



# REPORT

**Green Foundation Ireland**

invites you to an evening online TALK by

**Brigid Barry** of **Farming for Nature**

## **Building a Positive Narrative Around Farmers and the Environment**



**Venue: by Zoom** *(details given after registration)*

**Monday 14 March 2022 – 19:00 to 20:00**

Admission to this event is **FREE** but you **MUST** register beforehand.  
You can do so through **our Eventbrite page here**

This talk forms part of Green Foundation Ireland's project,  
*"Our Soil Underfoot – Protecting our underground life".*

# *Building a Positive Narrative Around Farmers and the Environment*

## THEME

There is widespread awareness of the environmental damage that can be caused by the wrong type of farming; however there isn't much discussion of those that are doing a great job farming for nature, about the positive stories, meaning we don't have many good role models.

Encouraging farmers to feel that they are part of the solution, not just the problem, is the first step in a long journey which will require a lot of financial and technical support, new partnerships and new visions.

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"Our Soil Underfoot – Protecting our underground life".***

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## ABOUT OUR SPEAKER

### Brigid Barry



Brigid is the Project Manager for the Farming for Nature project since June 2018. She works five mornings a week. Prior to this initiative, she was the manager of the landscape charity Burrenbeo Trust for 9 years, biodiversity officer for Clare County Council and a project officer on numerous conservation projects abroad for the previous 10 years.

Brigid comes from a suckler and tillage farm in County Cork. You can [listen here to a podcast](#) on how she became involved in conservation and the background to Farming for Nature.

You can find out [more about Farming for Nature here](#).

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## ABOUT OUR TALK

**Donna Mullen**, Chair of Green Foundation Ireland, welcomed everyone to our talk and introduced **Brigid Barry**. Brigid began by discussing Farming for Nature, an organisation that she set up, which encourages, and provides resources to, farmers to foster biodiversity on their agricultural land, as well as engage with water and soil stewardship. Events such as Ambassador Awards recognise the effort and achievements of farmers for engaging with sustainable farming practices, such as regenerative farming. She then mentioned how the engagement has grown year-on-year, showing great promise for the future.



Brigid went on to detail the advantage of establishing a network of environmental ambassadors, encouraging communication between farmers. Brigid has worked with farmers throughout Ireland to develop accessible educational material for farmers. The focus has been on developing resources by farmers for farmers. Podcasts have been developed in which farmers detail their own experience with, and share their passion for, sustainable farming.

83 people registered to attend or expressed an interest in our talk, while 40 people participated on the evening. Attendee engagement was high, with a number of varied questions asked, and Brigid providing insight to all on how to get involved with Farming for Nature, and the feedback she has received from the farmers involved.

This talk was a really good opportunity for people interested in the relationship between farmers and environmental stewardship to learn about resources and events that explore that relationship.

You can [access our video of the talk here](#).

**Green Foundation Ireland**

**5 April 2022**