1. Can you guess the year when this advertisement was published in the jobs/positions wanted section of a newspaper?

The advertisement was placed by a young man in his 20s who wanted to change career and find a way to make a living while being close to nature. After training as a technician he worked installing wind turbines on farms and, although not having a background in farming, subsequently decided that his ideal career would be: ‘...to work in harmony with the hills, improve land management and create habitats’. He placed the ad in January 2015. Does this surprise you?

a) What changes do you think he can expect in his income and lifestyle due to his change in career?

b) On average young farmers, those under 35 years of age, make up only 6% of all farm holders. Calculate how many students make up 6% of the class and ask them to stand while the remaining 94% stay seated. Clearly for those of you with the appropriate skills and training there are rewarding careers and life opportunities in farming!

Brainstorm the advantages of farming life.

Trainee shepherd

Hard-working young man looking to gain experience in working with sheepdogs and all aspects of hill farming and herding. Can assist for lambing season, maybe longer, in exchange for training. Have 1-year-old collie dog and van.

The farmer:
- is self-employed;
- lives and works close to nature;
- ........................................
2. Farmers feed us and also keep rural community life (i.e. shops, post offices, schools, banks) ‘alive’. Yet encouraging young people into farming is a real challenge for rural development in the EU.

(a) Why do you think this is so?

Jimmy and Anna, the farmers’ children in the animated clip, weren’t interested in farming and wanted to follow different career paths. Europe needs farmers and so farming must be made more attractive to young people. The EU helps young people get started in farming with funds to buy land, machinery and equipment and also provides grants to train new farmers in the latest production techniques.

(b) Imagine the Department of Agriculture has a campaign to encourage young people into farming. Create a poster for the campaign that would appeal to people your age.

3. Many farmers grow up on a family farm like the one in the clip, but as we saw from the newspaper advertisement on the previous page, one way to become a farmer is by taking up an apprenticeship.

(a) Research online some of the pathways to a career in farming. Look out for apprenticeship opportunities and courses in agriculture, horticulture, agricultural management, science, economics or environmental studies and part-time and distance education courses.

(b) Display some of the training programmes and open day posters in the classroom.

4. A wide range of jobs in the countryside are linked to farming and agriculture, which show how farmers contribute to the economy of rural communities. Farmers need machinery, buildings, fuel, feed, fertilisers and healthcare for their animals. Nowadays they also need business advisors and information and communications technology support. There are also careers in ‘downstream’ operations — such as preparing, processing and packaging food and those involved in food storage, transport and retailing.

(a) Make a list of different professions and careers linked to agriculture and the agri-food business.

(b) Compare lists of professions. Who has a family member working in one of these sectors?