

Executive Summary

The FarmPath project is an EU-funded project that aims to identify and assess future transition pathways towards the regional sustainability of agriculture in Europe, and the social and technological innovation needs required to initiate and progress along these pathways. This phase of the project aimed to identify ideal future situations and the steps needed to progress.

This research process involved a series of 'visioning' focus groups and a final workshop with selected local stakeholders, seeking to answer the question: What are your wishes for agriculture and other land based activities in North East Scotland in 2030?'

A workshop was held in Thainstone, Aberdeen on the 28th May, 2013 with 19 individuals across a range of interests, including the local farm and estate management community, representatives of Aberdeenshire Council, conservation and access organisations, business interests, community groups and the FarmPath research team. This short report summarises the discussion and outcomes of the final stakeholder workshop for this 'visioning process'.

The workshop aimed to identify the constraints and opportunities, and the actions required, to achieve a set of three 'ideal' visions compiled from earlier stages of the process.

Key messages arising from this process include:

- The constraints to achieving the visions comprise current planning and agricultural policy, the lack of funding availability, and rural community division and disconnect from farming practice, as well as the perceived lack of rural understanding by policy makers.
- Actions required therefore centred on the need to enforce and review current rural policies, and to provide the opportunity for policy makers (as well as school children and other rural residents) to visit farms and gain on-the-ground experience and understanding of land use and food production systems.
- Further key actions focussed on providing rural broadband, continuing discussions on access, developing community income streams, ensuring representation of farming interests on local groups, and a greater voice for stakeholders in policy development through enhancing communication and positive relationships.

The workshop concluded with consensus on the need to present the FarmPath project findings to policy makers and other actors through a range of dissemination opportunities.



Introduction

The FarmPath project (www.farmpath.eu/) is an EU-funded project that aims to identify and assess future transition pathways towards the regional sustainability of agriculture in Europe, and the social and technological innovation needs required to initiate and progress along these pathways. In this phase of the project, selected individuals from across the North East of Scotland were invited to participate in creating 'visions' for agriculture and land-based activities in the region in 2030. The next step after understanding the visions was to identify actions that were required to make these visions become a reality.

This short report summarises the discussion and outcomes of the final stakeholder workshop for this 'visioning process', held at Thainstone on 28th May, 2013. This report also details the suggestions for dissemination from these workshop participants, and the wider FarmPath project stakeholder partnership group, in addition to further plans for taking the research forward. The workshop was attended by members of the FarmPath research team, and the following

participant groups: 'official interests', 'those who run the land', 'young farmers' and 'those who benefit from the management of the land'.

In preparing for this final workshop, the researchers and participants had compiled three 'ideal' future visions for agriculture and land-based activities in the North East. The vision-generating process is detailed in Figure 1 and the compiled visions may be found in Appendix A. The aim of this final workshop was to question why the visions have not already been reached, and what actions, steps or stages are required in order to achieve them.

To set the scene for the workshop discussion, Iain Clark (formerly the head of Agri-business for the Clydesdale Bank in Scotland) gave a short presentation on his perspective of agricultural change in the North East over the past 20 years. This was followed by a presentation of the three compiled visions and the first group 'carousel' exercise, which identified opportunities and constraints within the three visions.



Figure 1: The 'visioning' process

Identifying vision constraints and opportunities

In small groups, the participants discussed the individual visions (moving round in a 'carousel' to address the other visions after a short period) and noted opportunities and constraints in achieving the visions. These discussions are summarised below.

Vision 1: Connected Communities (for details of the vision, see Appendix A)

Why has this vision not yet been achieved?

- Current planning policy against the building of individual dwellings in the countryside.
- Cost of services and housing contributing to a lack of affordable housing.
- Disconnect from countryside, whilst more people are living in the countryside (however more horses have supported reconnection).
- Dog owners and dog behaviour: bad for farms and for wildlife; the comfort of paths and wish to be guided, due to the 'fear factor'.
- A lack of rural broadband connectivity: constraining small business and young people's social networks.
- Landscape aesthetics and reduced 'wirescape' (i.e. fewer pylons and powerlines in the landscape) is not happening due to costs and mixed views on wind farms.
- Over regulation, e.g. getting kids onto farms; need to get back to basics and overcome frustrating red tape.
- Lack of education at school level and a lack of interest in food (but this is increasing).
- Lack of understanding of the costs of food and need to pay the 'real costs'.
- The popular idea that communities function as a community when in reality there are only 3 or 4 key people, and issues arise when they move away.
- Divides in populations, for example, between people who have money and those who don't, e.g. farm workers vs. horse owners.
- Business locations; there is a need to incentivise more to encourage location in rural areas; and release land for business in development plans.
- Wealthier people in countryside mean that there won't be more people in countryside, evidenced by slow housing market.
- An aging population and combination of potential of depopulation leads to a risk of isolation and rural transport issues.

- Local authority powers are not being used, for example through compulsory purchase, contributing to wellbeing, affordable housing supply, etc, therefore constraining itself.
- 'Working wives' and modern distractions, e.g. TV and internet, leading to less time availability.
- Restrictive planning policies and a lack of land zoned results in it becoming a scarce resource and raises land prices.
- Supermarkets: centralising, draining out other services, and contributing to the disconnect of communities from food producers.
- Affluence and being 'too busy' – people don't need to grow their own food (but there is a movement back).
- People aren't interested in the countryside; there is a need to get people 'out there', especially during formative years.

What are the constraints to achieving this vision?

- Issue of 'incomers' in countryside and different cultural backgrounds.
- Landowners' objectives of privacy vs. public wish for access.
- Lower wages in the countryside, especially in the North East.
- Infrastructure (e.g. Aberdeen Western Peripheral Route, AWPR): if it is improved, it might increase commuting, or it might make the countryside more viable.
- There is more money to be made elsewhere.
- Planning and the impact of the development plan; more rural areas are not seeing development.
- No safe routes for cycling and the wrong philosophy on road building, although very difficult for planners (should be changing).

What are the opportunities in achieving this vision?

- Internet in supermarket: 'QR' codes to farm websites; show where food comes from.
- Opportunity to educate children and teachers, regarding costs and knowledge/expectations.
- Support/grants for redeveloping steadings to house more people and use potential, for example Empty Homes/Scottish Rural Development Programme (SRDP) grants.
- Potential between settlement paths: an opportunity for businesses (tea shops, B&Bs).
- Let kids and parents (don't rule out older) see what is going on (they are the community in the future) and educate landowners too; overcome constraints of red tape.



- Showing people what 'open access' really means; encouraging and promoting pathways (need to feel comfortable). Access to countryside a big problem, but paths are an opportunity.
- Potential for community identity building with shop, entertainment, etc; there is a 'focus' to drive the community.

Who is more likely to gain or lose in this vision?

Winners:

- Small businesses and farmers/landowners.
- Urban communities.
- Landowners adopting a 'constant' role in order to keep things going with community.
- Children of the 'right age' benefitting from opportunities learn about the economics of farming (suitable for secondary school age).
- People connected to landscapes; families will benefit from health and wellbeing outcomes.
- Farmers given opportunities to interact and explain.

Losers:

- People who have a negative attitude to change.
- Communities lose with planning constraints, an aging population, depopulation, etc.
- Village activities, due to responsibility issues.



Vision 2: Farm resilience/profitability (for details of the vision, see Appendix A)

Why has this vision not yet been achieved?

- More localised policies are required. Currently policies are set for the EU and then Scotland as a whole, but more local consideration of circumstances, targeted policy and payments are required.
- We do not know what is 'economically viable farming'. There is a lack of knowledge regarding what 'economically viable farming' constitutes.
- Scottish Government Rural Payments and Inspectorate Directorate (SGRPID) put too much emphasis on heavy or negative language as perceived by farmers, such as "penalty" or "breach".
- There are not enough experienced staff on farms.
- There is uncertainty surrounding the impact of climate change.
- Supermarkets currently take too a large volume of the profits from food production.
- The oil industry is a threat as it 'drags' young people away from farming, because it can offer higher wages.
- GM is not a proven technology and there is little understanding of its potential consequences. There is current policy in place which restricts/resists GM and the public are not in favour of GM.
- There is a lack of cooperation by farmers.
- The Single Farm Payment needs to be renewed.
- Farm profit is currently achieved due to increased commodity prices.
- There is a lot of political banking to provide cheap food to the population.
- There is a cosy relationship between supermarkets and the government.
- There is currently too much red tape at the farm level and not enough at supermarket/food chain level (it took a big issue like the horse meat scandal to bring this to light).
- Potential resistance from farming sector/inconsistent policy measures as government tells the population to work until they are older, but in this vision they have to give up the farm sooner.
- There should be mentoring schemes that older/existing farmers could offer to share personal experience and skills (currently there are not sufficient numbers of such schemes).



What are the constraints to achieving this vision?

- If subsidies reduce, production may also reduce as food production will no longer be profitable, which has implications for food security.
- There may be less demand for farm labour if production goes down.
- Improvements in technology would mean less demand on labour.
- If technology increases farmers may be dependent on experts due to lack of knowledge regarding the use of new technology.
- If farming is part of school curriculum then this will require more time and resources for teachers from government.
- The environment could be endangered if bureaucracy is reduced too much.

What are the opportunities in achieving this vision?

- Opportunities for direct sales, for example through farmers markets.
- If there are no subsidies then the price of food may reduce.
- More technology could provide young people with jobs (i.e. more opportunity for training young people to learn a new skill).
- If there is improved technology it is capable of doing more for example – more efficiency of resource use on the farm.
- More lobby power from farmers (if supermarket power is reduced).
- Different farm business models to encourage farmers to 'hand their farm down'.
- Mentoring schemes for young farmers and new entrants may be improved.
- Reduced government health implications as a result of better diets.

Who is more likely to gain or lose in this vision?

Winners:

- There will be more food available for the global population (because of increased food security).
- Farmers (will possibly gain more profit).
- The general public, as they will know more about where their food is coming from, and be able to make more informed purchase decisions, as well as improve diets.
- Families and individuals, as they will be healthier.
- Young people with potential new jobs in technology.

Losers:

- Supermarkets, as they will have to decentralise power and profits will be reduced.
- Farmers (may have possibly less profit).
- People with reduced/low incomes will have difficulties buying food if prices rise.
- Older farmers (who have to give up farm when they may not want to).

Vision 3: 'Green' landscapes (for details of the vision, see Appendix A)

Why has this vision not yet been achieved?

- Policy makers need a better understanding of how the countryside works; they are perceived as setting targets before considering designations and trade-offs, e.g. where forests or wind turbines should go.
- Farm and forestry conflict; what priority where?
- Legacy policies are out of date; there is a need to educate policy makers.
- A lot of land is already under 'green' support.
- Products in farmers' markets are expensive; a lot of what is sold isn't vegetables/fruit and it isn't possible to make money at that scale.
- The threat to bees, as highlighted in the State of Nature report.
- Trying to do too many things (agri-environmental supports should focus on a few things rather than trying to do everything).
- Perception that few people want allotments.
- Communities don't understand how agriculture works, for example, danger from cattle and machinery, issues around badgers and buzzards, etc.
- It is a big risk for communities to get involved and banks are not willing to invest.
- Development trusts have been good, but too many projects are not 'thought through' and it is about finding the appropriate scale.
- There are conflicting policies, local authorities and statutory bodies are not working together, and 'schemes' change frequently with no long-term view for support.
- There are gaps between schemes, e.g. grasslands removal.
- Conflicts across the fence; not joined up; need spatial plan; too short term.
- Supermarkets disconnect farmers and consumers.
- Need face-to-face opportunities to discuss issues (e.g. how the scheme is meeting aims).

What are the constraints to achieving this vision?

- A lack of understanding of purpose of policies/subsidies.
- The definition of 'unproductive' land (does this depend on economic output?) Common language is needed.
- Access needs to be properly managed.
- A lack of money/funding and a need to understand 'value'
- Disconnect between farmers and local people.
- Farmers produce commodities (not 'food').

What are the opportunities in achieving this vision?

- There is scope for regional variation but it will take a change in administrative approach, more knowledge and effort; but this should be harnessed.
- There needs to be a more cohesive approach between aims and policies of Scottish Government Rural Payments and Inspectorate Directorate (SGRPID), Scottish Environment Protection Agency (SEPA) and Scottish Natural Heritage (SNH).
- There needs to be more and sustained education on food, regarding farming and gardening. It is suggested that supermarkets cover the cost of this education.
- Local authorities should pay more attention to local food, e.g. buying land.
- The Rural Stewardship Scheme has been a key driver.
- Lots of opportunities for renewables.

Who is more likely to gain or lose in this vision?

Winners:

- People who are in receipt of environmental grant funding.
- Those who wish greater access to land.
- There would not necessarily be 'winners' and 'losers' but local people would need to do things differently (e.g. how they buy their food, how agri-environmental schemes are implemented).

Losers:

- Non-agricultural 'other' animals (e.g. badgers) should be more regulated.
- Policies and policy makers have driven the mosaic, but too short term, and policies are not joined up between farms and between schemes. Understanding by policy people and by communities, on how farming works, (long term, production, etc) – need common language.
- Farms produce commodities – at the expense of local food.
- Supermarkets.



Pathways Identification

Again in a small group carousel, the participants discussed the individual visions in order to generate actions that are required to achieve the visions. These actions were explained in more detail in terms of how the action will be undertaken, who should take responsibility for it, and when the action should happen. A summary of the actions are presented in Box 1. The full list of actions for each vision, plus further detail, is presented in Appendix B, with additional input from the FarmPath project National Stakeholder Partnership Group (NSPG) highlighted in red text. The NSPG met on 7th June at the James Hutton Institute and repeated this exercise in order to fill gaps in the tables following the final workshop.

Box 1 Summary of Actions

- Local policies that consider local circumstances.
- Reduce legislation and red tape at farm level, and increase multiple retailer level.
- Increase slaughter facilities.
- Adapt Hydrogen technologies.
- Investment in Hydrogen.
- University course in farmer cooperatives (like at Cork University).
- More grants for apprenticeships (like RingLink).
- More Monitor Farms.
- More funding for local 'champions'.
- SGRPID – less regulator role, more advisory.
- More apprenticeship structures that contribute towards college courses.
- Employ culture of farm-based rather than desk-based work for government bodies (i.e. SGRPID).
- Incentives for corridors.
- More 20 year agri-environment strategy and schemes (5 year review).
- Compulsion for different agencies to work together.
- Info and agreement on footpaths locally.
- Increase biodiversity through road management.
- Supply local food to local people.
- More community gardens.
- Community agri-environmental schemes.
- Use agri-environment as a marketing scheme to add value.
- More bee habitats on farms.
- Greater investment/spending priorities in rural areas.
- SPP prescribing use of rural buildings for affordable housing.
- Better allocation and use of Pillar 2/LEADER funding.
- National and regional policy alignment.
- Stakeholder organisations to have a greater voice.
- Local authorities to facilitate community groups to achieve vision.
- Local discussion forums with spread of representation.
- Community income streams developed.
- Single Farm Payment (SFP) condition to host open days and public acceptance of risk.
- Continue discussion on access.
- Scottish Government to take action on rural broadband.



Individual Actions

From the compiled action list, participants were then asked to what actions they could contribute personally. They posted notes anonymously, reflecting on where they could and were prepared to get involved in the transition pathway, and what support would be needed. A representative selection of these individual actions is presented in Box 2.



Box 2: Individual actions identified

- Educate young land managers: farmers (successful) and landed estates (progressive) to allow me to take students on visits (National Farmers Union for Scotland (NFUS) and Scottish Land & Estates (SLE)).
- School visits for children over 10 years.
- Use marketing to educate the younger generation and in turn increase value to product, and utilisation of local products.
- Promote community-owned renewables.
- Take on board the expectations/visions from the FarmPath workshop and ensure where possible key issues/actions are considered as part of the Aberdeenshire Land Use Strategy Pilot.
- I will install 100 Mb fibreoptic broadband to the local Rural Business Centre – lead by example!
- Create and enhance wildlife corridors by improving habitat and fencing.
- Supply local food to local people.
- Joint local procurement by public bodies; local authority (schools)/NHS/policy to source local food.
- To promote/ “lobby” the implementation of more targeted and effective agri-environmental policy approaches.
- Local level: become a beekeeper, learn the truth and spread the word.
- To work with communities and landowners to encourage more access in North East Scotland.



FarmPath 'visioning' process – where next

To conclude the workshop, the participants reflected on and discussed the following points:

- What do you think are the key messages or actions emerging from this process?
- Who should this message be directed to?
- What would you like to see happen next with the visions?

Key messages

The key messages emerging from the FarmPath visioning process are noted to represent national, regional and local scale issues, for example, the call for governments to re-evaluate the power and size of supermarkets at the national level. Furthermore, the need for greater representation by farming interests on regional and local groups, as well as the impact of the loss of local shows on rural communities, may be considered regional and local scale issues.

It was noted that the visioning process had raised many different viewpoints and issues, and highlighted different priorities. For instance, one view is that without profitability in the farming industry, other aspects of sustainability are constrained, for example, social sustainability. The wider topic of 'rural land use' was considered more conducive to getting a broader range of views heard, beyond agriculture, and that it was important to include the topic of access.

A strongly-held perception amongst the group was a lack of understanding between government and farmers, and that there is a role for policy makers to develop this relationship. Participants suggested that farm visits would be a highly appropriate method to enhance policy-maker understanding, develop 'practical' relationships and improve communication at all levels. However, it was appreciated that it may be challenging for all policy-makers to engage in farm visits, therefore gatherings such as workshops are also considered conducive to developing communication and positive relationships. It is also agreed that all parties want to improve the current situation.

Dissemination

The participants questioned how the FarmPath visioning process is going to be, and how best it should be, presented. They agree that for actions to be taken forward, both individuals and policy makers need to take responsibility, in-conjunction with policy support. There was also concern that the visioning process would just 'go through the system and get lost', therefore participants suggested opportunities for dissemination of the visions, transition pathways and key messages emerging from the process. These suggestions are summarised in Box 3. These 'Scottish' participants are also interested to see the visions and actions generated from the other partner countries involved with the FarmPath project.

Box 3: Suggestions of dissemination pathways for results of the process

- Presentation of visions and transition pathways to
 - (a) North East Scotland Agricultural Advisory Group,
 - (b) Rural Affairs, Climate Change and Environment Committee in Edinburgh, MSPs and MPs.
- Communication with Land Use Strategy regional pilot.
- Involve participants in continuing discussions and dissemination process.

Next steps and workshop conclusion

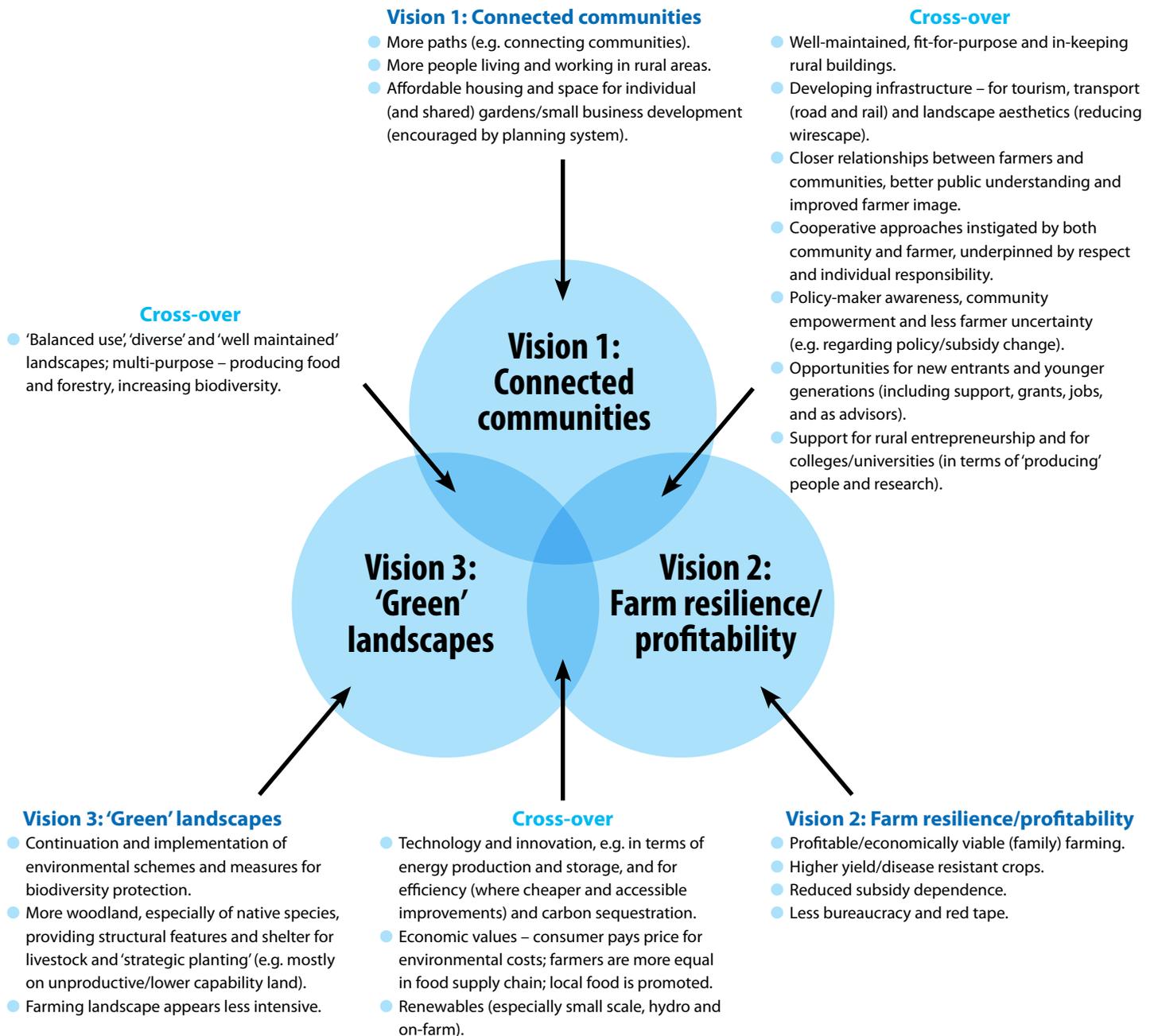
Finally the research team and participants reflected on the next steps for the FarmPath visioning process, notably the role of the researchers in ensuring that the participants remain up-to-date on the dissemination phase, and can participate further if they wish in generating knowledge exchange activities. The following Table 1 presents the next steps for the visioning process and FarmPath project; further suggestions for dissemination tasks are welcomed at any stage.

Task	Who?	Timescale?
Compile final report of visioning process, incorporating information from 'trends' document and indicators to show direction and extent of process towards achieving visions.	Research team, then to distribute to participants, National Stakeholder Partnership Group and interested non-participants for interest and information	July 2013
Arrange opportunity to present findings at North East Scotland Agricultural Advisory Group (NESAAG).	Research team, in conjunction with Derek McDonald.	Next NESAAG meeting
Contact Rural Affairs, Climate Change and Environment Committee and suggest presentation.	Research team, in conjunction with NSPG.	July 2013
Provide input to Land Use Strategy regional pilot.	Research team, in conjunction with relevant participants.	July 2013
Present findings at relevant academic and practitioner conferences, including FarmPath National Stakeholder Workshop (6th November, JHI Aberdeen) and final project conference (3rd December, Brussels).	Research team, and all participants, NSPG and interested non-participants invited to conferences.	Ongoing, from July 2013
Distribute informal comparison between processes and outcomes of different project partners regarding visioning process.	Research team, in conjunction with project partners. Distribution to participants, NSPG and interested non-participants for interest and information.	August 2013
Publish comparison between processes and outcomes of different partners in FarmPath project book.	Research team, in conjunction with Portuguese partners.	August 2014



**Appendix A:
Compiled Visions for Agriculture and
Land-Based Activities in the North East
in 2030**

Key Features of Visions –



Vision 1 – Connected communities

Central to this vision for 2030 are 'more people living and working in the countryside'. In particular, retaining a rural population is a key theme. Therefore, the vision includes planning systems that allow rural housing and business development. This would be appropriate development, i.e. housing that fits the needs of people that work in rural areas ('lifestyle plots'), and new houses for a new generation that retains a 'dynamic population'. Similarly there is a wish for planners to be encouraging of innovative housing design. Ideally this would be affordable housing with land available for workshops, business units or gardens



(including polytunnels). Furthermore, every community would have space for growing food, such as a walled garden, taking the pressure off road use through travelling for food shopping.

Associated infrastructure development will include better transport routes, maintained by local authorities and supporting sustainable communities, plus road and rail links, schools, shops and village halls (as well as other community facilities). Pubs are also important as well as other options for meeting socially, and in order to generate a social scene for and retain young people.

In 2030 rural buildings (used for both housing and agricultural businesses) will be well maintained and of good quality. Old buildings will be renovated to ensure that they are of a high standard (whilst maintaining their heritage), and new buildings will be developed. The improved housing situation will mean that more people from cities will be drawn to the attractive situation that rural living can offer. These people will not all be commuters; the attractive living that can be made from farming and agricultural-based activities will mean that people will be generating livelihoods based on the land. There will be more local working and less commuting in this vision, with the use of new technologies including improved internet connections, generating a range of diversified local businesses, as well as skills development.



A further feature of this vision for 2030 is the inclusion of pathways and trails, having a positive impact on communities, i.e. through providing access to the countryside and a linked landscape. The trails will facilitate commuting, tourism and leisure, for example through providing wildlife-watching or cultural interest. The opportunities of these pathways include benefits to health, drawing in tourists and contributing to community sustainability. In this vision there is an increased sense of community spirit, building networks between community members and social cohesion, with health walks and cycle paths through semi-natural habitats. These pathways would also include long distance trails, which support pubs and other visitor attractions. Access will also permit rural land users not to just 'stand on the edge of farming'. Increasing access will also build awareness and respect for the countryside, evidenced in the overcoming of litter problems.

A reduced 'wirescape' (i.e. underground cables and fewer pylons) will contribute to positive landscape aesthetics, particularly in sensitive and scenic areas. The North East landscape in this vision is diverse and well maintained, providing opportunities for tourism and community cohesion, as well as producing food, forestry, and increasing biodiversity.

Finally, in 2030 there is a closer relationship between the farming population and communities both in rural areas and cities. There is more emphasis in schools to get children out to farms and to rural areas so as to improve societal understanding of farming and what it entails, and also so that more value is placed on the agricultural industry and ecosystem services in general.

Vision 2 – Farm resilience/profitability

The central component of this vision is farm profitability and economic viability for the farming sector in the North East in 2030. This vision has several key aspects:

Firstly, profits will be derived from the market, which will not be undermined by cheap imports. Ideally farming will be profitable without production subsidies, accompanied by a 'level playing-field', e.g. with other farmers in the EU and internationally. A tailored subsidy system will provide profitable farms with further prescribed grant assistance, for example, grants to facilitate innovations on-farm. A clear and certain CAP reduces risks to farming incomes and farmers have clear information to plan appropriately. This vision also includes subsidy support for non-market goods, to stimulate benefits not linked to food production, such as hedgerow planting, etc. Similarly, agriculture will be a more powerful partner in the food supply chain, for example on an equal footing with big supermarkets, through inputs and outputs. This is achieved through stronger cooperation and collaboration (both formal and informal) between farmers, and through maintenance of the legal ombudsman.

In 2030 market prices for produce are high ensuring that farmers make a decent living. The implication of production subsidy removal is that the taxpayer will contribute less, and therefore be more willing to pay higher food prices at the counter. This will be accompanied by press campaigns to improve the public image of the farming sector, in turn also encouraging more new entrants and opportunities for young farmers. By asking consumers to pay more, there is a role for government in 2030 to improve the understanding of consumers regarding the real costs, including the 'environmental ones' involved in food production and the standards to which farmers must adhere.

Secondly, farm businesses in 2030 are diversified; most farms have renewable production technology, such as hydro, turbines and solar, which is used for on-farm energy consumption. At the policy level this is reflected with less 'red tape' and a transparent planning system for renewable energy production. This will result in an even spread of different types of renewable energy, rather than concentrations of turbines. In general this demand responds to the vision to reduce reliance on fossil fuels in 2030. In the future, technology will also respond to this, energy storage will be possible and there will also be increased hydrogen technology capacities. In this vision, tractors and cars will run on hydrogen.

In 2030 there will be more scope for the farmer to explore innovative methods and it will be easier for them to change their practises. Farms of the future will not be 'stuck in old ways of doing things', rather they will be hubs of innovation and development. To meet this demand there is a rationalisation/reduction of bureaucracy and less intervention by government bodies. This includes in particular a positive role for SGRPID who provide advice, have a positive relationship with farmers, and are not 'feared' by the farming sector. They are flexible and offer support rather than give out penalties, and in return farmers deliver wider responsibilities as 'custodians of the countryside'.

Thirdly, farming will also embrace technology, in particular, precision farming contributing to the more efficient use of inputs. Technology will be cheaper and more accessible. High yielding and disease-resistant crops, which are less reliant on inputs such as fertiliser, are favoured. Crop types may also change, for example, soya or other crops (possibly genetically modified) will appear in the landscape. To support this there is an increase in regionally focused research which concentrates on the Aberdeenshire context and weather patterns.



Fourth, profitable farming is also linked to increased employment – both in the local area and on-farm in particular. Farming is a desirable way of life, which holds appeal. More profitable farming means more young people staying on farms, and the ability of farmers to hire more staff so they can have more time off. Farm incomes are high enough that farmers are able to save for retirement. Young farmers are also considered in this vision as there are more apprenticeships for younger generations available on farms and increased share farming opportunities. Young farmers and new entrants are also supported by government policy and the financial sector through the provision of overdraft facilities, loans, contract farming agreements and capital grants. Start-up units and initiatives that target the whole community (not just farming) are provided. Tenancy laws are more conducive to ensuring access to land particularly for young farmers and new entrants.

The farming sector of the future offers better wages relative to other professions. Young farmers are encouraged by farm owners to work on the farm and to have more decision-making power at a younger age on the farm regarding the way it is run. There are mentoring schemes available where young farmers and/or new entrants can gain new skills from those who are more experienced.

Earlier farming succession is also a key feature of this vision. This would include a 'whole landscape approach', and 'cooperative working together'; generating community benefit through community enterprise, and the building of respect.

This vision also includes local people being more involved in farming – partly through more people being employed on farms, but also through general understanding of what is involved in farm life. This could also be achieved through more local markets, as well as farming and the food chain being part of the school curriculum. Stereotypes of farmers will be diminished in 2030 and there is a deeper understanding of where food comes from, and the importance of the countryside.



Vision 3 – ‘Green’ landscapes

Central to this vision is a maintained and improved, diverse, landscape, which is also well managed, flexible and dynamic in its land use. The agricultural landscape will be varied, consisting of a patchwork of land, crops, livestock, and forestry, semi-natural and amenity areas. Native and strategic planting of mixed woodland on unproductive land is also a key feature, and semi-natural habitats are used and joined-up for people and wildlife. This landscape will include forestry, for commercial, amenity and biodiversity interests, however this forestry will not dominate the landscape at the regional scale. A further key feature is that biodiversity and wildlife-friendly measures will be implemented, and maintained by the continuation of long-term environmental schemes, including hedge planting and grass margins (supporting ground-nesting birds) and the ecologically effective connectivity of these areas. Similarly, this vision includes policy-makers who are aware of the complex inter-linkages of farming and nature, and the permutations of setting up environmental schemes, while also allowing local knowledge to be used to the best advantage of both farmers and other countryside users.

This vision is characterised by a landscape which is a ‘balanced system’ where the goal is to keep the land ‘in good heart’ or ensure its improvement over the timescale of a farm generation. There is a balance between farming and wildlife; a ‘sensitive approach’ to land management, creating environments for biodiversity and farming production.

Species populations are in natural balance and conflicts regarding predators have diminished. In 2030, crop production will not be the sole purpose of the landscape, but it is commercially viable for family farms. This is integrated with the desire to have trees as wildlife corridors, structural features and that act as shelter for livestock, involving good forest management for aesthetic and commercial/economic interests. There is also the wish to maintain knowledge of working the landscape (supported by retaining family farms), e.g. of drainage, therefore working with historic knowledge of land and of traditional use and management. Similarly, it is suggested that soil management becomes a key part of land management training.

Food security will be provided through a ‘local’ focus where food production is maximised, re-connecting people with the land and producers. Food will be produced locally and increasingly people grow their own fruit and veg. People will buy locally and therefore there will be less of a role for big supermarkets and importation.

Supermarkets, rather than importing food, will focus on selling locally sourced produce and “scaling up local purchasing” meaning that local producers will compete on a quality basis and economies of scale will be realised. There is more emphasis on realising the true value of products (including food); farmers continue to be subsidised for producing environmental goods. This will be realised through alternative economic models which highlight factors aside of monetary valuations and ensure that the environmental and social costs and benefits are distributed fairly.

A balance of diverse land uses supports local communities, and there is the ability to explore the potential for diversification. There are small market gardens and local meat production; the latter contributing to better awareness of the general public regarding where their food comes from (with the spin-off of less food packaging), and greater value placed on healthy, high quality and less-travelled food. This more local, sustainable food distribution model is more efficient in terms of energy use and minimises food waste (‘butcher-style’) and packaging (with less transportation). Local food production and processing sustains jobs. Energy is produced sustainably and used more sparingly in 2030. There will be more reliance on renewable energy, particularly: biogas, biomass, hydrogen, tidal, and hydro. Hydro in particular will play a large role in energy production and there will be more small-medium scale renewable



energy production projects. Fertiliser usage is significantly reduced in the future, further reducing energy consumption.

Communities own many of the renewable energy production plants; they have more of a say about how land is used, which in turn contributes to high levels of respect and individual responsibility for actions that affect the environment, such as recreational access or using compost. Devolved community power is a further aspect of the vision; communities have more power in decision making and there is more community-driven investment.



Appendix B:

What actions are required to achieve this vision?

Vision 1: Connected Communities

Compiled Workshop and National Stakeholder Partnership Group (NSPG) responses

Workshop responses in black

NSPG responses in red

ACTION LEVEL	ACTIONS	HOW WILL THIS HAPPEN?	WHO WILL BE RESPONSIBLE?	WHEN DOES THIS NEED TO HAPPEN? (e.g. short, medium term, etc.)
<p>EU and National level</p> <p>Nationally very difficult to influence, but does shape local level. Need local champions to make lower levels happen; wider rural development.</p>	<p>Action 1: Greater investment in rural areas; spending priorities, choices, urban vs. rural</p> <p>Better targeted investment as no 'more' available. More ESF and RDF – can rural areas capture these? Look across EU funds; structural, cohesion, etc – should be spent in rural areas. Farmer mindset – how to get involved so that all benefit – condition on RDP money to engage with rural communities and show benefit.</p> <p>Action 2: Scottish Planning Policy structured to 'prescribe'/provide helpful approach regarding use of rural buildings, especially smaller and more affordable</p>	<p>Use Land Use Strategy (LUS) to identify costs and benefits of government spending.</p>	<p>Policy makers and all stakeholders involved with LUS (balance with more stakeholders); 'you get what you agitate for'</p>	<p>Immediate Aberdeenshire pilot</p> <p>Roll out to other rural regions; replicate desirable outcomes</p> <p>Medium term = policy review.</p> <p>LUS regional pilot working with SRPD to incentivise (linking actions 1 and 3).</p>
	<p>Action 3: SRPD and Pillar 2: Enough and better allocation to community activities (and utilising to meet objectives); for community enterprise and community groups, shops, pubs, infrastructure, etc.</p> <p>Local Government devolved funding required; power to spend money and where money is generated from. Not all SRDP; challenging and political. 'Inverurie' as a municipality; move away from centralised economy towards partnerships.</p>	<p>Policy already in place; need to make sure that it works. Also focus on renting rather than owning property, and incentivising property owners (government funding to anyone). Regulations on rural building redevelopments relaxed to bring buildings into community use.</p>	<p>Scottish Government framework and local authority (be prepared to change).</p>	<p>SPP next revision and enforcing now.</p>
	<p>Action 4: Government funding more widely available to enable affordable housing</p>	<p>Grant provision to support community enterprise centres. LEADER programme extended. Cap on size of allocations and target more locally rather than 'show piece' developments to spread benefit. LEADER needs better management and support for management – therefore must 'staff up' to administer properly.</p>	<p>Changes to EU policy and national component to LEADER; Scottish Government allocation -> complexities, bottom up and match-funding</p>	<p>2014 – Next funding and current consultation</p>
		<p>[As before and Action 2]</p>	<p>Scottish Government</p>	<p>'Yesterday'</p>

ACTION LEVEL	ACTIONS	HOW WILL THIS HAPPEN?	WHO WILL BE RESPONSIBLE?	WHEN DOES THIS NEED TO HAPPEN? (e.g. short, medium term, etc.)
Regional level	<p>Action 1: Align Aberdeenshire and City strategic policies with national policy and vision; not contradicting</p> <p>Action 2: NFU playing a part in strategic direction setting; Aberdeenshire Agriculture Committee to have more power; better structure and larger voice; also for SLE and other key stakeholders.</p> <p>Government bodies and agencies; who they invite and beyond usual suspects; be braver – see what is motivating stakeholders; don't ignore answers/surprises. Plus, stakeholders coming up with a voice and credible in providing advice. Government ahead or insulated by spoon feeding?</p> <p>Action 3: Facilitation by local authorities to bring groups together and 'realise vision'; needs community motivation for local delivery; focus effort and funding; find right hook in local environment (e.g. biodiversity).</p> <p>Encourage engagement between community organisations (formal and informal), landowners and local authorities. Make engagement a condition for funding by public bodies; communities encouraged to engage; proactive approach; carrots and sticks. Industry must have awareness and knowledge transfer from research (cross-sector, mixing views). Importance of networks: - avoiding silos (local authority could make this happen). Community ownership of local facilities, e.g. local shop – keep open with volunteers, but they need help.</p>	<p>COSLA's oversight; Scottish Government to give direction.</p> <p>More staff at NFU or to reprioritise.</p>	<p>Scottish Government and COSLA: their responsibility to ensure compliance.</p> <p>Stakeholder organisations</p>	<p>On-going.</p> <p>'Yesterday'</p>
Local level	<p>Action 1: Local discussion groups having representatives on 'higher' groups and in communities (e.g. on community councils); reconnecting and sharing knowledge. Ensuring spread of representation on community councils.</p> <p>Overcoming just usual suspects and 'eccentrics'; LEADER to play a role in identifying community skills; plus overcoming farm isolation and appreciate farming lifestyle (support integration).</p> <p>Action 2: Incentivising community income streams, e.g. through renewables; making it a condition of planning (all vs. share?); funding community developments, services, access, etc.</p> <p>Community energy as a route to income, plus through developers' shares (make compulsory); local structure. Overcome responsibility issues; use business rates. Change rules on community energy to factor in rural development.</p> <p>Opportunities from renewables e.g. benefit funds need local ownership, move to spending on 'people'. Also encourage local leadership – working together (not just protests) and building confidence; providing support e.g. through courses.</p>	<p>Community councils to ask for nominations (e.g. from NFUS) and use theme meetings (so don't have to attend every one).</p> <p>As currently; community to have major involvement. Udney community wind turbine example; money 'dripping down'; providing cohesive force? Consequences thought through, e.g. Udney match-funding scheme.</p>	<p>Community councils</p> <p>Planning authority</p>	<p>On-going -> now.</p> <p>Now – during Local Development Plan review.</p>

ACTION LEVEL	ACTIONS	HOW WILL THIS HAPPEN?	WHO WILL BE RESPONSIBLE?	WHEN DOES THIS NEED TO HAPPEN? (e.g. short, medium term, etc.)
	<p>Action 3: Developing closer relationships: to make a condition of Single Farm Payment that recipient's host open days. CPD for community involvement? (See Natural England fund). Straight funding for events won't encourage the 'right' farmers. Provide more funding for RHET. Connect communities through Facebook. Issues of legislation and larger villages; 'claim culture' = loss of events; link to farm visits; task due to regulation – e.g. need for washing facilities (e.g. of using sprayer).</p>	<p>Action on spreading broadband and increase targets; prioritise businesses and community facilities.</p>	<p>Scottish Government, Local Authority and BT (will act on Scottish Government action).</p>	<p>Now – with current budget.</p>
	<p>Action 4: Inspired by NESAG's collaborative action, clusters of farmers working together with communities; towards RDP measures -> larger grants (taper to encourage collaboration). But, the transaction costs are high, especially in community renewables; needs more incentivising.</p>			
Other action types...	<p>Action 1: Getting people out into their landscape; continued discussion between communities and landowners for access routes – leading to action.</p>	<p>Community task groups (creating visions); e.g. linking communities through pathway routes, as well as publicising, way marking, promotion, etc., of routes.</p>		
	<p>Action 2: All levels: Broadband Rural broadband – needs investment; central government role to do that; business – an investment opportunity. Working from home; create businesses ('real working'), overcoming bad weather; quick win and wider opportunities.</p>	<p>Action on spreading broadband and increase targets; prioritise businesses and community facilities.</p>	<p>Scottish Government, Local Authority and BT (will act on Scottish Government action).</p>	<p>Now – with current budget</p>
	<p>Action 3: Innovation: creating successful preconditions for innovation; resilience and risk taking; research; public sector and industry – the 'triple helix' – need to get together.</p>			

Vision 2: Farm resilience/Profitability

ACTION LEVEL	ACTIONS	HOW WILL THIS HAPPEN?	WHO WILL BE RESPONSIBLE?	WHEN DOES THIS NEED TO HAPPEN? (e.g. short, medium term, etc.)
EU and National level	Action 1: Reduce legislation and red tape (at farm level)	By influencing politicians and MPs	Scottish and UK Government ultimately. The issue is that non-one body is responsible in the case of multiple retailers, this needs to change	
	Action 2: Adopt technologies for hydrogen storage	Investment at the local, national and EU level in technologies. It will also require a large political will and backing to make it happen. There will also need to be an increased consumer understanding and awareness raising profile so that people know the benefits and why hydrogen cars (for example) are a positive thing. At the local level there must be incentives in place to incentivise the use of hydrogen Also hydrogen will become more popular if there is public sector support Increase the number of local level projects that there are for Hydrogen so that people become more accustomed to it and the innovation becomes disseminated quicker	Governments need to look at best practise elsewhere and adopt strategies and technologies from other parts of the world, just as they have done for biomass. Government must set incentives and encourage individuals Also individual responsibility to inform themselves	The infrastructure for the use of Hydrogen must be in place first. For examples in cars there must be places to charge them otherwise no one will want them
	Action 3: Leading by example (government must lead by example for example companies must reduce their energy by X% per year but this is not the case in the public sector – secondary schools lights on all night)	Local authorities requirement of single support payment (that is, that governments must say that they have to reduce consumption by X in order to get the funding)	Scottish government must set a standard	This can be done now
	Action 4: EU support for farmer cooperation. Government policy must have a stronger focus on cooperation and an objective to support cooperative practices	Lobbying MPs and government but it will be done through grants (e.g. CAP payments)	In the machinery rings it is the members responsibility for example to tell the ring what other services they would like to see	Immediately
	Action 5: Funding for courses at university/colleges on cooperation (like the one in Cork university)	Government must recognise that farmers retain profits when they cooperate and fund this (see action 4)	National Government funding	Coming years
	Action 6: Reduce Funding in Pillar 1 of CAP and move it to Pillar 2 (this is one of the most important drivers of change and will affect all other aspects of this vision as well as have huge implication for the other two visions). This will also mean that potentially there will not need to be large grants for young farmers and new entrants because farming will be more profitable.		EU level decision	
	Action 7: Funding for innovation that possibly has a focus on innovation clusters.		EU – maybe incorporated into CAP	
	Action 8: Less emphasis on degrees and more on different kinds of flexible study options i.e. people who are not going to university (2 days a week, HNC/HND etc.)	Flexible courses that are suitable for a range of different people, backgrounds are career prospects	Businesses, universities, government	

ACTION LEVEL	ACTIONS	HOW WILL THIS HAPPEN?	WHO WILL BE RESPONSIBLE?	WHEN DOES THIS NEED TO HAPPEN? (e.g. short, medium term, etc.)
	<p>Action 9: Improve farm business models so as to include models which allow farm sharing (like in New Zealand). Access to land is not the problem, it is access to businesses.</p> <p>Action 10: Improve tax system so that it is more advantageous for farmers to farm share, this will incentivise farmers who are sitting of land to give it up.</p>			
Regional level	<p>Action 1: increased slaughter house facilities. More support for regional level processing facilities (if slaughter houses go for example, there would be a huge impact on farming as it would mean that pigs would have to be transported to Eng-land which would be very expensive).</p> <p>Action 2: Precondition on planning/grant for belly clipping</p> <p>Action 3: Grants for farmers to employ young people to pass on skills, this would add towards a qualification. There must be money given to farmers because young people with less experience are more expensive to employ. The RingLink apprenticeship scheme is a good example of something that it could mimic.</p> <p>Action 4: More legislation for multiple retailers (i.e. there can only be x numbers of steps in the food chain)</p> <p>Action 5: SGRIPD to have more of an advisory role and less of a regulatory role (before helped cut costs and now give fines).</p>		Businesses Local authorities Regional government	Now
Local level	<p>Action 1: Localised policies to fit local circumstances (i.e. SEPA)</p> <p>Action 2: Keep up the numbers and encourage more monitor farms/visionaries to show good practise. This will increase farm profit and resilience. This is also required to disseminate innovation. Monitor farms are seen as a great way to inside real businesses and see the honest truth of what works and what does not. These should also expand beyond showing different production techniques.</p> <p>Action 3: Local champions/ (local people who encourage a certain kind of behaviour i.e. they show good example and educate others) in areas such as farmer cooperation and farmers markets</p>	<p>Local agencies dealing directly with farmers. there should be more of a local focus rather than a blanket approach and more local decision making</p>		Sooner rather than later

Vision 3: 'Green' Landscapes

ACTION LEVEL	ACTIONS	HOW WILL THIS HAPPEN?	WHO WILL BE RESPONSIBLE?	WHEN DOES THIS NEED TO HAPPEN? (e.g. short, medium term, etc.)
EU and National level	<p>Action 1: Incentives for corridors</p>	<p>Need the EU to change to monitor outcomes More payments for outcomes Baseline research to identify potential corridors -> mapping. Scaling up for landscape level projects. More advice/facilitation – qualified to look at multiple species; pots of money to facilitate groups of farmers to work together; extra money for collaboration (loss of FWAG is a problem). Monitor farms haven't been particularly environmental – they could be – need more examples, e.g. farm in Cambridgeshire; LEAF farms, etc. SNH have provided some funds for monitor farms to do some green things. Green CAP payments in Pillar 1.</p>	<p>Needs to be set in regulations (SRDP); if money is available then agencies can implement</p>	<p>Now for long term -> A real opportunity with SRDP consultation but won't be implemented until new programme.</p>
	<p>Action 2: More 20 year agri-environment strategies and subsidies (with 5 year reviews to modify plans if necessary), for specific activities that have long term value (e.g. ponds, water margins). Monitor management Note: has been done with timber and energy (More trees) – Develop wood energy space heat supply chain. This is already happening: let people know about good practice and success.</p> <p>Action 3: More bee habitats on farms – research, training, wintering facilities, pay people to provide habitats. More bee habitats as in gardens too. Baseline survey of bee habitats to build on.</p>	<p>Discontinuation of points-based system – should be based on what the land needs (i.e. highest potential for improvement); targeted areas. EU can't set 20 year budgets; need EU to monitor outcomes; more payments for outcomes. Lobbying; better monitoring; national levy system to pay for it (or savings); some things core funded; a % of Pillar 2 funding for long term specific actions; link to quarrying charges or landfill tax (to pay for them). Better ways of carrying forward existing scheme to work.</p>	<p>Water: - SEPA and Scottish Water. Can achieve directives this way.</p>	<p>Now for long term gain.</p>
	<p>Action 1: Compulsion for different agencies to work together. SEARS is working well.</p>	<p>Education and awareness; therefore type of trees in hedges (beeches cheap but not good for bees).</p>	<p>S6 incentives – SNH the vehicle, local NFUS and beekeeper associations.</p>	<p>Now for long-term gain</p>
National/Regional	<p>Action 1: Compulsion for different agencies to work together. SEARS is working well.</p>	<p>Include in manifestoes of political parties (also manifesto of NFUS (National Farmers Union Scotland)); - Land Use Strategy Pilot; Objectives of each agency tested and agreed with others; - 'like curriculum for excellence'. (so that agencies can't have objectives that conflict with each other) Connect industry and agencies, e.g. SEPA (Scottish Environment Protection Agency), etc., involved in Monitor Farms. Innovation networks "monitor catchment"; Catchment management of habitats; bring people in to see success on Deeside.</p>	<p>Scottish Government/UK government (and can start by setting an example).</p>	<p>Not for long term.</p>

ACTION LEVEL	ACTIONS	HOW WILL THIS HAPPEN?	WHO WILL BE RESPONSIBLE?	WHEN DOES THIS NEED TO HAPPEN? (e.g. short, medium term, etc.)
Regional level	Action 1: Info available on where footpaths are. Community consulted where to put them before subsidies are granted.	Engage with local communities, local walking groups. Council can put up signs.	Local access trusts and SGRPID.	Now for long term gain.
	Action 2: Network development – Focus/Monitor farms on agri-environment on commercial farms; "Profitable Greening" demonstrations.			
Local level	Action 1: Councils to encourage more community/farmer joint projects.	Money to communities to develop initiatives.	Local councils	Now for long term gain.
	Action 2: More biodiversity through how road margins are managed.	Local councils should have biodiversity budget.	Local councils	Now for long term gain.
	Action 3: Supply local food to local people. (May not be that 'green' but indicates innovation); - Supporting local business and where food comes from. Shops sell more local produce.	Government lead by example through local procurement: schools, hospitals etc. buying local food; - relationships between locals and farmers; - local co-ops; - supermarkets with more local food; - limit size and number of supermarkets. Grants for pilot projects to get local food into supermarkets.	Local councils (also legislation to enable that).	Now for long term gain.
	Action 4: More community gardens (there is land available). More home production. Teach kids in school how to garden.	Tarland has one (includes a polytunnel so required external funding); - lottery funding, charitable giving.	Community Councils and development trusts.	Now for long term gain.
	Action 5: Community agri-environment schemes – locally targeted and administered (i.e. no EU funding). Education and research hubs locally – could do better.			Now for long term gain.
Other action types...	Action 1: Use agri-environment as marketing scheme to add value.		Local businesses (take to supermarkets); - brand, labelling – education; - connecting people who pay with people who do the schemes.	Now for long term gain.
	Awareness building and understanding: balancing carbon footprint -> farmers need to reduce impact.			



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