

Welcome Youth Nature Network and Nat Fed of Young Farmer Clubs - many of whom the farmers will be naturalists and many naturalists interested in farming. So that's the last time we differentiate you!

I'm rob yorke, a land agent and commentator Black Mountains.

It's a Sat and been to conferences, workshops, same format.

I once chaired a meeting on pollinators with politicians, bee campaigners, agro-chem reps but NO labels! Not who they represented. Spoke up for themselves, their knowledge – without fearful prejudice about for whom they worked, they shared their knowledge, thoughts etc - worked a treat!

So, I want to facilitate, steer discussion – let's take a day off from Brexit, the semantics ('drench'), new commissions, let's open our minds, exchange ideas, air concerns - nothing is off limit (*I work with rewilders as much as hill farmers*) to a little disruptive fresh thinking between ourselves...

Social media – think about how you want other to view this event. Curate, Chat House Rules, think before tweet,,,,#farmenviro30 (as in 30ish and on towards 2030 Before we dig in....

Let me back cast for a min for some context – some context timelines. 1861.... 50% urbansome world wars, 1955 The Archers – govt inform program (to improve effic – remove hedges etc).

I'm reviewing this book... (*Farmland and Birds – Ian Newton*) OK, important not to sidestep tensions between farming and wildlife

– it's largest form of habitat loss is due to agriculture – it's a **'wicked problem'** – not evil, difficult to resolve due to contradictory evidence and where solutions require a great number of people to change mindsets and behaviour.

So let's acknowledge the tough stuff but really focus on those collaborative things that could be shouted out louder, more creative communicate outside the box, higher standards, self critical/regulate/benchmark

That's where you guys come in. who's here (not organisation but what you do)?? (From now on farmers and non-farmers)

OK focus group. On Allertons 25th birthday, none of the big wigs asked much on the walk, unpick the counterintuitive – the need for judicious use of pesticides, not conflate subsidy and support payments, land abandonment versus rewilding, conservation by gamekeepers, role of membership campaigning charities, how to frame the narrative on a complex countryside to a disengaged urban audience. It's not them'n'us but there is a blank canvas

Let's get nuanced. Break down media driven clichés - small farm good/large farm bad, organic right/GMO wrong – indoor livestock poor/outdoor livestock good - trees win:win for everything – animal welfare is total diff to wildlife conservation

As Albert Einstein said "We cannot solve the problems we have created / with the same thinking we used in creating them."

Over to Ben and Sarah to say hello
and then over to Jim to introduce us to Loddington before we don the boots to hike out, curious, inquisitive minds set - to walk the farm and talk

Rob Yorke #farmenviro30