

Final Report Summary

TITLE: Agroforestry in Action 2

EDITOR: Colleen McCulloch / Ana Allamand

PROJECT COORDINATOR: Soil Association Scotland

PROJECT PARTNERS: N/A

PRACTICE “ABSTRACT” SUMMARY

The aim of the project was to build on our 2021 ‘Agroforestry in Action’ (AIA) programme’s success, leveraging the knowledge acquired to continue increasing awareness and providing farmers, crofters and land managers with resources and information on the opportunities for agroforestry in Scotland; and its benefits for productive and sustainable farming, resource efficient land management, the environment, nature and a safe climate.

The project delivered a series of webinars covering topics identified by participants as areas which needed further exploration, and included alternative income streams, markets for forest products and system design. In addition to this the project consolidated the RISS Agroforestry group into a Scottish Agroforestry Network, with virtual meetings and an in-person event. The communication element included production of a further 3 case studies, featured on the Agroforestry Web Hub, and contributing to a video highlighting Agroforestry in the Uplands. The project also benefitted from practical and financial support from Scottish Forestry, which allowed us to highlight the agroforestry element of the Forestry Grants Scheme; and provide practical advice from SF for project participants.

There are a number of key legacies which will continue beyond the lifetime of the project: the expanded Agroforestry Web Hub; the establishment of the Scottish Agroforestry Network, and the now-completed e-learning resource.

The project has demonstrated a continued growing appetite for agroforestry-related information from Scottish farmers and crofters, especially resources and events that address agroforestry in a Scottish context. Scotland has set ambitious tree planting targets to support a green recovery and help meet our climate change plan goals. Agroforestry can play an important role in helping Scottish agriculture to achieve these targets and goals.

[Agroforestry in Action You Tube playlist](#)
[Agroforestry in Action virtual events recordings](#)
[Agroforestry in Action Resource Hub](#)

KEYWORD CATEGORY: Farming practice

PROJECT STATUS: Completed

MAIN FUNDING SOURCE: Rural Development

PROJECT PERIOD: 1 December 2021 – 31 March 2022

GEOGRAPHICAL LOCATION: All local authority areas in Scotland
TOTAL SPEND: £23,691.80

FINAL REPORT: follows next



Soil Association Scotland's Agroforestry in Action 2: Knowledge Transfer Programme



**Final Report for
KTIF/001/2021
March 2022**

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Finance (*for internal use*)

- 10.1 Sum awarded.
- 10.2 Detail of spend.
- 10.3 Noting any underspend and explain why.

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1. PROJECT TITLE/ APPLICANT

1.1 Title

Agroforestry in Action 2: KTIF/001/2021

1.2 Overview of Soil Association Scotland

[The Soil Association](https://www.soilassociation.org/)¹ established in 1946, is the UK's leading charity working for healthy, humane and sustainable food, farming and land use. The Soil Association is registered with the Charity Commission for England and Wales, charity number 206862 and with the Office of the Scottish Charity Regulator, charity number SCO39168.

The Charity has a wholly owned subsidiary Soil Association Certification Limited, the UK's largest organic certification body. This is run as a not-for-profit company that delivers parts of the Charity's strategy and generates financial returns that are put back into the Charity's wider work. It also audits other schemes including FSC and PEFC forestry standards. The Charity is a company limited by guarantee and governed by Articles of Association. The governing body of the Charity is the Board of Trustees, who are also the directors for the purposes of company law.

The Soil Association (charity and certification body) currently employs around 240 people across the UK, with 15 full-time equivalent staff based in Scotland. Income to the Charity for the financial year 2020/21 was £10,929,000, with around 10% of that income attributable to Scotland. Income is received from a range of sources including government grants, trusts and foundations, programme partner organisations and private donations.²

[Soil Association Scotland](https://www.soilassociation.org/)³ was created in 2002, to provide a focus for the Charity's work in Scotland. The Charity has a long and successful track record of working with the Scottish Government and partners organisations to deliver programmes of work for sustainable and healthy food, farming and land use. Our programmes are delivered in partnership with a wide range of public and non-governmental organisations. These programmes aim to demonstrate and enable practical solutions for transforming the way we eat, farm and care for the natural world to restore nature, a safe climate and health. Our recent and current partnership programmes of work include:

- 'Agroecology: facilitating mindset change' – a KTIF-funded partnership project delivered with Nourish Scotland, Nature Friendly Farming Network, Land Workers' Alliance, Pasture For Life, Food, Farming and Countryside Commission. The aim of the project was to promote the concept of agroecology, foster a better understanding of agroecology and ensure the adoption of agroecological practices among farmers, crofters and growers in Scotland.
- 'Agroforestry in Action' – a recent KTIF-funded project which commenced on 1 December 2020 and completed on 31 March 2021. The aim of this project was to increase awareness and understanding amongst farmers, crofters and other stakeholders of the opportunities for agroforestry in Scotland and its benefits for rural development, the environment and climate.

¹ <https://www.soilassociation.org/>

² <https://www.soilassociation.org/about-us/annual-review-and-finances/>

³ <https://www.soilassociation.org/our-work-in-scotland/>

- Innovative Farmers Field Labs, which are delivered as part of the Duchy Future Farming Programme and funded by the Prince of Wales's Charitable Fund through sales of Duchy Organic products in Waitrose.
- Food for Life Scotland, which supports local authorities across Scotland to put more local food on the table and serve fresh, healthy, and sustainable meals in their schools through the Food for Life Served Here award. (Funded by the Scottish Government.)
- Our UK-wide National Lottery Community Fund Food Get Togethers project supports and facilitates regular community activities that connect people from all ages and backgrounds through food.

2. EXECUTIVE SUMMARY

The project 'Agroforestry in Action 2' commenced on 1 December 2021 and completed on 31 March 2022. It was delivered by Soil Association Scotland and supported by Scottish Forestry, with 25% co-funding from Scottish Forestry and Soil Association's Agroforestry programme.

Aim(s)/purpose

The aims of the project were to build on our 2021 'Agroforestry in Action' (AIA) programme's success, leveraging the knowledge acquired to continue building interest, increasing knowledge, and providing farmers, crofters and land managers with resources and information on the benefits and opportunities for agroforestry in Scotland; and to establish a Scottish Agroforestry Network.

What the initiative involved:

The project's objectives were to:

- Continue to increase interest in agroforestry amongst farmers and crofters as a viable land management practice for delivering multiple environmental and business benefits.
- Improve access to practical resources and information specific to agroforestry systems which are applicable in a Scottish context.
- Provide an on-going project legacy (beyond the lifetime of the project) of outreach support and e-learning to get Scottish stakeholders to plant more trees.
- Increase referrals to FAS specialist advisory service for Woodland Management and Conservation and FAS mentoring programme for new entrants interested in forestry and woodland.
- Work with key stakeholders including FAS, NFU Scotland, NatureScot, Rural Innovation Support Service Scottish Agroforestry Group, policy makers and research bodies (e.g. SRUC) to identify and overcome barriers/obstacles to agroforestry on agricultural land and promote options for different situations.
- Provide evidence to help inform policy making for best practice, further research, advisory services, grants, etc.
- Showcase the benefits and opportunities of agroforestry to a wider audience of rural stakeholders (e.g. local businesses, partnerships, landowners, community leaders) and the public.

The project delivered a programme of:

- Three webinars focusing on agroforestry systems applicable to Scotland featuring expert presenters/communicators and Q&A sessions.
- Coordination of virtual meetings and a farm visit for farmers and crofters interested in being part of a peer support network. The RISS agroforestry group has now been consolidated into a Scottish Agroforestry Network.
- Updating and sharing an Agroforestry Web Hub resources, and providing links to expert advice through case studies, videos, the free Agroforestry Handbook, etc. Since last March the hub has already attracted 1,471 visits; we have enriched the resource with further case studies, a new playlist and the **Agroforestry in the Uplands** film [See link in Annex 3]
- Signposting to relevant initiatives promoting trees on farms:
 - Signposting to SF's ITN and grants information pages,
 - Woodland Trust's Trees for Your Farm, MOREhedges and MOREwoods,
 - FAS services to support farmers and crofters to plant more trees.

- Communications and engagement activities to widely promote the project and agroforestry's benefits and opportunities using various channels (social media, press, etc) and industry networks and organisations like FAS, SRN, NFU Scotland, etc. (Communications and Engagement Plan, see Annex 4)
- End of project report containing: an evaluation of the project's activities – results, outcomes, best practice, lessons learned.

The project adhered to Scottish Government COVID-19 guidance and mainly used on-line methods which increased access for farmers and crofters in remote areas.

What was achieved;

The following project objectives and milestones were achieved:

- Increased interest and awareness in novel (to Scotland) beneficial practices e.g. coppicing, hedge laying, woodchopping amongst others practices.
- Increased interest and awareness in less highlighted benefits and opportunities provided by trees on farms: riparian conservation, local market produce supply, potential of local nurseries amongst others.
- Peer support network (based on RISS group and expanded, linked loosely to ITN) established, and is considering becoming an operational group looking at the practical aspects of developing an agroforestry project on the ground, from design to planting to early stages tree development.
- Feedback from both the group and event attendees, will inform our policy work when engaging with with Scottish Government through the SF working group.
- Farmers and crofters in the group have learnt and been pointed to resources developed by the *Integrating Trees Network*, a Scottish Forestry series of events and resources showcasing good agroforestry practice across Scotland
- We are now linked to the Scottish Forestry Customer Representatives 'Trees on Farms' sub-group.

Lessons learnt/what might have been delivered differently:

- Many farmers already know a lot about agroforestry and would be interested in accessing more detailed and in-depth knowledge. Programmes focusing on specific practices and products, delivering resources, events and long-term knowledge creation/ transfer would be useful to drive agroforestry uptake.
- COVID conditions and the length of the programme, made it difficult to bring people to farms, but these instances should be developed further, as feedback from participants made it clear that on-site visits are highly valued.
- A longer timescale would have allowed us to build an expand the network more: there is interest from farmers and crofters in engaging with each other and visiting examples across the country looking for inspiration and support.
- Farmers and crofters would welcome spaces to share agroforestry ideas with likeminded individuals; these instances would help drive uptake of agroforestry.
- Farmers and crofters expressed interest in visiting projects currently being developed and understanding their day-to-day challenges: therefore, we believe there is a space for the supporting a demo farm focusing on agroforestry.
- Though we did actively signpost to FAS events, webinars, podcasts, content, we believe there is potential to do even more to drive awareness of this resource.

What wider dissemination actions were taken:

- Blogs, press releases, social media, links established to other AF networks,
- Content in our & other regular newsletters.

3. PROJECT DESCRIPTION

3.1 Describe what the essence of the project was.

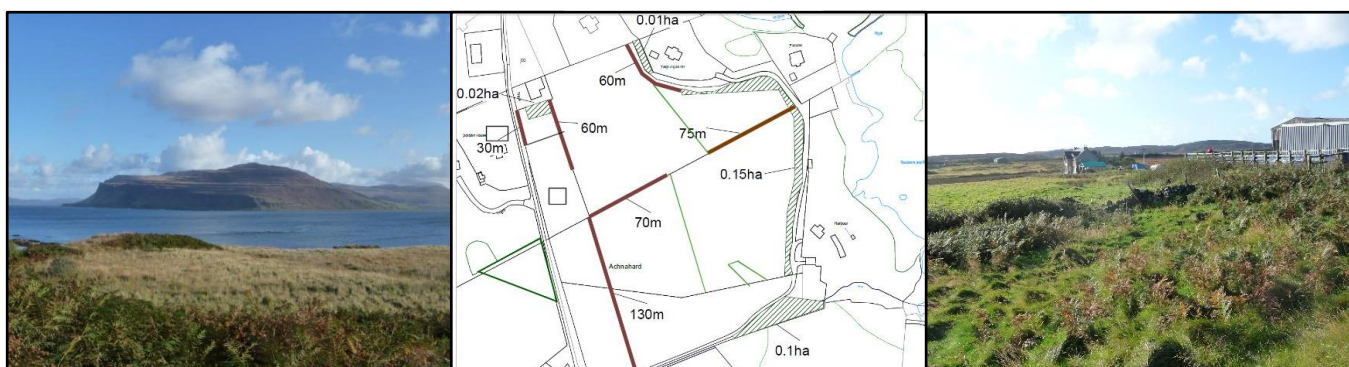
While support exists for establishing and managing farm woodland as a discrete enterprise, there is much less advice and support for integrating trees into farming systems, either in the context of silvopasture (integrating trees into grazing systems), or silvoarable (integrating trees into arable systems).

This project sought to address that gap, highlighting and sharing existing and emerging knowledge -particularly in a Scottish context-; creating new content; and linking practitioners to each other and sources of advice and support. Feedback from farmers and crofters who engaged with 'Agroforestry in Action' also informed the design and content of 'Agroforestry in Action 2'. Common requests which informed our new areas of focus included more and different information on business benefits, systems design, species choice and practical management approaches specific to Scotland.

A key feature of 'linking practitioners to each other' was to consolidate the existing RISS group, who we engaged with during the 2020-21 through 'Agroforestry in Action' project, with wider stakeholders and practitioners into a new **Scottish Agroforestry Network** group. One of the key outcomes from 'Agroforestry in Action' was that RISS group members and project participants said they would welcome more and continuing opportunities to engage with each other, share knowledge and be supported to build a peer support network. Whilst this was outwith the scope of the project delivered in 2020-21, we have been able to use 'AIA2' to start to build a platform to facilitate the sharing and discussion of ideas and information.

KTIF funding also enabled Soil Association Scotland to join forces with Scottish Forestry and other key stakeholders including Woodland Trust Scotland and FAS/SRUC, to deliver new activities and build on existing resources. We explored with SF colleagues how this project can add value to the recently launched Integrating Trees Network, particularly through cross-signposting to new events and resources; and also how the findings from this project might inform FAS one-to-many activities following the project's completion in March 2022.

During the life of the project, we also had the opportunity to directly inform the new Scottish Forestry 'Customer Representatives - Trees on Farms' sub-group, with feedback from workshop participants and group members.



Cul a Mhill Croft, Ardtun, Isle of Mull: Panorama; Planting Scheme; the croft. Photos courtesy of Helen Howarth.

By promoting the wider uptake of agroforestry as a viable land management practice, the project supports the aims of the Scottish Government's recently published Vision for Agriculture.

These include:

- Deliver emissions reductions in line with climate targets
- Contribute to the restoration of nature through biodiversity gain
- Support land use change that contributes to climate and biodiversity goals
- Take a whole farm approach to reducing emissions and environmental impact
- Identify and develop the skills needed for regenerative and sustainable farming
- Encourage co-operative approaches to optimise collaboration and knowledge exchange

This project is aligned to wider EU rural priorities, including the objectives of the new CAP (foster knowledge and innovation; climate change action; to preserve landscapes/biodiversity and environmental care). It will also help towards meeting ambitious targets for tree planting (18,000ha by 2024) set out by the Scottish Government in the 2021/22 Programme for Government, 'A Fairer, Greener Scotland'. Despite good evidence which shows that agroforestry – integrating trees with farming – can deliver multiple environmental and business benefits, agroforestry in Scotland has yet to reach its full potential.

Environmental and economic benefits

Green Recovery and Climate Emergency

The ClimateXChange review 'Agroforestry in Scotland – potential benefits in a changing climate' sets out the evidence-base for how agroforestry systems applicable to Scotland can deliver multiple benefits for business, climate (mitigation and adaptation) and the environment. Despite the evidence of its benefits, agroforestry in Scotland has yet to reach its full potential.

This project will support the Scottish Government's ambition for 'new or enhanced agroforestry initiatives in Scotland' to increase tree planting on agricultural land. By promoting the wider uptake of agroforestry as a viable land management practice, the project will support key policies for a green recovery, the environment and climate emergency, and help deliver the tree-planting target of 18,000ha per year by 2024.

The project will help deliver the government and stakeholders ambitions for agriculture 'to reduce greenhouse gas emissions', 'support sustainable farming and land use', 'improve the environmental sustainability of the sector by protecting and restoring natural habitats' and 'build sustainability through business practices that encourage productivity, innovation and inclusion.'

A project objective is to publicise the benefits of agroforestry and the actions the stakeholders are taking to make farming more climate and nature friendly to a wider audience of landowners, local policymakers, businesses and the public. The project promotes inclusion by demonstrating that agroforestry systems can be used on all types and sizes of enterprise from large estates to small holdings. It also promotes the role that agroforestry can play in helping place-based land use partnerships (e.g. Southern Upland Partnership), national park authorities and Regional Land Use Partnerships (RLUPs) to tackle climate change and deliver benefits for local businesses, communities and the environment.

Resource efficiency rural development

The project had a strong focus on resource efficiency which is an SRDP/EU-RDR priority – using natural resources in a sustainable manner to support healthy rural economies and combat climate change. Agroforestry is promoted by EIP-AGRI as a resource efficient land management practice. The EU definition of resource efficiency – “Resource efficiency means using the planet's limited resources in a sustainable manner and seeking to minimise impacts on the environment. 'Doing more with less' is an especially pertinent concept for rural development practitioners. The natural environment – notably soil and water – powers the rural economy.’

The project demonstrated the business benefits of agroforestry in protecting and enhancing Scotland’s natural resources and tackling GHG emissions. Examples of benefits delivered by agroforestry which promote ecosystem resilience (specially to climate change and extreme weather events) and business productivity include increased soil health, increased soil organic carbon, reduced soil erosion, improved water infiltration, reduced pollution and reduced flood risk.

Research shows that the adoption of agroforestry can increase farm productivity, sustainability, land use efficiency and farm incomes. Examples of added value include enhanced grain yield/hectare from silvoarable systems or enhanced meat production from silvopastoral systems. Examples of direct income include the sale of timber and woodfuel.

Biodiversity and ecosystem services

The project supports The Scottish Biodiversity Strategy which aims to ‘protect and restore biodiversity’, ‘support healthy ecosystems’ and ‘maximise the benefits for Scotland of a diverse natural environment and the services it provides, contributing to sustainable economic growth’.

Agroforestry can increase ecological connectivity and biodiversity which can have a positive impact on ecosystem functions (nutrient recycling, water infiltration, nitrogen fixing, pollution reduction etc.) essential for the provision of services beneficial to farming including fertile soil, water supply and pollination. Woodland on farms can provide habitat for a range of wildlife – including birds, bats, insects and small mammals – create wildlife corridors and enhance the visual character of farmed landscapes.

Animal welfare

The project promotes the benefits of silvopastoral systems for animal welfare including shade and shelter. Reduced temperature extremes and a greater variety of within-field habitats can reduce animal stress and allow more natural animal behaviour.

Public demand and growing markets

One of the project’s objectives is to promote the benefits of agroforestry and the actions the stakeholders are taking to make farming more climate and nature friendly to a wider audience of policymakers, businesses and the public. A recent poll by Survation suggests that over three quarters of Scotland’s citizens support farmers but want farming to deliver more for the environment, wildlife, animal welfare and climate, reflected in growing consumer demand for sustainable food. Producing climate and nature friendly food – using systems such as agroforestry – can open-up new opportunities for Scotland’s farmers, with the right policies and support, to access to growing markets.

4. PROJECT AIMS AND OBJECTIVES

4.1 Linking what was set out in the application and why these aims/objectives were sought.

This project had two clear aims. The first was to build on our 2021 ‘Agroforestry in Action’ (AIA) programme’s success, leveraging the knowledge acquired to continue building interest, increasing knowledge, and providing farmers, crofters and land managers with resources and information on the benefits and opportunities for agroforestry in Scotland. The second was to build on the RISS Agroforestry Group and support the establishment of a Scottish Agroforestry Network.

The project’s objectives were to:

1. Continue to increase interest in agroforestry amongst farmers and crofters as a viable land management practice for delivering multiple environmental and business benefits
2. Improve access to practical resources and information for agroforestry specific to agroforestry systems which are applicable in a Scottish context
3. Provide an on-going project legacy (beyond the lifetime of the project) of outreach support and e-learning to get more of Scotland’s farmers and crofters planting trees
4. Increase referrals to FAS specialist advisory service for Woodland Management
5. Work with key stakeholders including RISS Legacy Agroforestry Group, ITN, NFFN, WTS, FAS, NatureScot, NFU Scotland, policy makers and researcher providers (e.g. SRUC) to identify barriers/obstacles to agroforestry/woodland creation on agricultural land and promote the best options/solutions for different enterprises and locations
6. Provide evidence to help inform policy making for agroforestry (best practice, further research, advisory services, grants etc.)
7. Showcase the benefits and opportunities of agroforestry to a wider audience of rural stakeholders e.g. local businesses, and the public [e.g. [Agroforestry in the Uplands video](#)]



The Wild Croft, Thurso: Regeneration; Ash coppice poles; Pollarding. Photos courtesy of Al Whitworth.

Why these objectives were sought:

This project builds on our initial agroforestry KE project delivered in 2020/21, titled 'Agroforestry in Action'. The objectives reflect that the work started last year is far from complete, and that feedback from participants called for more information on a more specific range of sub-topics, more examples of best practice and practical information, continued access to tailored advice, and an opportunity to network and build a peer support group.

Our long-term objectives are to inspire and provide the necessary tools for Scottish farmers and crofters to plant trees on farms, supporting the government goals of resilience, reducing carbon impact and supporting biodiversity (*The next step in delivering our vision for Scotland as a leader in sustainable and regenerative farming*). We also aim to provide rural actors with know-how and skills to diversify their production, thus improving their future profitability.

5. PROJECT OUTCOMES

5.1 How aims/objectives were achieved.

5.2 Milestones.

Given the short lifetime of the project (4 months from December 2021 to March 2022) some of the outcomes will not be reported until later in 2022 – a key objective being that the project will provide an on-going legacy beyond the KTIF funded activity. By 31 March 2022 the project has achieved to support its objectives through the following activities.

Objective: increase interest in agroforestry amongst farmers and crofters as a viable land management practice for delivering multiple environmental and business benefits

Milestone and timescale: series of knowledge transfer webinars delivered for farmers and crofters by March 2022

KPI: 100 farmers and crofters participating in webinars

What has been achieved

Given the continued social distancing measures in response to the Coronavirus pandemic, we delivered (well-attended) webinars focusing on: agroforestry systems applicable to Scotland which are tailored to fit different farming systems and locations – species and planting to suit topography, climate, flood risk reduction, soils and enterprise type; outreach support services which are available; funding opportunities; economic considerations; business opportunities, knowledge exchange etc; and Q&A sessions. This included helping to address any concerns or challenge perceptions that farmers and crofters may have about agroforestry/woodland creation on agricultural land. Videos of the webinars are featured on the Agroforestry web hub. See Annex 2 for details of events.

Three webinar Q&As and an on-farm visit were delivered in February and March (see Annex 2). These webinars were facilitated by Ana Allamand and Colleen McCulloch, and explored several key topics through conversations with crofters and farmers:

- **9 February 2022. Agroforestry: Benefits of Hedges and Riparian Buffers**
Speakers: Russ Jobson of Tweed Forum, Craig McIntyre of Esk District Salmon Fishery Board, Torquil Varty, expert hedgelayer and Helen Howath, crofter
- **10 March 2022. Agroforestry: Non-harvest income sources**
Speakers: Craig Shearer of Proven Plants, Lindsay Whistance of the Organic Research Centre and Andy Baker, Woodland Carbon Markets Advisor.
- **16 March 2022. Agroforestry: Trees mean business**
Speakers: **Al Whitworth**, from the Scottish Coppice Network and The Wild Croft; **Catherine Drummond-Herdman**, from Megginch Castle Orchard; Grant Holroyd from **Knoydart Forest Trust**.
- **29 March 2022. Planning an agroforestry system: on-farm visit**
Host: **Matt Griffin**, Edston Farm (Scottish Borders)

The target of 100 individuals was exceeded: a total of 126 attendees from around the world participated in these events. Of them, 87 were located in Scotland, while 39 logged in from other countries (UK, the US, Ireland, Australia, Chile, Canada and

Germany). A total of 76 were farmers, crofters, foresters or land managers: 56 are located in Scotland and 26 in other countries (mostly UK: see Figure 1). The webinars were recorded and uploaded to the [Agroforestry Scotland playlist](#), where they have already been viewed 402 times (see Annex 3).

Conversion rates for these events were 68.8% and 63.4% for our events, significantly above the average for webinars (35% is the standard for webinars over 100 people). Through our registration process we have consolidated a detailed database of stakeholders interested in Agroforestry in Scotland and the UK; this will be a useful asset in evaluating stakeholder interest (across the country or in determined areas) and developing future agroforestry projects.

Figure 1: Location of attendees at the programme’s three Q&A webinars

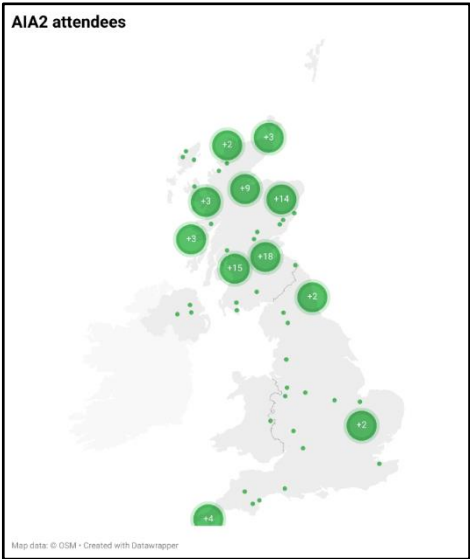
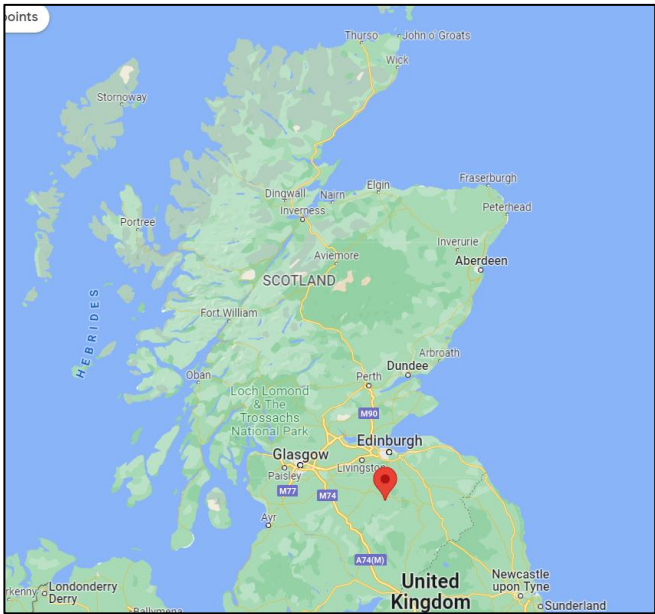


Figure 2: Location of Edston Farm, where the *Planning an agroforestry system: on-farm visit* took place



Images 1 & 2: Participants discussing projects at the *Planning an agroforestry system: on-farm visit event*



Objective: improve access to practical resources and information specific to agroforestry systems which are applicable in a Scottish context

Milestone and timescale: on-line Agroforestry web hub updated by 15 March 2022 with resources and information accessed during and beyond the lifetime of the project

Milestone and timescale: suite of knowledge and learning assets from a variety of sources for agroforestry, tailored to the need of Scotland's farmers and crofters, produced by 31 March 2022

KPI: 1,000 visits to Agroforestry web hub and online resources by December 2022

What has been achieved

The agroforestry web hub was established in 2021, highlighting the benefits of agroforestry, how to get started (through case studies and expert advice) and available sources of funding through grants is currently available in this [link](#)⁴. It has now been updated with 3 new case studies produced within the life of this project, plus a new Soil Association video entitled **Agroforestry in the Uplands**, and a range of new external content. It has already reached 1,471 visits.

We have also developed a YouTube playlist [Annex 3] where audiences can find a series of farmers and crofters-developed videos and the recordings of last programme's 2 webinars (see Annex 3 for the list and links to individual videos). These resources have been watched over 8,000 times so far. A new playlist which compiles the recordings of the 2022 webinars can also be found in Annex 3; the videos have already been seen over 400 times.

Objective: provide an on-going project legacy (beyond the lifetime of the project) of outreach support and **e-learning** to get more of Scotland's farmers and crofters planting more trees

Milestone and timescale: promote the Woodland Trust Scotland outreach service and Soil Association e-learning course through project activities and resources during and beyond the lifetime of the project

KPI: numbers of farmers and crofters accessing outreach service and e-learning resource by December 2022

What has been achieved

The Soil Association **e-learning course** was developed during 2021 and is now live. It has been shared with project participants and to a wider audience through our social media and newsletter, and has had 179 places subscribed so far. The course can be accessed via the web hub or directly at: <https://www.soilassociation.org/farmers-growers/technicalinformation/agroforestry-on-your-farm/agroforestry-and-farm-woodland-e-learning/#sign-up>

We have worked with Woodland Trust Scotland, sharing our events through their outlets and sharing their programmes and contact information to everyone who has registered to our events.

⁴ <https://www.soilassociation.org/our-work-in-scotland/scotland-farming-programmes/resources-for-farmers/agroforestry/grants-and-guidance-on-agroforestry/>

Objective: increase referrals to the FAS specialist advisory service for Woodland Management and Conservation and mentoring programme for new entrants

Milestone and timescale: advisory service and mentoring programme promoted through project activities and resources during and beyond the lifetime of the project

KPI: number of farmers and crofters engaged with project and accessing FAS specialist advisory service for Woodland Management and Conservation by 31 December 2022

What has been achieved

We have highlighted the FAS specialist advisory service to webinar and farm visit attendees, and more widely via the web hub and via our newsletter.

Objective: work with key stakeholders including Rural Innovation Support Service Scottish Agroforestry Group, FAS, NFU Scotland, policy makers and researcher providers (e.g. SRUC) to identify barriers/obstacles to agroforestry/woodland creation on agricultural land and promote the best options/solutions for different enterprises and locations

Milestone and timescale: findings shared between partners and stakeholders

KPI: findings used to inform end of project report by 31 March 2022

What has been achieved

A key achievement, which was not included in the original list of objectives, is that in working with the Rural Innovation Support Service Scottish Agroforestry Group to identify barriers and opportunities, we were able to address one of the barriers identified previously which was the lack of networking and peer support opportunity. Through this project we have taken the group some way towards becoming a Scottish Agroforestry Network. One option previously discussed was the possibility of regional groups, but it has been decided for now that a national group is more appropriate for the scale and scope of the current membership. In addition to this we will share this report with the key stakeholders indicated above. We have also engaged directly with key stakeholders including research colleagues at SRUC, JHI and Aberdeen University to inform new research development.

Objective: provide evidence to help inform policy making for agroforestry (best practice, further research, advisory services, grants etc.)

Milestone and timescale: findings, results and evidence from the project collated by 15 March 2022

KPI: production of end of project report by 31 March 2022 with key findings and recommendations disseminated to key stakeholders by 31 May 2022

What has been achieved

An important link for the project team has been established with the Scottish Forestry Customer Representatives 'Trees on Farms' sub-group. Through close collaboration with our policy colleagues, we have been able to direct feedback from participants and group members to the sub-group for consideration.

This report also highlights key findings, lessons learned and recommendations which will be disseminated to stakeholders by 31st May 2022.

Objective: showcase the benefits and opportunities of agroforestry to a wider audience of stakeholders e.g. local businesses, and the public

Milestone and timescale: communication and engagement activities delivered by 31 March 2022

KPI: range of news, project highlights, case studies etc featured across different communication channels with wide reach to target audiences by 31 March 2022

What has been achieved

- The project launch was highlighted on our website: www.soilassociation.org/our-work-in-scotland/scotland-news/2022/january/11/agroforestry-in-action/

The project will continue to be promoted through:

- [Agroforestry Web Hub](#), supported by social media and newsletter inclusion
- [Agroforestry You Tube playlist](#) for videos from our recent speakers
- [Agroforestry in the Uplands](#) video
- Case studies of our speakers:
 - [Helen Howarth shares her inspiration to plant hedges on her croft, Cùl a Mhill, Ardtun on the Isle of Mull](#)
 - Two more case studies to be added by 31/4/22

6. LESSONS LEARNED

6.1 Issues/Challenges

Short timescale (shortened further by press embargo) made it hard to effect meaningful change, especially as agroforestry needs long lead-in, planning & implementation time. Covid is still a limitation: therefore, we focused on webinars to reach wider audiences, and while we also organised an on-person event we believe the impact that face to face opportunities provide could further the impact of these programmes.

- COVID conditions, and the length of the programme made it difficult to bring people to farms, but this should be developed further; feedback from participants made it clear that on-site visits are highly valued.
- Many farmers already know about agroforestry and would be interested in accessing more detailed and in-depth events, resources and programmes focusing on specific practices and products.
- Farmers and crofters would welcome spaces to share agroforestry ideas with each other; opportunities like on-site visits or meetings could act as a driver for accelerated uptake of agroforestry practices.
- Farmers and crofters expressed interest in visiting projects currently being developed and understanding their day-to-day challenges: therefore, we believe there is an opportunity and need to develop a demo farm focusing on agroforestry practices.
- Farmers and crofters have expressed interest in more practical skills demos e.g. hedge laying, coppicing: longer programmes would be instrumental to meet this need.
- A longer timescale would have allowed us to build an expand the agroforestry network more: there is clear interest from farmers and crofters in engaging with each other, and potentially visiting examples across the country looking for inspiration and support.
- We believe a longer timeline could also benefit these programmes by providing more space and time to link more proactively to other networks – e.g. ITN.
- Though we did actively signpost to FAS events, webinars, podcasts, content, we believe there is potential to do even more to drive awareness of this resource.
- Although not a big feature in this project due to time and budget constraints, there is value in using videos to support case studies.
- Through the project, we identified a growing appetite for local provenance seed/ling stock. We are looking at whether we could support a network of local nurseries
- Knowledge of data driven information on income streams derived from agroforestry is key for uptake; this information void is a deterrent to planting. Current data is only just streaming from the innovative projects whose authors we engaged with. Given Scotland's unique set of circumstances we believe studies and data gathering specific to the Scottish reality should be supported for farmers, crofters and land managers to be able to confidently develop agroforestry projects.

6.2 Impacts

The programme has been well received, and feedback was generally positive. It is too early to assess the programme's long-term impact, but we will share a survey in 6 months' time amongst participants, and we expect this will provide further information on the impact of Agroforestry in Action 2.

The feedback received so far shows that these programmes have a place in the wider agroforestry environment; participants appreciated the opportunity to learn more both through the events themselves, and through other resources which we pointed to during the webinars:

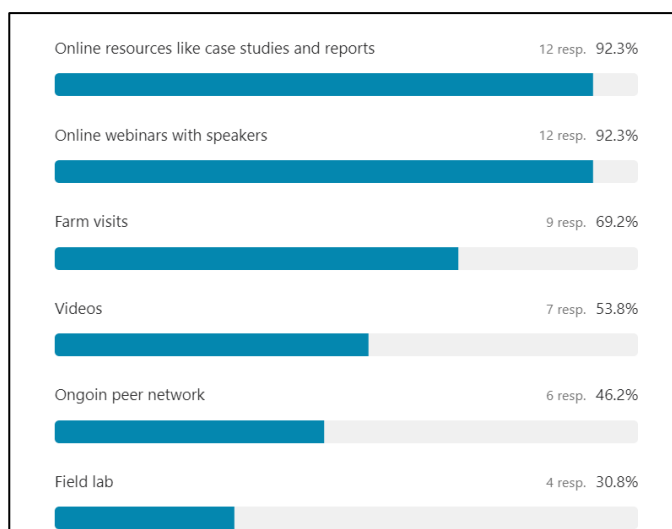
"Thanks so much for running such useful & interesting sessions."

"They were all really useful. The speakers were all experienced and informative."

"The Soil Association resources are some of the most useful and informative that I have come across. Very proactive in providing information."

Participants' feedback also highlights that they appreciate a variety of resource models when accessing information; therefore, we believe this kind of programmes would benefit from other initiatives complementing its impact.

Figure 4: Preferred ways for participants to access agroforestry knowledge (Soil Association Scotland Agroforestry in Action 2 programme survey)



Finally, many participants are ready for more in-depth resources and spaces to learn about agroforestry in general, and tree management in particular. Building on programmes such as Agroforestry in Action 1 and 2 will be critical to inspire and motivate farmers and crofters to develop agroforestry projects on their land.

Here are some of the comments shared by event participants:

Hedges and Riparian Buffers – 9 Feb comments

- *Thank you all so much for sharing your experience and expertise.*
- *Thank you to all involved for this evening's dialogue - really useful!*
- *Thanks Helen and Torquil, really interesting*

- *Good questions throughout Ana*
- *Nice mix of speakers some more info for upland crofting would have been beneficial to myself*
- *I did a practical SCF hedge course with a fantastic speaker and learnt loads. So huge difference in level of info & delivery between the two sessions.*

Non-Harvest income sources – 10 March comments

- *Thank you! great event.*
- *Thank you, everyone. A really interesting and informative session*
- *Great job Andy*
- *Good selection of topics and speakers. I found the format and platforms suitable and appropriate to my needs.*
- *Took a long time to say little (...) The talk could've been an article instead.*

Trees mean business – 16 March comments

- *Thank you to all for an interesting meeting.*
- *Thanks very much. Fab chairing, Ana!*
- *Fabulous session - thank you*
- *Thank you, folks, really good!*
- *Amazing AI thanks, nice to see photos of the croft!*
- *Great. Very informative. Excellent chairing!*
- *I'm just starting to explore agroforestry, and I found it was enriching and informative*

29 March 2022. Planning an agroforestry system: on-farm visit comments

- *All good, nice mix of experiences in a small group. Excellent.*
- *It was very well organised. It is good to have a workshop where you can just bounce ideas around and share experiences. We should do more of these.*
- *I was the host and got lots of ideas around design, species, protection, funding...*

We previously discussed the project with key stakeholders including Farm Advisory Service (SAC Consulting), NFUS, Scottish Forestry and NatureScot. These organisations are still supportive of the project aims and objectives.

“NFU Scotland is pleased to lend its support to this project proposal. NFU Scotland recognises the climate and biodiversity crises, and the important role that climate and nature friendly farming can play in tackling this. NFU Scotland believes that Scottish farmers, crofters, and growers will need to be supported through investment and advice to deliver on climate change targets. Projects that increase awareness and understanding of farmers and crofters on issues like agroforestry will be vital in supporting sustainable and efficient land use practices.”



7. COMMUNICATION & ENGAGEMENT

7.1 Detail throughout the project's lifetime.

7.2 FAS Engagement (if applicable).

Agroforestry in Action 2 online events were marketed and advertised to the target audience using a wide range of sources (see below) including Farming Advisory Service (FAS). Monitoring and evaluation of the marketing methods used to attract and engage farmers helped to ensure we used the most cost-effective methods.

Table 2: Sources of promotion and reach for Agroforestry in Action online events:

Source of promotion	Reach/readership	Events promoted
Soil Association Scotland <u>Twitter</u>	9600+	All events
Soil Association LinkedIn		Case studies; Web Hub
Soil Association Scotland <u>Facebook</u>	1750+	All events
Soil Association Scotland <u>website farming page</u>	4500+	All events
Soil Association Scotland 'What's On' and emails contact list comprising individuals, industry bodies, park authorities, land management organisations, NGOs etc (list is GDPR compliant)	3,000+	All events
Rural Matters (Twitter account for the Scottish Government's Agriculture and Rural Economy Directorate)	7,000+	All events
Farm Advisory Service website & Twitter	Twitter: 2,500+	All Q&A events
Scottish Rural Network	Twitter: 7,000+	All Q&A events

Table 3: Those who registered to these events heard about them through:

Soil Association Scotland What's On e-newsletter	30%
Facebook	28%
Other	9.0%
Word of mouth	12.6%
Other organisation	5.8%
Twitter	8.7%
Browsing Soil Association website	2.9%
Newspaper	0.7%
Flyer	2.1%

8. KEY FINDINGS AND RECOMMENDATIONS

Key findings

There is a great appetite for agroforestry-related information from Scottish farmers and crofters, especially resources and events that address the particularities of the Scottish regions: what can be grown and how different systems can be adapted to the geographical, climatic and cultural particularities of Scotland. Participants from across the country, from the Borders to the Islands and Shetland participated in our events and shared their questions and experiences.

This appetite has a variety of sources: animal welfare, land protection, potential of diversification, biodiversity increase.

Participants of all sizes, from small households to large farms, are interested in the topic and willing to implement agroforestry systems at varying scales, and embracing a variety of designs, adapted to suit their needs and benefit their environments in general.

However, there is a lack of sufficient information about agroforestry-related income sources and appropriate systems for the Scottish reality. Well-known examples of some systems and their benefits (like Andrew Barbour's silvopasture project in Pitlochry featured in our **Agroforestry in the Upands** video, for example) they are still few and far between; and there is no easily available information on their bottom-line impact.

There is growing interest in Scotland specific sourcing of material for agroforestry projects, and how to develop projects that allow local communities to access material suited to their needs. Small nurseries have been welcomed as a potential alternative, but there is a need for specialised knowledge regarding the operation and legal aspects around these initiatives.

There is also a need for more information on what marketable products can result from the implementation of agroforestry projects in Scotland, and their economic value. This is a limitation to uptake for many farmers and crofters.

Interestingly, there is also a group of Scottish farmers and crofters who, having already participated in introductory events, would benefit from more in-depth, specialised knowledge. This should be considered in future iterations of agroforestry events.

Finally, there is interest between farmers and crofters who are already thinking of, designing or developing agroforestry projects who are interested in accessing spaces where they can share their practical know-how and learn from others' experiences around agroforestry designs, practices, uses, challenges and benefits.

Key recommendations

We would recommend that the following issues are looked at in greater depth by all relevant stakeholders to identify how best to address them.

- Farmers and crofters have expressed interest in wider networks and face to face knowledge sharing opportunities to accelerate their agroforestry journeys. Farmer and crofter-led events, as well as examples, are amongst the most effective ways of

engaging with audiences from across the UK. Supporting knowledge exchange spaces where experiences are shared would help farmers and crofters to develop and improve their agroforestry systems; and add trees to their land.

- Farmer/crofter networks are incipient, but interesting opportunities. However, there is a need for better network consolidation and making sure this group is supported to ensure good engagement & ownership. Such a network would benefit from learning from other UK agroforestry networks, such as the Agroforestry Devon group.
- Development and dissemination of farmer-led knowledge on agroforestry. We suggest they should present varying degrees of specificity (from entry level to specialised) and be shared through different resource models: case studies, webinars, on-farm visits and even a potential demo farm.
- In depth information is difficult to access. Many farmers and crofters have expressed interest in more specialised events (either online or in person) to access such resources.
- Development and delivery of information about Scotland-specific species of trees and how to source them, including the development of local nurseries.
- Development and delivery of agroforestry models suitable to a variety of agricultural projects, from crofts to community orchards to medium and big sized farms, which could be considered and adapted by local projects.
- There is a clear need for further economic modelling to understand and highlight the potential benefits of agroforestry to farms and crofts. Soil Association are working on this, as are some SEFARI members, including Glensaugh. Spaces to share these learnings so far, and find synergies between different results, would benefit the wider agroforestry environment in Scotland.
- There are few grants and tools to support agroforestry projects in Scotland. Most grants are aimed at bigger projects that align with woodland creation rather than agroforestry: addressing this void would help meet the Government's goal of planting 15,000 hectares a year from 2024/25.
- Crofters and farmers are experimenting with ways of incorporating trees into their land. These innovators are testing and leading the way, but lack of resources and formal support limit the uptake of these practices.
- There is a fragmentation of information about agroforestry: a project unifying different stakeholders would be a great opportunity to join forces and knowledge and provide farmers with a "one-stop shop/place" to start their journey.

9. CONCLUSION

Agroforestry, the practice of integrating trees into a farming system, has the potential to deliver a range of ecological, practical, economic and welfare benefits for a farm. This project has sought to consolidate existing data in a web hub, and create new information based on Scottish experience and knowledge.

Our work to promote agroforestry in Scotland has demonstrated that there is significant and growing interest amongst farmers and crofters. However, a number of issues including cultural barriers, lack of resources relevant to Scotland etc. are preventing the wider uptake of agroforestry systems in Scotland. While farmers and crofters have expressed some frustration at the speed of change in providing them with the necessary tools to bring trees into their farms (RISS group report), they are hopeful about the potential of integrating trees in their land. Therefore, interest in agroforestry has not waned, providing the Government and other organisations with an opportunity to reach their planting goals by engaging with such farmers and crofters as long as proactive steps are taken to deliver the necessary support.

“If farmers are to be more actively involved in delivering and managing trees as part of their farm enterprise and if the forestry sector is to diversify to provide agroforestry and farm services, then there needs to be a significant investment in upskilling and helping to break down current barriers and to change perceptions. Increasing farmer agency over the ownership and management of trees as part of the farm enterprise will be crucial in achieving national tree planting targets and is likely to be more culturally and socio-economically acceptable than a top-down or externally driven approach. Agency and ownership partly come from enhancing knowledge about not just the benefits, but also the practical implementation and management aspects of ‘trees on farms’.”

Annex 1 - Finance

10.1 Sum awarded:

KTIF grant awarded: £18,862.50

Total approved spend: £25,150

Spend on KTIF/001/2021 over lifetime of the programme: £23,691.80

KTIF award spent over lifetime of programme: £17,768.85

10.2 Detail of spend:

Table 1: Detail of spend

Project development costs	
Soil Association staff costs – development of project	£999.95
Project management costs	
Soil Association staff costs – delivery of project activities, management, administration finance & reporting	£13,004.70
Fees for speakers/facilitators	
Expert speaker fees for webinars & visits	£2,250
T&S for speakers/ facilitators	
T&S for travelling to venues	£89.19
Event venue costs	
Fees for venues and catering	£138.60
Materials costs	
Resources for promotion etc.	£479.40
Publicity	
Soil Association staff costs - web hub creation, production of supporting resources, press and article writing, dissemination	£6,729.96
External costs	£0
TOTAL SPEND	£23,691.80

10.3 Noting any underspend and explain why.

Reason for underspend

Underspends were incurred on:

- T&S for facilitators and Event venue costs due to Covid-19 restrictions on activity

ANNEX 2: Agroforestry in Action 2 Events

1. Agroforestry: Benefits of Hedges and Riparian Buffers. Online event, , Wednesday 9 February, 7–8.30 pm

This webinar took the form of an online discussion with Russ Jobson of Tweed Forum, Craig McIntyre of Esk District Salmon Fishery Board, Torquil Varty, expert hedgelayer and Helen Howath, crofter, about their experiences and what hedges and riparian buffers can do for your land, including:

- How hedges and riparian buffers can support biodiversity (on land and water)
- How hedges and riparian buffers can support biodiversity (on land and water)
- How to plan, fund, establish and manage your hedges and riparian buffers
- Challenges and how to tackle them.

Scottish Forestry were present to answer attendees' funding questions.

2. Agroforestry: Non-harvest income sources. Online event, Thursday 10 March, 7–8.30 pm

This online event took the form of a discussion with experts, farmers and crofters about their experience leveraging trees-on-farm to support their farm's resilience and bottom-line. Expert speakers were:

- **Lindsay Whistance**, Senior Livestock Researcher at the Organic Research Centre, who has researched the benefits of trees for animals: providing shelter, food, medicine, reducing stress, encouraging social interactions and resulting benefits to animals that can increase the herd's productivity.
- **Craig Shearer**, Proven Plants Managing Director, who has extensive experience on tree nurseries. As Managing Director he is developing a native nursery focusing on contract seed collecting and growing demanding tree species of local provenances; he also has previous experience at Alba Trees and as a manager of the Scotland Tree Seed Collection Project.
- **Andy Baker**, Woodland Carbon Markets Advisor, who has years of experience working with farmers, crofters, investors and project managers; and for over 2 years has been working with the Woodland Carbon Code team to improve the wider understanding of the WCC, and promote its benefits to farmers and crofters.

Attendees were invited to join the event and:

- Learn about the benefits of trees in supporting and improving your animals' welfare - shelter, forage, medicine- and how this can positively impact on your farm's resilience and profitability.
- Explore the potential of on-farm tree nurseries to source the right tree for your farm (and even for others!), especially as Scottish supply of local trees is currently recognised as very low.
- Ask your questions about potential for the Woodland Carbon Code as an extra income stream for your land: what is it, what is changing and would it be suitable for you?

Scottish Forestry were present to answer attendees' funding questions.

3. Agroforestry: Trees mean business. Online meeting, Wednesday 16 March, 7–8.30 pm

In this webinar we explored three hands-on ways to make money from your trees: fruit production, coppicing and timber production. Expert speakers were:

- **Al Whitworth**, from the Scottish Coppice Network and The Wild Croft, who is a woodland crofter in the north Highlands. In addition to running a croft with a keen focus on trees, he currently oversees the Scottish Coppice Network. He will be here to discuss all things coppicing, but you can also ask about the other uses he and Aurore have for trees on his croft.
- **Catherine Drummond-Herdman**, from Megginch Castle Orchard – located between Dundee and Perth – who has spent over a decade improving the orchard and has taken it from 91 to 1,400 fruit trees. The orchard now includes two national collections – one for Scottish cider apples and one for Scottish heritage apples and pears.
- Grant Holroyd, Forester, from Knoydart Forest Trust, a charity looking after the woodland of the Knoydart peninsula, aiming to manage trees to increase the benefits to the community, environment and further afield. They have recently received a Scottish Forestry Grant to purchase an electric sawmill, allowing them to more than double their output of locally sourced, sustainable timber. We'll be joined by their team who will explain how the project has developed these past 22 years and what the future for their timber is.

Attendees were invited to join us to hear about their experience and ask questions about:

- Coppicing: how, why, when
- Fruit trees: the right product for your project
- Timber: reasons to embark on this long-term crop
- Challenges and how to tackle them.

Scottish Forestry were also present to answer questions.

4. Planning an agroforestry system: on-farm visit, Tuesday 29 March, 12.30–4.30pm. In-person event, Edston Farm, Peebles

Attendees were invited to join Matt Griffin, his team and other members of the RISS Agroforestry group, in a visit to Edston Farm, where designs to bring to life an agroforestry system which will bring trees into the farm are already under way.

This was a chance to meet with other farmers, crofters and/or landowners to connect and discuss agroforestry in person; and share knowledge and support each other in the development of on-farm designs/plans.

On a practical level, attendees had the opportunity to visit Edston Farm's designated tree planting areas, learn about and discuss Matt's agroforestry plan and design, and share any plans or ideas they had about planting trees on their own land.

ANNEX 3: Videos and Links

	Views total	Video link
AGROFORESTRY SCOTLAND PLAYLIST	799	https://www.youtube.com/playlist?list=PLiWAozVmDLEkA6FBekx7OxRiDg4tJsbh2
CROFTERS AND FARMERS VIDEOS		
Agroforestry Scotland: Wildlife Croft Skye on shelter	325	https://www.youtube.com/watch?v=SkAEeS9RCck&list=PLiWAozVmDLEkA6FBekx7OxRiDg4tJsbh2&index=1&t=16s
Agroforestry Scotland: Wildlife Croft Skye on trees and soil health	369	https://www.youtube.com/watch?v=fgPseyuNilw&list=PLiWAozVmDLEkA6FBekx7OxRiDg4tJsbh2&index=2
Agroforestry Scotland: Baleveolan Croft, Isle of Lismore	319	https://www.youtube.com/watch?v=sTvChzZuQg0&list=PLiWAozVmDLEkA6FBekx7OxRiDg4tJsbh2&index=3
Agroforestry Scotland: Parkhill farm introduction to alley cropping	665	https://www.youtube.com/watch?v=zSsX8xvZPzk&list=PLiWAozVmDLEkA6FBekx7OxRiDg4tJsbh2&index=4
A FOREST GARDEN FARM	8720	https://www.youtube.com/watch?v=nE0Lfv2PRZ8&list=PLiWAozVmDLEkA6FBekx7OxRiDg4tJsbh2&index=5

- CROFT & SMALL FARM AGROFORESTRY		
A FOREST GARDEN FARM: Agroforestry for market gardens (forest gardens & alley cropping)	10742	https://www.youtube.com/watch?v=_24my6LNusI&list=PLiWAozVmDLEkA6FBekx7OxRiDg4tJsbh2&index=6
WEBINAR RECORDINGS 2021		
Agroforestry Scotland: Making trees work on your croft webinar recording (February 2021)	217	https://www.youtube.com/watch?v=Bstg7nOJtSw&list=PLiWAozVmDLEkA6FBekx7OxRiDg4tJsbh2&index=7
Agroforestry Scotland: Integrating trees into your farm business webinar recording (March 2021)	325	https://www.youtube.com/watch?v=SgrcU1-Co-Q&list=PLiWAozVmDLEkA6FBekx7OxRiDg4tJsbh2&index=8
WEBINAR RECORDINGS 2022		

Agroforestry: Benefits of Hedges and Riparian Buffers (February 2022)	181	https://www.youtube.com/watch?v=LcyECZQo9mM&list=PLiWAozVmDLEnVgdTtL4Z3Yc6FYv8CKVex&index=2&t=6s
Agroforestry: Non-harvest income sources (March 2022)	140	https://www.youtube.com/watch?v=0SAzolsw36w&list=PLiWAozVmDLEnVgdTtL4Z3Yc6FYv8CKVex&index=1&t=28s
Agroforestry: Trees mean business (March 2022)	81	https://www.youtube.com/watch?v=iU-3bGI1tQU&list=PLiWAozVmDLEnVgdTtL4Z3Yc6FYv8CKVex&index=3
AGROFOREST RY IN THE UPLANDS FILM	51,000	https://www.youtube.com/results?search_query=agroforestry+highlands

ANNEX 4: Communications and Engagement Plan

Communications Aims:

- To increase uptake of agroforestry (tree planting on farms) in Scotland, by increasing awareness and understanding amongst farmers, crofters and land managers of the benefits of agroforestry for farm businesses, biodiversity and climate
- To increase access to Scotland-specific practical resources and 'how to' information through an online agroforestry hub, stakeholder engagement and signposting
- To increase industry, public and policy support for agroforestry

Objectives:

- 1,000 visits to Soil Association Scotland's online Agroforestry web hub and online resources between the beginning of the programme and December 2022
- 100+ webinar attendees
- Increased numbers of farmers, crofters and land managers stating an intention to plant trees (Soil Association Scotland event evaluation)
- Increased numbers accessing outreach services including FAS specialist advice service

Key messages by audience:

- Mainstream and progressive farmers, crofters and land managers in Scotland
Planting the right tree in the right place on your farm brings multiple business benefits including improving shelter and animal health and adding an additional income stream. It also helps you contribute to restoring nature on your farm and a safer climate for all. There is funding and information to help you.
- Industry organisations working with farmers: e.g. FAS, AHDB, NFU Scotland, SAC Consulting, SRUC, Scottish Lands and Estates, National Sheep Association
Agroforestry is a 'win win' for farm businesses and the environment. Instead of seeing forestry and farming as separate, integrating trees (the right tree in the right place) into farming improves farm business resilience and helps the industry meet Scotland's climate and nature targets
- Policy makers and public
We are facing a climate, nature and health crisis. We need to support farmers to be part of the solution – 70% of our land is farmed. Integrating tree planting into farming (agroforestry) is good for farm businesses, it increases nature on farms, improves soils and takes carbon out of the atmosphere.

Channels and tactics:

- **Event promotion for webinars:** Soil Association Scotland channels (website, Twitter, Facebook, YouTube, 3x newsletters/month), stakeholder channels
- **Digital content creation for online agroforestry hub:** farmer web stories, social media graphics/video (inspirational and practical), capture of webinars, expert resources, links to external resources inc. funding
- **Content promotion:** social media inc. stakeholder engagement, event follow up with attendees, fortnightly sustainable farming newsletter
- **Press and PR:** press stories in farming, trade, regional and national press. Stakeholder engagement with industry organisations and partner organisations (e.g. Soil Association, Woodland Trust, Scottish Forestry, Agricolgy) for maximum reach and engagement.

The following matrix sets out the project’s target audiences, methods of dissemination, the key organisations and networks we will engage with, and their communication channels and potential reach.

Industry bodies and networks	Key comms channels and reach	Dissemination methods	Audiences
Soil Association Scotland	<ul style="list-style-type: none"> • <u>Twitter</u>: ~9,000 • <u>Facebook</u>: ~1000 • <u>Website</u>: ~1,800 monthly users • ‘What’s On’ fortnightly e-newsletter: ~2,000 	<ul style="list-style-type: none"> • Event promotion • Recording and dissemination of events/webinars • Online agroforestry hub: ‘how to’ resources, project news stories, key findings and inspirational case studies • Content promotion e.g. social media graphics on Soil Association Scotland channels 	<ul style="list-style-type: none"> • Farmers, crofters, land managers • Industry bodies • Agri-food and forestry businesses • Public
Soil Association	<ul style="list-style-type: none"> • Website: ~87,000 monthly users 		
Farming Advisory Service (FAS)	<ul style="list-style-type: none"> • <u>Twitter</u>: ~1,650 • <u>Facebook</u>: ~3,700 • <u>Website</u> 	<ul style="list-style-type: none"> • Event promotion • Links to agroforestry hub and webinars etc. • End of project report 	<ul style="list-style-type: none"> • Farmers, crofters, land managers • Industry bodies • Advisors

Woodland Trust Scotland	<ul style="list-style-type: none"> • Twitter: ~10,000 • Facebook: ~12,700 • Website 	<ul style="list-style-type: none"> • Event promotion • Recording and dissemination of events/webinars • Link to online agroforestry hub: how to resources and inspirational case studies 	<ul style="list-style-type: none"> • Farmers, crofters, land managers • Advisors
Scottish Forestry	<ul style="list-style-type: none"> • Twitter: • Facebook: • Website 	<ul style="list-style-type: none"> • Event promotion • Project news stories • Link to online agroforestry hub: how to resources and inspirational case studies • End of project report 	<ul style="list-style-type: none"> • Farmers, crofters, land managers • Advisors
NatureScot	<ul style="list-style-type: none"> • Website 	<ul style="list-style-type: none"> • Project news stories • Link to online agroforestry hub: how to resources and inspirational case studies • End of project report 	<ul style="list-style-type: none"> • Farmers, crofters, land managers • Advisors
Pasture for Life Association	<ul style="list-style-type: none"> • Twitter: ~7,800 • Facebook: ~2,300 • Website 	<ul style="list-style-type: none"> • Event promotion • Project news stories • Link to online agroforestry hub 	<ul style="list-style-type: none"> • Farmers, crofters, land managers
Scottish Crofting Federation	<ul style="list-style-type: none"> • Facebook: ~2,600 • Twitter: ~6,200 • Website 	<ul style="list-style-type: none"> • Event promotion • Project news stories • Link to online agroforestry hub 	<ul style="list-style-type: none"> • Crofters, land managers
Scottish Association of Young Farmers Clubs	<ul style="list-style-type: none"> • Facebook: ~13,400 • Twitter: ~5,000 • Website 	<ul style="list-style-type: none"> • Event promotion • Project news stories • Link to online agroforestry hub 	<ul style="list-style-type: none"> • Farmers, crofters, land managers
Scottish Land and Estates	<ul style="list-style-type: none"> • Facebook: ~2,900 • Twitter: ~6,000 • Website 	<ul style="list-style-type: none"> • Event promotion • Project news stories • Link to online agroforestry hub 	<ul style="list-style-type: none"> • Land managers
National Sheep Association	<ul style="list-style-type: none"> • Facebook: ~16,000 • Twitter: ~12,400 • Website 	<ul style="list-style-type: none"> • Event promotion • Project news stories • Link to online agroforestry hub 	<ul style="list-style-type: none"> • Farmers, crofters, land managers

National Beef Association	<ul style="list-style-type: none"> • Facebook: ~3,700 • Twitter: ~5,500 • Website 	<ul style="list-style-type: none"> • Event promotion • Project news stories • Link to online agroforestry hub 	<ul style="list-style-type: none"> • Farmers, crofters, land managers
Innovative farmers	<ul style="list-style-type: none"> • Twitter: ~6,300 • Website 	<ul style="list-style-type: none"> • Event promotion • Project news stories • Link to online agroforestry hub 	<ul style="list-style-type: none"> • Farmers, crofters, land managers • Advisors • Industry bodies • Researchers • Public
Linking Environment and Farming (LEAF)	<ul style="list-style-type: none"> • <u>Twitter: ~2,300</u> • <u>Facebook: ~21,300</u> • <u>Website</u> 	<ul style="list-style-type: none"> • Event promotion • Project news stories • Link to online agroforestry hub 	<ul style="list-style-type: none"> • Farmers, crofters, land managers • Local communities • Public
Agricology	<ul style="list-style-type: none"> • <u>Twitter: ~8,600</u> • <u>Facebook: ~2,500</u> • <u>Website</u> 	<ul style="list-style-type: none"> • Event promotion • Project news stories • Link to online agroforestry hub 	<ul style="list-style-type: none"> • Farmers, crofters, land managers • Researchers • Public
AFINET	<ul style="list-style-type: none"> • <u>Facebook: ~1,500</u> 	<ul style="list-style-type: none"> • Event promotion • Project news stories • Link to online agroforestry hub 	<ul style="list-style-type: none"> • Farmers, crofters, land managers • Researchers
Nature Friendly Farming Network	<ul style="list-style-type: none"> • <u>Twitter: ~8,200</u> • <u>Facebook: ~1,300</u> • <u>Website</u> 	<ul style="list-style-type: none"> • Event promotion • Project news stories • Link to online agroforestry hub 	<ul style="list-style-type: none"> • Farmers, crofters, land managers • Local businesses • Local communities • Public
AHDB	<ul style="list-style-type: none"> • <u>Twitter: ~14,400</u> • <u>Facebook: ~3,600</u> • <u>Website</u> 	<ul style="list-style-type: none"> • Event promotion • Project news stories • Link to online agroforestry hub 	<ul style="list-style-type: none"> • Farmers, crofters, land managers • Agri-food businesses
Cairngorms National Park Authority	<ul style="list-style-type: none"> • Facebook: ~340 	<ul style="list-style-type: none"> • Event promotion • Project news stories • Link to online agroforestry hub 	<ul style="list-style-type: none"> • Farmers, crofters, land managers

(The Cairngorms Farmers Forum)			
Loch Lomond and the Trossachs National Park Authority	<ul style="list-style-type: none"> • Website 	<ul style="list-style-type: none"> • Link to online agroforestry hub • End of project report 	<ul style="list-style-type: none"> • Farmers, crofters, land managers • Advisors
Scottish Organic Producers Association	<ul style="list-style-type: none"> • Facebook: ~230 • Twitter: ~1,300 • Website 	<ul style="list-style-type: none"> • Event promotion • Project news stories • Link to online agroforestry hub 	<ul style="list-style-type: none"> • Farmers, crofters, land managers
Research providers: MRPs (SRUC, James Hutton Institute, Moredun Research Institute), SEFARI, RESAS, ClimateXChange	<ul style="list-style-type: none"> • Websites • Relevant reports, case studies etc 	<ul style="list-style-type: none"> • Project news stories • Link to online agroforestry hub • End of project report 	<ul style="list-style-type: none"> • Researchers
Organic Research Centre	<ul style="list-style-type: none"> • Facebook: ~4,600 • Twitter: ~5,500 • Website 	<ul style="list-style-type: none"> • Project news stories • Link to online agroforestry hub 	<ul style="list-style-type: none"> • Farmers, crofters, land managers • Researchers
Tweed Forum	<ul style="list-style-type: none"> • Facebook: ~680 • Twitter: ~5,500 • Website 	<ul style="list-style-type: none"> • Project news stories • Link to online agroforestry hub • End of project report 	<ul style="list-style-type: none"> • Farmers, crofters, land managers • Advisors • Industry bodies • Agri-food and forestry businesses • Local businesses • Local communities
Southern Upland Partnership	<ul style="list-style-type: none"> • Facebook • Twitter • Website 	<ul style="list-style-type: none"> • Project news stories • Link to online agroforestry hub • End of project report 	<ul style="list-style-type: none"> • Farmers, crofters, land managers • Industry bodies • Agri-food and forestry

			<ul style="list-style-type: none"> businesses Local businesses Local communities
EIP-AGRI Operational Group	<ul style="list-style-type: none"> Twitter: ~10,100 Facebook: Website 	<ul style="list-style-type: none"> Project news stories Link to online agroforestry hub 	<ul style="list-style-type: none"> Farmers, crofters, land managers Researchers
Scottish Rural Network (SRN)	<ul style="list-style-type: none"> Facebook: ~3,300 Twitter: ~6,000 Website 	<ul style="list-style-type: none"> Event promotion Project news stories Link to online agroforestry hub 	<ul style="list-style-type: none"> Farmers, crofters, land managers Industry bodies Agri-food and forestry businesses Local businesses Local communities
Rural Matters (Scottish Government's Agriculture and Rural Economy Directorate)	<ul style="list-style-type: none"> Twitter: ~3,300 Facebook: ~7,400 	<ul style="list-style-type: none"> Event promotion Project news stories Link to online agroforestry hub 	<ul style="list-style-type: none"> Industry bodies Agri-food and forestry businesses
Press	Paper and websites	Dissemination methods	Audiences
The Scottish Farmer	Paper readership: ~100,000	<ul style="list-style-type: none"> Feature articles News stories 	<ul style="list-style-type: none"> Farmers, crofters and land managers Local businesses Local communities Local decision-makers Public
Press and Journal	Paper readership: ~41,600		
The Courier	Paper readership: ~31,500		
Oban Times	Paper readership: ~17,500		
The Southern Reporter	Paper readership: ~12,500		
Dumfries and Galloway Standard	Paper readership: ~7,700		
The Inverness Courier	Paper readership: ~7,300		