



Food, Farming
& Countryside
Commission

"Commissioning and Curating Research and Evidence"



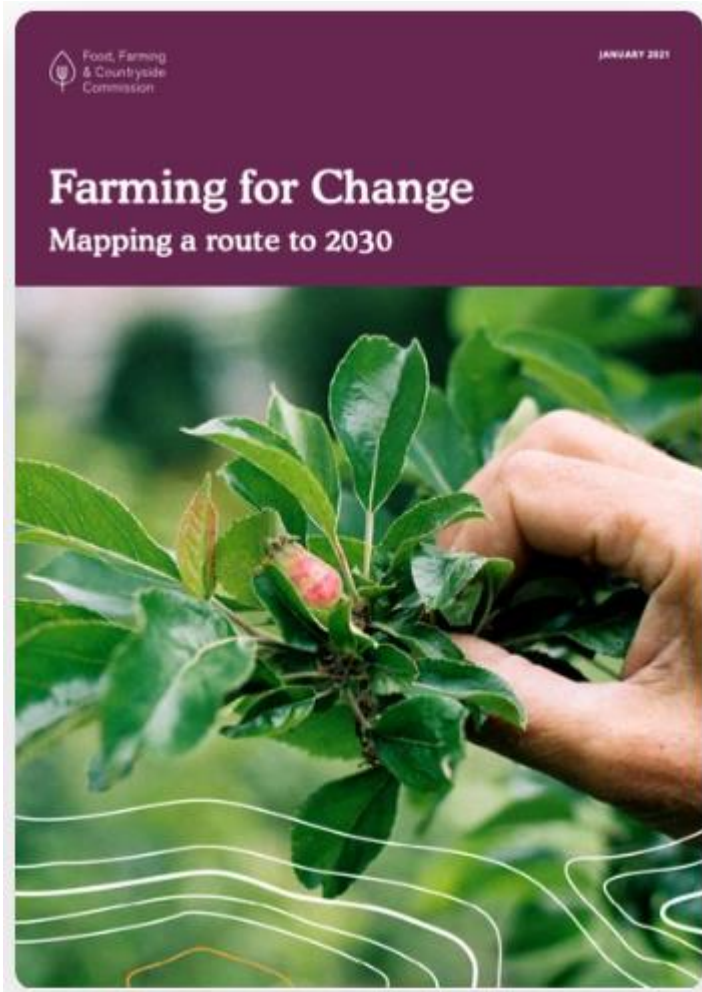
Our Future in the Land

16th July 2019

Set out fifteen radical and practical recommendations for policymakers, business and communities to take action to address the nature, climate, economic and public health crises so that

- Healthy food is everybody's business
- Farming is a force for change
- The countryside works for all

The report was launched by Rt Hon Michael Gove (then Secretary of State DEFRA) and Henry Dimbleby and was well received by all parties. Its impact in policy circles encouraged funders and FFCC Commissioners to set up FFCC as an independent charity to help to deliver the recommendations from Our Future in the Land.



Farming for Change

2nd November 2021

Report introduces research from IDDRI that shows that a transition to agroecology:

- Can reduce emissions by upwards of 70%.
- Supports species abundance across and beyond the farmed environment.
- Keeps food production at the core of land management, growing enough healthy and sustainable food for all.
- Ensures we do not export production (or externalise environmental impacts) overseas.
- Provides a broad pathway for resilient and sustainable farm businesses across the UK to take responsibility for food security.

The report received extensive national media coverage on publication and has been downloaded nearly 8,000 times. It is cited regularly including in the National Food Strategy and key reports from WWF, SFT, and has been part of conversations at the Oxford Farming Conferences, Groundswell and other events.

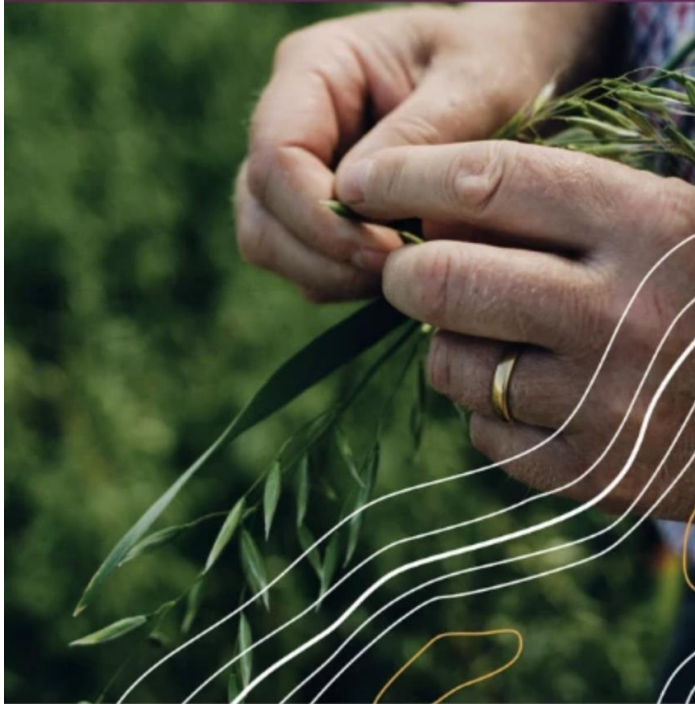


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NOVEMBER 2020

Farming Smarter

The case for agroecological enterprise



Farming Smarter

The case for agroecological enterprise

30th November 2020

- Provides an overview of the thinking and principles behind agroecological approaches to agriculture and land management
- Explores the economic argument for regenerative farming and confirms that there is no need for a trade-off between profit and nature in an agroecological system
- Sets out the business case for agroecology at a farm level and the policy-level vision required to allow farm businesses to transition to this model with confidence

The report was a critical moment in the spread of support for agroecology, from conservation organisations like RSPB to the leadership of the Green Party. It reached over 800,000 people on social media in the first week after publication and since then over 4,000 people have directly accessed its learnings on our website.



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MARCH 2021

Farming Smarter

Investing in our future



Farming Smarter

Investing in our future

25th March 2021

- Includes detailed proposals for how to mobilise the public sector and unlock funding to meet the challenge of an Agroecological transition
- Sets out an argument for an Agroecology Development Bank and outlines the current challenges farmers have in accessing funding
- Draws comparisons between the investment made in offshore wind farms

The call for an Agroecology Development Bank was well received – gaining national media coverage and discussion by leading figures in the Conservative Environment Network and elsewhere. Conversations continue about the development of a pilot project to test an investment fund and other ideas.

2,738

TOTAL AUDIENCE FOR
LAND UNLOCKED PODCAST

2.2 million

VIEWS

450+

POSTS

140+

STAKEHOLDER STORIES

1,500

ENGAGED VIA HASHTAGS

LAND UNLOCKED FILM
FEATURED AT

COP26

Land Unlocked

2021 – in the months leading up to COP26

In summer 2021, ahead of COP26 in Glasgow, we began a programme of activity designed to bring citizen voices to leaders heading to COP26.

- The FFCC team set off (on our bikes) around the country to interview people delivering change and these interviews were turned into a short film which was shown in Glasgow and widely shared on social media
- We interviewed leading figures including Christiana Figueres about the importance of land in the climate and nature debate as part of the Land Unlocked Podcast
- In the weeks before Glasgow – we briefed MPs heading to COP26 and co-ordinated a letter to Boris Johnson (signed by the Chairs and Chief Executives of National Trust, Soil Association, Sustainable Food Trust, RSPB, WWF) outlining five ‘no regrets’ actions for government

Hungry for health

What citizens want from food



Hungry for Health

9th February 2022

FFCC's research with Food in Community, Totnes, demonstrated the need for:

- Building and using a different narrative around food affordability, one that centres on good quality food and improved financial situations for people
- Investing in community food systems to support a diversity of means for accessing high-quality food, including some ways which are outside of the traditional 'financial' food market

The report was shared widely by partners including Sustainable Food Trust and Esmée Fairbairn Foundation, and influencers like Louisa Britain and Rob Hopkins of the transition movement. Over 750 people visited the report pages to download the report during the week following its publication.



Natural Capital Markets

What farmers and policy makers need to know

27th April 2023

- Seeks to understand how new and emerging markets in natural capital fit into a changing landscape for farmers
- Written by Prof Fergus Lyon and Dr Amy Burnett of Middlesex University, commissioned by the Food Farming and Countryside Commission (FFCC) and supported by the Prince's Countryside Fund
- Accompanying FFCC briefing explores the role governments should play in shaping and enabling these markets to achieve substantial and speedy action towards climate goals and nature recovery

The report was shared widely by academics, research groups, NGOs and funders (including GFI, Sustain, CEEDR at Middlesex university, Esmée Fairbairn and the Royal Countryside Fund). Over 1300 people visited the report pages and 250 have read the accompanying working paper. The report also featured on the 8.9ha news channel and accompanying webinar (100 views on YouTube, 800 views on Twitter) and in the Farmers Guardian.

Beyond charitable food aid

How can funders and communities work together to create thriving local food systems?



Beyond charitable food aid

1st June 2023

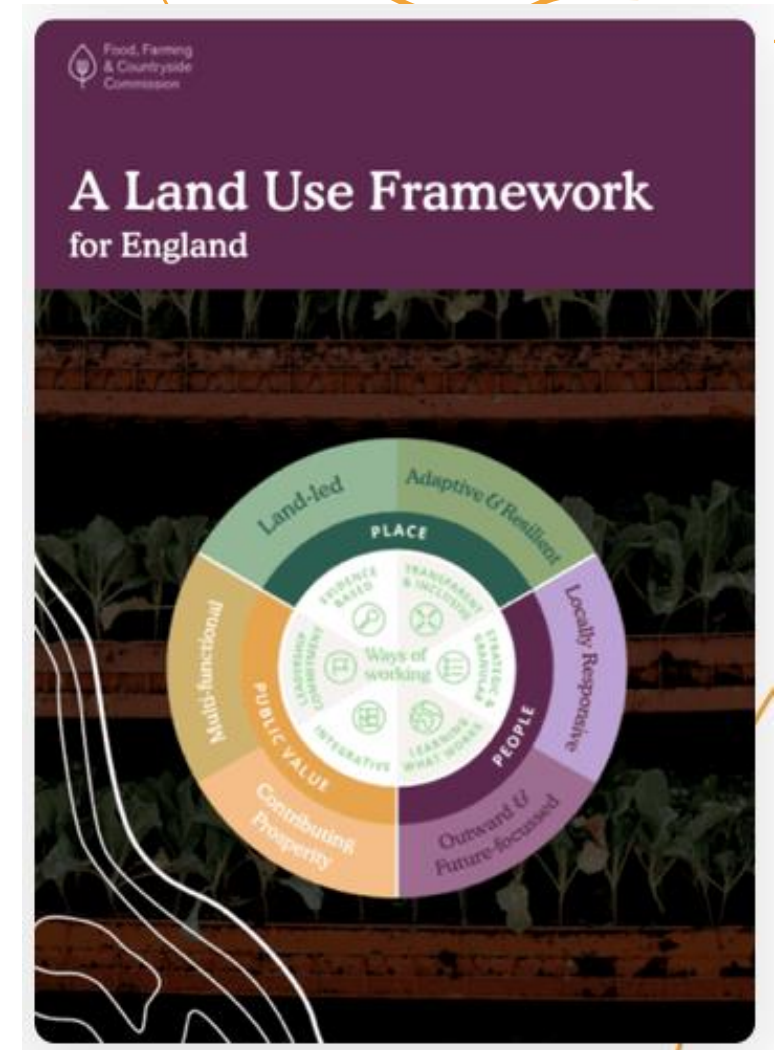
- Explores how funders and communities can move beyond delivering food aid to build resilient local food systems
- Project led by FFCC, Local Trust and International Futures Forum
- Report finds that there can be a “best of both worlds” solution despite tensions between providing charitable food aid and what is needed to deliver long-term, resilient food security

The report was shared by key parliamentary stakeholders including Nigel Crisp (Lords) and Jo Gideon MP and was featured in Local Trust newsletter (reaching 1.5k people). The report page has been visited 780 times to date. FFCC Head of Research & Policy Courtney Scott appeared on the Third Sector Podcast to share findings, which secured 3,500+ downloads.

How to develop and deliver a Land Use Framework in England

- Working paper assessing the key qualities that the government's Land Use Framework, due out in 2023, needs to espouse in order to meet commitments across transport, housing, food security, climate and more
- Drawn from two pilot projects run by FFCC and partners in Devon and Cambridgeshire
- This vital work on the ground is revealing how important it is for the framework to prioritise local voices as well as top-down strategies and to cover not just food and nature but housing and other infrastructure too.
- Report and Rough Guide out in September

Since FFCC first proposed a Land Use Framework in *Our Future in the Land* in 2019, the number of organisations and influencers talking about a framework has grown tenfold. Organisations including the Committee on Climate Change, the Royal Society, the House of Lords Committee on Land Use, the National Food Strategy, WWF, Green Alliance, CPRE and the Geospatial Commission have called for a Land Use Framework; our work to convene leadership has helped ensure it will become government policy in 2023.



Field Guide for the Future

Since FFCC's inception, we've collected stories of hope and action from across UK nations, amplifying the lived experiences of farmers, communities, businesses and more as they work towards building a fairer, more sustainable society.

- In the last 9 months, the Field Guide has been referenced over 100 times on social media by people and organisations as diverse as the Future Generations Minister for Wales, Groove Armada Andy Cato's company Wildfarmed, the National Trust, the Chair of the Peak District National Park and global change-makers the Food and Land Use Coalition
- Our Field Guide for the Future video has been watched nearly 500 times on YouTube
- Our Field Guide for the Future stories feature regularly across our social media channels, reports, website and newsletter, which is delivered to over 2,000 subscribers on a weekly basis

