

Future proofing the family farm

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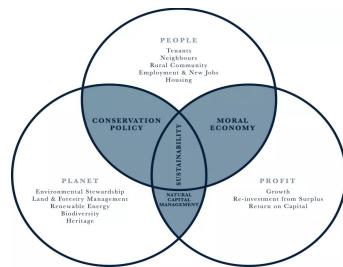


Research Purpose

- As a 6th generation family farmer, Anna wanted to explore and identify strategies that enable family farming businesses to continue thriving for generations to come.
- To adapt and evolve farm business to remain sustainable and resilient into the future
- Impacts of policy and how effective leadership can create change
- To determine where the future lies for family farming businesses

Key Learnings

- The removal of emotion from farming, opens up opportunities
- Communication through effective leadership
- Adopting a corporate model
- Embrace change
- Education



Travel destinations



Case Studies

- Increased land values and how it impacts decision making
- Open-mindedness – the ability to see new opportunities
- Strategic diversification
 - Job creation
 - Environmental stewardship
 - Business resilience
- Community Connection
 - Monument Meadow – Barnston Estate, UK
 - Open farm Sunday – UK

Recommendations for Industry

- to increase funding and support for agricultural education and farm-based learning
- to encourage collaboration and open communication between farmers, policymakers, and the public
- to support diversification efforts, including agri-tourism, value-added products, and renewable energy
- to develop equitable policies that support working farms and succession planning
- to foster the connection between urban and rural communities through on-farm experiences and storytelling.

Thank you to my sponsor



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