

1st informal TG meeting: Strengthening the connections of farmers with the society

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Improved understanding of farming

- Society seems relatively supportive of farming (latest [Eurobarometer study](#)) but different behaviour of people as consumers - '**consumer overvalue citizen**'
- **Important questions** – How could we promote better understanding of farming?
How can we shape consumers understand the role of a farmer?
- **Improved understanding => better recognition of farming**



Closer connections of farmers with (especially urban) consumers

- **Farmers markets** - quality local food, wellbeing by healthy food
- **On-farm tourism**, incl. gastronomic tourism, B&B etc.
- **Engaging young generations** - connecting big cities with farms through schools
- **Urban/city farming** - quantity of production is not comparable to rural farming but nice concept, good opportunity for consumers to realise the importance of farming
- **Care and social farms** - wellbeing for spirit, also for handicapped
- **Direct contact** of farmers with consumers— e.g. farm newsletter, on-farm shop, home delivery of farm products



Need for farm marketing and improved visibility

- **Complex story line** from producer to the consumer
- **Truth marketing** vs. manipulative marketing
- **Farmer networks** strengthening visibility efforts
- **Appropriate funding** for marketing
 - joined up efforts through partnerships with larger scale actors and organisations
 - funding available from public resources/funds



2nd informal TG meeting: Rebranding farming as an attractive career for young generations

Sébastien Pérel



Why Farming Is Not Seen as Attractive by Young People

- **Hardship & Image:** Farming viewed as physically demanding, low reward, and “old-fashioned”, unable to meet young people’s needs.
- **Uncertainty & Risk:** Income volatility, climate unpredictability, regulatory burden, and lack of work-life balance deter many.
- **Mental Health & Isolation:** Emotional toll of farming is high, with limited mental health support compared to other sectors.
- **Access & Inclusion:** Land access, capital requirements, and traditional intergenerational farm structures limit entry for newcomers.
- **Lack of Visibility and Misconceptions:** Farming is often invisible in mainstream or youth culture; many associate it with low education or limited ambition.



Making Farming Appealing

Changing the Narrative:

- **Social Media:** Use of platforms and “farmfluencers” to humanise and modernise the farmer’s role.
- **Alternative Models:** Promote collaborative farming, land-sharing, and community-supported agriculture.
- **Work-Life Solutions:** Matchmaking tool for replacement services, holiday support, and flexible business models.



Enabling Change Through Policy & Partnerships

What's Needed:

- **Better Support from CAP:** Make farming profitable and accessible, simplify definitions like “active farmer”.
- **Local Government Action:** Municipalities offering land and farm access programs
- **Farmers' Role:** Tell authentic, diverse stories; collaborate with research and education; support mental health and skills training.
- **Inclusive Messaging:** Reframe farming as a dynamic, skilled, multifaceted career – not just a job, but a lifestyle with purpose.

