

“Our vision is to develop labour efficient, safe, profitable and sustainable farm businesses that offer high standards of operator quality of life for current and future generations”

Programme framework



Improving on-farm working situations is central to creating attractive and enjoyable workplaces for everyone

Take home messages

- **Long-term vision for the future social sustainability of the industry**
- **Research, advisory and education play a key role**
- **Farmers must be ambassadors to promote and develop an attractive image of working on dairy farms**