

Pasture and Profit in Protected Landscapes – Shropshire Hills, Wye Valley & Malvern Hills AONBs

Would you like to join a farmer-led project to help you adapt your grazing management to improve profitability and restore nature?

After successfully launching similar projects with nine other Protected Landscapes across England using FiPL funding, Pasture for Life is delighted to now be talking to the Shropshire Hills, Wye Valley and Malvern Hills AONBs about running a free, innovative mentoring and events programme over the next 18 months (until March 2025) for livestock farmers interested in nature friendly or regenerative farming practices.

Pasture for Life is looking to support farmers or graziers within these areas who may be considering changing how they manage their ruminant livestock enterprises, from increasing grass productivity to dealing with rising input costs, with a focus on a greater reliance on natural processes.

There are three distinct aspects to the project for farmers to be aware of:

1. Farmers can join the overall programme for a comprehensive series of on-farm events & webinars across the region, covering a wide range of topics. These topics will be decided based on feedback from the project participants. Farmers will also benefit from becoming part of a community going through change and learn from each other, as well as receive a range of supporting documents to support change back on farm.
2. There will be a unique opportunity for a cohort of farmers within the programme to be allocated a trained, experienced farmer mentor, who will visit your farm and provide ongoing follow up support as you explore / implement new ways of managing your livestock enterprise(s).
3. If not already a member, farmers will receive free Pasture for Life membership (worth £120/year) until the end of March 2025 and access to all the other opportunities to learn from farmers across the UK transitioning to lower input livestock practices, including a vibrant online forum.

It's important to highlight that farms don't have to want to receive mentoring to be involved in the project. We encourage all farmers in these areas to sign up to the project to participate in events and the wider range of learning opportunities on offer. By joining the project there is also no expectation that you transition to 100% pasture fed and/or certify with Pasture for Life. Pasture for Life wants to support you at whatever stage in your farming journey you are at and irrespective of your long-term plans.

We are seeking expressions of interest from farmers in Shropshire Hills, Wye Valley and Malvern Hills to advise the FiPL panels in their decision. If you would like to learn more about this potential programme, you can [watch this introductory webinar](#) that was delivered in another part of the country.

Please write to info@pastureforlife.org if you would like to express your interest. The more we get, the more likely the project will be given the go-ahead.