



How can business radio help future farming?

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**Farming:
An essential and influential sector
of the economy**

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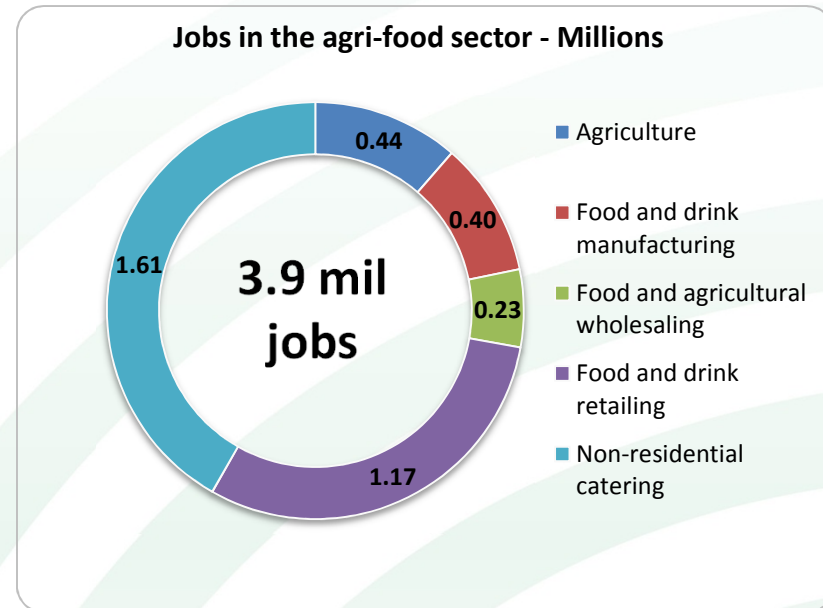
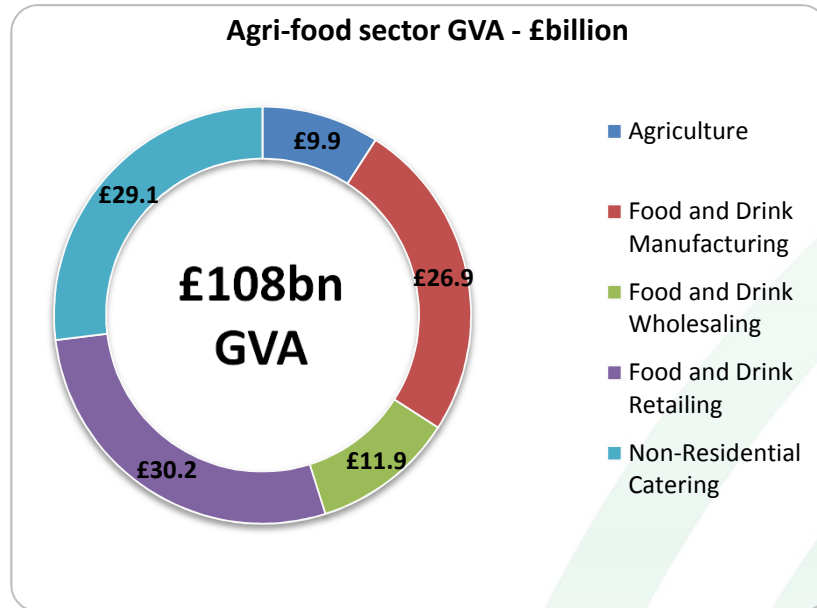
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Why is farming an important economic sector?

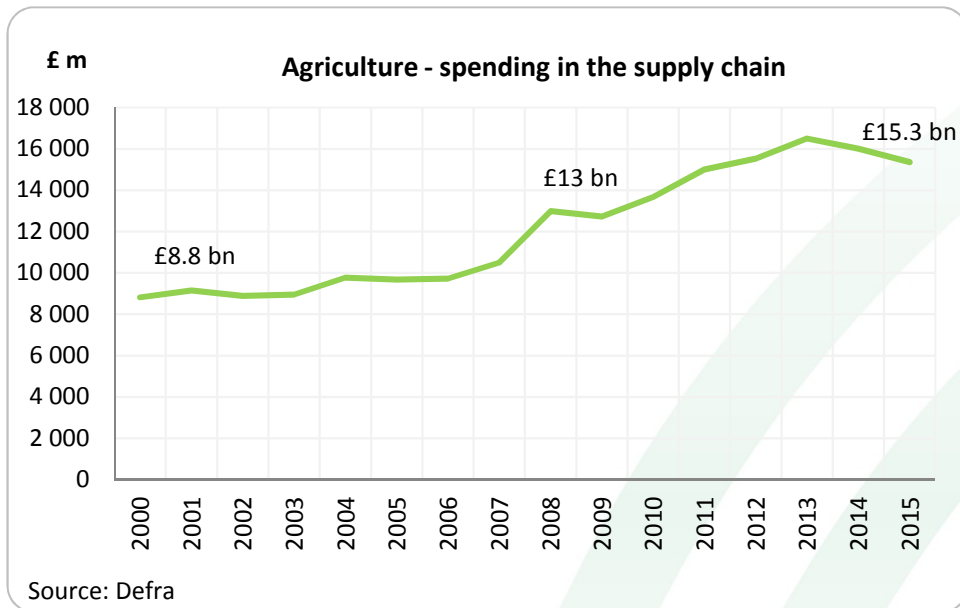
- British farming provides 61% of the food eaten in the UK
- Although the UK farmers' contribution to the economy fell in 2015, the GVA in recent years has been more resilient than other industries post-financial crisis, growing by £3.1 billion or 45% to almost £10 billion in the five years to 2014
- The agri-food sector employs some 3.9 million people or 13.6% of the total UK workforce
- The food supply chain in the UK as a whole generates £201 billion, which comes from spending by consumers
- UK exports of food and non-alcoholic drinks are worth £12.3 billion.

Part of a wider Agri-food sector.



- Collectively, the agri-food sector is worth £108 billion, the equivalent of 7.2% of GVA.
- This is larger than car and aerospace manufacturing combined.
- In addition, 13.6% or 3.9 million of all employees work in the sector.

Agricultural supply industry: farmers are consumers too

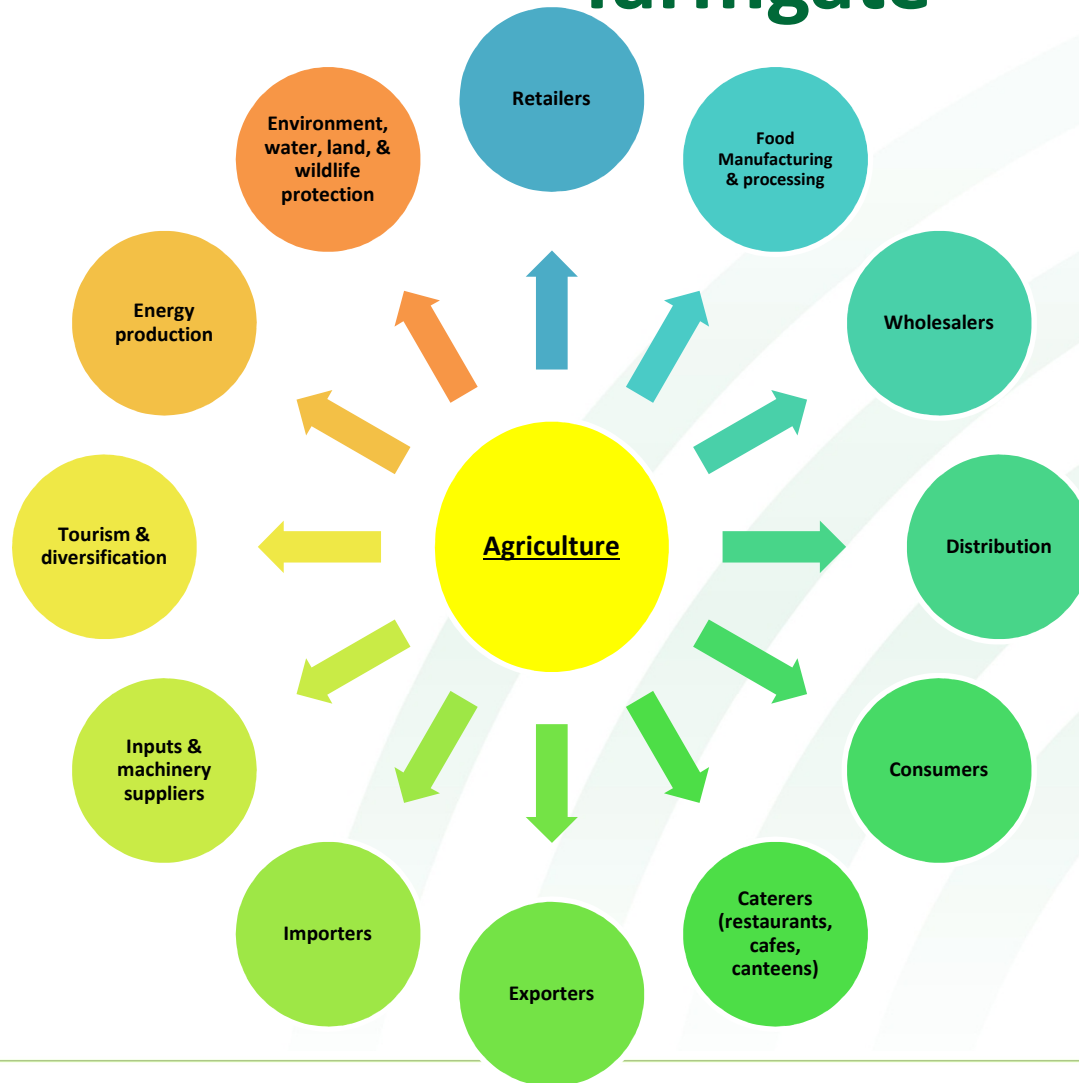


Spend on key agricultural inputs			
£ millions	2000	2015	% change
Animal feed	2 279	5 012	+113.4%
Fertiliser	739	1 440	+83.2%
Maintenance	956	1 530	+54.3%
Energy	698	1 372	+69.5%
Agricultural services	587	1 063	+92.9%

Source: Defra, Agricultural Price Index

- The UK's diverse agricultural production base also means demand for a range of specialist inputs and services.
- Despite a fall in agriculture's cost base in 2015, farmers have spent over £15.3 billion in purchasing inputs over the past year, an extra £6.5 billion since 2000 and further £2.3 billion since 2008.

With an economic impact beyond the farmgate



- Agriculture is just one part of the agri-food supply chain.
- Because of its role as the driving force behind so much economic activity, farming offers huge potential to the rural economy as a whole and touches upon the wider economic supply chain.

With a wider environmental and economic impact



During the 2013/14 crop year, there were 450,000 hectares managed under the listed unpaid environmental measures of the CFE with an additional 9,760 skylark plots and 7,387 km of fenced watercourses.



56% of all farm businesses in England have some sort of diversified activity, generating income of £440 million.



Farmers own or host more than half of Britain's 8.5GW of solar power capacity. 20% of UK electricity now comes from renewables including land-based wind, solar and bioenergy.



Greenhouse gas (methane and nitrous oxide) emissions from British farming have been cut by 20% since 1990.

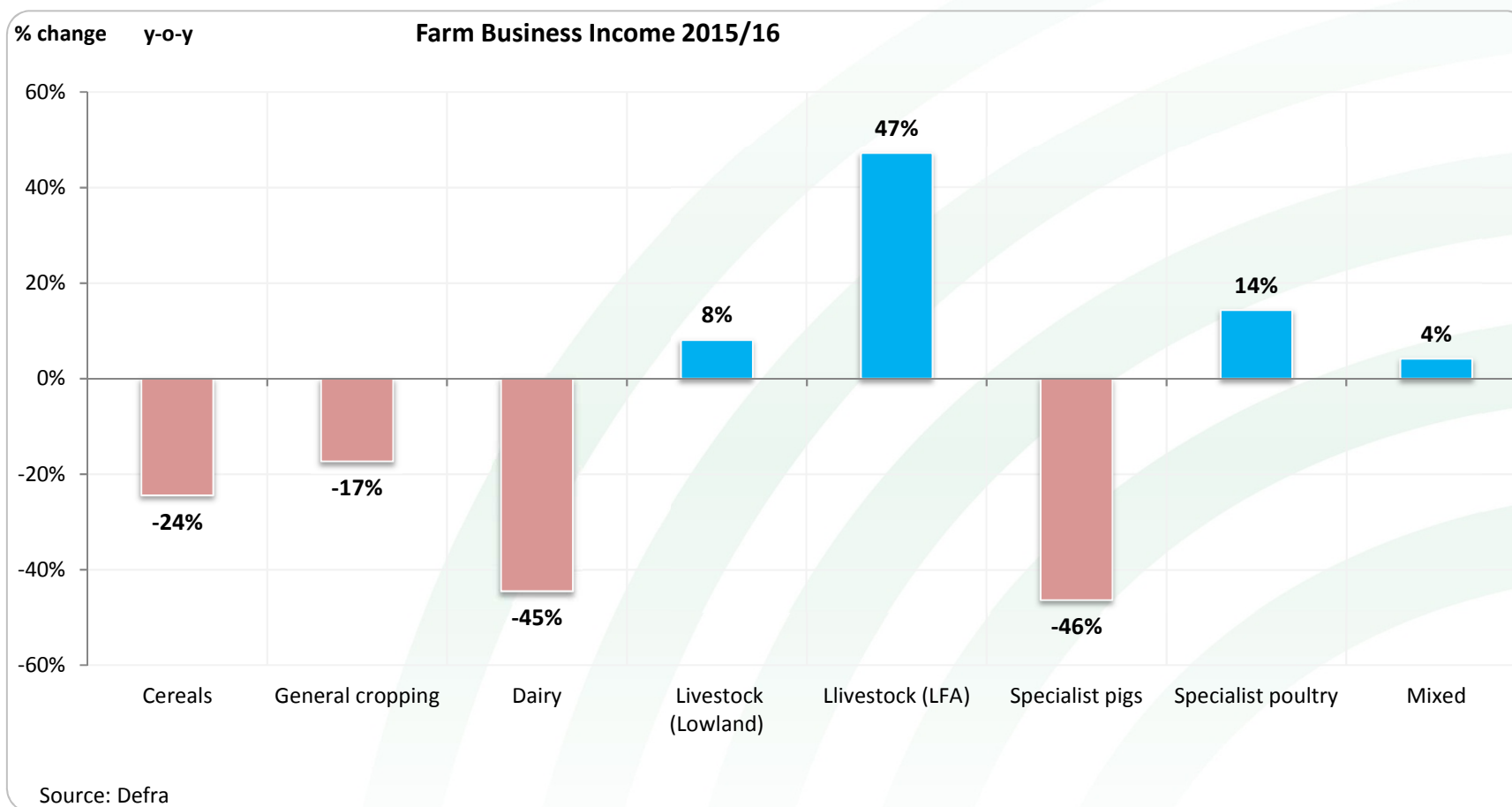
Significant challenges for the farming industry

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Farm Business Income forecast shows significant falls across almost all farming sectors

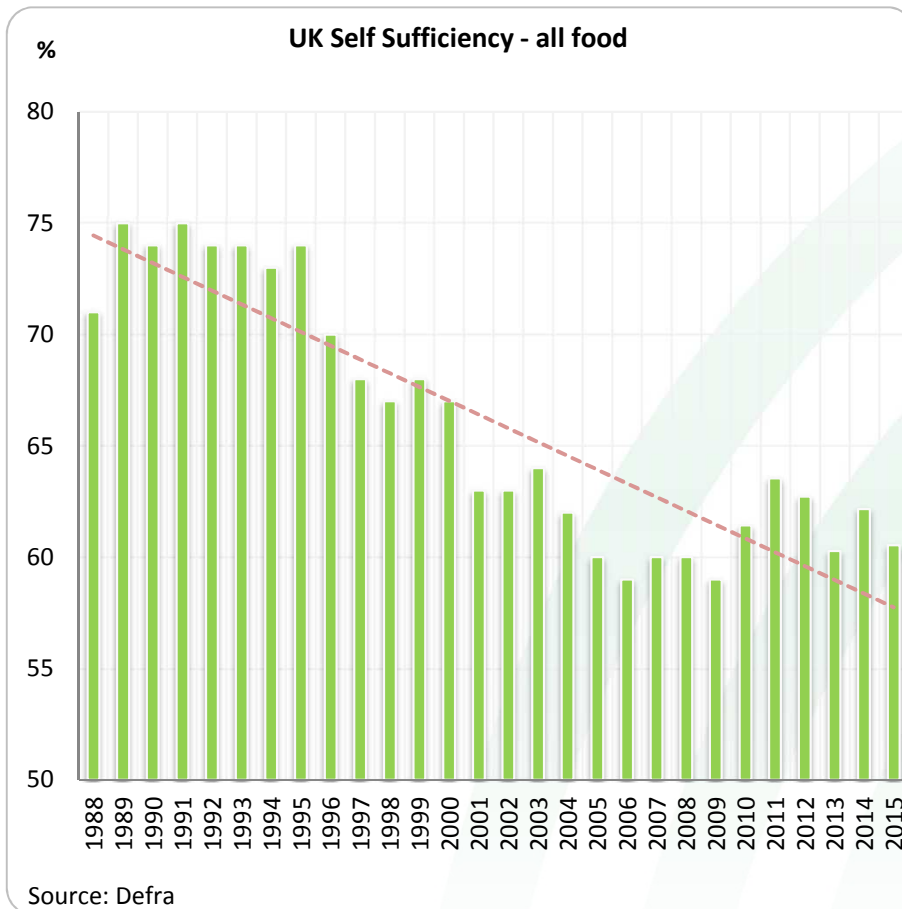


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Long-term decline in UK self-sufficiency



- Self-sufficiency captures a sense of how UK farming is performing on its home turf. It's a yardstick for measuring how competitive we are and how much we produce. There will always be a proportion of food that we just can't grow in the UK because we haven't got the natural conditions to grow them.
- Self-sufficiency has declined steadily for more than 30 years since its peak in 1984. Then the UK food self-sufficiency stood at 78%. UK self-sufficiency is currently at 61% (measured 2015).

How are radio communications used out in the field?



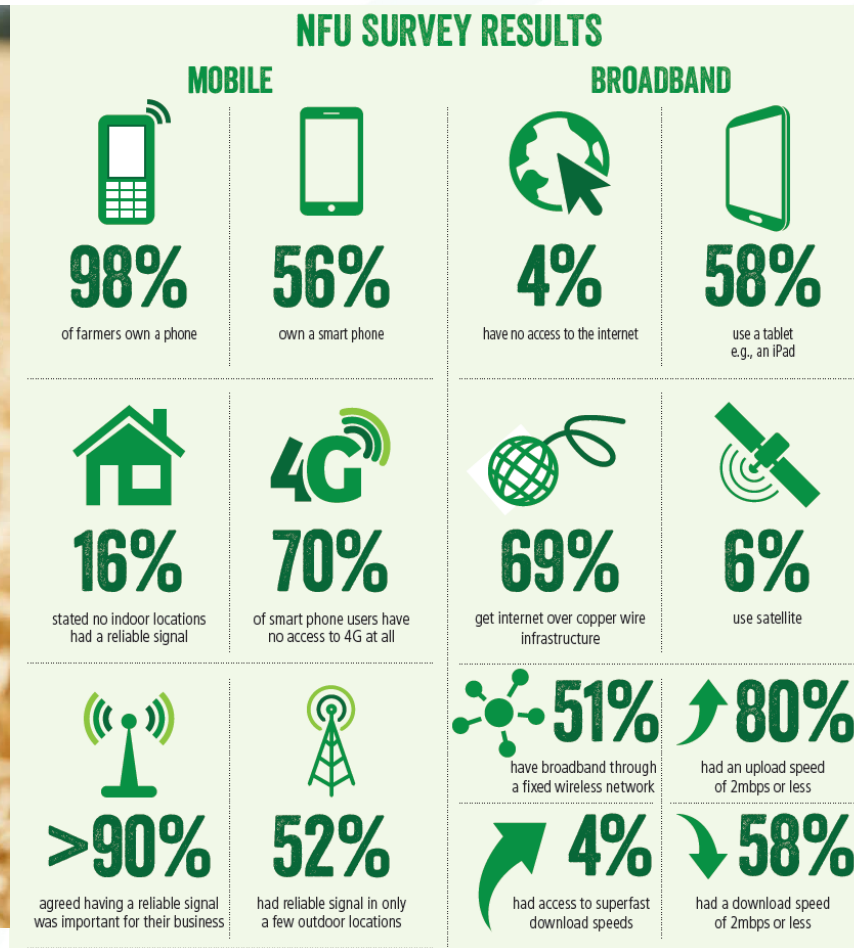
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Biggest digital challenge?

Superfast broadband and complete mobile coverage



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So... how can business radio help future farming?



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