

TOMORROW'S CLIMATE *Today's Challenge*TM

Communicating climate change to farmers

Gearing up for change in the countryside

Rural communities have long been aware of changing weather patterns and the need to adapt to climatic fluctuations. However, it is now commonly accepted that the climate is changing at an unprecedented rate due to human activity. These effects are already being felt by the UK's rural communities and are expected to increase dramatically in the future, forcing us all to change the way we live.

The challenge now is to help more people working in the agricultural and horticultural sectors identify the opportunities that climate change presents for their business – and move on to implementing practical solutions which best benefit their land and livelihood.

A new resource for farmers

'Communicating climate change to farmers' is a one year project funded by Defra's Climate Challenge Fund. This project will build on the industry's existing knowledge base and will make use of the latest research and information available.



Through regular communication, the project aims to raise awareness and understanding of climate change, show ways to combat the impacts of climate change and increase opportunities for rural economic prosperity as a result.

Ambassadors for the project will speak with farmers, growers and land managers at events across the country, to champion ways of adapting to and mitigating the effects of climate change. Case studies and solutions which reflect different geographical demands and sector needs will also be published through the popular press and partner organisations.





Project partners

Forum for the Future, the UK's leading sustainable development charity is managing the project, in partnership with the National Farmer's Union and the Applied Research Forum (representing the seven agricultural and horticultural levy boards). Working with a range of local, regional and national farming media, the project will run until the end of 2007.

Forum for the Future's Founder Director Jonathon Porritt said: "The project will give rural communities the chance to find out much more about the impacts of climate change on their land and livelihoods, and develop practical responses.

"With both the NFU and ARF on-board as key delivery partners, I am confident we will reach

out to farmers to help them take advantage of the many benefits offered by a carbon constrained world."

Peter Kendall, President of the NFU said: "Working with Forum for the Future, we plan to keep the sector up to date with the direct and indirect effects of climate change on agriculture and horticulture, outlining the practical ways in which land managers can respond to the impacts of climate change on their businesses."

Graham Jellis, Lead Technical Director of the ARF said: "The levy bodies are pleased to be involved in this important project, as we recognise the significant contribution land managers, farmers and growers can make to a lower carbon economy."

The project is being managed by Katie Zabel, Communications Officer at Forum for the Future. If you'd like to find out more, or get involved, please contact Katie on 0207 324 3670 or email: k.zabel@forumforthefuture.org.uk

