



Shaping the future of farming

WHY WE NEED INNOVATIVE FARMERS

Farming faces stark financial and environmental challenges. The answers are coming from farmers, who are finding new ways to grow better food, cut waste and pollution, and protect their businesses from volatility.

Many of the best ideas in farming have always come from farmers. But most research happens off-farm. When farmers trial, test or analyse, they're often going it alone.

Innovative Farmers is changing that. We're a not-for-profit network that gives farmers research support and funding on their terms. This helps farmers find lasting solutions to practical problems, from managing weeds and pests with fewer chemicals to testing more sustainable animal feeds.

Who is behind Innovative Farmers?

Innovative Farmers is part of the Duchy Future Farming Programme, funded by the Prince of Wales's Charitable Foundation. The network is backed by a team from LEAF (Linking Environment and Farming), Innovation for Agriculture, the Organic Research Centre and the Soil Association, and supported by Waitrose.



"Supporting on-farm innovation is so important to the industry. We need to get serious, experiment and keep on experimenting."

Paul Redmore, Farm Manager, Neston Park Farm, Wiltshire

Whether you're a farmer, advisor, researcher or business, join us to shape farming's future.

HOW DOES IT WORK?

1

Farmers meet in small groups to test and develop new tools and techniques in practical 'field labs'.

2

The network matches each group with a co-ordinator and a researcher. They offer professional support, and help the group win research funding.

3

The co-ordinator shares the group's learning through the website, where groups can track their progress and compare notes.
www.innovativefarmers.org

The story so far

750 FARMERS
INVOLVED IN FIELD LABS
over the last 3 years

COVERING
35 FIELD LAB
TOPICS

from reducing antibiotic use in dairy to methods to control blackgrass

Fuelling farmers' bright ideas



9/10
FARMERS

said they'd learned from taking part in field labs

MORE THAN HALF
of farmers who've been involved have been inspired to make changes on their farm

ARE YOU AN INNOVATIVE.... FARMER?

Is trying new things part of how you farm? Would you like practical, professional support and a chance to compare notes and team up with like-minded farmers? The Innovative Farmers network can help.

Joining the network costs £240 + VAT per year for farmers.

You have a one-year money back guarantee. So, if you decide the network isn't giving you what you need, for whatever reason, you get the whole membership fee back.

Join today by visiting www.innovativefarmers.org

50% LAUNCH DISCOUNT
Join for just £120 + VAT
Offer ends 15 December 2015



“The field lab turned us from advice takers to advice makers”

John Pawsey,
Shimpling Park Farm

Five reasons to join

1. **Get support to trial your ideas.** Your group's co-ordinator and researcher will help you get the best from on-farm trials. They'll work with you to design, monitor and analyse results.
2. **Develop lasting solutions for your business.** By taking part in field labs you can test new approaches more rigorously, and be more confident about how they will affect your business.
3. **Show customers that you're a progressive farmer.** Joining Innovative Farmers shows that you're dedicated to improving farming. Our field labs are frequently reported in the farming press and beyond, building the profile of your business.
4. **Connect with other innovative farmers.** You'll work with farmers who share your passion for finding new ways to farm. Meet them face to face at field lab meetings and online through the Innovative Farmers' forum.
5. **Access exclusive farmer-friendly funding.** We plan to give more than £800,000 to groups of Innovative Farmers by 2020. We can also help you apply to the European Innovation Partnership, and other grant schemes, to achieve even more.

ARE YOU AN INNOVATIVE.... FARM ADVISOR?

Have you run farmer discussion groups? Would your groups benefit from the support we can offer, or would you like to work with a new team of farmers? We're always looking for new agricultural advisors to become co-ordinators for our Innovative Farmers network.

“I think people come along to the field labs because they are interested in a sustainable and economically viable system. A lot of farmers are going direct to industry for help when they should be working with advisors and other farmers.”

David Finlay,
Cream O'Galloway, Rainton Farm,
Castle Douglas, Scotland

Five reasons to join

1. **Offer additional benefits to the farmers you work with.** Joining Innovative Farmers opens up research support and funding that will suit the most progressive farmers in your existing discussion groups and networks. We'll match each of your groups with a researcher, who will provide at least 24 hours per year of support and help you access our dedicated fund. We can also offer group rates and discounts for the farmers you work with.
2. **Attract new contacts and clients.** By running a group of Innovative Farmers, you will increase your visibility as a leader in your field and network with people you may work with in the future. We have a dedicated communications team to promote your group through farmer events, the press and social media.
3. **Get your expenses paid for your own professional development.** We offer £500 a year towards the costs of running each of your farmer groups of at least eight members. Your role involves facilitating discussion, liaising with your researcher and updating our team on progress. We can match you with a group who want to find out more about topics that you are interested in. So, you'll increase your knowledge by working with other experts in agriculture.
4. **Track your impact.** Our online portal helps you contact everyone in your group at the touch of a button. It provides a place to share data and photos, and track what the farmers in your group are learning and doing differently. This is useful evidence for when you apply for funding.
5. **Gain insight into which new farming approaches work.** By leading field labs, you'll be at the cutting edge of innovation in farming, and you can share this with your clients. We'll also support you to take research ideas forward by applying for funding through the European Innovation Partnership.

To become a co-ordinator call 0117 987 4572
or email info@innovativefarmers.org

ARE YOU AN INNOVATIVE.... RESEARCHER?

If you work in agricultural research, Innovative Farmers provides a way for you, your department or institute to boost the impact of your work. We know you're busy, so all it takes is just two hours a month.



“The field labs are a great way for researchers to work with farmers. Innovative Farmers can help researchers understand the impact of their work.”

Professor Tim Benton,
Global Food Security Champion

Five reasons to join

1. **See your research make a difference.** We make it easy for you to work with farmers. Your co-ordinator runs the group so you can focus on the science. You help farmers make the most of the time and resources they invest in trialling new approaches to what they do.
2. **Track your impact.** Our dedicated website provides you with reports on the impact of your research, including: how many farms and hectares were involved in your group; and what farmers have learned and done differently. You can use these as evidence in grant applications.
3. **Get first-hand insights into farmers' priorities.** You'll meet farmers and learn their priorities. And we can tell you what farmers across our network are most interested in tackling.
4. **Gain experience as a principal investigator.** These small-scale projects, and accessible funding, make Innovative Farmers a great opportunity for early career researchers. The chance to have a direct impact means you get a big return for your time.
5. **Access further research funding.** We help groups progress from field labs to more formal research where appropriate. Our own fund provides grants of up to £10,000 per group, and we support applications to other schemes, such as the European Innovation Partnership and Horizon 2020.

Register as a researcher online at
www.innovativefarmers.org

If you'd like your department or institute to join as a research partner, please email info@innovativefarmers.org or call 0117 987 4572.

Our network recognises farmers' ingenuity and provides the professional backing and access to the funds they need to develop sustainable solutions to the industry's greatest challenges. We're helping farmers transform farming. Will your business join us?

“Sharing knowledge is vital to unlocking sustainable food systems. At Produce World Group we believe that Innovative Farmers provides an effective platform for developing and testing new approaches, and are excited to get our groups up and running.”

Guy Thallon, Produce World

Five reasons to sponsor Innovative Farmers

1. **Build awareness of your brand.** Our field labs attract a lot of media attention, especially in the farming press.
2. **Reach your target audience.** We will promote your support of Innovative Farmers to our partners' 100,000 followers across Twitter and Facebook.
3. **Offer your members a 25% discount.** If you sponsor our network, farmers or growers you work with can join Innovative Farmers for £180 per year instead of £240.
4. **Receive bespoke analysis of on-the-ground research.** We can share research on specific issues with you that could help your business achieve its goals.
5. **Offer your staff free training.** If any of your staff join Innovative Farmers as co-ordinators, we will offer them training to run cost-effective farmer-led trials. They will develop project and people management skills that they can use in your business.

Call 0117 987 4572 or email info@innovativefarmers.org to find out more about sponsoring Innovative Farmers.

If you'd like to find out more about how you can trial, test and take part in hands-on research into new approaches to farming, or sponsor Innovative Farmers, get in touch. Through research and by working together, the farming community can drive farming forwards – which is vital to its sustainable future.

Call 0117 987 4572

Visit www.innovativefarmers.org

Send an email to info@innovativefarmers.org

 @IFarmers

