

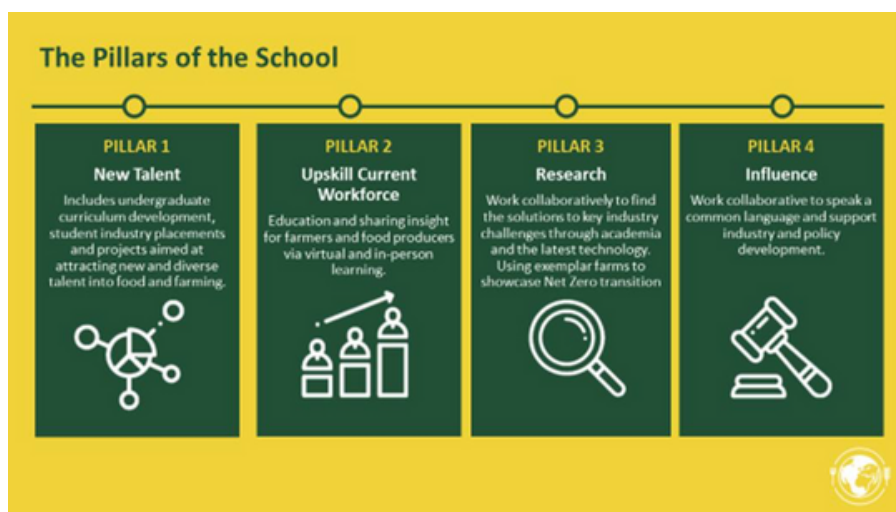
GUILDHE CLIMATE CRISIS REPORT

CASE STUDY: RESEARCH AND KNOWLEDGE EXCHANGE

Harper Adams University

The School of Sustainable Food and Farming (SSFF) at Harper Adams University (HAU), supported by our steering partners McDonald's UK&I, Morrisons and the NFU, was established in October 2021 to support and accelerate the industry on its journey towards net zero emissions within the remits of wider sustainable agriculture (profitability, biodiversity, welfare). SSFF draws on academic and practical expertise, as well as industry networks, to develop knowledge and skills for farmers and other businesses in the supply chain who are committed to reducing the environmental impact of food production. SSFF's purpose is to:

- Equip farmers and the supply chain with skills and knowledge towards net zero within sustainability parameters (economic, environmental and social).
- Talk a common language with regards to net zero and sustainable farming.
- Improving farm data to track carbon emission reductions and sequestration offsetting at a whole farm system approach.
- Encourage new entrants into the food industry and a diversity of entrepreneurial people.



To realise this purpose SSFF has four key pillars of delivery: New Talent, Upskilling the Current Workforce, Research and Policy, and Influence. Through these pillars SSFF is able to support the sector and supply chain to educate, collaborate, influence and develop solutions to challenges facing the agricultural supply chain.

[Read the full GuildHE Report: Tackling the Climate Crisis: A View From Smaller and Specialist Universities and Colleges](#)

