



Scotland's Farm Advisory Service: One-to-Many

Annual Report 2024/2025



Part of Scotland's
Rural College (SRUC)

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Reporting period

This document reports on SAC Consulting's delivery of the One-to-Many FAS during the 9-month period from 3rd July 2024 until 31st March 2025 (this period excludes the 3-month period 1 April 2024–3 July 2024) which was reported in a prior 15-month contract period.

It should be noted that we expect significant variation throughout the report when comparing the previously reported 15-month 2023/2024 period with the current 9-month 2024/2025 one due to the variation in contract length and subsequent data collection period. The timeframe is 40% shorter than the previous report, therefore a 40% reduction when compared to last year would be expected. The monthly averages, where provided, will remain the most representative of the overall performance.

Introduction

In 2024/2025 the One-to-Many component of Scotland's Farm Advisory Service (FAS) delivered a comprehensive programme of advice that reached thousands of farmers, crofters and land managers across Scotland. This support has had measurable impact, highlighting FAS's role in driving practical on-farm improvements and enhancing the resilience and sustainability of Scottish agriculture.

The FAS Annual Report 2024–25 covers a 9-month period from July 2024 to March 2025, detailing the achievements and activities of the FAS One-to-Many service. The report highlights the role of the programme in providing vital advisory support to Scotland's farmers, crofters and land managers, with a focus on resource efficiency, innovation, and environmental sustainability.

- 314 events were held, attended by 6,830 participants, with 98.7% of event attendees rating them as "excellent" or "very satisfactory."
- An impressive 89% of farmers, crofters and smallholders attending FAS events indicated they would implement changes to their farm management based on what they learned, showing a clear link between event participation and on-farm action.
- 159 publications, 93 videos, 72 podcasts and 1 tool were produced, which provided advice and helped increase engagement with the rural community.
- The FAS YouTube channel saw significant growth, with the number of subscribers increasing from 4,467 to 5,347 – a 20% increase during the reporting period.
- Website Engagement: 437,172 page views, 47,356 publication downloads, and significant interaction with video and podcast content.
- Social Media: Facebook followers grew by 20%, and Twitter (now X) followers fell by 3%, highlighting the fluctuations to FAS's social media audience and engagement preferences. We extended our social media presence by creating a LinkedIn profile, as well as focusing on growing our Instagram followers.

- The FAS Newsletter was published monthly and by the end of the period was being distributed monthly to 7066 individual email addresses. This was 268 more than at the end of the previous reporting period.
- The Key Performance Indicators (KPIs) were met or exceeded in 87% of reporting periods

In the 9-month period to 31st March 2025 the FAS One-to-Many Programme provided Scotland's farmers, crofters, and other land managers with:



Strategic Direction

Vision

"Scotland's Farm Advisory Service is a professional, modern advisory service that continues to facilitate step-changes in the economic and environmental performance of farmers and crofters throughout Scotland. It achieves this through provision of advice, collaboration with industry bodies, promotion and communication of the prevailing themes and policies for the relevant year."
Scottish Government, FAS Contract Specification, September 2021.

Objectives

The FAS has a firm customer focus and is designed to help farmers, crofters, and land managers by providing high quality advice that will help them to meet the challenges of the future, in particular advice which:

- Promotes resource efficiency and supports the shift towards a low carbon and climate resilient economy in agriculture, food, and forestry.
- Fosters knowledge transfer and innovation in agriculture and forestry.
- Enhances competitiveness of all types of agriculture and enhances farm viability.
- Promotes food chain organisation and risk management in agriculture.
- Restores, preserves, and enhances ecosystems dependent on agriculture and forestry.

Delivery and Reach

Delivery Overview

The FAS programme offers a full suite of educational and developmental activities and opportunities. Available in both digital and non-digital formats to account for the broad range of ages and skillsets in Scottish agriculture, these comprise of:

- In-person events
- Online Webinars
- One-to-Few group meetings through FAS Connect
- Videos
- Podcasts
- Publications
- Social media
- Online tools
- Regular press advertorials

The FAS provides opportunities for farmers and crofters over the length and breadth of Scotland to participate in activities with both local and national relevance. Outputs are produced and delivered by teams based in twenty-three offices around Scotland including in mainland Scotland, the Hebrides, Orkney, and Shetland Isles.

Seasonal variation in activity

The FAS programme is designed around the needs and routines of its audience, resulting in clear seasonal patterns in the timing and format of activities. During the spring months, when farmers face peak workloads due to calving, lambing, cultivation, and grassland management, participation in events typically declines. In recognition of this, the FAS schedule adjusts accordingly.

Online meetings are concentrated in the winter months, when farmers are more likely to be available during evenings. In contrast, the number of in-person events is intentionally reduced during spring to accommodate the busy agricultural calendar. Similarly, video engagement tends to dip during the two six-week FAS TV breaks each year, reflecting both reduced content output and the seasonal focus of participants on fieldwork. These patterns highlight the programme's responsive

approach to timing and delivery, ensuring support is accessible and relevant throughout the year.

The graph overleaf shows the number of outputs of each type completed in each month. Please note that this may not always match the month of release or promotion.

The audience experience is of a consistent availability of new content across the contract, aligned to their needs.

The graph below provides actual delivery across the programme.

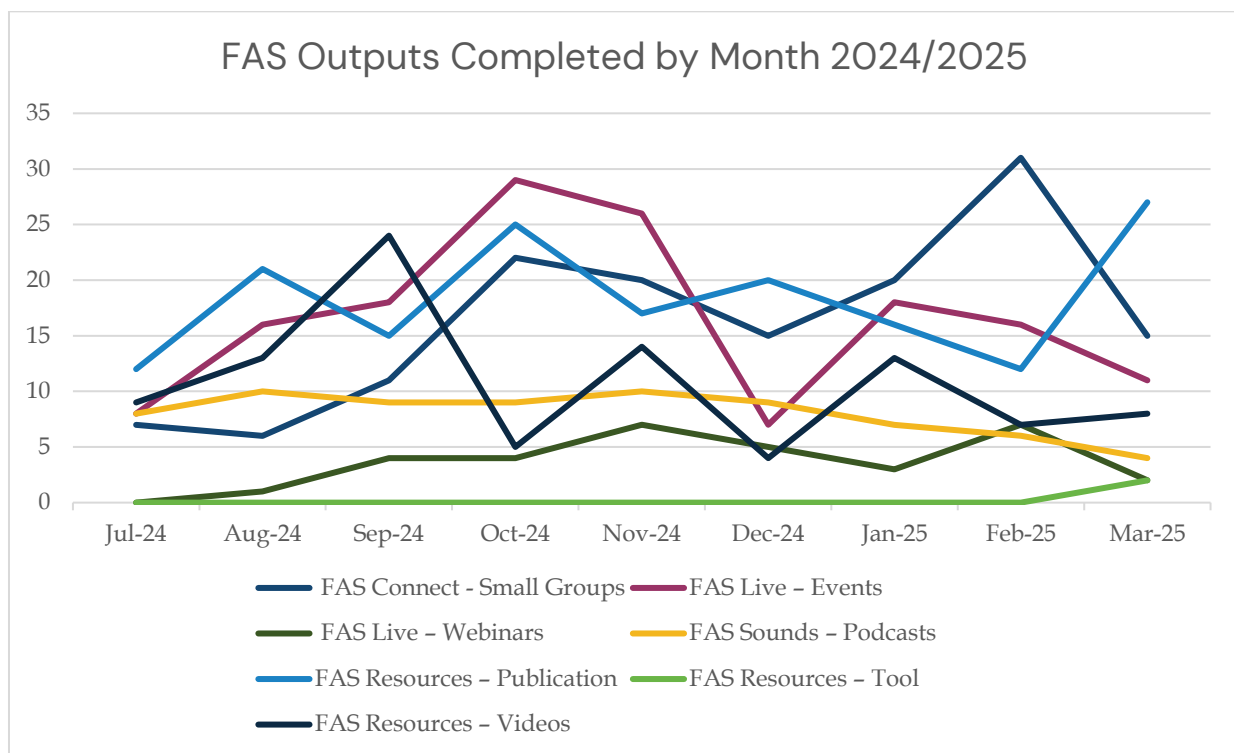


Figure 1 - FAS Outputs Completed By Month

There was a slight decrease in FAS Connect meetings, just over 5% of the total plan. A variation such as this is not unusual for this format type, which is farmer-led, and delivery is reliant upon the group's needs.

	Business Plan	Actual July 2024 to March 2025	Delivered v Target		Total No. 2016 to Date
FAS Connect Group Events	147	139	-8	94.6%	437

In Person Events exc Roadshows	132	135	+3	102.3%	1,618
Webinars	26	31	+5	119.2%	70
Roadshow Events	8	9	+1	112.5%	32
Publications	145	159	+14	109.7%	1,963
Videos	90	93	+3	103.3%	950
Podcasts	72	72	0	100.0%	505
Tools	3	1	-2	33.3%	54
Total Attendees		6,830			45,909
Video Views		20,400			1,832,286
Listens		28,814			162,504
Downloads		47,356			1,135,505
Page Views		437,172			7,051,768

Table 1 – Programme Statistics 2024/2025

Key performance indicators (KPIs)

The KPI and/or targets for delivery of the FAS One-to-Many service refer to the 9-month period to 31 March 2025.

Key performance indicators (KPIs) and targets

1. At least 5,000 attendees at 160 events (an average of 25 per event).
2. Attendance exceeds 75% of the predicted number.
3. More than 95% of those completing a post-event feedback form rate the overall quality of the event as "excellent" or "very satisfactory".
4. More than 95% of those completing a post-event feedback form rate the relevance of the event as "excellent" or "very satisfactory".
5. More than 80% of those completing a post-event feedback form say they will implement changes to their farm management because of information gained at the event.
6. The page views per session (the number of pages users of the website view in each individual session) is more than 4.
7. The website is available at least 99% of the time.

Figure 2 – FAS One-to-Many Programme KPIs and Targets 2024-2025

9-months to 31 March 2025:

KPI 1 is measured annually and in the 9-month period was met with an overall average of 28 attendees per event.

- 166 in-person events and webinars were held (one-to-few meetings) with a total attendance of 5,160 – an average of 29 per event across the whole period.
- 139 FAS Connect group meetings were held, the total attendance was 1,723 and the average attendance was 12 per event.
- 9 events were attended as part of the FAS Roadshow, with a total attendance of 531, reaching an average audience engagement of 59 per event.
- In total, 314 FAS events were held, with a total attendance of 6,830.

- In the months that the KPI was not met, the value was 2–3 attendees below the target.

KPI 2 was met in all months of the reporting period:

- The predicted attendance across all FAS event activities (in person, online, roadshow and one-to-few) was 6,048, however the programme achieved an overall attendance of 6,830 – achieving 113% attendance of the predicted number.

KPI 3 was met in all months of the reporting period:

- 98.7% of participants rated the overall delivery as “Excellent” or “Very Satisfactory”

KPI 4 was met in all but one month of the reporting period:

- 99% of attendees rated the relevance of the event as “Excellent” or “Very Satisfactory”.
- In July 2024, the KPI was marginally not met, achieving 93.3%.

KPI 5 was met in all but one month of the reporting period:

- 90% of attendees indicated they would intend to make a change because of the information gained. Only 225 people (10%) said they did not intend to make any changes.

KPI 6 was not met in any of the reporting period months:

- This KPI should be interpreted with care, as variations do not necessarily represent negative performance.
- On average, each visit involved multiple interactions, indicating that users are engaging with the service beyond a single point of contact.

KPI 7 was met in all but one month of the reporting period:

- There was one overnight incident of downtime of the FAS website which was resolved quickly.

Overall KPI Performance in 9-month reporting period:

The remaining KPIs are measured and reported monthly. The table below summarises performance across the reporting period.

KPI	Monthly KPI performance 2024/25 (green = KPI met or exceeded, red = KPI not met, yellow=KPI marginally not met ¹)								
	2024-25								
	J	A	S	O	N	D	J	F	M
1									
2									
3									
4									
5									
6									
7									

Figure 3 – Monthly KPI Performance 2024/25

¹ Where a KPI was within 2 percentage points of being met.

Events and Engagement

Knowledge transfer (KT) events continued to be a very significant element of the delivery in the period. During the period the FAS held 314 events:

- 135 in person events.
- 31 webinars.
- 9 roadshow events.
- 139 FAS Connect group events.

There were 6,830 attendees in total across all FAS events in July 2024 – March 2025 (this includes in-person, roadshow, online and one-to-few activity).

Attendance

The total predicted attendance for all in-person and webinar events was 4,270, averaging 24.4 attendees per event. Actual attendance exceeded this, reaching 5,160—an average of 28 attendees per event.

For FAS Connect One-to-Few events, predicted attendance was 1,778, with an average of 13.0 attendees per event. Actual attendance was slightly lower at 1,723, averaging 12.4 attendees per event.

Overall, 43% of FAS events had higher-than-predicted attendance. The average attendance (22) was good, though it represents a slight decrease from the previous period (24.9).

Participant feedback and evaluation data

In this period, there were 2,189 survey respondents, out of a total of 5,160 attendees who received a feedback survey, at one-to-many events (42% response rate), a slight increase on the previous period.

Event promotion and audience awareness

FAS maintained strong promotional efforts to ensure widespread awareness and good attendance. According to feedback data, the most common way participants heard about events was through direct mail, including the FAS newsletter. Facebook

also saw a 6% increase as a referral source compared to the previous year, reflecting its growing value as a promotion channel.

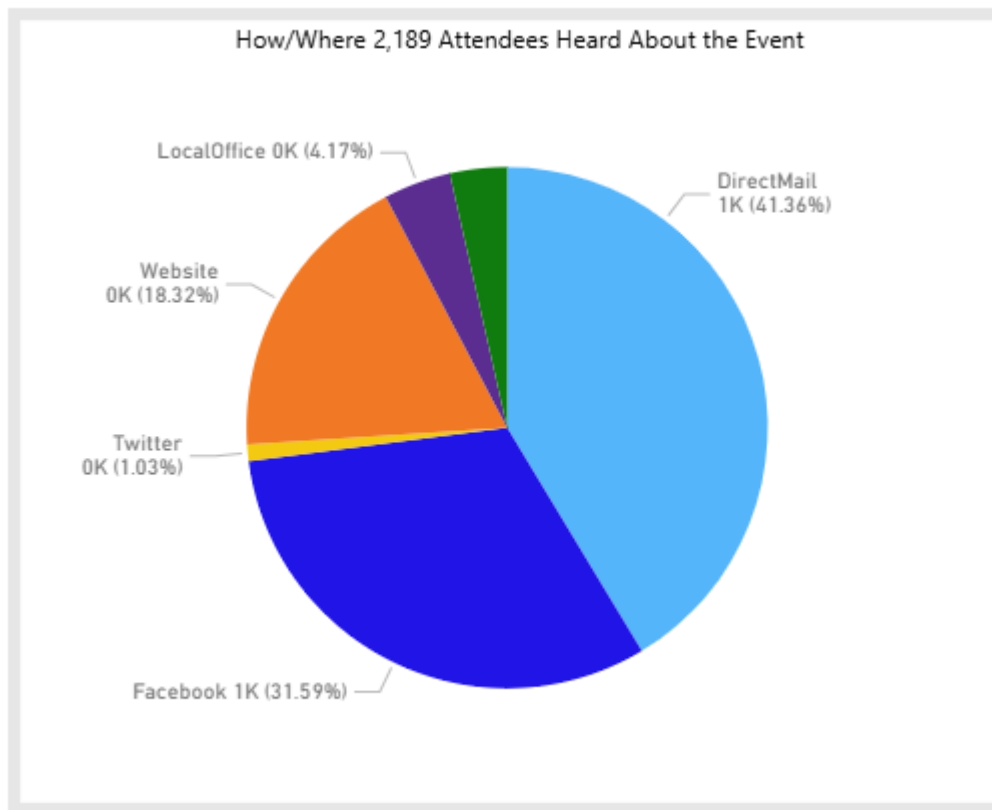


Figure 4 – Information about where 2,189 participants who completed an evaluation form had heard about the FAS event (some answered more than once)

Live vs recorded engagement

The experience of online webinars is that the audience is divided into two groups, those who attend live, and those who watch the recording of the webinar later, at a time of their choosing. For example, during the year the webinar *Sustainable Sheep Systems – Tail Docking and Castration* was held on 28th January 2025. There were 93 attendees during the live webinar but subsequently the webinar recording has had 286 views since being published on our YouTube channel (to end of March 2025).

Attendance distribution

The following graph shows the distribution of attendees at events during the period. There are a significant number of events around the 10–20 people mark, largely because of the 139 FAS Connect peer-to-peer learning group meetings, whose optimal group size is 12. There are seven events with attendances of over 100. These include the FAS Conference held in January 2024, which had 170 attendees. Also exceeding 100 are four of our *Preparing for the Future* events which proved to be incredibly popular, held in response to the announcement of the introduction of the *Whole Farm Plan*. Attendance drastically exceeded expectations for this eight-part event series, due to the timely and topical nature of the events. The events with the lowest attendee numbers relate to events in some of the more hard-to-reach areas where the potential audience pool tends to be lower.

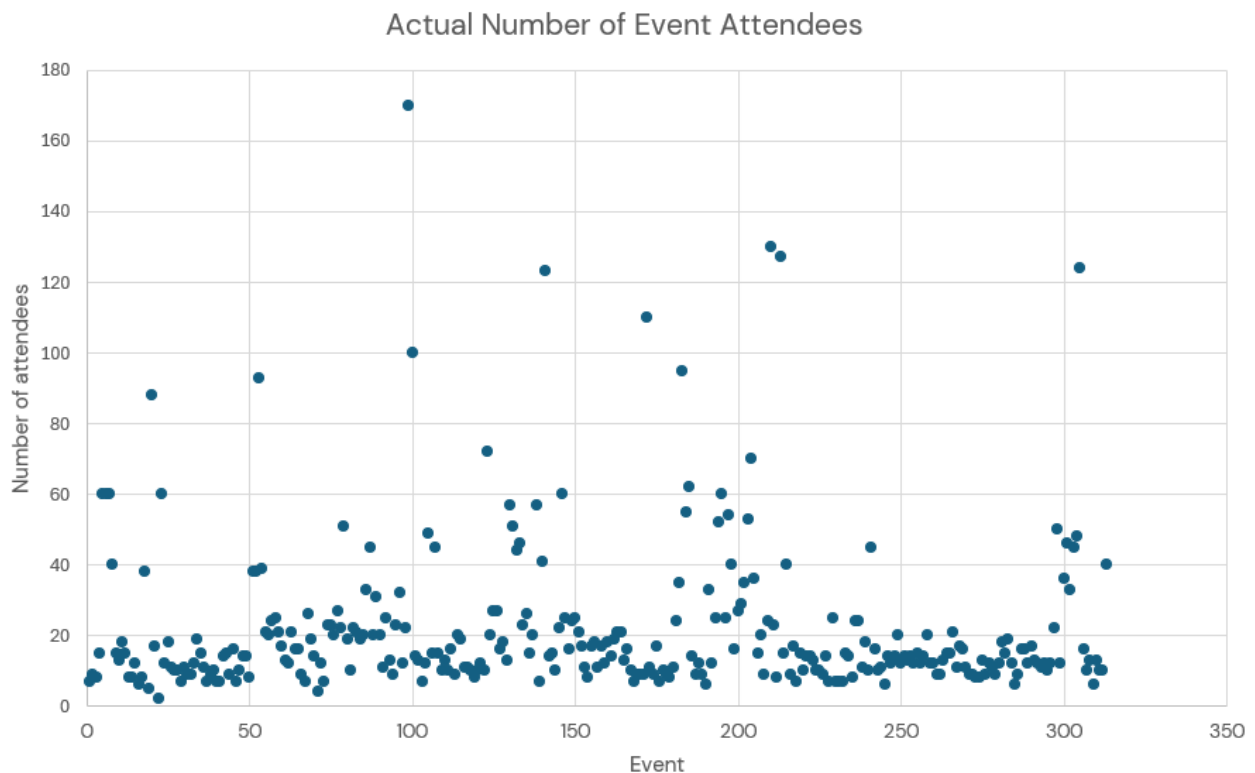


Figure 5 – Distribution of Participants at Events

Participant satisfaction

Event evaluations for the reporting period demonstrate outstanding attendee satisfaction. Of the 2,184 participants who submitted feedback, 1,815 (83.1%) rated the overall event delivery as “Excellent”, while an additional 342 (15.6%) rated it as “Very Satisfactory”. This results in a combined positive rating of 98.7%, reflecting a consistently high standard of delivery. A deeper analysis further confirms strong performance across all key evaluation areas.

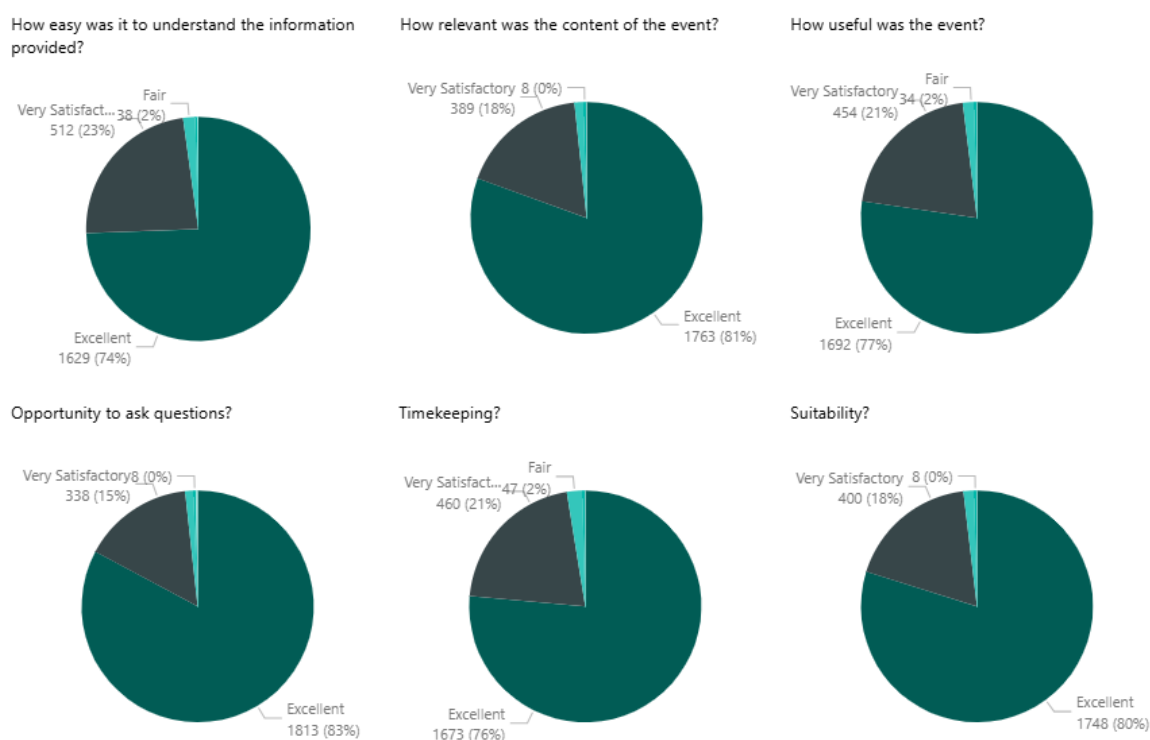


Figure 6 – FAS Event Evaluation Ratings 2024–2025 Percentage and Number

The number of respondents who rate events as ‘fair’ or ‘poor’ is exceptionally low. More information about the number rating different aspects of a FAS event as fair or poor is shown below:

	Respondents Rating: Fair	
	Number	%
How easy was it to understand the information	38	1.7%
How relevant was the content of the event	27	1.2%
How useful was the event?	34	1.6%
Opportunity to ask questions?	25	1.1%
Timekeeping?	47	2.1%
Suitability of the event?	32	1.5%
Overall delivery of the event	23	1.1%

Table 2 – FAS event attendees rating an aspect of an event as fair

The data tells us that of the 2,189 people who completed an evaluation, a maximum of 47 people rated one or more aspects of the event as “fair”.

As shown in the table below, the number of attendees rating any aspect of the event as “Poor” is extremely low. Out of 2,189 completed evaluations, no more than five individuals rated any single element as “Poor”, and only one respondent rated the overall event delivery as “Poor”. Even among critical respondents, feedback remained largely positive, with individuals still rating aspects such as relevance, timekeeping, and opportunities for engagement as “Very Satisfactory”.

		Respondents Rating: Poor	
		Number	%
How easy was it to understand the information	2		0.1%
How relevant was the content of the event	2		0.1%
How useful was the event?	1		0.0%
Opportunity to ask questions?	5		0.2%
Timekeeping?	1		0.0%
Suitability of the event?	1		0.0%
Overall delivery of the event	1		0.0%

Table 3 – FAS event attendees rating an aspect of an event as poor.



Figure 7 – Farm Wildlife Walk event, Berwickshire, 14th August 2024

Intent to act on learning

Scottish Government's vision of the FAS is a service which '*can facilitate step-changes in the economic and environmental performance of farmers and crofters throughout Scotland*' and it is important that event attendees act on what they have learned.

An impressive 89% of those who completed an evaluation indicated that they would make a change because of information gained at an event. A more detailed breakdown shows consistently high levels across participant groups, with 92% of farmers, 89% of crofters, and 91% of smallholders reporting they would make a change. Among non-land-managers, 80% indicated the same.

Of the 24 people who overall rated the event as "*fair*" or "*poor*", a substantial proportion (14) still indicated they would be making a change because of information gained at the event.

The graph overleaf shows the positive changes the attendees said they would make to their farm management because of the knowledge they gained at the event.

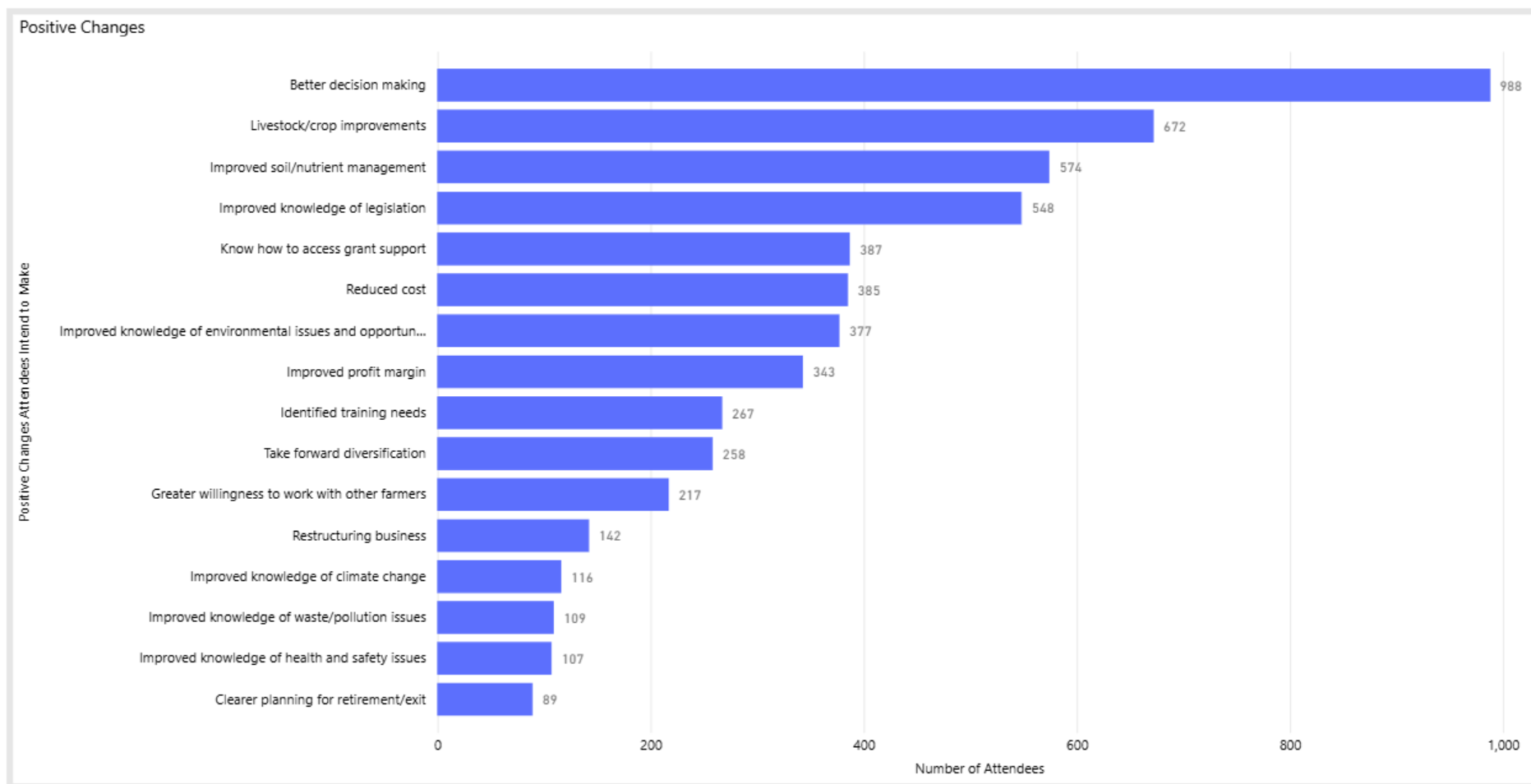


Figure 8 – Positive Changes Event Attendees Intend to Make – number of respondents (of a total of 2,189)

Barrier to change

Only 10% (225) of attendees who attended an event failed to identify any changes they would make to their farm management because of information gained at the event. Of those who provided reasons why, their reasons included:

**Participants could select more than one response*

	Number	% of total respondents
Too expensive	18	0.9%
Did not have enough time	14	0.64%
Needed more information	75	3.4%
Learned nothing new	9	0.4%
Other	0	0%

Table 4 – Reasons participants gave for not making a change following attendance at a FAS event

Of the respondents, 54 people (47%) did not identify themselves as a farmer, crofter, or smallholder. This group included a mix of professionals from outside direct land management, and due to the nature of their professions, their responses on making changes were different from those of land managers.

Examples of qualitative feedback from those who said that they would not make a change included:

"You've left me with lots of ideas. My implementation will require lots more thought and specific info"

"In an ideal world, some of the content would be fine, but I do not (as an example) have shed capacity to implement"

Demographic Analysis

In 2024/2025 there was an equal gender split at events, alongside a broad age profile of attendees, supporting the inclusiveness of the programme. Of respondents, 49.5% were female and 49.7% were male, with less than 1% giving no response.

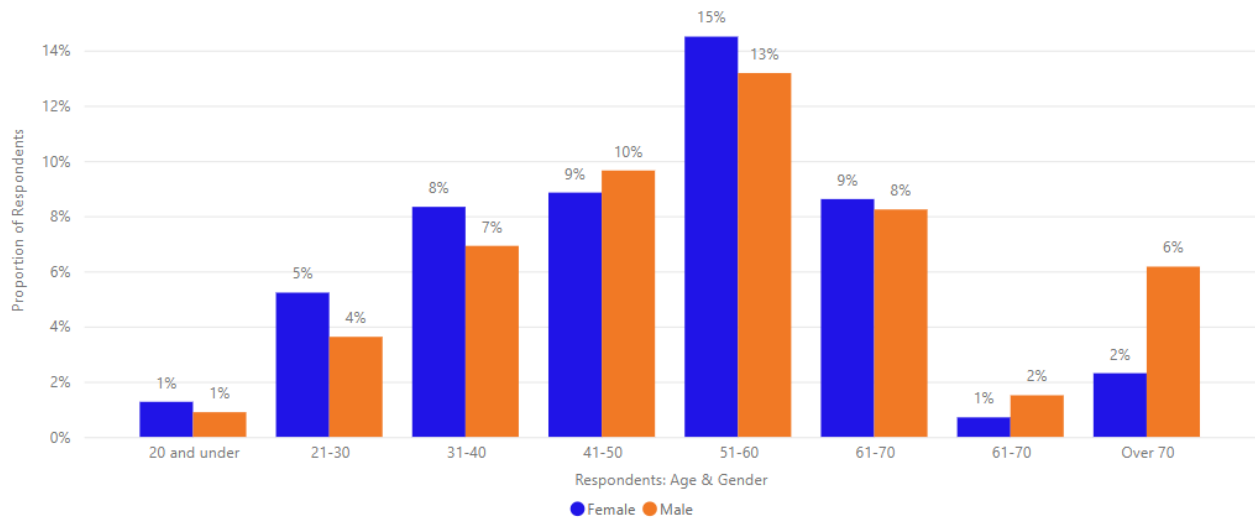


Figure 9 – FAS Event Demographic Information

Map of event locations

The map overleaf shows the location of FAS events (excluding one-to-few FAS Connect events), which took place during the year. There is an excellent distribution of events throughout Scotland, ranging from the Shetland Isles across to the Outer Hebrides, and down to the southern corners of Scotland. Events congregate around the central belt and east coast, where the population also increases.



Figure 10 – Location of FAS In Person Events in 2024-2025

FAS Connect Peer Learning Groups

FAS Connect, launched in 2022, is a popular peer-to-peer learning platform. Groups of around 12–15 participants come together to connect with like-minded people and share learning in an engaging setting. The programme continues to be well received and demonstrates strong levels of participation.

Typically, groups hold between 3 and 6 formal meetings per annum and participate in discussion between meetings.

Different types of meetings enjoyed by FAS Connect groups during 2024/25 have included:

- Activities have included a variety of farm visits, supply chain visits, round table discussions, online sessions, and study trips.
- Formats are designed to support knowledge exchange, encourage collaboration, and provide exposure to new ideas and practices.

FAS Connect Visit Types 2024/2025



Figure 11 – Types of FAS Connect Meetings in 2024/2025

During 2024/25 there were 47 individual FAS Connect groups across Scotland, culminating in 139 occasions, with groups including a diverse mix of participants representing a wide range of land types, enterprises and priorities, covering the length and breadth of Scotland.

We have now seen groups in FAS Connect running for 1, 2 or 3 years, with those continuing to demonstrate a strong commitment to the programme and to this learning style. Relationships and learning pathways have deepened over time, resulting in good and active engagement, willingness to contribute, and valuing other members. Out of the 394 feedback responses, 172 stated their principal reason for joining FAS Connect to be "To network and learn from other farmers".

"Talking to other farmers and finding out about their businesses. Seeing other ways of doing things and getting ideas that can help improve my business."

- FAS Connect group member

In the 2024/2025 reporting period there was a 70% response rate to FAS Connect feedback, in which members identified the groups having real life impact. 93% of members who completed the survey stated that their groups had an impact that would result in changes to their business. Members also showed high recognition of their facilitators, with 98% of people rating their facilitator as either "excellent" or "good" and 97% rating the technical expertise as "excellent" or "good".

Maintaining connections between scheduled meetings is valued by members, as it helps to sustain engagement and reinforce the impact of the programme.



Figure 12 – FAS Connect Soil and Nutrient Network Turriff meeting, Insch, 14th November 2024

FAS Connect Next Generation Peer-to-Peer Learning groups

Expanding on the highly successful FAS Connect format, two new peer learning groups for next generation farmers and crofters were established in 2024. Meeting two to four times per year, these groups provide a dedicated space for personal development and mentoring, while strengthening engagement with the wider programme.

The groups cover south & central, with members from the Scottish Borders, Stirlingshire, Aberdeenshire, Isle of Bute, Ayrshire, Lanarkshire, Dumfries & Galloway and Renfrewshire and Kintyre where all members are 17 – 35 years old and come from family livestock farms and crofts on the Kintyre peninsula.

The majority of the south & central group are new entrants with no route into farming via succession, instead having to enter via employment and securing small areas of land. As a result, most meetings have focused on addressing the challenges faced by new entrants including access to land, finance, and expanding their agri-business knowledge. By contrast, the Kintyre group members joined the group to gain insights into alternative ways of doing things to take new ideas back to the family farm or croft. Succession planning is also a key interest for this group. Both groups have participated in farm visits and the south & central group used this as an opportunity to prepare a proposal for a joint venture on the farm which was then pitched to a panel including the Scottish Land Matching Service.

The Next Generation Peer Learning Groups have attracted larger audiences than the traditional FAS Connect meetings, with 18 in Kintyre and 28 in the South & Central group. However, actual numbers attending each meeting tend to fluctuate due to next generation farmers and crofters juggling meetings with employment (on- or off-farm).

Quotes from group members:

"A really great event! Fantastic opportunity to produce and present a proposal" – south & central group member

"Really useful task to focus us on how to approach future opportunities" – south & central group member

"The chance to meet new people and learn what they do and how I can improve my own farm" – Kintyre group member

"A good day out and get to see how other folk do it" – Kintyre group member



Figure 13 – Next Generation FAS Connect group, 1st March 2025, Ashfield Farm, Lochgilphead

Knowledge Resources

Publications

As the national advisory service covers a diverse agricultural sector, a wide range and large number of written publications were produced in 2024/25.

In total, 159 publications and articles were produced. These include the Farm Management Handbook, popular periodicals such as Agribusiness News and Milk Manager News, FAS Technical Notes, and case studies, articles and advertorials in the farming and mainstream press.

July 2024 to March 2025:

- 159 publications and articles were produced
- FAS publications and articles received 180,239 page views.

	Top 10 Articles	Views
1	Eye Conditions of Adult Sheep	2,528
2	How to Get Prepared for a Carbon Audit	2,058
3	Drugs for Pain Management in Ruminants	1,662
4	Getting Started with an Animal Health & Welfare Plan	1,561
5	Rumen Drinking in Calves	1,511
6	Growing and Finishing Lambs in Autumn and Winter	1,366
7	Inheritance Tax and Reliefs	1,287
8	Alternative Clostridial Vaccines	1,274
9	Bloat in Orphan Lambs	1,196
10	Opportunities to Control Rushes	981

Table 5 – Top 10 Articles on FAS Website in 2024/25

Some publications continue to be made available in downloadable formats for ease of reference. However, demand for printed materials is declining as audiences increasingly make use of digital resources, which provide a more cost-effective and environmentally friendly alternative.

The Farm Management Handbook 2024/2025 was the most viewed publication, with a total of 3,006 page views.

It is produced in the autumn, therefore for the early part of the year the audience is downloading the edition produced the previous year. The audience also likes to look at differences and trends in data, hence it is appropriate that they can access not only the current year, but those of previous years. The 2022/23 edition was downloaded 1,138 times, while the 2023/24 edition was downloaded 2,080 times.



Figure 14 – Farm Management Handbook and Agribusiness News Periodical Publications

In addition to documents that are downloaded or viewed on the website, there are regular newsletters which are created and pro-actively sent to those who are registered to receive them.

By March 2025 the distribution list for the main FAS newsletter had grown to 7,066 (from 6,798 in June 2024). As the figure below shows, the distribution of the newsletter grew overall, and the average number of e-mail opens was 3,722. The percentage open rate was 54%, which is notably higher than the industry average for agricultural newsletters, which typically ranges between 38%–44% open rate.

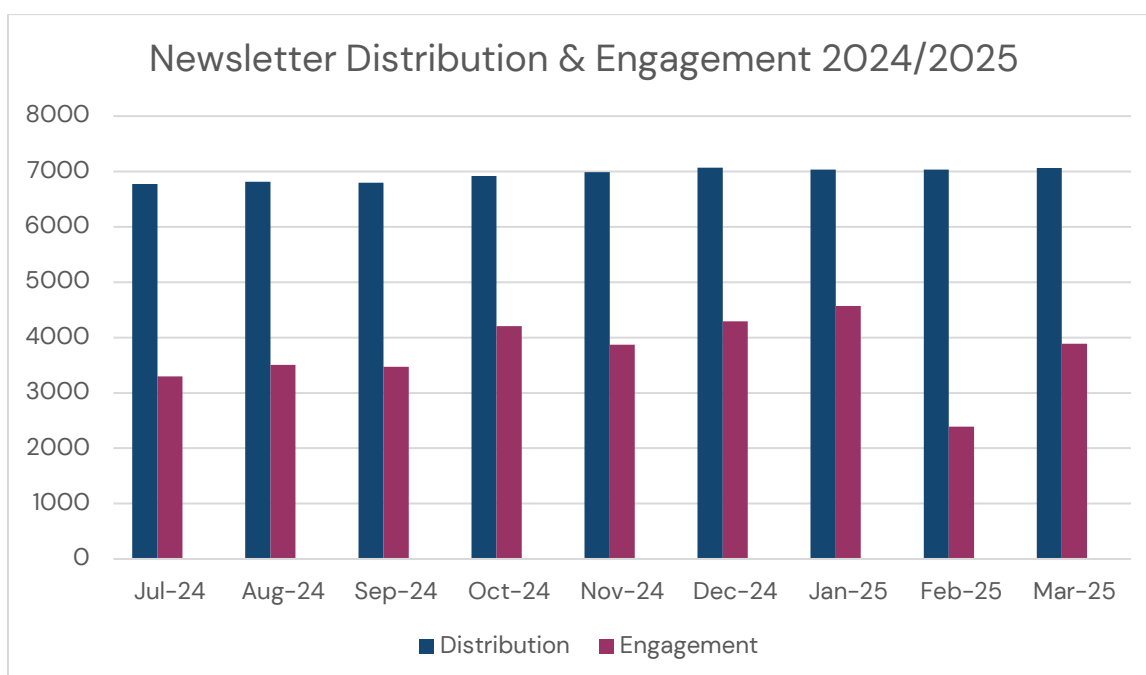


Figure 15 – The FAS Newsletter distribution and engagement information for 2024/25

Newsletters continue to show strong levels of engagement, supported by ongoing refinements to ensure they remain relevant, accessible, and appealing to readers. Our focus is on encouraging readership from the first send while maintaining a positive experience for recipients.

In addition to the general monthly Farm Advisory Service newsletter, in 2024/2025 we produced other tailored newsletters, distributed to specific audience demographics with particular interests, these included Crops & Soils Bulletin, Farm Woodland News and our Next Generation Newsletter. Other publications including Milk Manager News and AgriBusiness news were also distributed via newsletters.

Videos

Video continues to be a popular and significant delivery method for the programme and in 2024/25, 93 videos were produced and posted online to the FAS YouTube channel. Engagement with videos, and the number of subscribers to the FAS YouTube channel, grew significantly during the year.

Included in the videos produced were 30 episodes of FAS TV, bringing the 'farm visit experience' to the viewer's screen and enabling access to a range of excellent speakers and experiences.

The FAS YouTube account has seen significant growth in use. The reporting period for 2024/25 is 9-months long, and the table below therefore shows the total number for the period and the monthly average and compares this with the monthly

average for 2023/24. It should be reminded that we expect significant variation in the previous 15-month 2023/2024 period compared with the 9-month 2024/2025 period and the monthly averages will remain the most representative in this case of the overall performance.

Measure	2024/25 Total	2024/25 Monthly Average	2023/24 Monthly Average	2024/25 vs 2023/24 (%)
Minutes watched	724,620	80,513	68,719	+17.2%
Sessions	191,921	21,324	21,358	-0.2%
	2024/25 Average		2023/24 Average	
Average minutes per session	3.51		3.22	+9%
	At 31 March 25		At 30 Jun 24	
YouTube Subscribers	5,376		4,371	+23%

Table 6 – FAS Video Statistics for 2024/25

We continue to see an increase in the average time spent watching FAS videos, indicating that viewers are engaging with the content. Sessions have stabilised compared to last year, while overall minutes watched have risen, showing that audiences are choosing to view more with each visit. Subscriber numbers also grew by 23% in 2024/25, with more than 1,000 new subscriptions

Information from YouTube reporting tells us more about the gender, age distribution and location of video viewers:

Youtube Views: Gender Split 2024/25

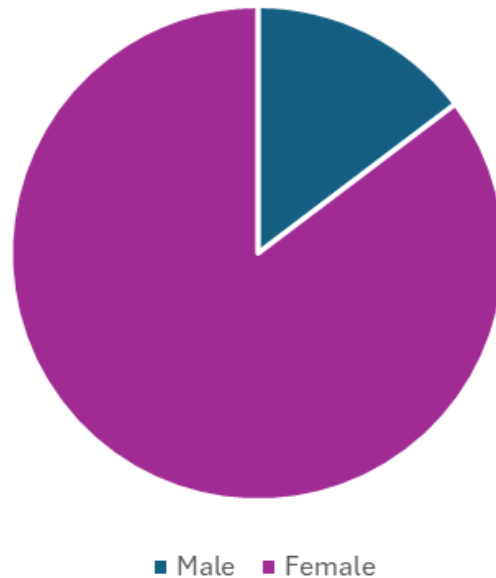


Figure 16 – YouTube statistics on FAS Video viewing gender

Youtube View & Watch Time By Gender

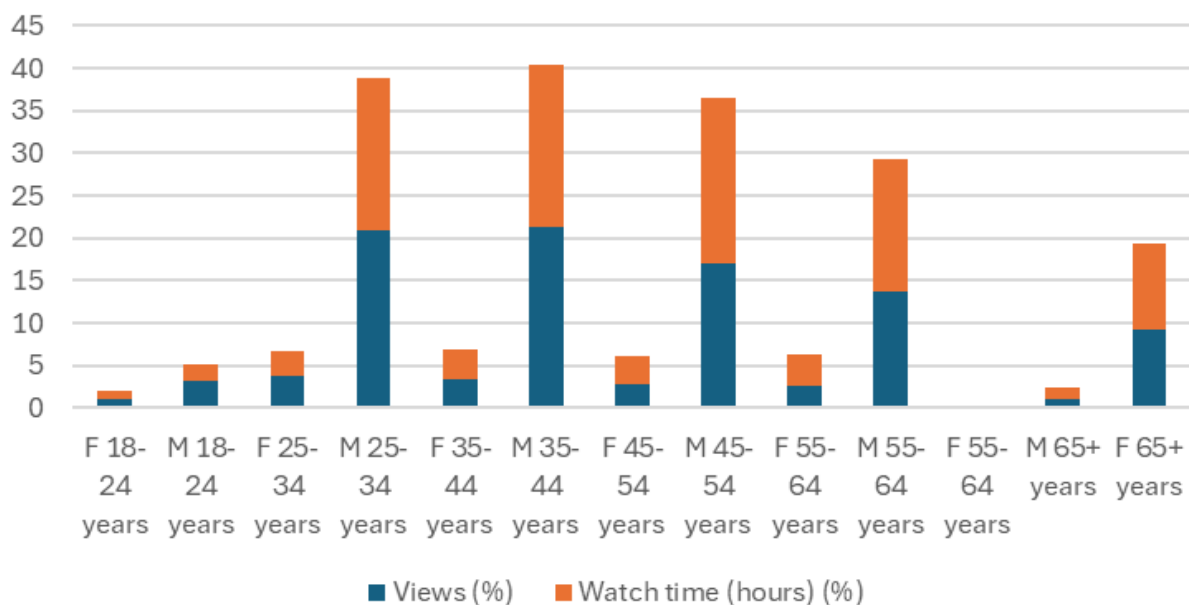




Figure 17 – 2024/2025 YouTube statistics on FAS Video viewer age

The gender balance among viewers is consistent with wider industry demographics. Notably, views from the 35–44 age group have now slightly overtaken those from the 25–34 age group. This reflects both the retention of existing audiences as they

move through age brackets and the channel's growing appeal across a broader demographic range.

The table below provides information about the Top 5 videos on YouTube in 2024/25. FAS TV videos are shown separately.

Top 5 videos on YouTube 2024-2025	Views in reporting period	Total views since publishing – 31/03/25 (date of publishing)	35,696 views in total occupied by the top 5
Selecting Finished Cattle	13,689	13,689 (November 2024)	
Beef Finishing Systems	13,200	35,544 (April 2023)	
Weed Wipers – An Alternative to Spraying	3,052	5,711 (September 2023)	
Derelict to Productive Drainage	2,947	15,043 (September 2020)	






Rewilding on Productive Farms	2,808	2,808 (October 2024)	
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Table 7 – Top 5 Videos on YouTube 2024/2025

Top 5 FAS TV Episodes on YouTube 2023–2024 (73,967 views)	Views	Total views since publishing – 31/03/25 (date of publishing)	10,439 views in total occupied by the top 5
FAS TV Series 4 Ep 18 – Marshall's Farm Shop	3,225	3,225 (November 2024)	
FAS TV Series 4 Ep 8 – From PE Teacher to Farmer: One Woman's Farming Journey	2,285	2,285 (August 2024)	
FAS TV Series 4 Ep 4: Multi-Cut Silage and Soil Organic Matter	2,250	2,250 (July 2024)	
FAS TV Series 3 Ep 17: Shetland Wool Week	1,423	3,895 (November 2023)	


FAS TV S2 E24: New Entrant Crofters on the Isle of Lewis	1,256	7,941 (February 2023)	
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Table 8 – Top 5 FAS TV Videos on YouTube 2024/2025

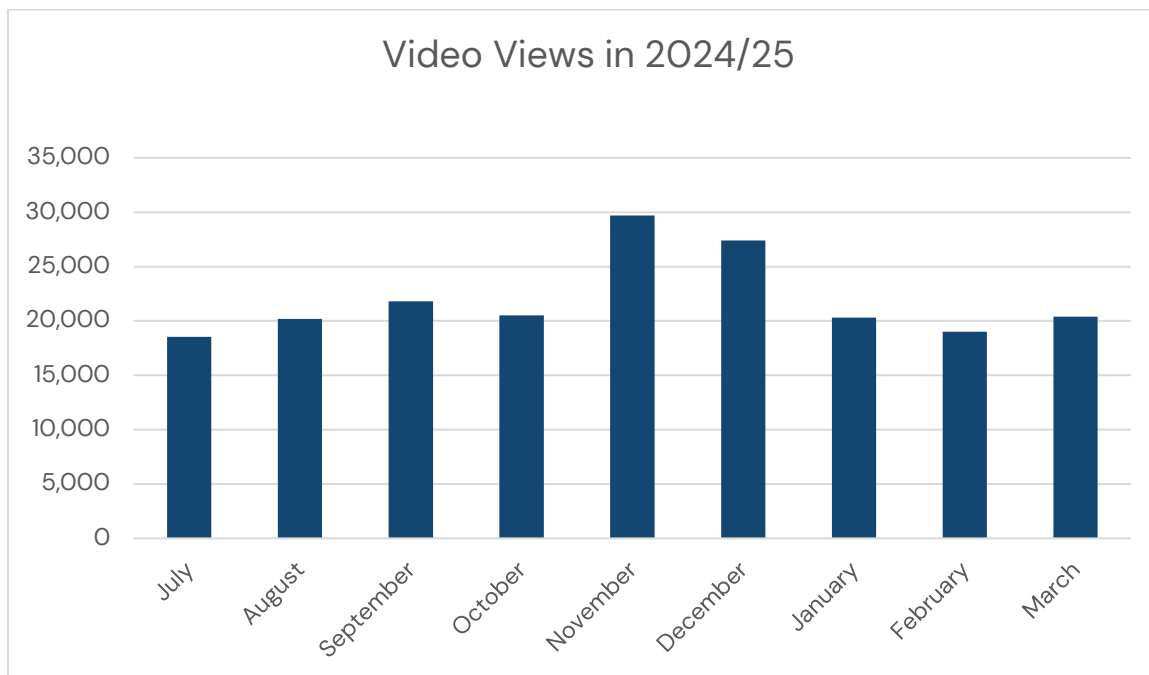


Figure 18 – FAS Video Views in 2024/25 (Total Inc FAS TV)

Podcasts

Podcasts are delivered through FAS Sounds, a bespoke and industry leading audio output comprising several targeted feeds which, by targeting audio content, enable users to find the content they find interesting and relevant.

- In 2024/25 there were **32,297** podcast listens, an average of 3,587 average per month.

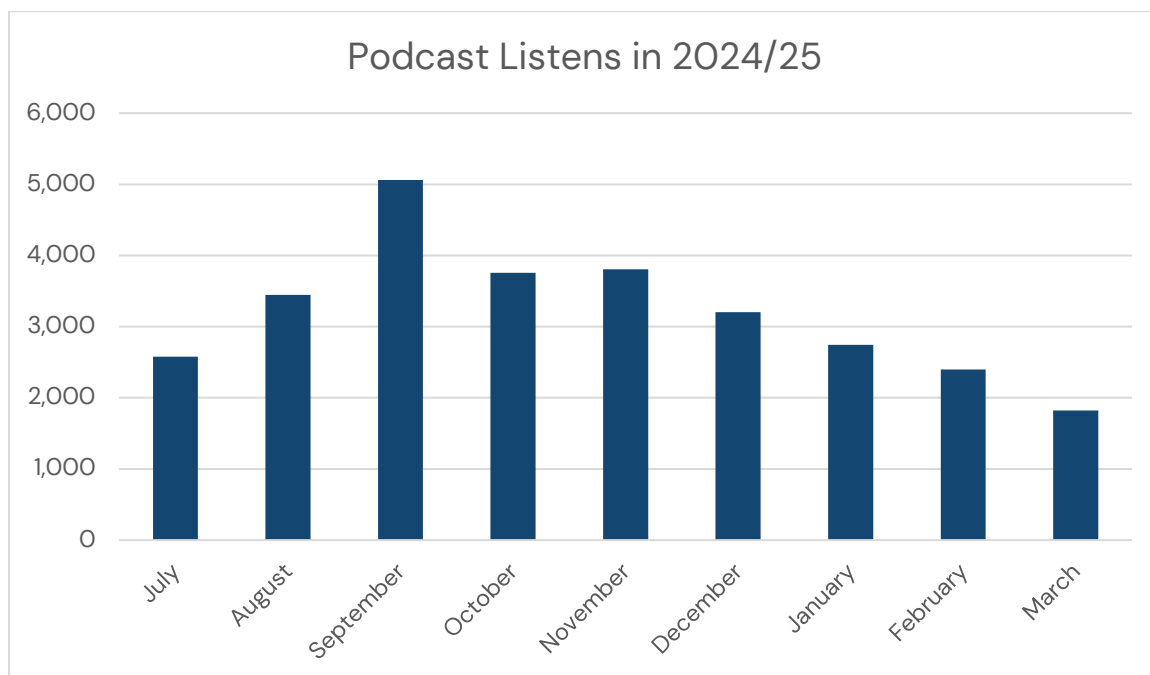
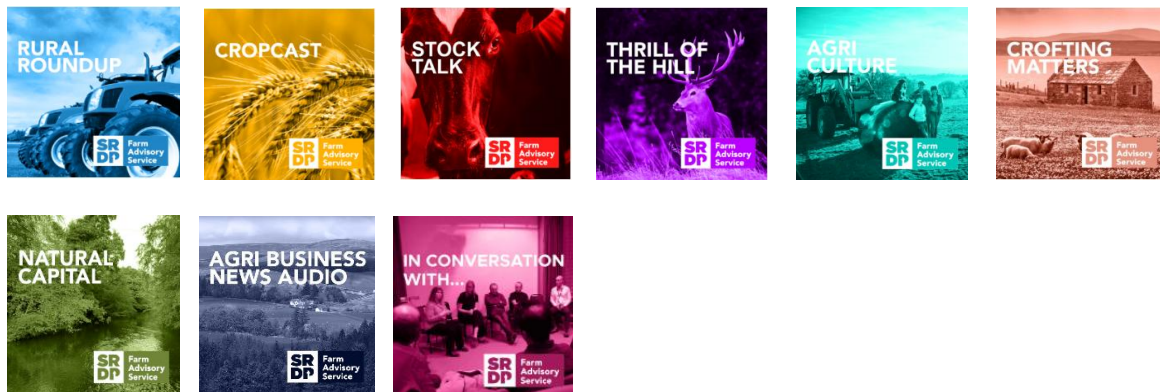


Figure 19 – FAS Podcast & Audio Listens in 2024/25

In 2024/25, FAS continued to produce targeted content feeds, including periodical round-ups, (e.g Rural Roundup), in-depth features (e.g Stock Talk or Thrill of the Hill), and standalone series. Overall engagement remained strong throughout the year, with some variation in activity towards the end of the reporting period.

The average number of listens per month in the previous year was 3,209 (48,148 for the 15-month period 2024/24). This slight uplift, and consistency, reflect the continued success of the FAS Sounds approach.

The top 10 individual podcasts of the contract period are detailed below.

Top ten podcasts July 2024– March 2025 (28,814 total listens)	Listens
Stock Talk –Vic & Jason Ballantyne	571
Stock Talk – Graham Lofthouse	556
Rural Roundup – The Whole Farm Plan	491
Natural Capital – Pivotal: Nature is Invaluable	474
Stock Talk – Growing the Business: Andrew Marchant	463
Stock Talk – Sam Parsons, Balcaskie Estate	433
Natural Capital – Biodiversity Net Gain	413
Natural Capital – NatureScot Biodiversity Audits	405
Natural Capital – Combating Nature Loss: Scottish Biodiversity Strategy	386
AgriCulture – Lesley Mitchell: Building a thriving family business, the importance of work life balance and converting to organic	315

Table 9 – Top ten podcasts July 2024– March 2025

Stock Talk sits in 4/10 of the Top 10 spots, with continued popularity in the show. The show has covered several farming stories with guests including Sam Parsons from Balcaskie Estate, Jock Gibson, a farmer and butcher who is also a trustee of Farmstrong as well as Vic and Jason Ballantyne, tenant farmers in Brorar.

Podcast Show	Total listens July 2024 – March 2025	No. Episodes in the period	Episode with the most listens in period (listens)
AgriCulture	2,848	8	Lesley Mitchell: Building a thriving family business, the importance of work life balance and converting to organic (315)
Natural Capital	5,100	8	Pivotal: Nature is Invaluable (474)
CropCast	2,783	8	Regenerative Agriculture (A View from Yorkshire) (218)
Thrill of the Hill	3,519	8	Cattle Grazing Benefits: Good Messages Being Herd (311)
Rural Roundup	3,967	9	The Whole Farm Plan (491)
StockTalk	5,209	8	Stock Talk –Vic & Jason Ballantyne (571)
In Conversation With	1,566	6	Pesky Parasites (275)
Crofting Matters	2,518	4	Routes to Crofting (574)
AgriBusiness News	2,285	9	March 2025: A spotlight on the potato sector, New Zealand, fertiliser use in Scotland and Wills and Power of Attorney (234)

Table 10: FAS Sounds individual show performance 2023/24

In 2024/2025, Natural Capital proved to be our top performing podcast show in the FAS Sounds suite, with 5,100 total listens across the 9-month period. Natural

Capital aims to explore different natural capital assets and their value to Scottish agriculture and the rural economy, including future opportunities and risks. Other topics covered by the show during this period included Biodiversity Audits with NatureScot, fungi in agriculture and forestry, addressing the Climate and Biodiversity Crises, combating nature loss and updating the audience on environmental funding opportunities.

Online tools

During 2024/25 we updated tools available on the website, including the Farm Business Survey, Whole Farm Benchmarks tool, the publishing of the Farm Management Handbook into a more modern online format, as well as continuous updates to our Problem Solver tool. Updates focused on improving accessibility and usability, with some tools refreshed on a regular schedule to ensure they remain relevant and useful to the audience.

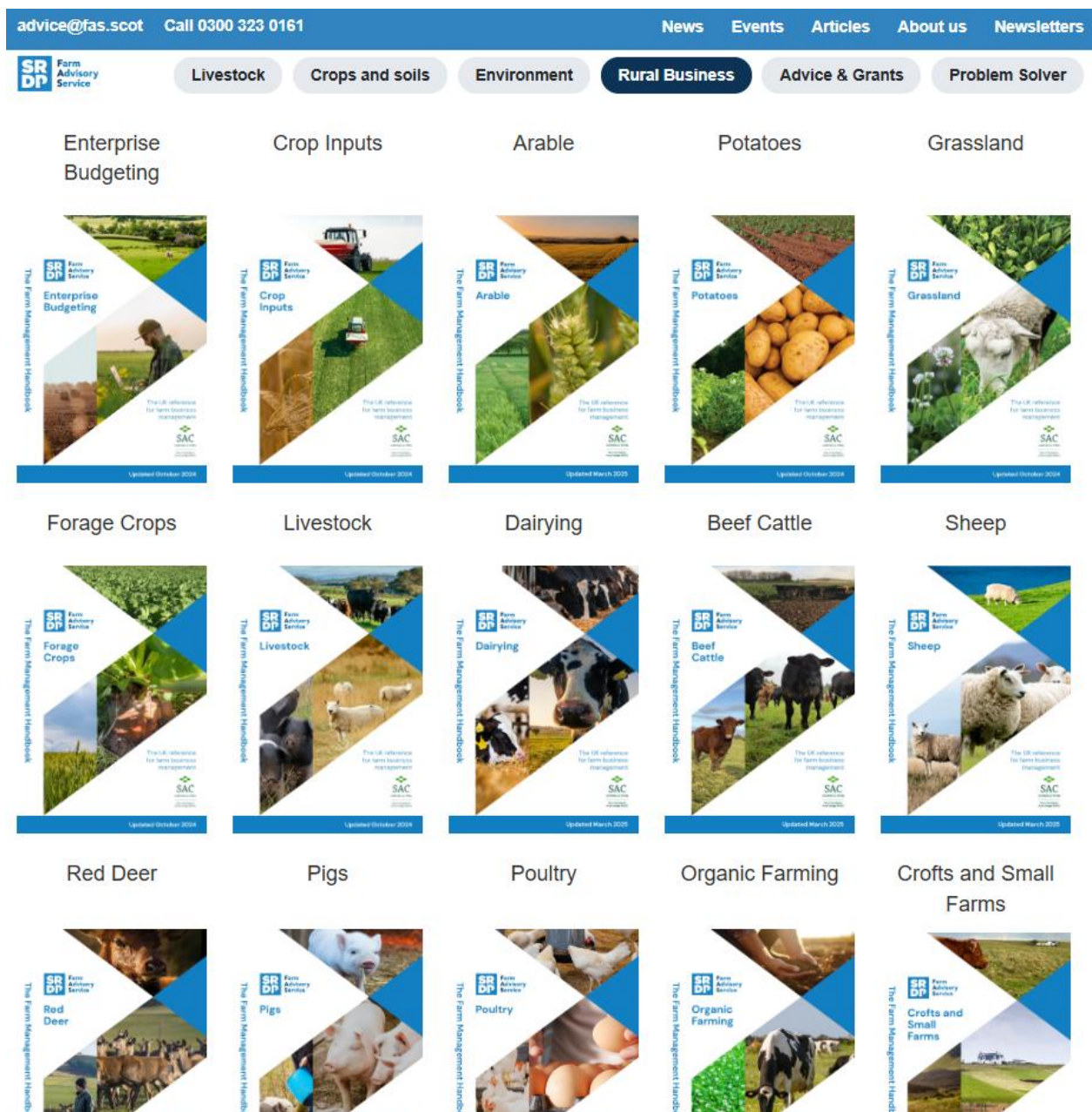


Figure 20 – Farm Management Handbook for individual online sections. The handbook has been made available in individual sections, benefiting from an individual update schedule, enabling key data to be updated more frequently than once per annum.

Existing tools, including the Problem Solver Toolkits for Beef, Dairy, Sheep, and Arable, were updated during the period. These updates ensure the tools remain current and continue to support the audience effectively

Problem Solver Area	Traffic In Period
All Beef	301
All Sheep	251
All Sustainable Systems	224
All Arable	178
All Dairy	169
Beef Rearing Animals	97
Sheep – Feed Forage	89
Dairy Herd Management	85
Sustainable Systems – Whole Farm Systems	82
Sheep Input Costs	78

Table 11 – Top 10 Problem Solver Pages

Overall, in this period, the problem solver page was visited 5,695 times, with a 51% bounce rate and an exit rate of only 18%, indicating that people were successfully guided to the information they needed and found the page useful. On a monthly basis this equates to 632 visits, compared to 615 monthly visits in the previous period.

Digital Platforms and Online Presence

There is a wealth of information on the FAS website, including material produced or updated during 2024/25.

The website has shifted from downloadable documents to presenting information largely as webpages, making content more accessible to a wider audience. This approach helps streamline access to information and supports engagement with related resources across the site.

Website performance

During 2024/25, the website continued to improve user experience and ease of access to FAS resources. Efforts focused on making it simpler for visitors to find the information they need, while also enhancing how new content such as podcasts and videos is presented to the audience.

With average monthly page views of over 48,500 during the reporting period, we have seen:

9 Month vs 15-month comparison

- A reduction in actions (55%)
- A reduction in session-length (49%)
- Consistently low bounce-rate for returning visitors (31%)

9-month vs previous 9-month comparison

- An increase in website visits in the same period (9.5%)
- An increase in searches for unique keywords (1.4%)
- An increase in unique downloads from the site (9%)
- Increased traffic from search engines (9%)
- An increase in direct entry because of our newsletter drive (21%)

To make the most of increased engagement on the website, sections have been updated and restructured to make information easier to find and navigate. For example, the inheritance tax and succession page under 'advice and grants' was

redesigned to bring key information together in one place, helping visitors understand relevant topics more easily and feel confident accessing the support available.

Measure	2024/2025	2023/24	% change 2023/24 versus 2024/25	2022/23	2021	2020
Sessions	227,039	349,023	-34%	276,344	475,665	347,157
Page views	437,623	1,574,927	-72%	1,576,543	1,766,090	862,554
Unique page view	383,168	1,448,312	-74%	1,032,095		
Total searches	10,308	44,271	-76%	44,914		
Average page views per session	2.2	4.5	-51%	6.1	3.32	2.50

Table 12 – FAS Website Statistics

Measure	2024/25	2024/25 monthly average	2023/24	2023/24 monthly average	% change 2023/24 versus 2024/25
Sessions	227,039	25,227	349,023	23,268	8%
Page views	437,623	48,624	1,574,927	104,995	-53%
Unique page view	383,168	42,574	1,448,312	96,554	-56%
Total searches	10,308	1,145	44,271	2,951	-61%
Average page views per session	1.9	-	4.5	-	

Table 13 – FAS Website Statistics, Monthly Average

Although overall page views have decreased, this reflects adjustments to website navigation. By consolidating content into central hub pages, visitors can find relevant information more quickly, resulting in fewer page visits per session and a smoother browsing experience. Regular updates to key pages ensure that users can access the most recent and relevant content.

Visitors arrive at the website through a variety of channels. Direct access and email campaigns have grown as a proportion of overall traffic, while organic search and referrals have decreased slightly.

Social media continues to play a role in reaching audiences, though its impact is less targeted compared with other communication channels. Those who do arrive via social media are complemented by users coming through direct access or organic search, and the overall quality of engagement remains high.

Route to website	Audience Proportion (%)	
	2024/25	2023/24
Organic search (using a search engine to find us)	132,842 (58%)	217,344 (62.3%)
Social (accessing the FAS website via link from social media)	18,310 (8%)	30,870 (8.8%)
Direct (direct links to access specific pages)	68,350 (30%)	89,349 (25.6%)
Referral (links to FAS from other sites)	5,606 (2.5%)	9,338 (2.7%)
Campaigns (tracked URLs e.g. pay per click ads)	1,931 (0.9%)	2,122 (0.6%)

Table 14 – Route To Website

The top 5 search engines based on the portion of people routed to the FAS website are as follows:

Search Engine	Visits
Google	110,631
Bing & Yahoo	3,997
Facebook	2,667
Ecosia	347
Perplexity	55

Table 15 – Top 5 search engines for website traffic in 2023/24

Google continues to be the favoured search engine for most of the audience. Bing is the second most-used service, but the numbers are significantly lower than Google, which is the dominant search engine. The rising popularity of AI services like Perplexity and ChatGPT are likely to be a consideration for the future.

The FAS Facebook page generates the majority of social media visits to the website. Other social media platforms contribute a smaller proportion of traffic, reflecting the evolving nature of engagement across different channels. Efforts to connect with

audiences through newsletters have grown, providing a direct and reliable way to share updates and encourage visits to the website. This approach reaches a highly engaged audience with a clear interest in the services and content provided.

Social Network	Visits
Facebook	16,967 (93%)
X (Formerly Twitter)	833 (4.5%)
LinkedIn	289 (1.5%)
YouTube	165 (0.9%)
Instagram	55 (0.3%)

Table 16 – Top 5 social networks for website traffic in 2024/25

Social media

Both the Facebook and X (formerly Twitter) accounts of the One-to-Many service have performed well over the last year, though the level of success has differed. Facebook continues its increase in followers with 11% growth in the past 9 months; however, X has seen a decline in followers of 4%. Facebook remains the largest social media channel, with 10,400 followers by the end of 2024/25, while X had 2,900 followers.

Both channels generated an impressive number of impressions (1,929,336 for Facebook and 175,197 for X), meaning the content is reaching a far wider audience than only those who follow the accounts. People engaging with social media content and clicking on links have driven traffic to the FAS website, with the Facebook page performing particularly well as mentioned above.

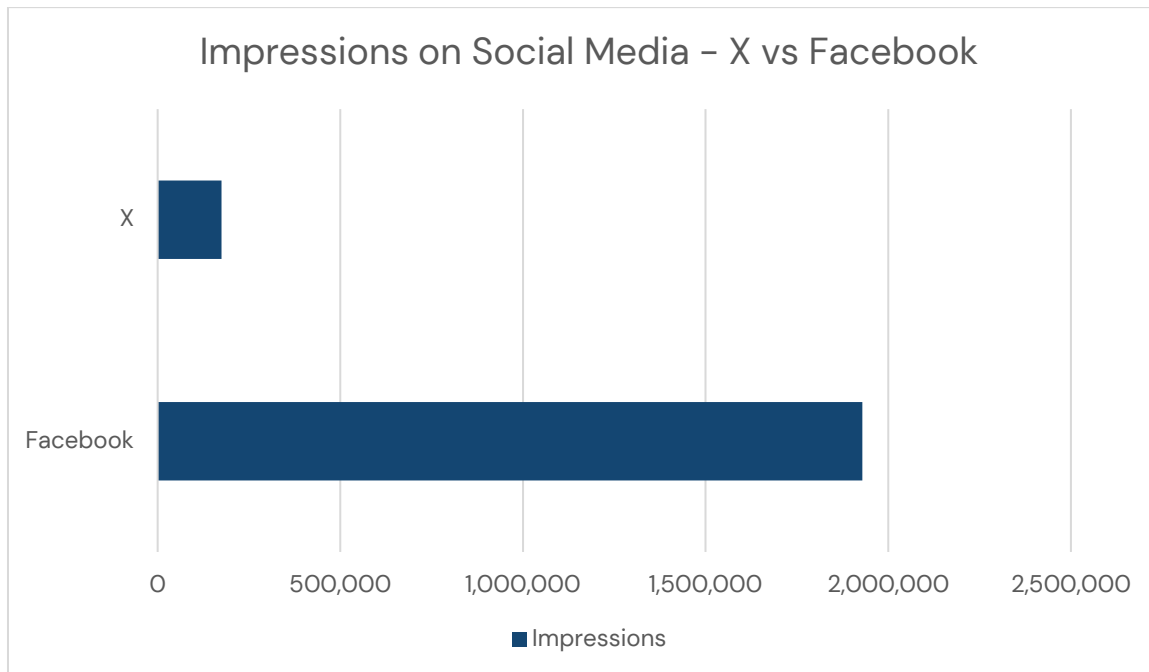


Figure 21 – Impressions on Social Media

During 2024/25, FAS continued to grow its presence on LinkedIn and Instagram. These platforms have supported engagement with a wider audience, allowing updates, event images, and short videos highlighting content to reach more people. Across the year, both channels have seen steady growth in followers, reflecting increased interest and visibility within the agricultural community.

Below are statistics on the performance of the Facebook and X profiles. Note that the 24/25 period is 9 months, compared to the 15-month period reported last year. On average, we would therefore expect those results relating to volumes of activity, or total engagement, to be 40% lower than the previous 15 months to account for the reduction in time being measured.

Facebook

Facebook measures	2024/2025 (9-months)	2023/2024 (15-months)	2024/25 versus 2023/24	% change 2024/25 versus 2023/24
Followers	10,400	9,391	+1,009	+11%
Posts	1,052	1,688	-616	-36%
Post likes/reactions	5,039	7,802	-2,763	-35%
Post shares	1,119	1,293	-174	-13%
Comments	343	587	-244	-42%
Link clicks	7,741	10,808	-3,067	-28%

Total reach	324,671	386,000	-61,329	-15%
Total impressions	929,336	1,337,216	-407,876	-31%

While the number of Facebook measures is lower than in the previous period, this is due to the shorter reporting time. When we compare the average of each metric per month, as seen in the table below, we see continued growth of the platform.

Table 17 – Facebook Post Statistics 2024/2025

Facebook measures	Average/month (2024/2025)	Average/month (2023/2024)
Followers	–	–
Posts	117	113
Post likes/reactions	560	520
Post shares	124	86
Comments	38	39
Link clicks	860	721
Total reach	36,074	25,733
Total impressions	103,259	89,147

Table 18 – Facebook Post Statistics, Average by Month 2024/2025

When comparing the numbers in real terms we can see an increase in every metric except for comments, which remained largely the same as the previous year. The most significant growth has been in the percentage of post shares (+44%), which may have contributed to the increase in total reach (+40%) and impressions (+16%). This has also translated to an increase in traffic to the website from Facebook due to the increase in link clicks on our posts (+19%).

Top 5 Facebook Posts	Impressions	Reach	Engagements	Shares	Comments
Launching FAS Connect Next Generation Groups	17,798	6,683	752	0	0
Women in Agriculture – Administering Treatments events	17,189	13,592	129	7	0
Better Wellbeing, Better Business event promotion	16,093	6,967	296	4	6
Test Before you Trear event promotion	14,061	5,474	808	5	2
Farm Wildlife Walks event promotion	13,039	10,535	358	5	0

Table 19 – Top 5 Facebook Posts in 2024/25

Four of the Top 5 Facebook posts in terms of impressions were promoting events, both in-person and online. The post with the highest number of impressions was about the launch of the FAS Connect Next Generation groups.

The top organic post was a round-up from an event on Shetland in December, featuring images from the group's visits. This post achieved 9,132 impressions, 1,257 engagements, a reach of 8,800, 82 reactions, and 7 shares. Another post from the Preparing for the Future event series also performed strongly, with 22 shares, 467 engagements, and a reach of 6,325. High levels of online engagement were reflected in strong attendance across the event series.

X (Formerly Twitter)

X measures	2024/25	2023/24	Change since 2023/24	% change since 2023/24
Followers	2,900	3,023	-123	-4%
Tweets	946	1,684	-738	-44%
Link clicks	1,366	3,617	-2,251	-62%
Impressions	175,197	463,830	-288,633	-62%
Engagements	3,823	10,921	-7,098	-65%
Engagement rate	2.2%	2.4%	-0.2%	-8%

Table 20 – X Statistics 2024/25

The X profile saw a drop in its number of followers, reflecting the larger UK trend of users leaving the platform.

X measures	Average/month (2024/2025)	Average/month (2023/2024)
Followers	–	–
Tweets	105	112
Link clicks	151	241
Impressions	19,466	30,922
Engagements	425	728
Engagement rate	–	–

Table 21 – X Statistics, Average by Month 2024/25

Looking at the monthly averages, we can see a decrease in real terms of the reach of posts and the resulting engagements, likely due to fewer active users on the platform. Despite the decrease in engagement, our posts continue to drive traffic to the FAS website through link clicks, with X being the second largest source of our website visits from social media.

Top 5 X posts	Impressions	Engagements
Biodiversity Audit Workshop event promotion	2,497	70
Sustainable Sheep Systems event promotion	2,237	63
Farm Wildlife Walks event promotion	2,033	34
Integrating Trees Network (non-FAS) event promotion	1,773	20
Monitoring Flock Performance vlog series	1,368	5

Table 22 – Top 5 X posts in 2024/25

The top post on X highlighted resources relevant to the audience at that time, in this case it responds to an element of the new *Whole Farm Plan* requirements which has been topical in farming over the last year. Four of the top five posts on X were related to events, which benefited from wider sharing within the community.

Programme Highlights

FAS Conference 2025

On 30th January 2025 we hosted a conference on the theme of 'Farming for the Future' at Perth Racecourse, which was attended by farmers from across Scotland. The event sold out well in advance, with 170 people attending on the day.

The conference featured a variety of speakers and industry bodies who shared first-hand experience, insights and practical strategies for farmers to future-proof their land and their people. Common themes from the speakers were the need to sell our industry better to encourage more young people in, and to embrace technology in everyday practices.

As well as a variety of speakers, there was a panel discussion featuring Cammy Wilson of *The Sheep Game* fame, Kay Adam from Newhouse of Glamis, Susannah Pate from Jane Craigie Marketing and William Brown, *Farmers Guardian* Content Creator of the Year. They discussed how we can market the industry to improve public perception and attract new people in, highlighting the need to invest the time to train the next generation, as well as school children and teachers. The panel also shared what they love about farming, including the lifestyle, the people you meet, the traditions, and that every day is different.

In addition, a range of organisations were invited along to host stands on the day, showcasing the many ways in which they can support people in agriculture. These included: Scottish Land Matching Service, Crofting Commission, Women in Agriculture Scotland, FarmStrong Scotland, RSABI, Monitor Farms Scotland, Farming and Water Scotland, Farm Business Survey, Scottish Forestry and FAS one-to-one services.



Figure 22 – FAS Conference, 30th January 2025, Perth

Conclusion

The Farm Advisory Service (FAS) has successfully delivered a wide range of support to farmers, crofters, and land managers across Scotland. Through a blend of in-person events, digital content, and publications, FAS has provided valuable guidance aimed at enhancing farm efficiency, sustainability, and resilience.

Over the past nine months, the programme has continued to evolve. One significant development has been the introduction of peer learning groups targeted at specific demographics. These groups have had a meaningful impact, demonstrating the programme's ability to adapt its delivery style to meet diverse learning preferences.

FAS has also made ongoing improvements to its website to better showcase the wide variety of available resources. Alongside this, the programme has expanded its presence across various social media platforms to raise awareness and ensure materials reach the intended audiences.

High attendance rates, overwhelmingly positive participant feedback, and a marked increase in engagement with online resources all highlight the strong impact FAS has had over the past nine months.

This impact is evident not only in participant satisfaction but also in their increased ability and willingness to implement meaningful changes within their businesses because of engaging with the programme.