



2024 REVIEW

A message from our CEO, Stephen Jacob.

Dear TIAH Stakeholders,

As we approach the end of 2024, I am delighted to share some highlights from a remarkable year for TIAH. It has been a period of significant growth, impact and recognition for our organisation, and I am excited to reflect on our achievements and look ahead to 2025.

A year of impact and recognition

2024 has been a year to remember for TIAH. We have made great strides in our mission to support agriculture and horticulture and our efforts have not gone unnoticed. At LAMMA 2024, we were honoured to receive the Silver Digital Innovation Award, a testament to our commitment to advancing the sector through technology and innovation.

Our journey began with the successful launch of TIAH membership at LAMMA in January, marking the beginning of a new era for professional development in our sector. Since then, we have seen tremendous engagement and growth:

- We developed crucial Essential Skills online learning courses, focusing on critical areas including health and safety, nutrient management and inclusion
- Our Virtual Work Experience (VWEX) programme is proving to be a tremendous success. Over 89% of participants came from schools identified as urban reflecting our commitment to diversity and inclusion
- After taking the VWEX programme over 75% of participants were now somewhat confident or very confident about finding a future job in the industry

Partnerships and collaborations

Our collaboration with Morrisons was a significant milestone, as they became the first supermarket to partner with TIAH. This partnership aims to accelerate Morrisons' journey towards net zero and support its farmers in adopting more sustainable practices.

We have also continued to support the next generation of agricultural leaders through our student membership offering and our continued sponsorship of the OFC Inspire programme.

Delivering results

Behind every achievement lies a great deal of hard work and dedication. Our team has worked tirelessly to develop and enhance our Learning Hub, providing personalised development recommendations and Essential Skills learning for our members.

The acquisition of the National Libraries for Agri-Food has significantly expanded our resources for farmers and growers, further cementing our position as the home of skills and careers support for agriculture and horticulture.

Looking ahead to 2025

As we look to the future, we are committed to further developing skills and knowledge in the farming and growing workforce. Our focus will be on:

- Enhancing our Learning Hub and personalised development recommendations
- Expanding our Essential Skills pathways
- Strengthening industry partnerships to address sector challenges
- Continuing to support the next generation of farmers and growers

Your support has been instrumental in shaping TIAH into the organisation it is today. We look forward to continuing our journey together in 2025 and beyond, building a stronger, more resilient sector.

Thank you for your continued engagement and support. Wishing you a peaceful holiday season and a prosperous New Year.

Best regards,

Stephen Jacob

Chief executive, TIAH



Top 5 Essential Skills lessons:

- The importance of farm safety
- Introduction to nutrient management
- The five welfare needs of animals
- The risks in farming and the risk assessment process
- Roles, responsibilities and reporting incidents

351

TIAH members have completed 351 Essential Skills lessons. 177 are currently in progress.

Top TIAH member interests:

- 1 General cropping
- 2 Grazing livestock
- 3 Cereals

Most common member job titles:

- Family farmer
- Farm owner
- Farm manager
- General farm worker
- Assistant farm manager

Of those titles, the **general farm workers** have completed at least **3 times as many** Essential Skills lessons as the others.