

Farmstock Futures Summary Notes

Helping to Shape the Future for Farmers and Agri Business.

Commissioned researched by H&H Group during 2022

The Farmstock Futures team selected individuals from across the UK involved in farming and agricultural based businesses

The 58 interviewees were all aged between 21 – 40 and are engaged with our research and wider activity to support Farmstock Futures

Independent qualitative research was undertaken by The Family Business Community

The method chosen booked telephone interviews, due to various locations across the UK

The 8 Key Questions used...

- What is your present role within Agri business?
- What do you think the future holds for Agri business?
- What do you think the challenges are for you and your Agri business?
- What would you have told yourself five years ago?
- How do you presently interact with your Mart?
- Given the choice, how would you like to interact with your Mart?
- What development opportunities are you looking for?
- What would you say to encourage more people into an Agri Career?

**What is your present role
within the Agri business?**



A broad mix of roles took part in the feedback sessions:

- 1st, 2nd, 3rd & 4th Generation Farmers from both, dairy and mixed farms
- Individuals from Agricultural teams within Supermarket chains
- Farm Managers from mixed enterprises
- Specialists in Tech, Nutrition, Embryonic transfer and Genomics and Soil Analysis
- And further descriptors given from Area Managers to Sales Consultants, and complementary Partners

**What do you think the future holds
for Agri business?**



Looking at the future...

- There is still a real lack of education around field to fork and is an ongoing challenge which needs addressing across towns and suburbs, so they understand more about where their food comes from.
- There are two key areas to look at, food security and the environment. We need to intensify our systems to make food more efficiently.
- Individuals have got to want to embrace education and move with the times as many feel farmers of certain generations don't always help themselves.
- Although there appears to be doom and gloom and the short term seems to feel a little brutal. The longer term there is a big opportunity for owner managed businesses/farms and make more of what they do.
- We need to run the farm as a business, not just a lifestyle

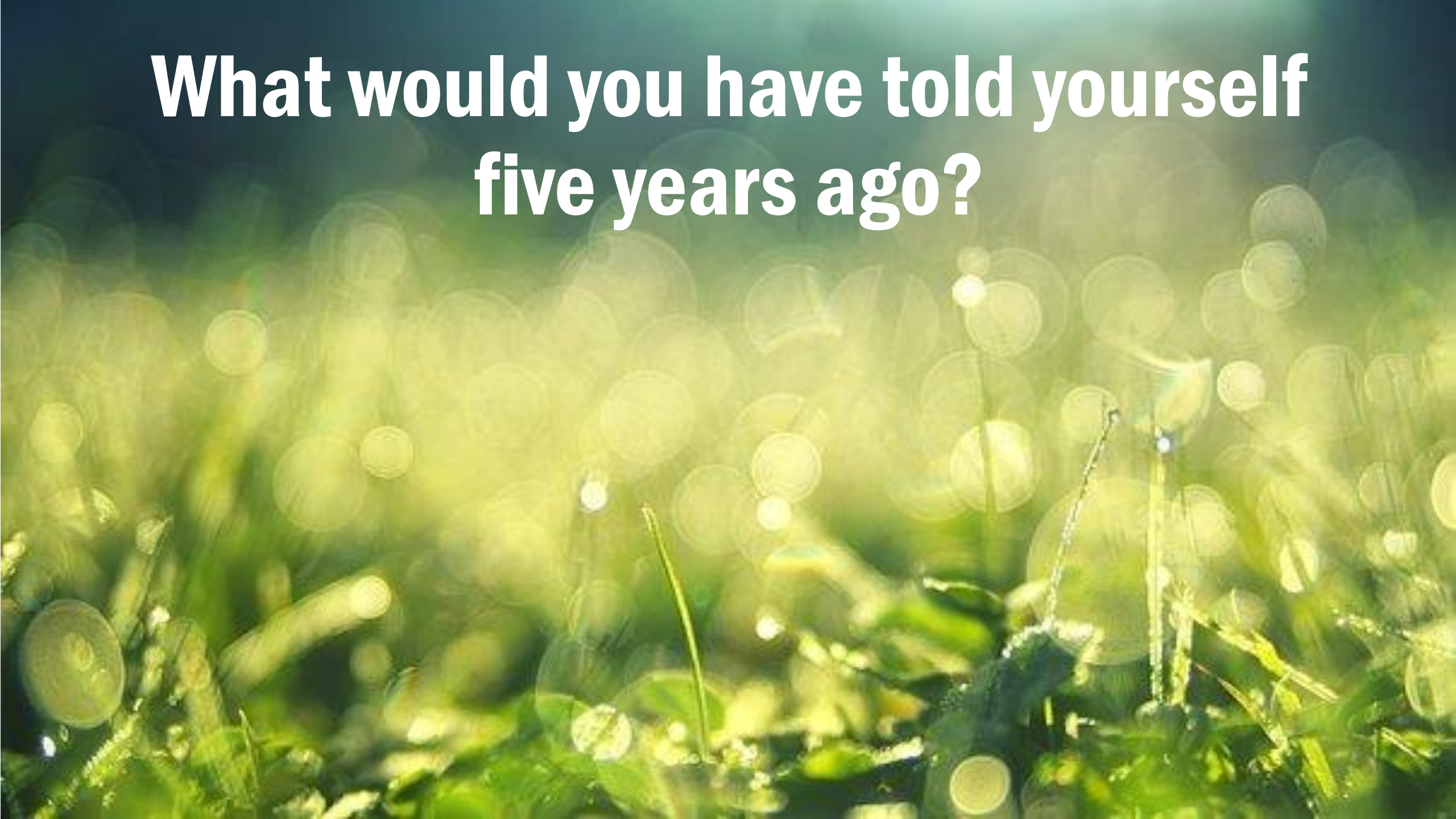
What do you think the challenges are for you and your Agri business?



What are the challenges...

- Keeping up to date with all the changes and legislation, it can be very complicated if not taking the time to keep ourselves up to date
- I think there is a lot of mis-information between the Agricultural sector and the consumer which causes unnecessary difference of opinions and their perception, so more ways to educate and effectively communicate the correct messaging is needed,
- As the New Generation in the sector need to change how we perceive ourselves and showcase what we do for the environment and feeding the world in a positive and encouraging way for all.
- Feels that more people need to have a business mind and be more commercially aware
- Negotiating and buying skills with our supply chain which does not come naturally to us
- Food security in UK is very relevant and would like there to be an increase of importance of this from the government

**What would you have told yourself
five years ago?**



Five years ago...

- Have a vision and a plan, and then stick to the plan because it does work
- Don't have a one-track mind when you widen your scope further opportunities will come your way
- Consider having a second career in mind just in case there isn't a full-time role in agri business
- Make sure you are part of a wider team of peers and professionals such as vets, milk buyers and farmers etc so your network keeps you informed
- Don't be afraid to ask questions and push your own boundaries
- Don't feel there is only one career route and don't put all your eggs in one basket
- Learn from others and be open to new and innovative ideas

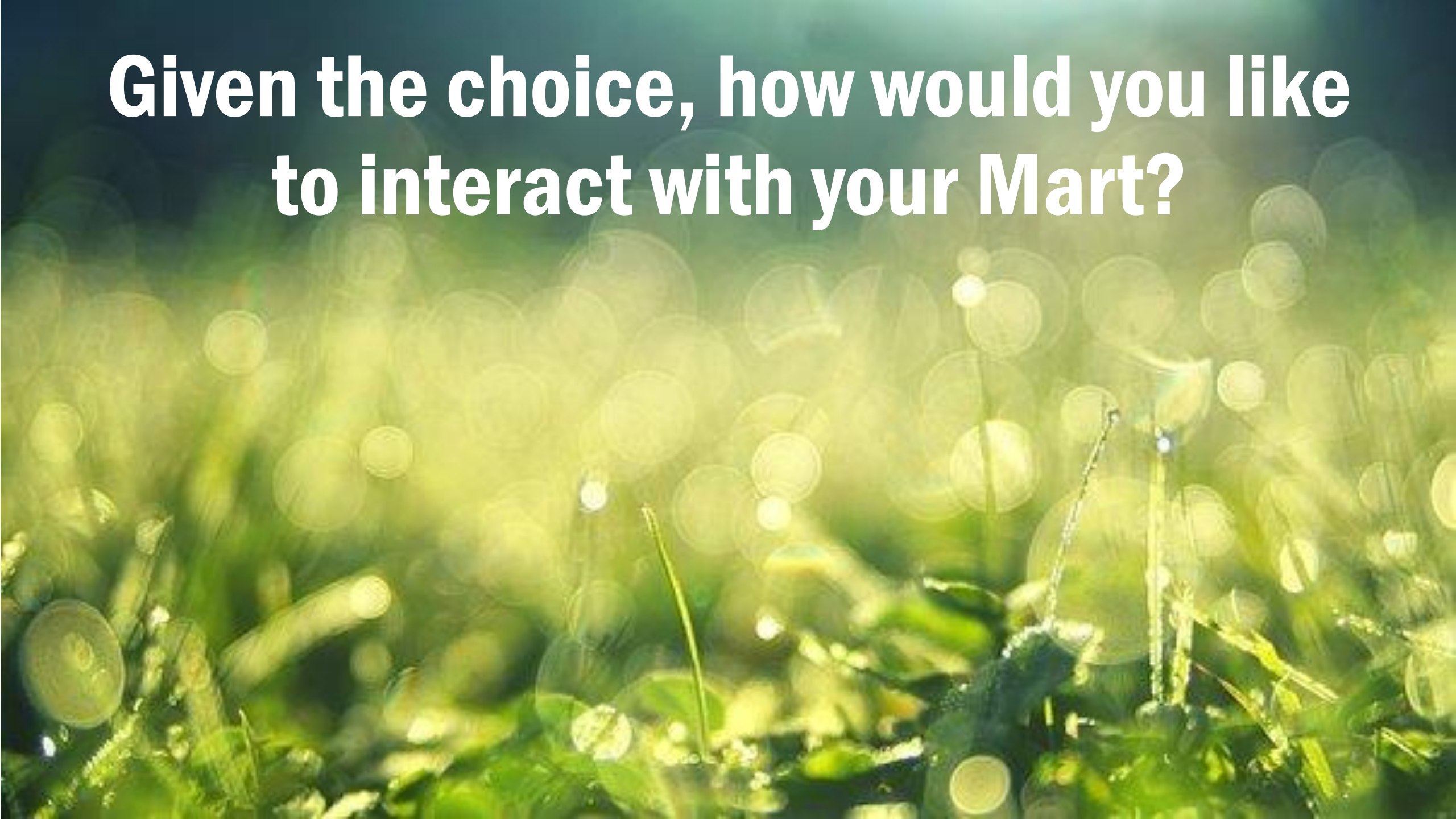
**How do you presently interact
with your Mart?**

A close-up photograph of a green plant, possibly a succulent or a similar leafy plant, with several water droplets on its leaves. The background is a soft, out-of-focus green, creating a bokeh effect. The text is overlaid on the top left portion of the image.

Interaction with the Mart...

- For those already involved with the Marts there is a good two-way relationship from experiences shared
- The Marts are a critical hub for lots of people and farmers to connect with each other, so they don't feel so isolated
- The Marts seem to be more important for connecting each other rather than just for the sales
- Find the learning each time is invaluable from others just by having a conversation
- I interact with the Marts on a daily basis through my professional role
- I have attended educational talks and visits which they arrange and get lots of benefit from these
- I don't go but my Dad and Uncle do as they have always gone and it suits us as a family farm to split the responsibilities

**Given the choice, how would you like
to interact with your Mart?**

A close-up photograph of a green plant with water droplets on its leaves, creating a bokeh effect in the background. The text is overlaid on the top portion of the image.

How would we like to interact with the Mart...

- The Marts should be more of an events space
- A place for learning and development
- Keep providing a social hub for the more isolated farmers
- More promotions to the wider Farming Community on exactly what the Marts do

**What development opportunities
are you looking for?**



What development opportunities are you looking for...

- People want to keep being educated and opportunities to talk with their peers as this helps with learning and new ideas
- Many want to further their tech development to improve processes and efficiency
- A greater understanding of business management skills so they can help run the farms in a more business way
- Further understanding of Leadership and People skills and what mentoring opportunities are available
- Help with negotiation skills and how to deal with difficult customers
- Learning from other sectors around their processes and procedures in particular manufacturing, production lines, logistics
- Better understanding of paperwork around exporting and importing products that's specific to areas of Agriculture information that can be accessed is too generic and not relevant at times
- Training on how to use social media to help with interaction and communication with the public to help get positive messaging out about the Farming Industry

What would you say to encourage more people into an Agri Career?



What would you say to encourage more people into an Agri Career...

- There should be more awareness and education at school age. There are endless opportunities in the farming and agri industry, but no one knows what they are
- Options in Agri are so wide and the people involved within the agri world are so interesting and they need to get their personalities and stories presented wider
- We need to educate people that farming is not just about sitting on a tractor or mucking animals out
- Science and technology play a big part in the agri industry, and most people don't even consider this sits within the sector
- The education of farming and agri work should be at school level and not just for students have chosen this path for their future
- Those already in education teaching people about the sector, don't seem to keep up with the future of the industry and seem to deliver more information about 'then' rather than 'now' and 'future'
- There is a GCSE in Agriculture now, but no real awareness of this across the industry

**For more information to join Farmstock Futures or take part in our research
go to www.farmstockfutures.uk**

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Interviews captured and collated in 2022