

02/03/2022 4.30

Meeting with: [REDACTED]

Actions

- [REDACTED] to share proposals for stocktake and policy mapping work as they emerge
- [REDACTED] to share an initial proposal with [REDACTED]. [REDACTED] to play that back and we will have a final agreed Defra & UA 1 pager by 15/02 – which can then be ran by stakeholders – **awaiting first draft from [REDACTED]**
- [REDACTED] to put in next meeting for 09/02 - **done**

Notes

- [REDACTED] provided us with a brief overview of the history/context of the UA (we were also sent the following ToR type docs) Uplands Alliance-A Brief Background.pdf, 2b.Uplands Alliance Core Narrative-June 2018.pdf
- Key issue: **They are concerned that the nature of the transition means that upland farming businesses are not seeing a future for themselves – upland farmers don't understand the steps to run a thriving business, risking uptake of actions going against Gov objectives - intensifying rather than improving public goods**
- The proposal: [REDACTED] met with Janet and discussed a piece of work looking at how we support farmers in the uplands currently and offer them guidance/support through the transition
- This work should provide the stepping stones to show where upland farmers can be over the transition in running a viable business – about change to thrive
- Mentioned some form of a guide/stress testing work to set out some pathways/case studies/personas of five upland farmers of different types, and what they can do through the transition
- Idea is UA to lead this with the support of Defra ([REDACTED]) – don't want it to be Defra saying "this is what you must do", rather, aim to show possible way forwards
- [REDACTED] mentioned one persona re lack of abattoirs in upland areas – unusual animals, need places that take small numbers of unusual animals
- The guidance/persona would look at it from the perspective of the business – I.e. the business, someone who has a small number of unusual animals
- Business rather than government perspective – 5 example scenarios, different upland farms – farm business survey, look at the economics of it. When you pull out the BPS
- **Mentioned blended finance, looking at a 5 year window – blended finance not realistic to say farmers will have a viable income source**
- **If we want farmers to deliver our goals, 25YEP, need to do this work – otherwise there is a risk farmers won't be delivering the level of public goods that the uplands has the potential to do**
- Knowing what we want to achieve so farmers can work to it whilst pursuing their business interest as well
- **The longer they (upland farmers) wait for advice/guidance/support, more will do more of what they're familiar with (more sheep, more intensification)**
- **Re public goods/new schemes under E.L.M – farmers are asking "How do I know it's worth doing this? would do it if I could see where it is going?"**
- Upland farmers are mainly motivated to keep going and will adapt if it means they can keep going. They will buy into the green agenda if it allows them to maintain what they've been doing
- Upland families have been there for generations and they don't want to be the ones who will "screw this up"

- Need to take farmers along with us – at the moment, it seems the opportunity is slipping away
- **Some upland farmers don't see the current vision as compatible with their sense of identity**
- Propose to pull together a one pager as a proposal to do this, setting out how we would collaborate
- Proposal by 15/02 agreed between Defra/Uplands Alliance – then get other input. Then it's a question of resourcing, where we need to commission internally/externally