual budgets</b>	<ul style="list-style-type: none"><li>• Ensure option to carry over un-used monies year to year</li></ul>
<b>6. Strengthening position in supply chain</b>	<ul style="list-style-type: none"><li>• Strengthen and clarify the wording to ensure minimum levels of fair dealings across all sectors</li></ul>
<b>7. Level Playing field</b>	<ul style="list-style-type: none"><li>• English farmers must be treated fairly and disparities in farm incomes must not be accentuated by the availability, or otherwise, of Direct Support Payments or equivalent forms of financial assistance across the UK</li></ul>

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NFU Mutual



# Thank you



Alex Stevens

Regional Policy Manager

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NFU in the South West

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[NFUonline](#) | [Back British Farming](#) | [@NFUsouthwest](#)

**NFUnited**  
There's strength in members.

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NFU Mutual

**NFU**



Department  
for Environment  
Food & Rural Affairs



# **The future Environmental Land Management (ELM) scheme - Getting it Right!**

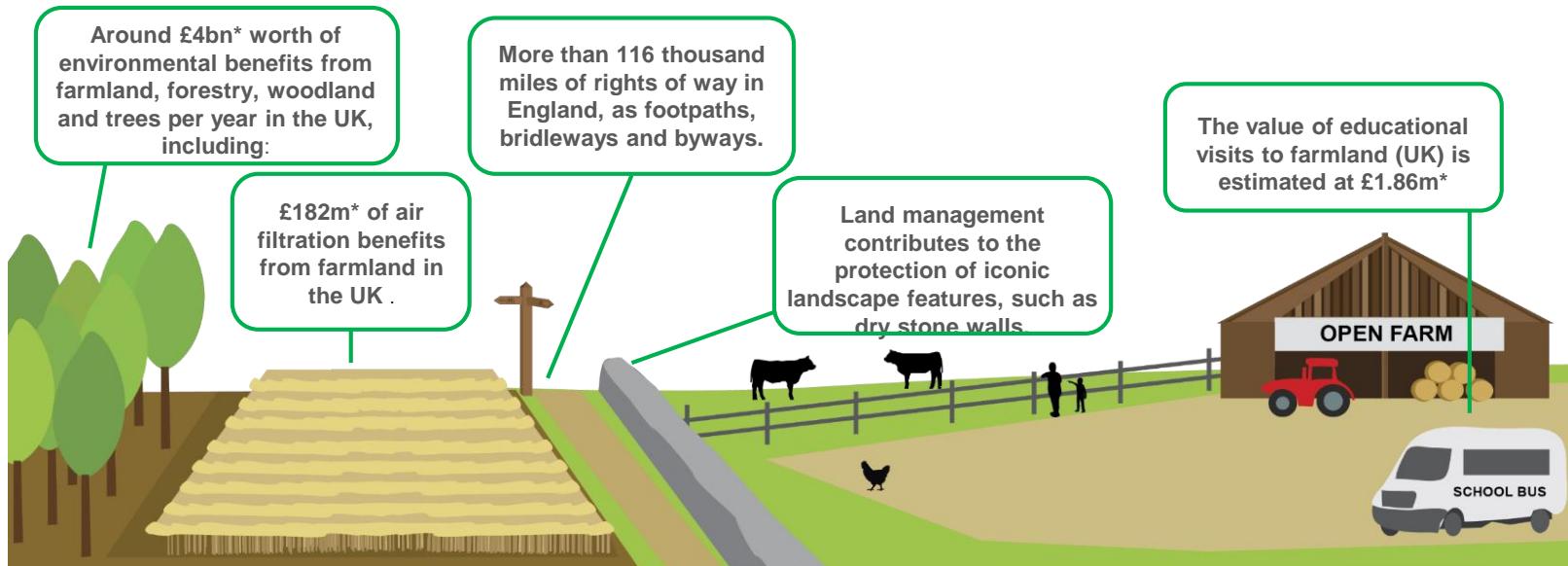
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# What do we mean by public goods?

Public goods are things that benefit **more than just the recipient** and cannot be rewarded by the **market alone**

Our new agricultural policy in England will be underpinned by the principle that **public money buys public goods**

## Examples of public goods provided by the farmed landscape



# ELM Public Goods



Clean and plentiful water



Clean air



Protection from and mitigation of environmental hazards



Mitigation of and adaptation to climate change



Thriving plants and wildlife



Beauty, heritage and engagement

# Learning lessons from previous schemes

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## Current agri-environment schemes

Relatively good return on investment and well regarded compared to other AE schemes across Europe, but:

- criticised for being prescriptive and bureaucratic
- limited scope to tailor actions to local circumstances
- carry a very high administrative cost to deliver



## How ELM can be better

Lighter-touch approach

Paying public money for public goods

Giving land managers flexibility to create 'land management plans' appropriate for their area

Delivery of the 25 Year Environmental Plan

Advantages:

- better value for money
- motivation – payment scales may motivate land managers to do more
- flexibility – enables land managers to innovate and adapt to their local circumstances

# ELM Design Thinking



## Current ELM design thinking contain a series of common elements

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-  Tiered scheme design
-  Packages of options
-  Devolved local governance and delivery
-  Framework for funding allocation
-  Increased role for farmers and land managers
-  Innovative price discovery mechanism

# Current ELM Design thinking

ELM could be:

- broadly accessible, focused on incentivising **environmentally sustainable farming** based around relatively straightforward but effective actions the **majority of farmers** can take which will deliver **environment benefits** and **improve environmental sustainability**. Whether that's using cover crops or planting wildflower margins, this could encourage farmers across the country to adopt (or maintain) practices that can generate valuable outcomes, focusing on those practices that are **most effective when delivered at scale**
- designed to support land managers in the delivery of **locally targeted environmental outcomes**. Targeting agreed priority outcomes, making sure the **right things are delivered in the right places** possibly employing the use of spatial targeting and local planning.
- designed to secure outcomes that may rely on **collaboration** between land managers for their successful delivery, and as such could include a variety of mechanisms for **encouraging and rewarding collaboration and join-up** between farmers, foresters and/or other land managers.
- designed to focus on delivering **landscape scale land-use change projects**, where such projects drive added value over and above what otherwise might be delivered.
- designed to coordinate projects that are critical in helping us meeting ambitious environmental commitments such as **carbon net zero**.

# ELM Tests and Trials Programme

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## Tests and Trials

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We are working across England to develop and collaboratively design ELM with a wide range of stakeholders, farmers and land managers.

We developed **6 priorities** for tests and trials. These are:

-  Land Management Plan
-  Role of advice and guidance
-  Payments
-  Spatial prioritisation
-  Collaboration
-  Innovative delivery solutions

**Phase 1** began in September 2019. 38 contracts are now 'live'. **Phase 2** will begin in January 2020.

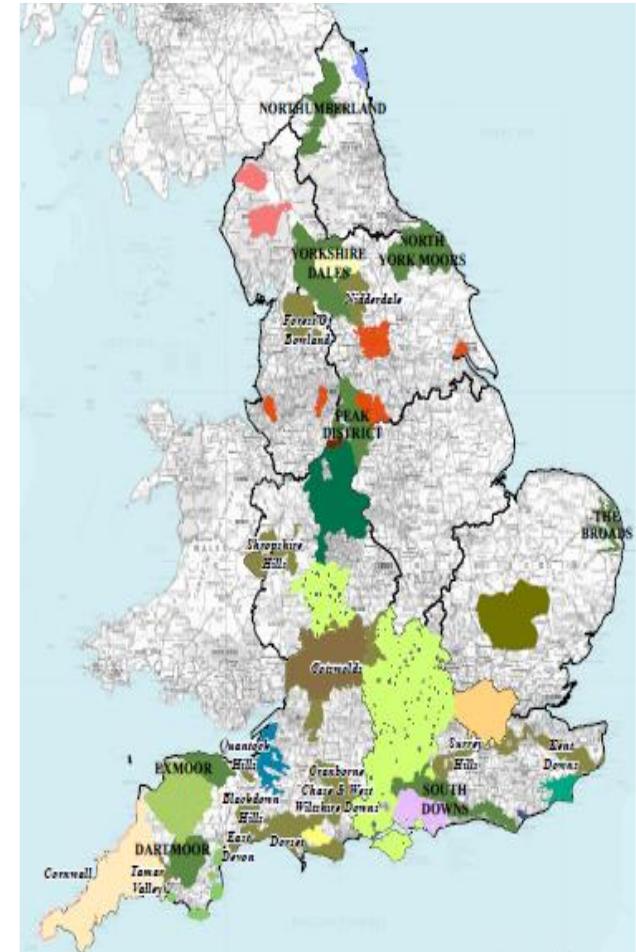
In the future, we will issue specific calls for proposals where appropriate to collect evidence that will inform policy development and fill gaps in our tests and trials.

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# Current situation – Phase 1

- Over 100 proposals for tests and trials were submitted by a range of stakeholders including farmers, land managers, farmer groups, representative bodies and non-governmental organisations. These covered a range of different geographies and sectors
- We identified 50 proposals that were compatible with our stated priorities to take forward and develop into tests and trials. Of the 50 proposals identified, we now have 44 which are being taken forward. 39 of these have been contracted (with 3 more about to go to contract) and 38 are now live
- The first phase 1 T&Ts commenced in September 2019

Map of Current Tests and Trials



## Current Situation – Phase 2

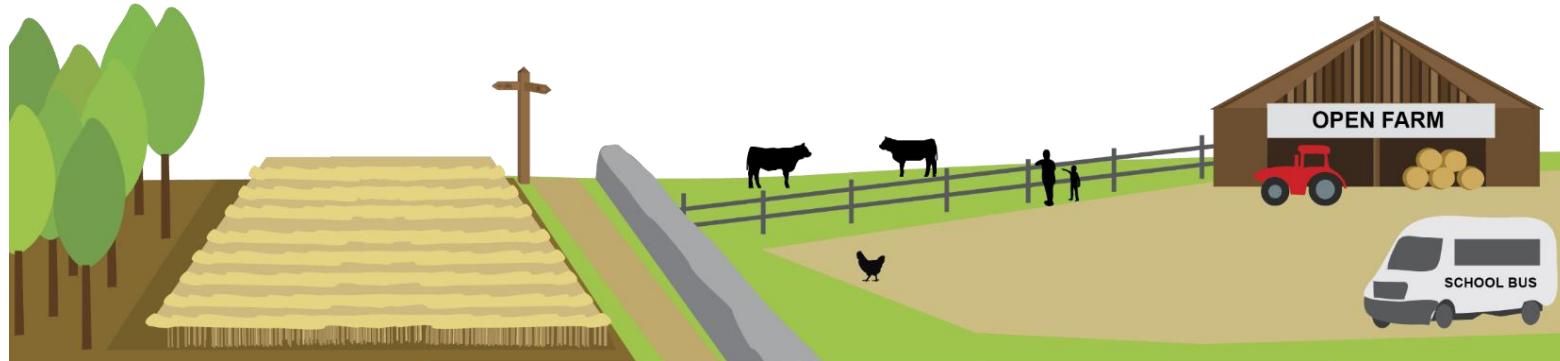
- Call for proposals with a deadline of 1 April 2019
- More than 200 proposals were received
- We prioritised 25 that met an identified gap from phase 1
- The contracting of the first of these is expected to commence in early 2020

# Theme Introduction – Land Management Plans

A Land Management Plan (LMP) is a key concept for ELM delivery, that provides land managers with a mechanism to plan and record which public goods they will deliver

Through this theme we will gather information and evidence on what the LMP could look like under the new ELM scheme

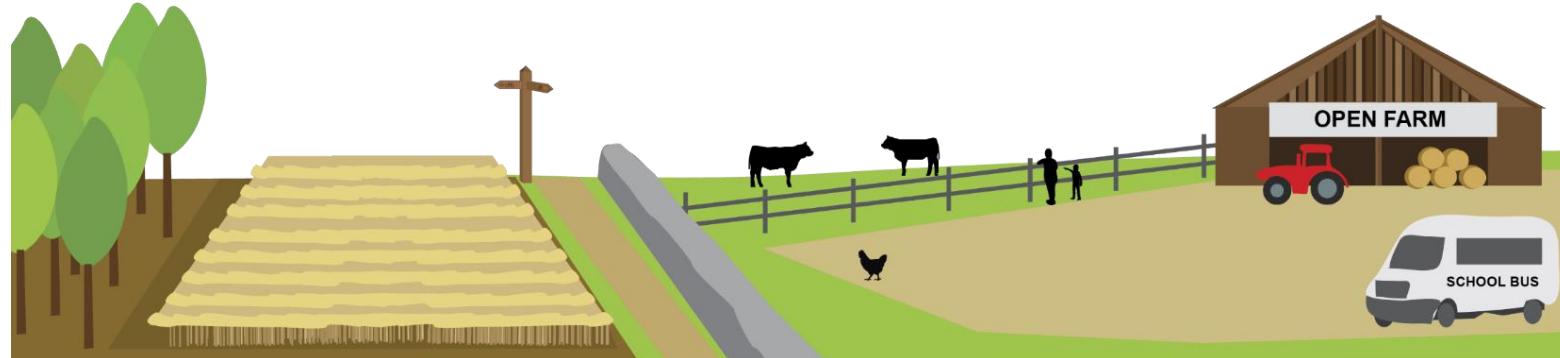
We have identified **34 Test and Trials that contribute to ELM's LMP policy priorities**. Many of these are in initial delivery stages, but a few have already achieved initial delivery milestones, providing initial findings to ELM policy teams.



Tests and Trials Workshop

# Theme Introduction – Advice and Guidance

- We have identified **22 Tests and Trials that contribute towards this priority theme**
- These tests and trials will gather information and evidence to help us better understand the advice and guidance requirements for the new ELM scheme. Using a mix of participants and delivery approaches we will be able to assess what expert support participants may require to help them plan and record the public goods they will deliver and provide evidence to support policy decisions.
- Some of these test and trials have already achieved initial delivery milestones, providing evidence to the policy team.



# Theme Introduction - Payments

To provide information and evidence on the financial incentives needed for specific land management actions, the approach to how natural capital can be valued on farmland, understanding the true costs of outcomes and what the frequency and key triggers should be to make payments.

Some of the tests and trials are providing evidence against multiple policy questions. Based on the current contracted tests and trials there are:

- **11 Payment (values)Tests & Trials** supporting Payments key question - What will public funding pay for and on what basis?
- **7 Tests and Trials supporting Income Forgone + Costs;** How are payment rates updated overtime to reflect changing local priorities? How are you setting payment rates?



## ➤ **Is supporting Natural Capital Value;** How will payments for

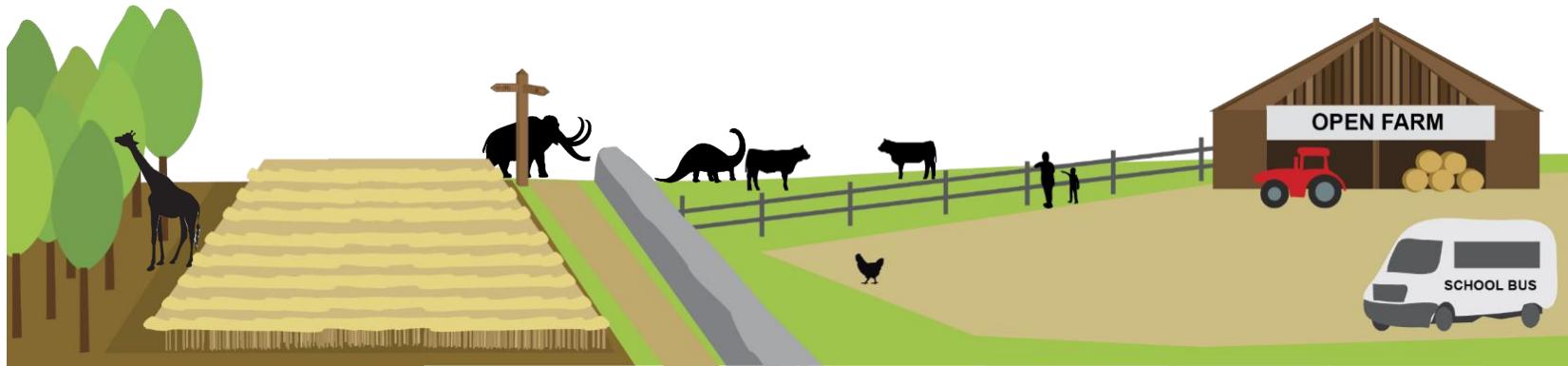
reflect natural capital principles?

- **2 Tests and Trials supporting Payment Frequency and Payment Triggers;** How frequently should payments be made?, How do you trigger a payment?
- **2 supporting Collaboration Incentives**



# Theme Introduction – Spatial Prioritisation

- Spatial prioritisation is the process by which priority outcomes are agreed for each local area to ensure the right environmental outcomes/actions are targeted and delivered in the right places.
- We have identified **23 Tests and Trials that will contribute evidence to ELM's spatial prioritisation policy priorities** in phase one and the early T&Ts. Some of these have already achieved initial delivery milestones, providing evidence to the policy team.



## Theme Introduction - Collaboration

- Through Tests and Trials we want to gather evidence on a range of different ways in which farmers and land managers collaborate and the type and level of support farmers and land managers need to facilitate and encourage collaboration to support the development of ELM.
- **Twenty four of the test and trials in phase one include collaboration** within a number of cross cutting theme objectives against multiple policy questions. The test or trials cover a large geographical area and a range of farming systems including uplands, lowlands, arable, wetlands, forestry etc.
- The first of the test and trials in phase one began in October 2019, others have started their processes incrementally since that date.



# Theme introduction – Innovative delivery solutions

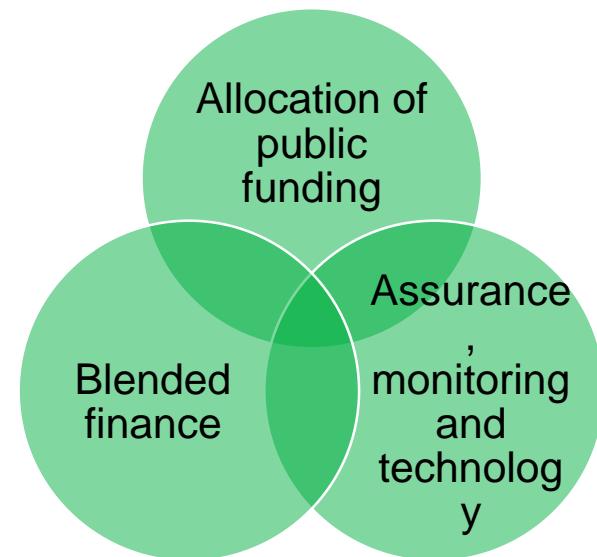
This theme seeks to gather learning on innovative delivery and funding approaches that we could apply to the new ELM scheme – such as reverse auctions, payment by results, and blended finance plus technology

**There are 18 T&Ts which will help inform learning around these areas for ELMS innovation**

## Drivers of innovative delivery in ELMS



## Innovations to explore



# South West England & Uplands

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## Tests and Trials examples

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### Dartmoor National Park

- Explore the role of National Park Authorities in ELM
- Develop a blueprint for Land Management Plans (LMP) and payment by results with a focus on commons.
- How private finance and other forms of environmental net gain could be incorporated into ELM.

### Exmoor National Park

- Using natural capital to deliver the 'broadly accessible scheme' in upland and pastoral landscapes.
- 20 local farmers and 5 woodland owners participating.

### Cornwall Wildlife Trust (CWT)

- Develop a Natural Capital assessment tool and app on a selection of Cornish farms and CWT reserves

### National Trust (Yorkshire Dales)

- Producing a manual of measures for a payment by results scheme.
- Focused on upland priority habitats, pollinator health and soil health.

### Liverpool John Moores University/Cheshire Wildlife Trust

- Develop and test a natural-capital based, farmer-led model for delivering environmental public goods on a landscape scale in the uplands.

# How we share T&T findings

- **Thematic Groups**
  - Thematic stakeholder groups across our 6 priority themes made up of representatives from each of the individual tests and trials. The purpose of these groups is to provide a forum for Tests and trials and Defra to discuss progress and any barriers, share experience and learning. They'll meet quarterly, in person annually. Compilations of the findings on each theme will be shared ahead of every meeting, as well as the outputs of these meetings.
- **ELM Engagement Group and its Satellite Groups**
  - We will update the main group and its smaller key stakeholder groups, formed when needed to inform specific policy areas/products and draw on specific stakeholder experience/expertise both leading face to face/ workshop sessions and providing regular updates (virtually) both on individual T&Ts and thematically
- **CSFF Groups**
  - Co-design workshops with farmers and land managers to test elements or key products of the new scheme. We may work with specific groups on particular developments or issues that might arise in implementing the national pilot
- **Stakeholder-driven publicity**
  - We will support our stakeholders to undertake their own publicity exercises where appropriate. Defra will need to be informed in advance of any planned activity from external stakeholders, advise and provide core lines to take as necessary

# ELM National Pilot



# National Pilot

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The **ELM National Pilot** is the means by which Defra will pilot, at scale, the new ELM scheme.



It aims to learn and innovate prior to full rollout and build confidence in delivery and amongst stakeholders.



The pilot will have a **modular structure**, and will test three main things:

- How best to construct **different types of ELM agreement at different scales**
- How to **target ELM incentives** to deliver specific environmental outcomes in specific areas
- Underlying **scheme mechanics**

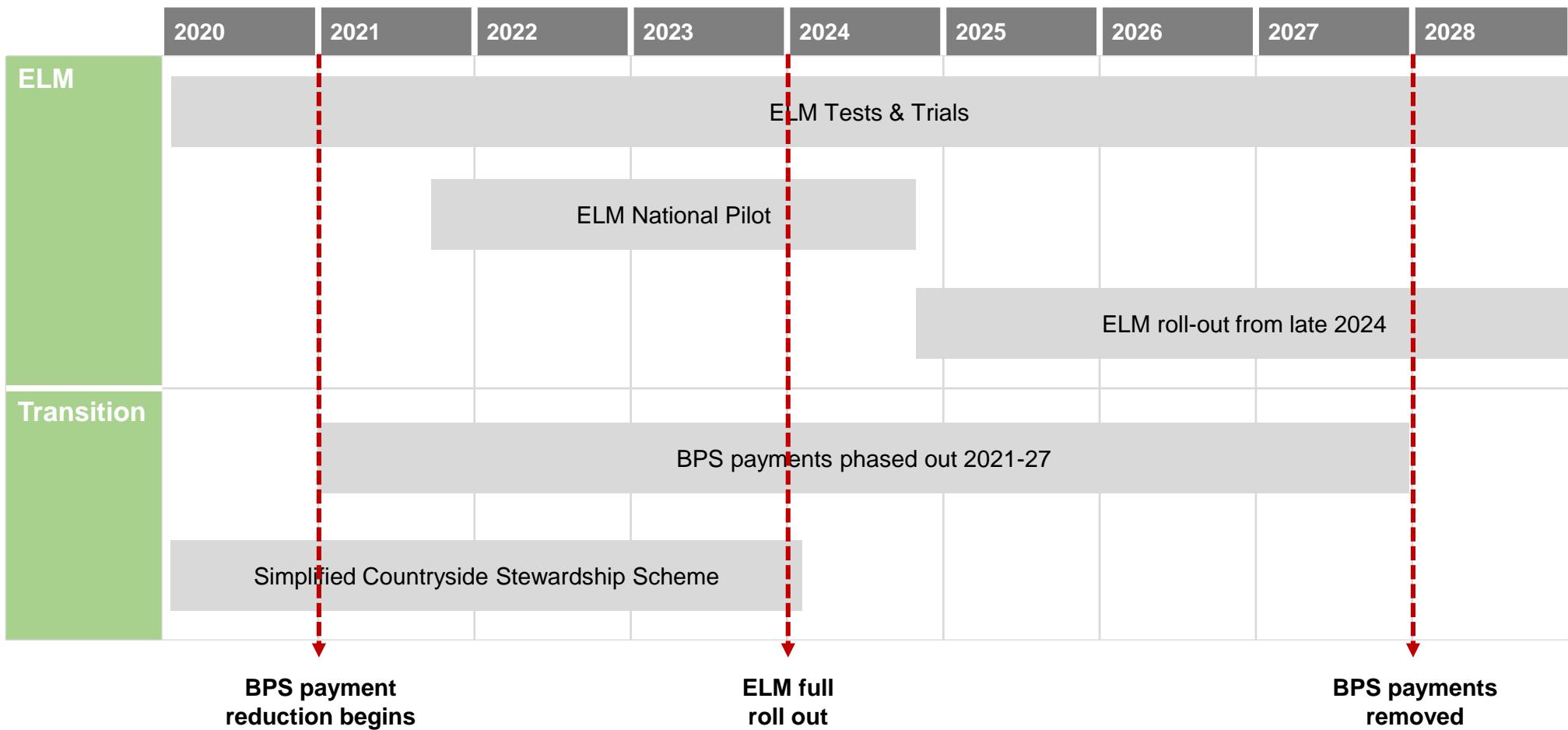


The pilot will begin in **late 2021** and end in **late 2024**.



The pilot will be undertaken in close consultation with stakeholders and land manager participants.

# Proposed timeline



# A Programme of Engagement

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We want **stakeholder engagement to be central to our policy development**. We plan to do this through four strands:

- 1 National and regional engagement to build awareness, test thinking and provide input on scheme design, through working with key stakeholders such as the NFU, CLA and others, as well as creating our own events to ensure we reach the greatest number of stakeholders possible;

*Relevant upcoming events: NFYFC South West evening event - 13/02/20*

*Uplands Alliance Regional Meetings - Spring 2020*

- 2 The ELM Engagement Group – circa 30 representatives of key stakeholders across the agri-environment sphere which meets regularly and acts as “critical friends” for ELM scheme design – together with associated satellite groups that provide specific expertise and advice on issues such as local prioritisation and the role of advice;

- 3 Tests and Trials – co-design involving hundreds of farmers and land managers in exploring how key components could work on the ground; and

- 4 The National Pilot – building confidence in delivery, testing the user experience, testing key components of the Schemes in real world situations, confirming reliability of end to end processes.

## Upcoming South West and Uplands events

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- 1 NFYFC South West evening event - 13/02/2020
- 2 CLA Somerset meeting - 24/02/2020
- 3 CLA Devon meeting - 02/03/2020
- 4 Cotswolds Farming Forum - 17/03/2020
- 5 Uplands Alliance Regional Meetings - Spring 2020

## Engaging Stakeholders on ELM

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We are already undertaking and will continue planning extensive engagement. This approach allows us to be **flexible** around the agricultural calendar and policy development.

We are also making plans for ELM to be **more transparent** for stakeholders through a page on gov.uk which will include links to Tests and Trials and National Pilot pages.

In the coming months we are planning to run a range of **regional and national events** to secure the involvement of stakeholders in the design of ELM.

We will hold some **bespoke events** at the start of 2-3 months of extensive engagement – including regional meetings, a ministerial roundtable and citizens assembly.



# Our Uplands: Delivering on opportunity

*Connecting land use to demand*

***Tom Dauben – Flood Risk Senior Advisor  
Guy Whiteley – Catchment Funding Advisor***



Environment  
Agency

# The climate emergency

Temperature Anomalies by Country  
Years 1880 - 2017

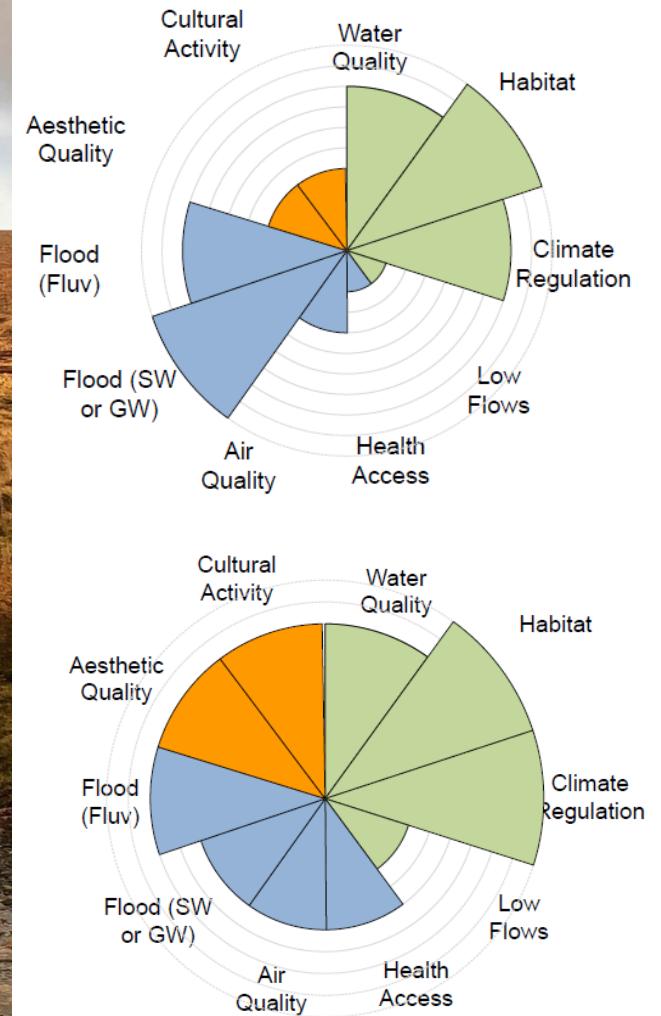
1880



Data Source:  
NASA GISS, GISTEMP Land-Ocean Temperature Index (LOTI), ERSSTv5, 1200km smoothing  
<https://data.giss.nasa.gov/gistemp/>  
Average of monthly temperature anomalies. GISTEMP base period 1951-1980.

Video license: CC-BY-4.0  
Antti Lippinen (@anttilip)

# The past present and future of uplands



# Pontbren: farmer led

- Led by 10 neighbouring farms working together
- Original intent:
  - Develop sustainable upland farm management
  - More efficient upland livestock farming
- Now a flagship of integrated working and landscape restoration

# Linking the uplands to demand



- Receptors of environmental risks
- More discussion between farmers and ‘community’
- Looking for collaborative advantage



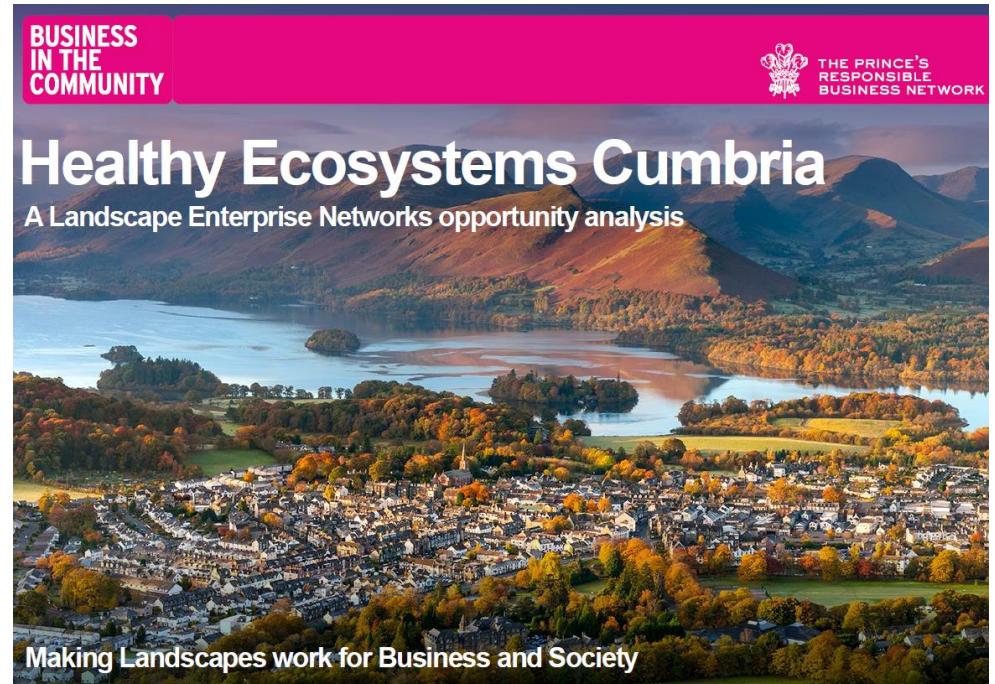
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# Local and National Stakeholders

Level	Stakeholder	Interest	How support
National	Defra	Carbon, food supply	ELMs, regulations
	Business	Supply chain	Traditional markets, sustainability schemes
Local	EA	Flooding, biodiversity	Regulation, advice, <b>Environmental payments</b>
	Natural England	Biodiversity	Regulation, advice, <b>Environmental payments</b>
	Communities	Flooding, biodiversity, culture.	<b>Environmental payments</b>
	Business	Flooding, biodiversity, water quality supply chains	<b>Environmental payments</b>
Farm	Farm	Productive land, culture	Traditional markets

# Potential Markets

- Holne Moor 25 year vision (Dartmoor NFM pilot)
- LENs
  - working with upland farmers in Cumbria to deliver NFM
- Carbon markets
  - Woodland Carbon Code
  - Peatland Carbon Code
- NatureBid
  - Tamar catchment
- Natural Flood Management
- Environment programmes



# Thank you

[guy.whiteley@environment-agency.gov.uk](mailto:guy.whiteley@environment-agency.gov.uk)  
[tom.dauben@environment-agency.gov.uk](mailto:tom.dauben@environment-agency.gov.uk)

A decorative graphic at the top of the slide features a series of thin, white, curved lines that transition from light blue on the left to light green on the right, set against a dark teal gradient background.

# Opportunities for Farming Carbon

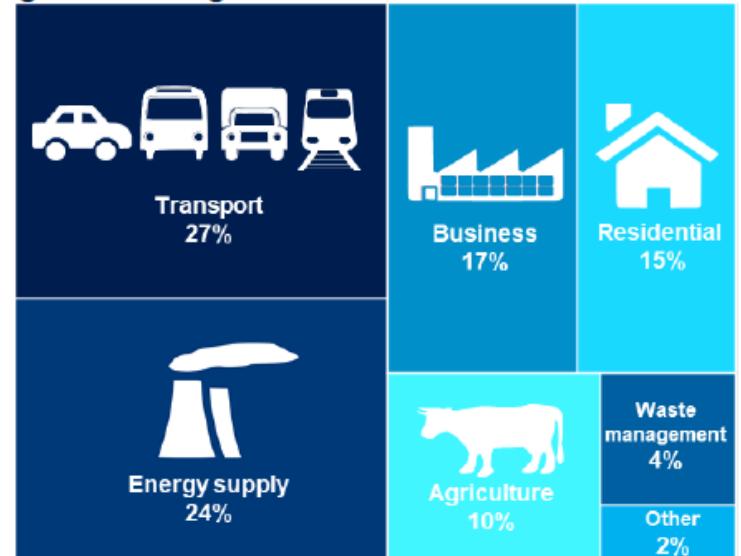
Harley Stoddart – Environment & Resource Management

Why do we do, what we do, the way that  
we do?

# Policy Drivers – Once in a Generation Change

- The UK Government has committed to achieve net zero carbon emissions by 2050
- The NFU published a response to this ‘Achieving Net Zero – Farming’s 2040 goal’ over the summer
- Agriculture & Environment Bills – Payment for public goods, maintain our already high environmental standards

Transport was the largest emitting sector of UK greenhouse gas emissions in 2017

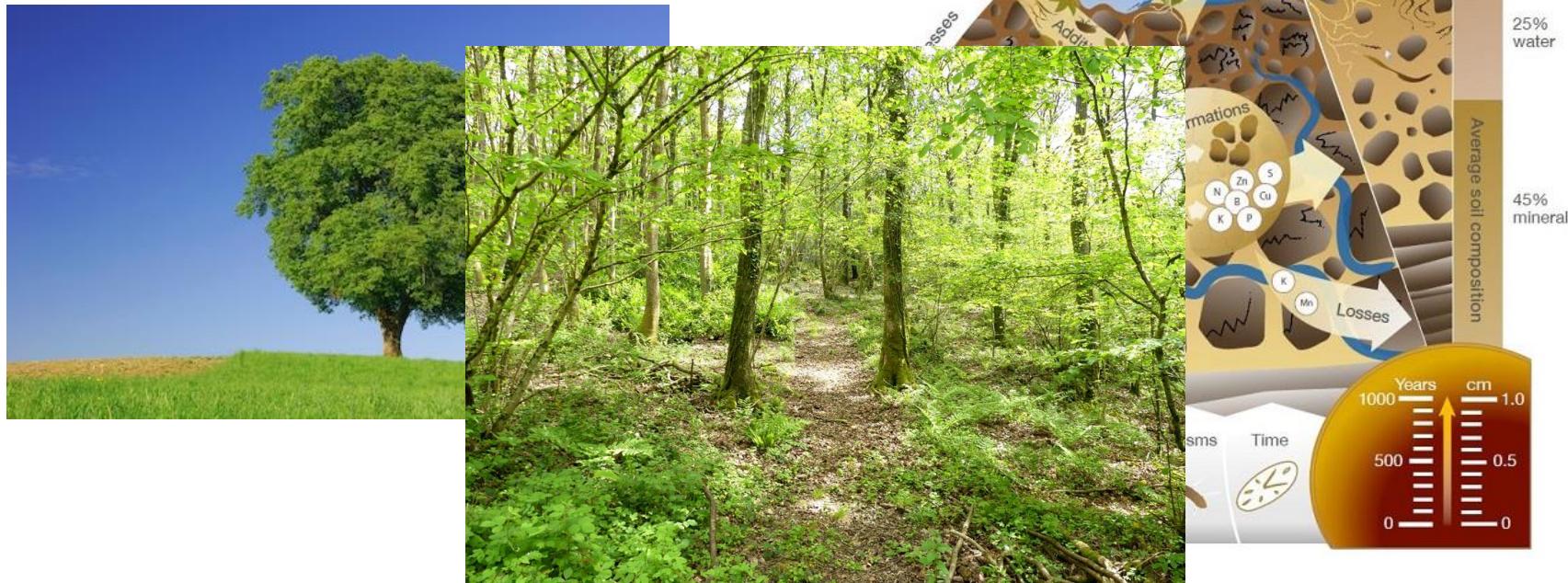


*Other includes Public, Industrial Processes and the Land Use, Land Use Change and Forestry (LULUCF) sectors (note that LULUCF acts as a net sink of emissions). The percentages may not sum to 100% due to rounding.*



# Myth busting

- Soil carbon sequestration and soil carbon stocks.





## UK Context – Not Global Averages

- British beef is produced to some of the world's highest welfare and environmentally sustainable standards.
- 87% of UK beef is produced using a grass-based diet.
- Soya is used in some supplementary feeds, but it's generally a by-product of another industry.
- UK Beef carbon footprint is only 40% of the Global average (FAO stats), and emissions have reduced since 1990's but we can continue to do more.
- Both UK & Global populations are projected to grow.

# Efficiency

- **Achieving the best finishing weight as early as possible**
  - Achieving optimum daily live weight gains
  - Feeding good quality grass or a high quality ration (with high available ME) where required and the use of co-products where suitable
  - Reducing the reliance on artificial fertiliser

# UK Agriculture is a Force for Good

- Need a ‘just transition’ that ensures a sustainable industry i.e. jobs + environment
  - Farm carbon, energy and biodiversity not just food
  - Provide clean air, water, flood mitigation etc – public goods and services
- AHDB Consumer insights work shows farmers are trusted to look after the environment
  - Consumer’s will drive the future of the livestock industry
  - Health and Environment anxieties are at the top issues they want addressed, and UK agriculture is well placed to do this because of high standards.
  - Buying local, fewer air miles, from field to plate.
  - New healthy and convenient products that meet consumer needs
  - Feeding a growing population – new alternatives may supplement meat if they are accepted

A wide-angle photograph of a rural landscape at sunset. The foreground is filled with lush, green, tall grasses, likely wheat or barley, swaying slightly in the wind. A dirt road or path cuts through the field from the left side towards the horizon. In the middle ground, there are more fields and some low hills. The sky is a vibrant mix of orange, yellow, and blue, with scattered clouds reflecting the setting sun. The overall atmosphere is peaceful and natural.

**'Inspiring our farmers, growers  
and industry to succeed in a  
rapidly changing world'**

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