

Farm for Scotland's Future: campaign strategy



Scottish
Environment
LINK

VISION: Scotland's farmed land is full of life and filled with nature, supporting viable farms and resilient , thriving communities .

CAMPAIGN GOAL: To accelerate the transition to nature and climate-friendly farming in Scotland by persuading the Scottish government to replace the current system of agricultural subsidies with a new system in which the majority of funding is dependent on the things farmers and crofters do to manage their land for the benefit of nature, climate and people.

Success will be measured by: Scottish Government commitment to cut basic payments significantly (and plan to cut them further), with the remainder funding doing real work to drive and achieve farming and crofting practices for nature and climate (as we know, currently less than 10% of the budget is doing that).

KEY TACTICS:

- Amplify supportive farmer and crofter voices
- Build wider public support and calls for change to farming subsidies
- Provide confidence to Parliament to implement significant change, going against key powerful stakeholders
- Work with opponents as far as possible to agree middle ground without compromising on our goal

WHO TO INFLUENCE FOR EFFECTIVE ACTION:

- Cab Sec
- RANE Committee
- MSPs nad spokespeople
- SG Agriculture Division
- SG Env Directorate

ALLIES TO BUILD:

- Non LINK Campaign supporters
- MSP Nature Champions
- NS, SEPA, FS