

2025

IMPACT



HIGHLIGHTING A YEAR OF PROGRESS,
CONNECTION, AND FARMER-DRIVEN
BIODIVERSITY ACTION.

REPORT



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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. Farms need healthy ecosystems to thrive now and for the future. 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?

- 90% of Ireland's natural habitats are in poor condition. (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 ROOTS

Farming for Nature operates under the umbrella of registered charity Burrenbeo Trust, which provides governance, financial oversight, and administrative support.



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 



WHERE WE ARE NOW

2025 HIGHLIGHTS

2025 was an exciting year for Farming for Nature as the movement continued to grow, innovate and reach new audiences. Here are some of the key highlights that shaped this year:

🌟 Inside the Gate launched with great success.

The very first edition of the FFN Family Farm Day brought people directly onto Ambassador farms, giving the public a powerful, real-world experience of what nature-friendly farming looks like.

🌟 Developed a new all-island collaboration.

This new partnership with the Nature Friendly Farming Network (NFFN) NI allowed FFN to amplify the voices of farmers across both the north and south of the island, deepening connection, understanding and shared learning between communities.

🌟 Expanded our in-person and online outreach

We achieved an all-time high reaching new audiences and curious farmers looking for more information for their land through webinars, farm walks, mentorships, network days and more.

🌟 Provincial network days

We developed four network days across the four provinces of Ireland bringing together farmers, funders and other interested parties to learn about the important work of FFN.

🌟 We began planning our new Farming, Nature & Food Festival

Planning has officially started for the first edition of this festival, taking place in June 2026. This flagship event will bring together farmers, experts and the wider public to celebrate food, farming and biodiversity.

AUDIENCE NUMBERS

PLATFORMS	Dec 2024	Dec 2025
Facebook followers	8,061	13,215
Instagram followers	6,792	9,813
Twitter followers	8,934	8,651
YouTube subscribers	2,200	3,220
Tiktok subscribers	Channel Open 2025	2,916
Tiktok views	Channel Open 2025	333,154
Total YouTube views	225,968	327,000
Total listens to our Podcasts	73,489	77,601
Newsletter subscribers	12,983	14,106
Website page views	87,245	97,731





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 benefits of farming for nature are 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



PROGRAMME PROGRESS

AMBASSADORS - NETWORK & AWARDS

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



MEET OUR AMBASSADORS →

- 12 new Ambassadors in 2025. We now have 115 in total in our network.
- These ambassadors inspire and encourage other farmers through online and in person outreach
- From upland sheep to dairy, beef 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.



Mimi Crawford
FFN Ambassador



“Always a pleasure to deal with individuals and farmers in the FFN network. Great support and knowledge sharing. Opportunity to help influence others farming practices in a positive way.”

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 →

- 29 is the number of Horse’s Mouth Mentorship beneficiaries in 2025, making a total of 139 since 2022. We now have 25 Horse’s Mouth Mentors trained up.
- 11 online Q&As were held this year plus 4 Winterage Webinars, making it 81 online Q&As and 4650 attendees since it started in 2020. These can all be viewed on YouTube.
- 24 farm walks with 475 attendees were held on FFN Ambassadors Farms this year. A further 6 were held in collaboration with NFFN Northern Ireland (138 attendees) a total of 151 farm walks and 2,911 attendees since 2019.



Jim H
FFN walk attendee



“The walk was very interesting from a nature point of view but also from a human side . People like the Keane’s, knowledgeable and hospitable , are getting scarce now ...! Food will always be safe with them...”

PROGRAMME PROGRESS

ACTION FOR NATURE



SUPPORT BIODIVERSITY →

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

- We collaborated with the ReFarm project to support 50 farmers from the wider FFN network across 21 counties to build ponds, enhance hedgerows, manage grasslands and carry out 'farmers choice' biodiversity actions relevant for their farm.



Shane Fitzgerald
FFN Ambassador



"You've really hit the nail on the head with ReFarm in my opinion- a farmer friendly, simple and impactful initiative. We're really looking forward to getting involved in this."

KNOWLEDGE SHARING EVENTS & RESOURCES



EXPLORE RESOURCES →

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

- 23 Inside the Gate family farm days took place across 19 farms with 1,285 people registered to attend.
- We attended 4 large national agricultural events this year with our FFN stall. We spoke to approximately 1,500 people about FFN.
- 5000+ Farming For Nature Handbooks have been sold in the last 12 months.
- Our website continues to be the main source of information and guide on how to farming for nature in Ireland.



Christina McCann
ITG attendee



"I went to Hartwell Farm yesterday- an excellent tour where I gained lots of new knowledge and ideas for our family's land. Absolutely worthwhile. They've created an incredible space for nature... really eye-opening."

PROGRAMME PROGRESS

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.

- Over 100 attendees joined us at our annual FFN panel discussions looking at innovative solutions for environmental, social and economic sustainability in farming. 722 attendees since 2018.
- FFN speakers participated in multiple conferences, panels and field trips during the past year, ensuring farmer's voices are heeded in research and policy.



John Murray
FFN Panel
Attendee



"Just wanted to write to say how illuminating, and fascinating, your sessions were at the festival this weekend. That gift, of hope, we can all say, is literally invaluable."

EXPANDING THE MOVEMENT



[STAY CONNECTED!](#) 

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

- We use social media, newsletters, and blogs to amplify our reach.
- We continue to build our 'Shared Island' relationship with the Nature Friendly Farming Network in Northern Ireland to have a more all-island approach.
- We continue to collaborate with our FFN Ambassador Networks in Lithuania and Austria and organise annual field trips to different farms.



Kate Saunders
Newsletter
Subscriber



"Of all of the emails that land in my inbox this is amongst the very few that always raise my spirits. I'm so very appreciative of all the work you do for our living world."




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.


**115
AMBASSADORS**



 are in our network covering.


**48,000
ACRES OF LAND**



 farmed for nature by Ambassadors


**9,546
PEOPLE**



 attended our events.


**151
FARM WALKS**



 fostering peer learning.


**235
VIDEOS**



 with 342K views youTube.


**77K PODCAST
LISTENS**



 sharing farmer insights.

**373K WEBSITE
VISITORS**



 exploring our resources.


**14K NEWSLETTER
SUBSCRIBERS**



 staying informed.


**58
PONDS**



 built for farm ecosystems.

**138
MENTORSHIPS**



 connecting farmers.



Nigel Gillis
FFN Ambassador



“All the FFN events I've been on are just happy places with owners in all types of situations just doing their best. Also love the fact that we have non-organic commercial farmers, even derogation who are doing their best 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.

29 FARMS VISITED

across 12 counties by 16 different mentors.

5,000+ HANDBOOKS

have been distributed and sold.

90K WEBSITE VISITORS

unique website users in 2025

92 MENTIONS

in local and national media in 2025.

30 FARM WALKS

with over 60% of the audience were farmers.

€48K IN VOLUNTARY TIME

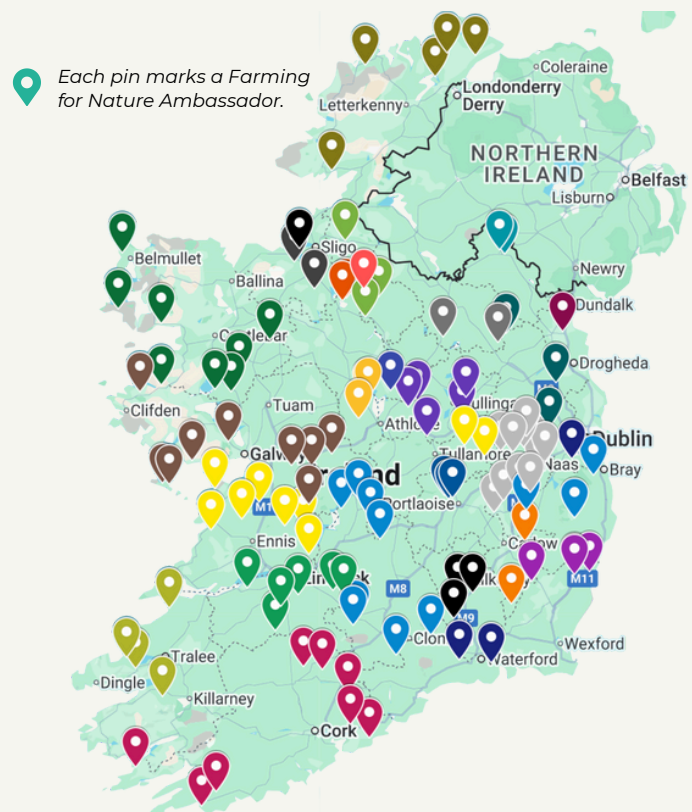
was donated by professionals to help advance our work.

104K EUROS FOR BIODIVERSITY

was paid out to farmers for knowledge exchange & actions.

SUPPORT THE FARMERS

GET INVOLVED





POWERED BY SUPPORT A FUTURE TO BUILD

Your generosity has already made real change possible – but there is so much more to do. As a charity, we transform funding directly into action: farm walks, mentorship, biodiversity interventions, knowledge exchange and community programmes. But the reality is clear: this work cannot continue without ongoing support. Nature needs your help, rely on us and our farmers to provide it.

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 continuing to farm.

KEY FUNDERS

None of our work would be possible **without the funders and partners who stand behind us**. Your support empowers farmers, fuels knowledge-sharing, and enables practical biodiversity action on farms across Ireland.

We are deeply grateful for your commitment to a nature-rich future. Because of you, thousands of people have engaged with our programmes, learned from our Ambassadors, and taken meaningful steps to protect wildlife and landscapes.



Michael Higgins
Former 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”



An tSeirbhís Páirceanna Náisiúnta agus Fiadhúlra
National Parks and Wildlife Service

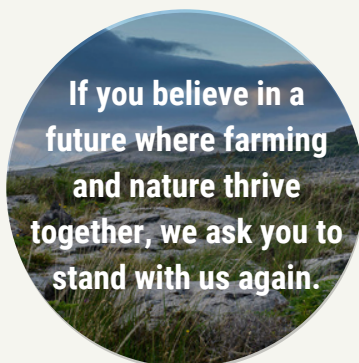


An Roinn Gnóthaí Eachtracha agus Trádála
Department of Foreign Affairs and Trade



MAKE AN IMPACT

[DONATE TODAY](#) ➔



KEEP FFN GROWING

[BECOME A PARTNER](#) ➔

LOOKING AHEAD 2026 PRIORITIES

2026 will be a year of growth, collaboration and deeper impact. As the movement continues to strengthen, we are preparing a series of ambitious steps to support farmers, expand our reach, and continue building a nature-rich future. Here are our key priorities for the year ahead:



Launch a farmer-led festival celebrating farming, nature & food

A national gathering shaped by farmers, for farmers and the wider public, creating a new space for learning, connection and inspiration.



Develop new funding streams for long-term stability

Strengthening our financial base so we can plan confidently, increase our impact, and provide stronger career pathways for our team.



Grow the Ambassador network

Select 12 outstanding new Ambassadors and develop mini-Ambassador awards across selected counties.



Expand outreach and mentorship programmes

Continue scaling our online and in-person activities, ensuring farmers have more access to peer-to-peer learning and practical guidance.

2026 PRIORITIES



Take action for nature on farms

Support more ponds, hedgerows and woodlands in collaboration with ReFarm, The Hare's Corner and other key partners.



Strengthen cross-border and international collaboration

Deepen our Shared Island engagement and support emerging sister projects across the UK and the EU.



Develop new learning resources

Create fresh materials while maintaining and updating the resources farmers rely on most.



Host more public-facing events and campaigns

Offer more family-friendly experiences and online initiatives to help the public understand and value nature-friendly farming.



Keep listening to our Ambassadors

Ensure their knowledge continues to guide our work and share their stories widely to inspire others.



Nurture our community

Continue supporting our farmers, funders, partners, donors and supporters – ensuring everyone feels valued, connected, and proud to be part of the movement.

Thank you to our 2025 Supporters:




An tSeirbhís Páirceanna Náisiúnta
agus Fiadhúlra
National Parks and Wildlife Service



An Roinn Gnóthaí
Eachtracha agus Trádála
Department of
Foreign Affairs and Trade



- Public Donations
- Our many wonderful Ambassadors, Volunteers, & Collaborators

*None of this would be possible
without your help* 



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