

An Agricultural Strategy for the Argyll Area

After over a year's extensive consultation with the agricultural industry in Argyll, **An Agricultural Strategy for the Argyll Area** has been published.

The strategy has been promoted by the Argyll and Bute Agricultural Forum, an Industry Group set-up to raise awareness of agricultural issues, promote the development of agriculture and crofting and encourage and facilitate co-operation and collaboration between land-based agencies.

The extensive consultation with the industry in the Argyll area allowed identification of the key issues affecting agriculture and crofting and the development of themes and actions necessary to move the industry forward.



Theme	Objective
Information, Advice and Human Capital	To improve information flow and communication and better equip farmers and crofters to make informed business decisions and in turn improve the profitability and sustainability of their businesses.
Broadening Income Streams	To widen the income streams into farming and crofting households to lessen the dependence upon subsidies and reduce the business risks associated with low commodity prices.
Adding Value to the Local Food Chain	To encourage farmers and crofters to take a more active role in the local food chain and the development of added value opportunities.
Building a Better Infrastructure	To develop an agriculture and public infrastructure that is compatible with a competitive agricultural sector.

Within each of the above themes, the strategy details what needs to be done, how this will be achieved, who has responsibility for the actions and when the action is most needed. Additionally, it outlines how the strategy should be implemented, monitored and evaluated to make sure things happen. The strategy aims to complement rather than duplicate existing strategies and plans and promotes an engagement and partnership approach to aid the development of agriculture and crofting in the Argyll area in a way that best meets its needs and the needs of the communities within which is it interdependent.

The future of agriculture in the Argyll area will be determined by the cumulative actions of the industry itself and not solely this strategy. The consultation process has ensured that the strategy and the actions outlined within it are appropriate for the needs of the industry. Additionally, commitment to implement the strategy has been secured from the industry itself and from the support agencies and industry organisations that make up the forum.

You can see how the strategy can help you and your business by requesting a copy from The Argyll and Bute Council Development Project Unit on 01546 604137 or downloading an electronic copy from the following websites:

www.argyll-bute.gov.uk

www.hie.co.uk

www.sac.ac.uk

This strategy has been funded by:

