

Pasture and Profit Programme Offer

Pasture and Profit is designed for farmers who are seeking to transition their farm to become more resilient and profitable, while delivering for nature. Some tailoring is possible, particularly around the design of cohorts. And most importantly, no matter the format of the programme, each one is led by farmers, for farmers.



Ed Dickson / Wild by Nature

Regional Development Manager

£5,100 or £10,000 contribution
1 year for Pfl* members

Delivery

Helps fund a Pfl Regional Development Manager

Min. 12 events a year across wider Pfl region

Pfl community building and collaborative activity

Development of additional funding streams/projects for the benefit of the farmers and PLs

Main Programme

£40,000 (£2,000/person)
1 year for 20 farmers

8 in-person, 6 online and 2 social events

Catering for in-person events

Headline speakers for 4 in-person events

10 mentoring hours per person

Travel budget for in-person mentoring

Dedicated facilitator

Cohort WhatsApp group

Wrap-around Pfl membership

Online Programme

£15,000 (£1,000/person)
1 year for 15 farmers

6 online events

5 hours mentoring per person (online only)

Dedicated facilitator

Cohort WhatsApp group

Wrap-around Pfl membership

Outcomes

Maintain a legacy for the previous programme through the Pfl membership

Continue to build the case for low input livestock farming in the region, across farm business resilience, nature recovery and food strands

Match funding: farmers pay Pfl membership fee and multiple funders aggregate through a region

Maintain momentum behind P&P mentoring programme, established via FiPL

Deliver transformative change programme for 20 farmers (evidence suggests this programme delivers change within one year), delivering across farm business resilience, nature recovery and food strands

Build cohesion and community within the farming sector

Maintain momentum behind P&P mentoring programme, established via FiPL

Deliver transformative change programme for 15 farmers (evidence suggests this programme delivers change within one year), delivering across farm business resilience, nature recovery and food strands

Build cohesion and community within the farming sector

Flexibility

Can go hand in hand with other products and services

farmers, # events/mentoring hours. Content (e.g. focused cohorts possible: arable integration, upland farming, young farmers, women farmers)

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* Pfl = Pasture for Life ** PLs = Protected Landscapes



Tullochgorum Farm,
photo by Clem Sandison

On-Farm Event

£800 (walk) or £1,600 (full event)
1 day for a flexible number of guests

Mentoring

£1,000 (£71.50/mentoring hour)
1 year for 1 farmer (flexible)

Consulting

£500/day (8 hours)
Flexible

Delivery

Simple Farm Walk

No speaker

No cakering

Full Farm Event

Headline speaker

Catering
(budgeted on 30
attendees)

14 hours of mentor time

Mentor farm visit

Opportunity to spread hours across
different mentors depending on need

Mentor matching

Facilitator support

UK-wide online or on farm

Outcomes

Deliver peer-peer learning for the
farming community

Accelerate adoption of regenerative
farming approaches

Farm business resilience, nature
recovery and food strands

Targeted support for farmers going
through change

Evidence shows change can be
delivered within 12 months, across farm
business resilience, nature recovery and
food strands

Bespoke, farmer-led solutions

Focus on harnessing the power of
pasture no matter the size of farm
business

Includes holistic farm assessment

Topics of focus include soil
health, grazing management,
environmental monitoring, farm
business advice

Flexibility

Content

Choice of mentor

Fully bespoke



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