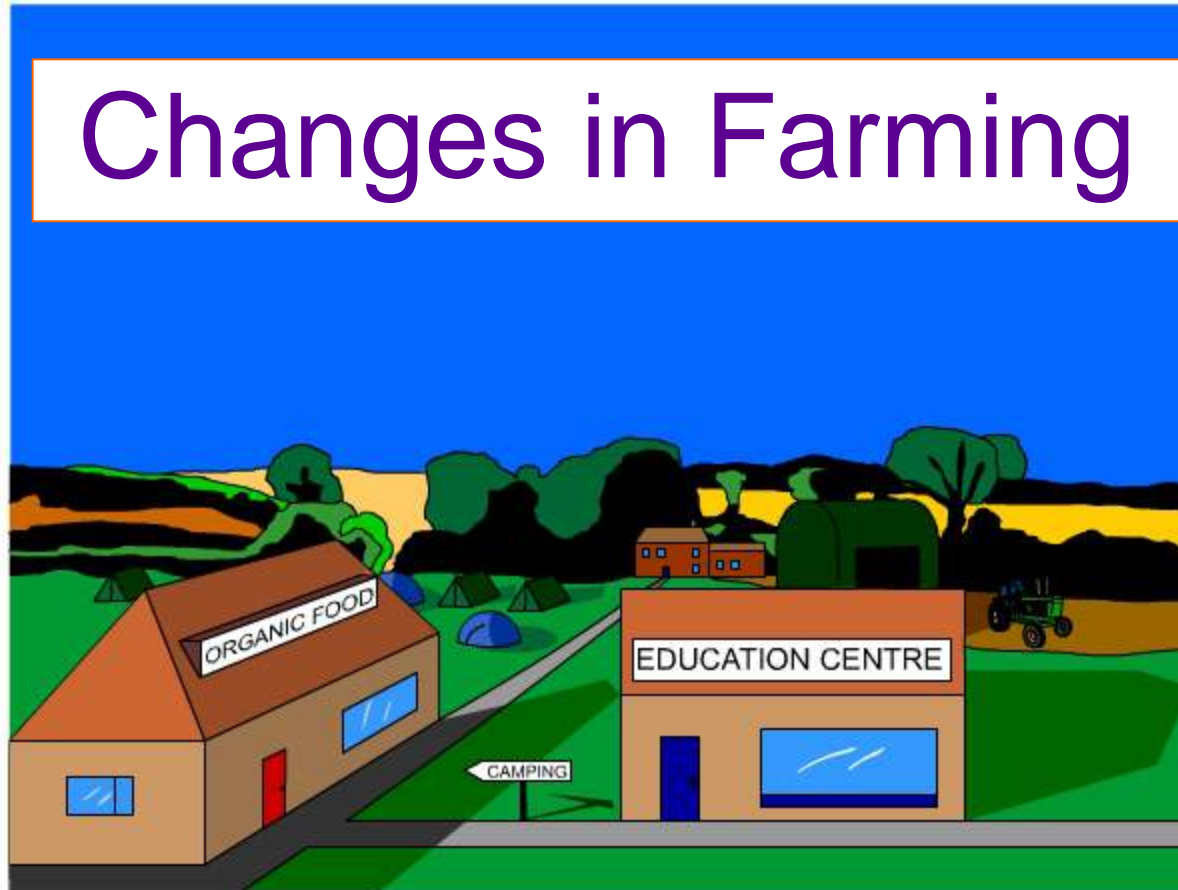


Changes in Farming



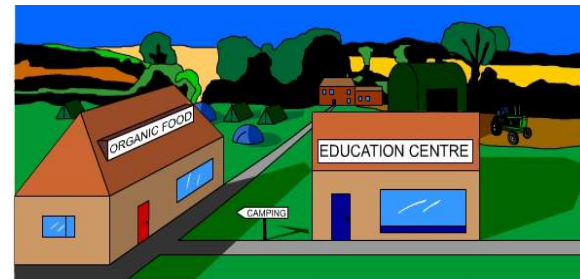
These icons indicate that teacher's notes or useful web addresses are available in the Notes Page.



This icon indicates the slide contains activities created in Flash. These activities are not editable.

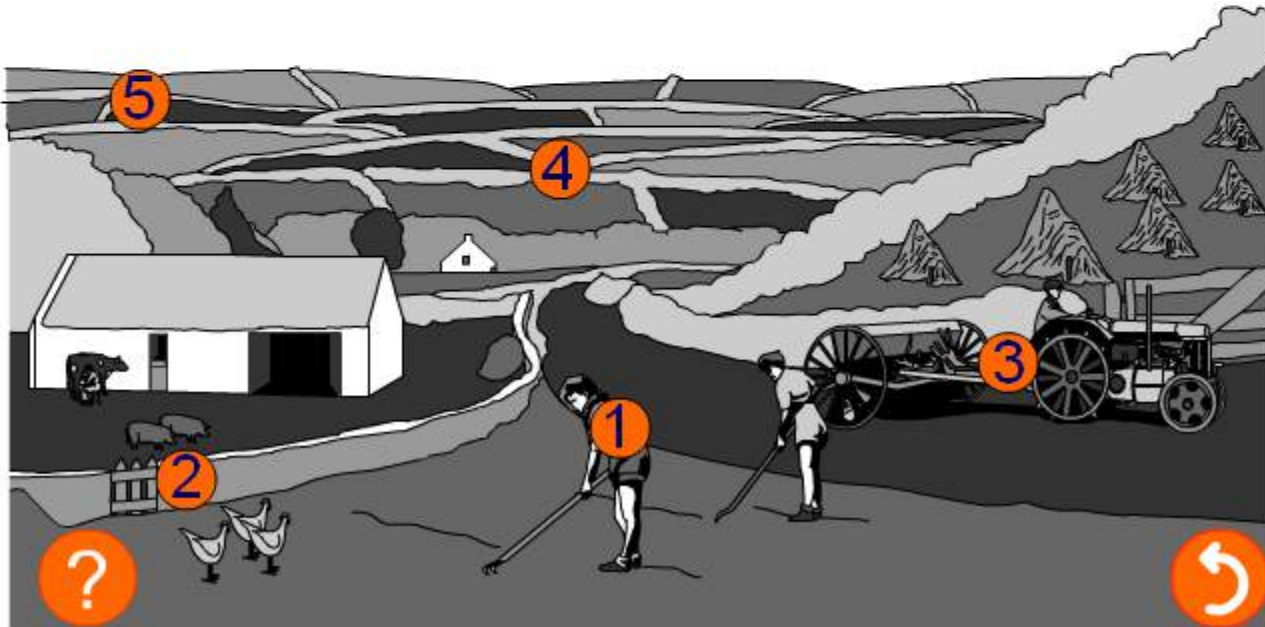
For more detailed instructions, see the *Getting Started* presentation.

- **How has farming changed since the 1940s?**
- Why has farming changed?
- What is farming diversification?



Farming in the 1940s

Click on the numbers to reveal what farms were like in the 1940s.



Changes in farming



How has farming changed since 1940?



Many hedgerows have been removed

Crop yields have improved

Farms are larger

Not all animals are free-range

Field sizes are larger

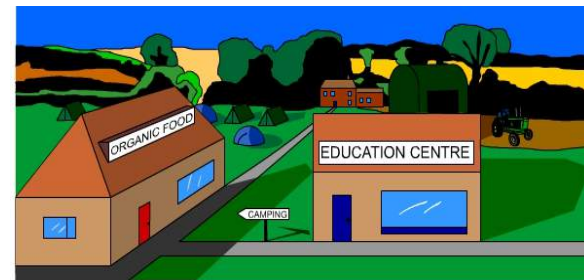
Less people work on the farm

Artificial fertilizers and pesticides are used

More machines, such as tractors, are used



- How has farming changed since the 1940s?
- **Why has farming changed?**
- What is farming diversification?



- **Security of food production**

British farming declined during the period 1870 to 1939 and the countryside was largely neglected and uncared for.

During and after the Second World War, there was a need for the UK to become more self-sufficient in food stuffs.

Efforts were made to increase the amount of land under production and to improve crop yields.



Why was it important to be self-sufficient in food stuffs after the Second World War?



Why has farming changed

- **Mechanization**

Since the 1940s, the use of machinery on farms has increased enormously. Farm machinery is now bigger and much more effective.



Fewer people are now needed to farm the land, because much of the work is done by machines.

Mechanization has also changed the layout of farms.

Hedges have been removed to enlarge fields so that they can be farmed more efficiently.



Farm tracks have been improved so that large combined harvesters and other machinery can use them.



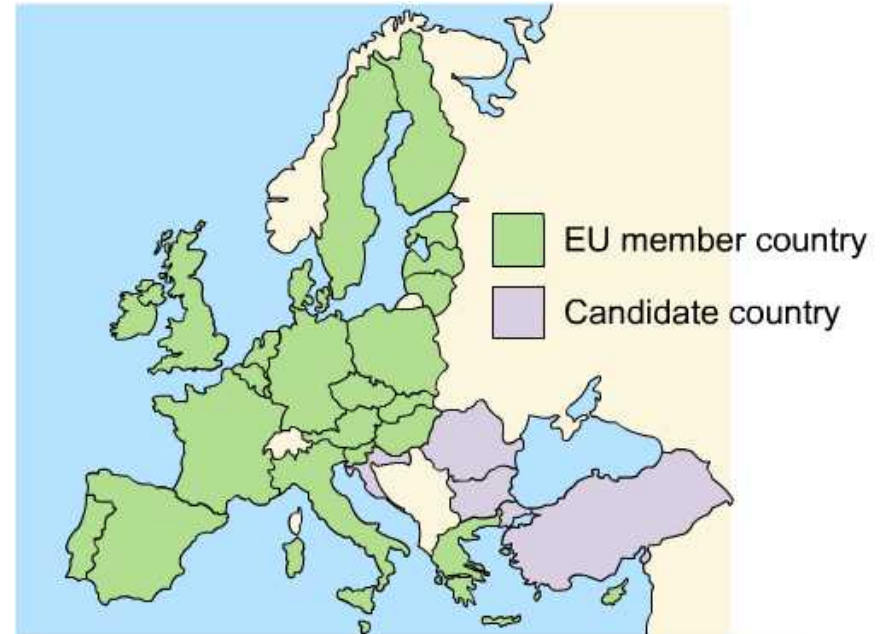
Why has farming changed?

- **EU membership**

In 1973, the UK joined the EU (European Union). The idea was for European countries to work together to achieve economic development.

All EU members are subject to the Common Agricultural Policy (CAP), which regulates farming in the EU.

The CAP gives subsidies to some farmers to increase production, and imposes quotas on others to limit production.



Why has farming changed?

The growth of **supermarkets** has had a major influence on British farmers.

Did you know...

5 supermarkets control over 80% of all grocery sales in the UK. Tesco, the biggest, on its own holds nearly 25% of the market.



TESCO

SAINSBURY'S

ASDA

MORRISON'S

WAITROSE

Why has farming changed?

Supermarkets control the sale of food, so they can demand low prices. They prefer to buy from larger producers (**agri-businesses**) who can efficiently deliver large quantities of foodstuffs.

This has divided farmers...



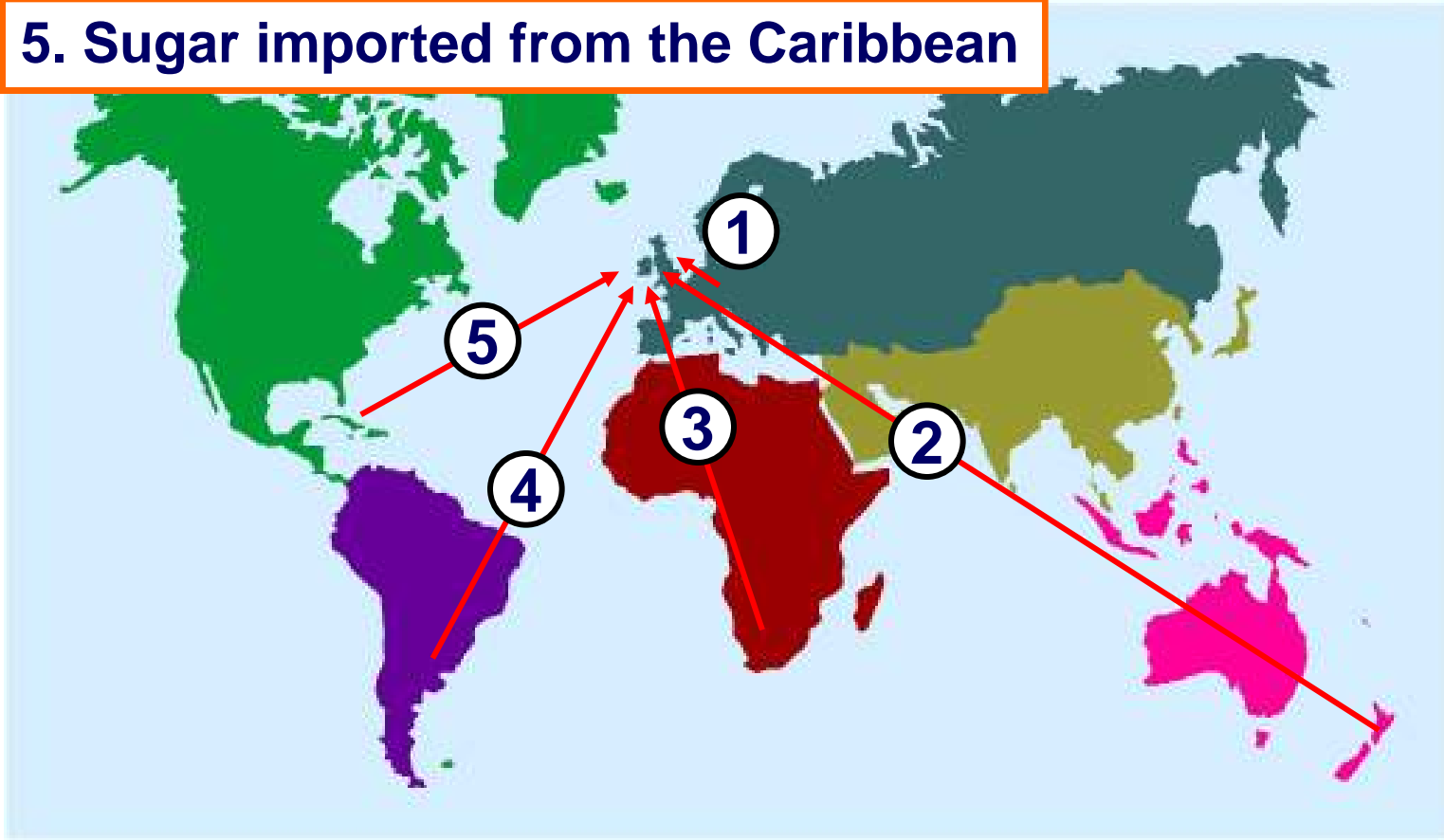
Click on each farmer to get their opinion.



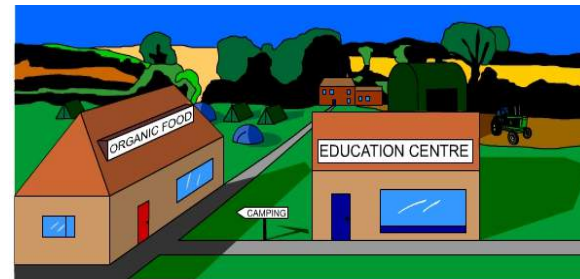
Why has farming changed?

Supermarkets also buy products from across the world, so UK farmers now have much greater competition.

5. Sugar imported from the Caribbean



- How has farming changed since the 1940s?
- Why has farming changed?
- **What is farming diversification?**



Diversification means branching out into activities, other than just growing crops and rearing animals.

One reason for diversification is the **Common Agricultural Policy**. The CAP pays farmers to ‘set aside’ land – they are not allowed to use this land for agriculture, but they can use it for other activities such as tourism.

Another reason is that recent **food scares** have shown that it is dangerous to rely on only one product.

- The BSE scare in the 1990s bankrupted many beef farmers.
- The foot and mouth outbreak in 2001 also hit farmers badly.



There are many ways in which farmers can diversify.

Farm buildings can be converted into bed and breakfast accommodation.



The farm could develop new products – for example dairy farms can make their own ice-cream or cheese.



A farm shop could be opened, selling local produce.

Farms can become tourist attractions, for example by building an adventure playground or maze.

Case Study – Farmer Gow's

The Gow family run a 1,200 acre mixed farm near Oxford.

The farm has always made extra money by selling Christmas trees. In the 1990s, the Gows also started holding open days for people to come and watch lambing.

In response to the foot and mouth crisis in 2001, the younger members of the Gow family decided to diversify the farm further.



The farm is now '**Farmer Gow's Activity Farm**'. It attracts thousands of visitors every year.

Case Study – Farmer Gow’s

Farmer Gow’s now offers many fun and educational activities. Children can:

meet and feed
the animals

hire bikes to use on
the ‘adventure track’

climb on the straw bales



play giant chess
and draughts

enjoy the adventure play
area and mega sandpit

take a trailer ride



fill in an educational quiz
sheet about farming

Farmer Gow's also sells a range of produce:

- Traditionally raised meats
- Eggs
- Firewood and charcoal
- Christmas trees
- Local crafts



There are also facilities for:

- Bed & Breakfast, camping and caravans
- Fishing
- Holding functions and parties
- Bushcraft activity days



Case Study – Farmer Gow's

The Gow family also does a lot of **conservation work**.

The farm maintains important woodlands and pasturelands that provide **habitats** for wild plants and animals.



Projects to protect barn owls and bats have been undertaken at the farm.

Hedgerows and ponds have also been restored.



The government and the EU encourage farms to do this kind of work by offering conservation **grants**.



Diversification Task

Task:

Look at the following 3 examples of farms in Scotland.

Design a business plan for a new business / source of income for the farm. Any ideas will be valid as long as you can show how your new idea will make money.

Think about:

- Potential customers
- Market
- Accessibility
- Costs
- Labour supply
- Risks



Farm 1: Hill sheep farm in Scottish Highlands.

- Remote
- Rugged
- Mountainous
- Beautiful scenery
- Lots of open space



Farm 2: Arable farm Central Scotland

- Open land
- Some forestry
- Unused buildings
- Close to towns and cities
- Near to main roads



Farm 3: Mixed farm Scottish Borders

- Mix of flat and hilly land
- More isolated
- Beautiful countryside.
- Lots on unused farm buildings
- Range of produce on the farm



Changes in farming

Shop open 10-3
Mon-Sat

Organic fruit and vegetables



BINSEY FARM

PYO 

free-range eggs  goats' milk

B & B
ensuite
rooms

How has this farm diversified?



Changes in farming



Compare these two types of farm using the table below.

	arable/pastoral/mixed	large scale/small scale
Binsey		
Headen		

What is happening at Thicket Farm?



Watch the following presentation about Thicket Farm. Make a list of the ways in which the farm has changed.

start

