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FARMERS FOR
CLIMATE ACTION

OUR VISION:
FARMING FOREVER
2018-2021



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ABOUT US

Farmers for Climate Action is a movement of farmers, agricultural leaders and rural Australians working to ensure farmers are a key part of the solution to climate change. We support farmers to build climate and energy literacy and advocate for climate solutions both on and off farm. We are independent, non-profit and non-partisan.

We represent more than 3000 farmers across Australia. Our supporter base includes over 22,000 Australians committed to climate action for agriculture.

Our members and our Board can be found across the country: from the tropical north of Queensland to the cooler climes of Tasmania, and from the wine growing regions of Western Australia right across to the sheep and cropping farms of New South Wales. Our staff members are spread across the east coast of Australia.

We work closely with stakeholders across the agricultural and climate sectors to manage risks and find opportunities to tackle the challenge of climate change.

We are an associate member of the National Farmers' Federation and a member of the Climate Action Network Australia.



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WHAT WE DO



We engage through a community organising approach, working directly with farmers to recruit other farmers.



We inform through our capacity building work, upskilling our farmers in climate science and policy. We are a trusted, non-partisan voice for stakeholders across government and the broader community. We link the best experts in the lab with the best experts in the field.



We mobilise by inspiring farmers to achieve and advocate for climate action behind and beyond the farm gate.

Our mission

We are an inclusive movement of farmers and rural Australians leading the way on climate solutions.

Our values



Integrity



Innovation



Stewardship



Equity and justice

HOW WE WORK

We are **evidence based** and informed by the best available science.

We are **collaborative, inclusive** and **respectful**. We respect and embrace the **diversity** and **wisdom** of farming communities.

We are empowering our farmers to be **bold and courageous** and widening the space for rural Australia to take action on climate change.

We are **sustainable** and are committed to being here for the long haul through being **ecologically, financially** and **socially responsible**.

We are **strategic** and work towards delivering tangible, long-term **results**, while maximising our impact.

What makes us stand out

We are the only farmer-led organisation that specialises in climate action.

Agriculture accounts for 13 per cent of Australia's emissions and yet we are the first organisation to focus on ensuring Australia reduces its emissions in a way that works for farmers.*

We also help farmers communicate with the public about climate change. This is critical as farmers are frequently recognised as some of the most trusted voices on climate change.

Where climate change movements have typically focussed on left-wing political parties, we are committed to bringing about multi-partisan political support for climate action and work across the political spectrum.

* Greg Bourne, Andrew Stock, Will Steffen, Petra Stock and Louis Brailsford, *Working Paper: Australia's Rising Greenhouse Gas Emissions*, Climate Council of Australia, 2018.

Our history

Farmers for Climate Action grew out of a meeting of frustrated farmers in the Blue Mountains in 2015.

Many had spent decades voicing their concerns about climate change to no avail. They resolved to get to work.

That year, more than 100 farmers signed a letter calling on the Federal Government to set stronger targets to reduce carbon pollution. Another group ran a crowdfunding campaign to send two young farmers, Joshua Gilbert and Anika Molesworth, to the UN Climate Talks in Paris.

In 2016 we set ourselves up as a formal group and ran a nationwide survey of farmer attitudes towards climate change and renewable energy. More than 1300 farmers around Australia took part, and in November 2016 a delegation of farmers presented the Australian Farmers Climate Survey results to politicians and industry leaders in Canberra.

In 2017 our Board was able to employ a CEO thanks to our supporters, and some of our most active members worked together to help set our direction.

With more and more viable climate solutions available, we are keener than ever to see strong climate action from governments, businesses and the community.



Our theory of change

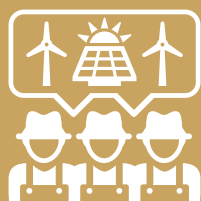
We believe that if we organise farmers, graziers and agriculturalists to lead climate solutions on-farm and advocate together, we can influence our sector and the government to implement climate policies that reduce pollution and benefit rural communities.

OUR STRATEGIC PLAN

In order to achieve our vision, our work is divided into four key focus areas.



FOCUS AREA 1
Agriculture
is climate
smart



FOCUS AREA 2
Farmers
mobilised
to drive a
clean energy
transition



FOCUS AREA 3
Rural and
regional
MPs are
championing
climate action
and renewable
energy for
regional
Australia



FOCUS AREA 4
Agriculture
leaders are
championing
climate
action



FOCUS AREA 1 Agriculture is climate smart

Our goal is to achieve an increased uptake of climate smart agriculture across the supply chain.

We support farmers to be part of the solution to climate change through climate smart farming practices, and we recognise that many farmers are already leading the way. We are actively advocating for more targeted research, development, extension and adoption to support farmers in successfully adapting to changing climatic conditions.

We are also working with key agricultural sectors to reduce emissions and take action on climate change. We seek to ensure Australian farm businesses remain profitable and sustainable long-term as the challenges of a changing climate, including extreme weather risk, come to bear.

Underpinning this work is the proposed National Strategy on Climate Change and Agriculture, which we believe is critical to the future of Australian agriculture.

Our strategies

Engage

- Work across all sides of politics to drive support and funding for climate smart agriculture and a National Strategy on Climate Change and Agriculture
- Work with agricultural sectors, including peak industry bodies and farmer representative groups, to advance pathways towards carbon neutrality and to support the development and implementation of industry sustainability frameworks
- Collaborate with lead agencies and partners to drive farmer support for a National Strategy on Climate Change and Agriculture

Inform

- Deliver directly, and in partnership, climate smart workshops and training and sponsor a climate smart agriculture fellowship that engages 40 farmers
- Ensure broad distribution of a climate smart agriculture toolkit using our own, and others', channels
- Share case studies that show how farmers are implementing climate smart agriculture on-farm
- Demonstrate the need for government support for climate smart agriculture through economic analysis and additional resources

Mobilise

- Build community support via an effective public campaign to build pressure on decision-makers to deliver and implement a fully-funded National Strategy on Climate Change and Agriculture

Three-year key success measures



Key decision makers engaged in industry climate smart agriculture initiatives (including pathways towards carbon neutrality for two sectors)



Beef industry carbon neutral 2030 plan secures support for research, development and extension funding



1,000 farmers have greater knowledge about climate smart solutions as a result of exposure to climate smart agriculture case studies, toolkit and workshops (1,000 farmers trained in climate smart agriculture, 1,000 farmers accessing our climate smart agriculture toolkit)



70% of participating farmers reporting they have gained knowledge/skills from case studies, toolkit and workshops, with 60% noting they intend to implement a change on-farm as a result



75 case studies of climate smart agriculture practices implemented as a result of Farmers for Climate Action initiatives



A fully-funded and implemented National Strategy on Climate Change and Agriculture, supported across industry, environmental, NGO and agricultural sectors, and across all sides of politics

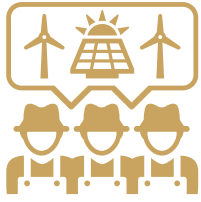
Picture of success

By 2021, Farmers for Climate Action will have led the charge for agriculture to move forward on climate action on farm, proactively undertaking steps to reduce emissions in red meat and an additional emissions intensive sector.

Australian agriculture will be responding to, and taking advantage of, changing global markets and consumer preferences, and calling for other sectors of the economy to take action.

We will see an overall reduction in emissions on Australian farms, an increase in carbon-sequestration and a greater uptake of climate agriculture. Critically, we're expecting to see a growing number of champions in the agriculture sector who are able to talk to their peers about climate smart agriculture (for more see focus area 4 on page 11).

At the end of three years, Farmers for Climate Action will have been instrumental in driving a fully-funded National Strategy on Climate Change and Agriculture adopted by the Federal Government with multi-partisan support.



FOCUS AREA 2

Farmers mobilised to drive a clean energy transition

We are calling for a rapid transformation of Australia's energy system away from fossil fuels and towards renewable energy in a way that maximises benefits to farmers and regional communities.

Our strategies

Engage

- Review landscape annually and choose one major and up to three minor campaigns to run
- Use our decision-making criteria to select campaigns, focussing on: their impact on climate change; their relevance to farmers and regional Australia; their delivery of important roles for farmers; and their ability to build our overall influence

Inform

- Highlight the benefits of clean energy transition for farmers through case studies and workshops
- Support farmers to engage in important campaigns through the provision of critical information via knowledge and capacity building events, and activities

Mobilise

- Build community support by mobilising farmers and the general public online and at events

Three-year key success measures



3,000 farmers mobilised in campaigns online



180 farmers mobilised in campaigns in their community



250 farmers participating in energy transition initiatives



Campaigns achieving broad media coverage at local, state and national levels



3-9 minor campaign wins*

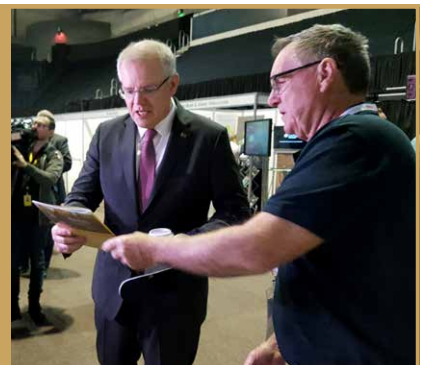


1-3 major campaign wins*

* It's important to note that we don't expect to win every campaign. We'll pick the campaigns with the highest impact, not just those that are easy to win.

Picture of success

In 2021, we will have won campaigns which hasten the transition from fossil fuels to renewables and ensure rural communities benefit.





FOCUS AREA 3

Rural and regional MPs are championing climate action and renewable energy for regional Australia

Rural and regional MPs have the potential to play a critical role in helping Australian agriculture respond to the challenges of climate change. Farmers for Climate Action will work with key rural and regional MPs to ensure they are championing the climate action and renewable energy critical to the future of their electorates.

Our strategies

Engage

- Engage regularly with regional and rural MPs, and their trusted advisers, to extend understanding of climate change and its impact on agriculture, and ensure climate change is top of mind when policies are made

Inform

- Provide information and transformative experiences for political leaders to connect them with the issue of climate change
- Pitch local, state and national media stories on need for climate action and the position of their local MP

Mobilise

- Mobilise people with influence to encourage MPs to express support for climate action
- Educate and mobilise local community to demand MPs shifts on climate issues

Three-year key success measures



Climate action motions progress through party procedures and are strongly supported (if not won) at regional and state conferences



10 MPs take part in a transformational experience such as a farm tour or conference



15 MPs engage with information



30 local media stories per target electorate



Community groups mobilised in each electorate



6 additional MPs in regional and rural electorates are publicly championing climate action

Picture of success

We need to see party politics taken out of climate and energy policy. In order to achieve this, rural and regional Australia needs to mobilise to demand stronger action on climate change. This will be evidenced by multi-partisan support for stronger climate action and cross-sectoral emissions reductions. We're also expecting policy shifts on key issues, including renewable energy for regional Australia, ending fossil fuel development and climate smart agriculture.



FOCUS AREA 4

Agriculture leaders are championing climate action

Farmers for Climate Action is committed to helping the leaders of Australian agriculture become champions for climate action.

Our strategies

Engage

- Share information, and have thought-leader meetings and conversations with agricultural influencers
- Drawing on existing climate and rural leadership programs to support and activate industry champions

Inform

- Ensure that industry programs, reflect strong demand for climate action
- Well attended National Summit for Industry Champions in 2019/2020

Mobilise

- Develop an alternative taskforce for regional Australia to provide a platform for agricultural influencers to champion climate action
- Foster ongoing relationships with, and between, champions and support them to take action

Three-year key success measures



25 agricultural influencers regularly speaking out publicly on the urgent need for climate action: driving industry policy and perceptions



50 influencers across the agricultural sector championing climate action within the sector



Peak agricultural bodies endorse climate smart agricultural practices and implement/ elevate appropriate policies

Picture of success

In 2021, we're expecting to see an agricultural sector that champions climate action. The key agricultural influencers that we work with will be pressuring rural politicians to implement strong climate policies. They'll also be raising climate change as a key topic at major industry events, building widespread recognition that there are significant threats and challenges for the industry.

WHAT MAKES OUR WORK POSSIBLE

Systems

We've got a lot of work to carry out over the next three years. This means having the right systems in place to make it happen. We are:

- Building our movement of farmers and agricultural leaders
- Locating where we are today and planning where we need to go
- Raising the funds we need to boost our reputation and reach
- Hiring the best staff and giving them what they need to succeed
- Striving to become an employer of choice
- Maintaining best practice management for not-for-profits

Growth targets

Our growth targets for next three years include:



40,000 supporters online



7,000-9,000 farmers who are supporters online



150 active volunteers



50 agriculture influencers who are climate champions



100 farmers participated in media and advocacy training —covering all jurisdictions and sectors



150 media articles in 2018–19, 200 in 2019–20 and 250 in 2021, allowing Farmers for Climate Action to shape the media narrative surrounding farmers and climate change



\$1.5 million in funding each year





*"Out here, Farmers
for Climate Action
is becoming a force
to be reckoned with."*

– Bruce Currie
Jericho Grazier, Qld.



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Get involved at:
farmersforclimateaction.org.au

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 [@farmingforever](https://twitter.com/farmingforever)