

IMPACT REPORT



Explore how Farming for Nature is empowering farmers, restoring biodiversity, and proves that nature-friendly farming is the future. Discover our achievements, the challenges we face, and how you can help grow this movement.

2024-2025



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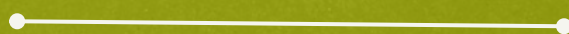


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WHO WE ARE AND WHY IT MATTERS

OUR MISSION

Farming for Nature (FFN) is here to **change the narrative**—farming and nature don't have to be at odds. We connect, support, and inspire farmers who are leading the way in nature positive food production. Our network of farmers form part of a wider movement that **prove how farming can protect, enhance and restore ecosystems for future generations.**

Why Does This Matter?

- Over 60% of Ireland's biodiversity is in decline. (NPWS)
- 40% of Ireland's waterbirds have disappeared in just 20 years. (BirdWatch Ireland)
- One-third of Ireland's bee species are threatened with extinction. (National Biodiversity Data Centre)
- Farmers need support to transition towards more sustainable practices.

That's where FFN steps in—**helping farmers lead the way in protecting nature while ensuring their farms thrive.**

OUR REACH

100 +

AMBASSADORS

PIONEERING BIODIVERSITY-FRIENDLY FARMING.

THOUSANDS OF FARMERS

ACCESSING OUR MENTORSHIP AND LEARNING RESOURCES.

A GROWING NETWORK

OF RESEARCHERS, POLICYMAKERS, AND LANDOWNERS.

A HIGHLY EFFICIENT TEAM



With 30+ programmes, national events, and thousands of farmers engaged, you might assume we have a huge full-time team behind the scenes. **The reality?** A passionate, powerhouse group making every hour count.

That's it! That's the entire core team pulling off a **national movement**—with just a few days per week each. Imagine what we could do with more!

But our reach extends far beyond us.

Farmers, ambassadors, researchers, and dedicated volunteers expand our impact every day—mentoring peers, leading farm walks, and pushing for real change in agriculture.

**JOIN THE
MOVEMENT**

PARTNER WITH US ➔

WHAT WE DO



Since 2018, Farming for Nature has been working tirelessly with farmers to integrate nature into their farming systems. We're proud of the progress we've made, with over 30 programmes already helping farmers across Ireland. These initiatives provide practical tools, funding, and support for farmers to enhance nature on their land. But we know there's much more to be done. 🌍🌟

The connection between farming and nature is undeniable: healthy ecosystems can help reduce costs, build resilience and add value. To truly make a lasting difference, we need more support. While our six key areas of impact are helping us move in the right direction, to create real change, we need to scale up our efforts. With more resources and support, we can empower even more farmers to thrive alongside the nature they help protect.

Programmes Overview

30+ Programmes



OUR PROGRAMMES

AMBASSADORS - NETWORK & AWARDS

We celebrate farmers leading the way in nature-friendly agriculture. Each year, we select **12 new Ambassadors** through a rigorous nomination and farm visit process. These farmers inspire, educate, and advocate for biodiversity.



MEET OUR AMBASSADORS →

🌱 **103 AMBASSADORS CHAMPIONING NATURE-FRIENDLY FARMING ACROSS IRELAND!**

📺 **THIS VIDEO IS JUST A SNAPSHOT—A LITTLE FLAVOUR OF THE DIVERSITY IN OUR AMBASSADOR NETWORK.**

🌾 **FROM UPLAND SHEEP TO MIXED AND TILLAGE FARMS, EACH STORY IS UNIQUE AND IMPACTFUL.**

👉 **A GROWING COMMUNITY OF FARMERS RESTORING NATURE WHILE PRODUCING FOOD—INSPIRING CHANGE FROM THE GROUND UP.**



Kim McCall
FFN Ambassador
★★★★★

“It gives a great boost to know there are a lot more farmers who do the same thing in their own corner and to feel supported in your ideas.”

PEER TO PEER KNOWLEDGE EXCHANGE

Farmers trust farmers. That’s why we connect experienced, nature-friendly farmers with those looking to make changes through **on-farm mentorship, farm walks, and peer learning.**



FIND A MENTORSHIP →

✓ **50+ MENTORSHIP VISITS ANNUALLY.**

✓ **30+ FARM WALKS EACH YEAR.**

✓ **MONTHLY WEBINARS.**

✓ **NETWORK EVENTS AND AN ANNUAL CONFERENCE.**

✓ **A FARMER-TO-FARMER ONLINE FORUM FOR SHARED LEARNING.**



Tom Keane
FFN Ambassador
★★★★★

“I was unsure about changing my farming approach, but FFN connected me with people who had been there before. Their advice was invaluable.”

OUR PROGRAMMES

ACTION FOR NATURE



SUPPORT BIODIVERSITY →

We **empower farmers** to bring biodiversity back to their land with real, tangible support:

- 🌿 58 WILDLIFE PONDS FUNDED SINCE 2022.
- 🌳 HEDGEROW AND WOODLAND PLANTING INITIATIVES.
- 💰 FINANCIAL SUPPORT FOR HABITAT RESTORATION.

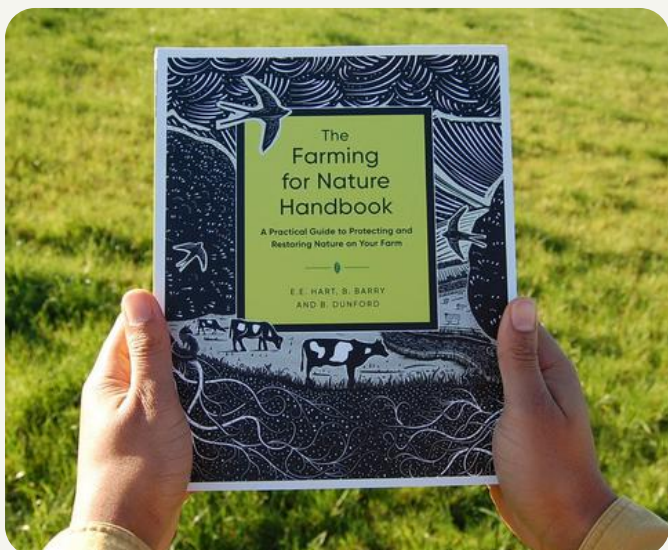


Seán Gilligan
FFN Ambassador

“We farm with nature because it’s the right thing to do.”



KNOWLEDGE SHARING EVENTS & RESOURCES



EXPLORE RESOURCES →

We make practical, **science-based knowledge** accessible to all farmers:

- 📖 THE FARMING FOR NATURE HANDBOOK (4,000+ COPIES IN CIRCULATION).
- 📺 GUIDES & SEASONAL ADVICE ON ENHANCING BIODIVERSITY.
- 🎥 VIDEOS AND PODCASTS FEATURING EXPERT FARMERS.
- 🗓️ EVENTS: ANNUAL FARMING FOR NATURE GATHERING.



Emma Harkins
Book Reader

“It is a very well put together collection of understanding, and steps towards alternative to the current intensive farming model, combining science with an older understanding that is in danger of being lost.”



DISCOVER THE HANDBOOK →

OUR PROGRAMMES

ADVOCACY & RESEARCH



SEE OUR ADVOCACY



We ensure **farmers' voices shape policies and research**. By working with universities and policymakers, we help develop **real-world** solutions that benefit both nature and farming.

💰 **58% OF OUR CORE FUNDING WENT DIRECTLY TO FARMERS FOR SERVICES PROVIDED.**



Sean Condon
Farm Walk
Ambassador



"The work that is being done by Farming For Nature is fantastic so if it can reach a wider audience it will benefit everyone."

EXPANDING THE MOVEMENT



EUROPEAN PROJECTS



We're growing a movement for nature-friendly farming!

📢 **SOCIAL MEDIA, NEWSLETTERS, AND BLOGS TO AMPLIFY OUR REACH.**

💬 **WHATSAPP GROUPS AND DIRECT FARMER ENGAGEMENT FOR REAL CONNECTIONS.**

🌍 **INTERNATIONAL COLLABORATIONS (FFN MODELS NOW IN LITHUANIA, AUSTRIA & NORTHERN IRELAND).**



Jacob Myer
AUT - FFN
Ambassador



"Support from FFN has boosted our own network to grow"

OUR IMPACT TO DATE



SINCE 2018

Farming for Nature has been empowering farmers to enhance biodiversity while running productive farms. Through mentorship, knowledge exchange, and direct support, we've built a thriving community working for nature, not against it.

**103
AMBASSADORS**

👨🌾 are in our network covering.



**46,000
ACRES OF LAND**

🌿 farmed for nature by Ambassadors



**6,566
PEOPLE**

👥 attended our events.



**121
FARM WALKS**

🚶 fostering peer learning.



**158
VIDEOS**

🎥 with 275K views youTube.



**72K PODCAST
LISTENS**

🎧 sharing farmer insights.



**370K WEBSITE
VISITORS**

💻 exploring our resources.



**12K NEWSLETTER
SUBSCRIBERS**

✉️ staying informed.



**58
PONDS**

🌿 built for farm ecosystems.



**109
MENTORSHIPS**

🤝 connecting farmers.



Lisa Fingleton
FFN Ambassador



“Thank you for all your efforts and highlighting the great working being done, inspiring more people to think about farming for nature”

MEANINGFUL PROGRESS

IN THE LAST 12 MONTHS

We've expanded even further! More farmers have engaged with our resources, attended events, and received support to enhance biodiversity. Through mentorship, funding, and knowledge-sharing, we're **strengthening the movement** for nature-friendly farming.

50 FARMS VISITED

🇮🇪 across 19 counties by 25 different mentors.

4,000+ HANDBOOKS

📖 have been distributed and sold.

80K WEBSITE VISITORS

👤 unique website users in 2024

78 MENTIONS

📰 in local and national media in 2024.

24 FARM WALKS

👨🌾 with over 60% of the audience were farmers.

€31K IN VOLUNTARY TIME

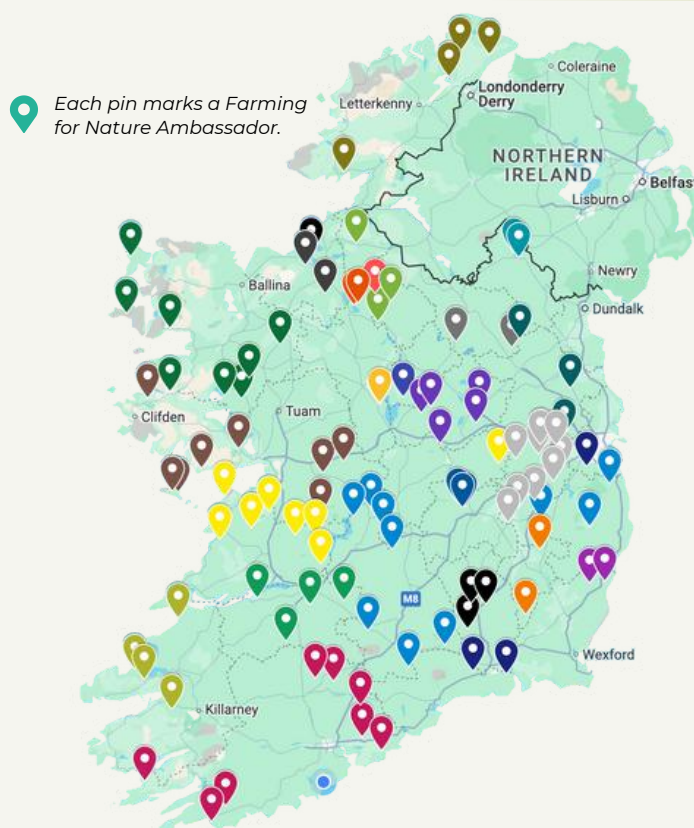
🕒 was donated by professionals to help advance our work.

76K EUROS FOR BIODIVERSITY

🌳 was paid out to farmers for knowledge exchange & actions.

SUPPORT THE FARMERS

GET INVOLVED



STRENGTHS & SUPPORT OPPORTUNITIES AHEAD

What Makes Farming For Nature Special? Farmer-led, community-driven with real solutions from real farmers. We are trusted by researchers and policymakers as we bridge the gap. We have a proven impact with our mentorship, education, and outreach making a difference.

WHY WE NEED YOUR SUPPORT?

- Farmers want to **transition to nature-friendly farming**, but many lack the guidance or financial support to do so.
- **Ireland's wildlife is declining**—without action, we risk losing more species.
- Our **funding is limited**—scaling up means reaching more farmers, faster.

HOW YOU CAN GET INVOLVED?

- **Sponsor a Programme:** Support the mentorships, farm walks, or ambassador outreach and more.
- **Partner with Us:** Research, education, and biodiversity projects welcome.
- **Donate:** Every contribution helps farmers protect nature while farming.

KEY FUNDERS

Much of this impact **wouldn't be possible without our key funders**. Their support empowers farmers, fuels knowledge-sharing, and drives change. **Thank you!**



An tSeirbhís Páirceanna Náisiúnta
agus Fiadhúlra
National Parks and Wildlife Service



Department of
**Agriculture,
Food and
the Marine**



**Shared Island
Initiative**



Michael
Higgins
President
of Ireland



"Projects such as this are powerful and tangible exemplars of what can be done from the bottom up, in creating an environmental consciousness that can deliver far reaching and lasting results"



Dr Barry
O'Donoghue
NPWS



"The metrics on engagement and feedback confirm what we've witnessed—real growth and a movement we're proud to be part of. Ó neart go neart."

MAKE AN IMPACT

DONATE TODAY ➞

To continue running our 30+ programmes, supporting farmers, and enhancing biodiversity, we need to raise €500K in the next 12 months.

KEEP FFN GROWING

BECOME A PARTNER ➞

INTERESTING FACTS ABOUT FFN



Umbrella Charity

Farming for Nature is proud to operate under the **Burrenbeo Trust, Ireland's first landscape charity** dedicated to place-based learning and community-driven conservation in the Burren and beyond.

Burrenbeo Trust provides **essential governance, financial oversight,** and **administrative support,** ensuring we can focus on empowering farmers to work with nature.

Diverse Farms, One Goal

- Our Ambassadors range from **small family farms** to **large-scale operations**, across 25 counties and all sectors (dairy, beef, sheep, tillage, mixed etc) all united by a commitment to biodiversity.
- Farming for Nature spans **across every province of Ireland**, showing that nature-friendly farming works in all landscapes.

Nature at the Heart of Farming

- Some FFN farms have over **100 different species of wildflowers** thriving in their fields.
- Our Ambassadors have created **wildlife corridors** connecting natural habitats across farms.

A Movement of Shared Knowledge

- The **Farming for Nature Handbook** is now in its **second print run**, helping farmers across Ireland implement nature-friendly practices.
- An **international movement** with sister initiatives in Northern Ireland, Austria and Lithuania.



CONTACT US!



087 1797352



info@farmingfornature.ie



Glebe Road, Kinvara, Co. Galway



www.farmingfornature.ie

