



# BRIDGING THE URBAN AND RURAL DIVIDE THROUGH THE POWER OF STORYTELLING

FULLY FUNDED MEDIA EDUCATION FOR FARMERS



## JUST FARMERS IS HEADING UP NORTH!

Learn how to constructively engage with the media and members of the public in a friendly and supportive learning environment.

Just Farmers builds confidence at the grassroots of UK agriculture through fully-funded Media Education workshops that give farmers and growers the skills to tell their stories with pride.

**Our practical workshops are run by leading industry professionals, with introductions to TV, Radio, Podcasting, Writing, and Digital Content Creation.**



With so many challenges facing agriculture, it's never been more important to bring people together and improve how we communicate, both inside and outside the farming community. At Just Farmers, you'll gain practical storytelling skills, meet new people and explore fresh perspectives.

**Just Farmers is hosting a 2 Day in-person workshop:**

**When:** 12<sup>th</sup> & 13<sup>th</sup> May 2026

**Where:** Great Yorkshire Showground, Harrogate, HG2 8NZ

*Ahead of the workshop, farmers will need to attend a three-hour kick off/introductory session which will take place online (date TBC)*

**Places are FREE but strictly limited.**

APPLY  
NOW!



For more information about Just Farmers:

[anna@justfarmers.org](mailto:anna@justfarmers.org)

[emily@justfarmers.org](mailto:emily@justfarmers.org)

[JUSTFARMERS.ORG](https://justfarmers.org)

# OUR FARMERS ARE TELLING THEIR STORIES WITH PRIDE THANKS TO JUST FARMERS

Soft fruit grower Bal Padda produced and presented a mini-documentary 'It's a Punjabi Farm Innit' about his family farm in Worcestershire.



**Stephen Thompson, indoor pig producer, South Yorkshire**

"The pig industry is still here in part to the fact that Just Farmers gave me and others a voice."



'Money Really Doesn't Grow on Trees': Devon grower Olivia James wrote a moving and personal piece about the struggle to make a living from market gardening.

Welsh upland mixed farmer Ioan Humphreys has appeared in the media more than 100 times since joining Just Farmers, on the BBC, ITV, in The Sun, The Telegraph, The Daily Mail and more, and is one of farming's leading social media influencers.



"I'd never have had the confidence to say yes to that without doing the Just Farmers course" - Oxfordshire arable farmer Matthew Izod on appearing in the fourth series of Clarkson's Farm.

"We as farmers are happy to talk to our peers about farming problems, but the more we engage with the general public, the better."



**Gwynndaf Thomas, dairy farmer, Carmarthenshire**



Suffolk free-range egg producer Dan Brown took part in a live debate on Talk TV with a vegan activist about bird safety in poultry sheds.

"The most valuable aspect of the workshop, alongside the brilliant communication and media insights, was the opportunity for networking, group-forming, and bonding"



**Alisha Fuller-Armah, mushroom grower, Dumfries and Galloway, Scotland**



Just Farmers was set up in 2018 by journalist and Shropshire farmer's daughter Anna Jones. The idea was sparked by her Nuffield Farming Scholarship, which looked at the challenges of covering of agriculture in the mainstream media.

Just Farmers is a not-for-profit organisation funded by charitable grants and sponsorship. If you or your organisation, would like to know more about how to support our work, please email [anna@justfarmers.org](mailto:anna@justfarmers.org).

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