



# Scottish Farm Advisory Service: One-to-Many

## Annual Report 2023/24



**Farm  
Advisory  
Service**



Part of Scotland's  
Rural College (SRUC)

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# Introduction

In 2022 the One-to-Many component of Scotland's Farm Advisory Service (FAS) was elevated through substantial re-framing to address the current climate and biodiversity crises and invigorated using innovative approaches to maximise engagement and impact.

This document reports on SAC Consulting's delivery of the One-to-Many FAS during the 15-month period from 1 April 2023 until 3 July 2024<sup>1</sup> (this period includes the 3-month extension period 1 April 2024–3 July 2024).

This is a confidential report prepared for the Scottish Government internal purposes. A condensed version of the report will be published on the FAS website.

## 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.

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<sup>1</sup> Some data reported uses 30 June 2024 as the end of the reporting period for Q1 – the impact of +/- 3 days is not material.



# Executive summary

The FAS Annual Report 2023–24 covers a 15-month period from April 2023 to July 2024, 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.

- 383 Events were held, attended by 8,489 participants, with 98% of event attendees rating them as “excellent” or “very satisfactory.”
- An impressive 90% 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.
- 338 Publications, 179 Videos, 126 Podcasts, and 5 Tools 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 2,977 to 4,371 – a 46% increase during the reporting period.
- Website Engagement: 1.57 million page views, 291,326 publication downloads, and significant interaction with video and podcast content.
- Social Media: Facebook followers grew by 23%, and Twitter (now X) followers grew by 7%, highlighting FAS's increasing online presence.
- The FAS Newsletter was published monthly and by the end of the period was being distributed monthly to 6,798 individual email addresses. This was 373 more than at the end of the previous reporting period.
- The Croft & Small Farm Advisory Service ended on 31 March 2024, with a total of 2,668 subscriptions during its final period.
- There were 1,868 enquiries to the Advice Line during the period where farmers and crofters received up to 30 minutes of free advice.
- The Key Performance Indicators (KPIs) were met or exceeded in 95% of reporting periods, this is an increase from 92% met or exceeded in the previous year.

# Delivery Overview

The programme comprises a diverse range of activities including in-person events, webinars, One-to-Few group meetings, videos, podcasts, publications, and online tools. The FAS provides opportunities for farmers and crofters the length and breadth of Scotland to participate in activity, which is organised locally by teams based in twenty-three offices around Scotland including in mainland Scotland, the Hebrides, Orkney, and Shetland Isles.

FAS activities provide opportunities to engage digitally, for example through videos, podcasts, webinars and by accessing content on [www.fas.scot](http://www.fas.scot), and non-digitally including through in-person events, the FAS telephone helpline or in regular press advertorials.

In the 15-month period to 3 July 2024 the FAS One-to-Many Programme provided Scotland's farmers, crofters, and other land managers with:



	Business Plan <sup>2</sup>	Actual April 2023 to June 2024	Delivered v Target		Total No. 2016 to Date
FAS Connect Group Events	179	178	-1	99.4%	298
In Person Events exc Roadshows	149	143	-6	96.0%	1,483
Webinars	37	39	+2	105.4%	39
Roadshow Events	24	23	-1	95.8%	23
Publications	326	338	+12	103.7%	1,804
Videos	176	179	+3	101.7%	857
Podcasts	121	126	+5	104.1%	433
Tools	5	5	0	100.0%	53
Total Attendees		8,489			39,079
Video Views		318,036			1,633,442
Listens		48,148			133,690
Downloads		291,326			1,088,149
Page Views		1,574,927			6,614,596

Figure 1 - Programme Statistics 2023/24 and Q1 2024.

The graph overleaf shows the number of outputs of each type where work is completed in the month. Please note that this may be different to the month in which they are released/promoted, for example normally a small bank of outputs are completed in the final months of the year for release and/or promotion early in the next year during the initiation phase of the new business plan.

The audience experience is of a steady availability of new content throughout the contract and aligned to audience needs and timing-preferences.

<sup>2</sup> Combined FAS Business Plan 2023/24 and FAS Business Plan Q1 2024.

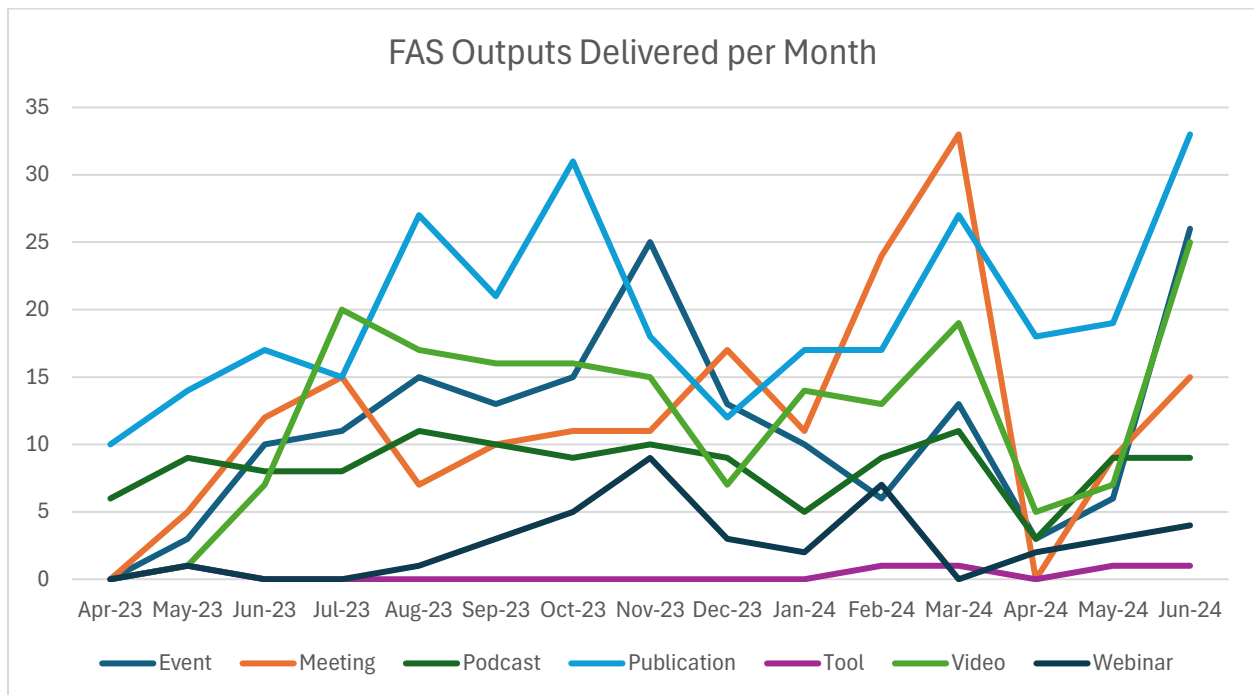


Figure 2 – FAS Outputs Completed by Month. <sup>3</sup>

- The FAS programme is audience-centered and consequently there are seasonal variations in the distribution of some activities throughout the year, e.g., in the spring farmers of all types simultaneously experience a peak load as calving, lambing, cultivation and grassland management tasks all compete for attention.
- Some types of FAS activity are more vulnerable to competing time pressure than others. In the springtime demand for in-person events is relatively low, however demand for videos, podcasts and publications – which don't require leaving the farm to engage – is relatively high.

<sup>3</sup> This chart excludes the FAS Connect Year End reports as their inclusion in the graphic these cause distortion of the chart scale which reduces its readability and understandability. There were 46 of these publications produced in March 2024.

# Key performance indicators (KPIs) and targets

The KPI and/or targets for delivery of the FAS One-to-Many service refer separately to each individual period (12-month period to 31 March 2024, and 3 months to 3 July 2024).

## 12-months to 31 March 2024:

1. At least 4,086 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 for at least 99% of the time.
8. 95% of call-backs are done within six working hours.
9. 95% of routine queries are responded to within one working day.
10. 95% of detailed queries are responded to within two working days.
11. 95% of complex queries are responded to within five working days.
12. 95% of e-mail enquiries are responded to within one working day.

Figure 3 – FAS One-to-Many Programme KPIs and Targets 2023/24

KPI 1 is measured annually and **in the 12-month period was met:**

- 149 in-person events and webinars were held, with a total attendance of 4,039 – an average of 27 per event.
- 154 FAS Connect group meetings were held, the total attendance was 1,848 and the average attendance was 12 per event.



- 14 FAS Roadshow events were held, with a total attendance of 1,300 reaching an average audience of 93 per event.
- In total, 317 events were held, with a total attendance of 7,187.

## 3-months to 3 July 2024:

1. At least 1,250 attendees at events.
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.
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11. 95% of complex queries are responded to within five working days.
12. 95% of e-mail enquiries are responded to within one working day.

Figure 4 – FAS One-to-Many Programme KPIs and Target Q1 2024

KPI 1 is measured annually and **in the 3-month period was met:**

- 33 in-person events and webinars were held, with a total attendance of 590 – an average of 17.9 per event.
- 24 FAS Connect group meetings were held, the total attendance was 252 and the average attendance was 10.5 per event.
- 9 FAS Roadshow events were held, with a total attendance of 460 reaching an average audience of 51 per event.
- In total, 66 events were held, with a total attendance of 1,302.

## Overall KPI Performance in 15-month reporting period:

KPI 5 (intention to change) was met in all but 3 of the applicable reporting months (it was met in 79% of the period) however it is important to note that in practice performance against this KPI is routinely higher than reported because the

evaluation questionnaire asks about changes the attendee will make **to their own business** because of attending the event. Those attendees who attend from wider industry (e.g. vets, or agronomists) are less likely to identify an applicable change.

This is supported by data for the period showing that between April 2023 and June 2024, 86% of event attendees indicated they would make a change as a result of attending. However when the data is considered in more detail, **90% of the group who state they are farmers, crofters or smallholders indicate that they will make a change**, whilst only 71% of the non-farming/crofting/smallholding audience indicate they will make a change.

KPI 6 (page views per website session) was met in all but 5 of the applicable reporting months (it was met in 67% of the period). However, a number lower than the KPI could indicate that the audience are able to find what they want quickly, and care must be taken in interpreting this KPI.

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

KPI	Monthly KPI performance 2023/24 (green = KPI met or exceeded, red = KPI not met, yellow=KPI marginally not met <sup>4</sup> )												15-month Reporting Period Average			
	2023-24											Q1 - 2024				
	A	M	J	J	A	S	O	N	D	J	F	M		A	M	J
2																
3																
4																
5																
6																
7																
8																
9																
10																
11																
12																

Figure 5 - Monthly KPI Performance

<sup>4</sup> Where a KPI was within 2 percentage points of being met.

# Events

Knowledge transfer (KT) events continued to be a very significant element of the delivery in the period. During the period the FAS held 389 events:

- 149 in person events.
- 37 webinars.
- 24 roadshow events.
- 179 FAS Connect group events.

Promotion of events to ensure good awareness, attendance levels and value for money was an ongoing activity. The ways in which attendees said they heard about events was as follows:

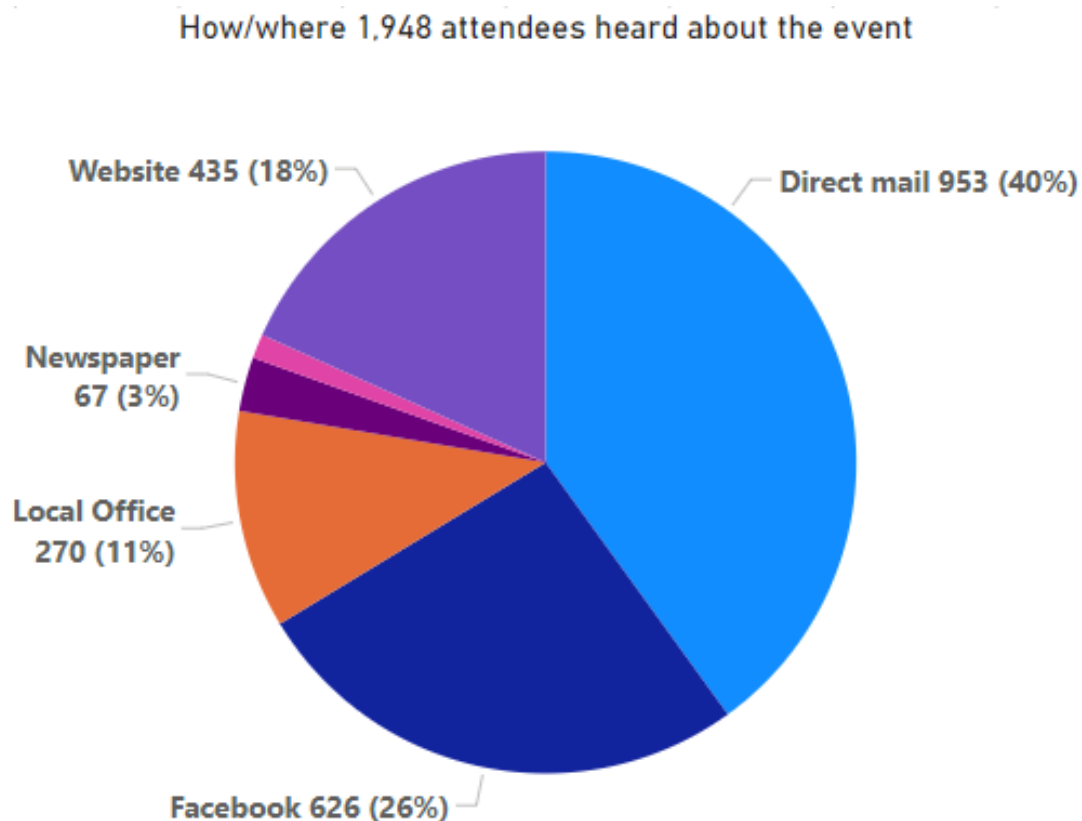


Figure 6 – Information about where 1,948 participants who completed an evaluation form had heard about the FAS event (some answered more than once).

The greatest number of attendees heard about events from direct mail, and this includes the email FAS Newsletter and emails to previous participants who have asked to be kept informed about specific campaigns, for example the group who are regularly updated on upcoming Sustainable Sheep Systems events.

The total *predicted* attendance at the in person and webinar events was 4,640 (an average of 24.9 per in person and webinar event) and at FAS Connect One-to-Few events was 2,342 (an average of 13.0 per event). The total actual attendance was 4,775 (an average of 25.7 per in person and webinar event) and 2,255 (an average of 12.6 per One-to-Few event).

61% of events met or exceeded their predicted attendance, slightly more than in the previous year (59%).

The average attendance (24.9) was very good, and it represents an increase on the previous period (22.4).

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 **Low Labour Input Genetics: Sustainable Sheep Systems** was held on 29<sup>th</sup> January 2024. There were 62 attendees during the live webinar but subsequently the webinar recording has had 686 views since being published on the YouTube channel.

The following graph shows the distribution of attendees at events in the period. There are a significant number of events around the 10–15 people mark because of the 120 FAS Connect peer-to-peer learning groups whose optimal group size is 12. There are six events with attendances of over 100. These include two conferences held in early 2024 – FAS Connect Conference and FAS Women in Agriculture Conference.

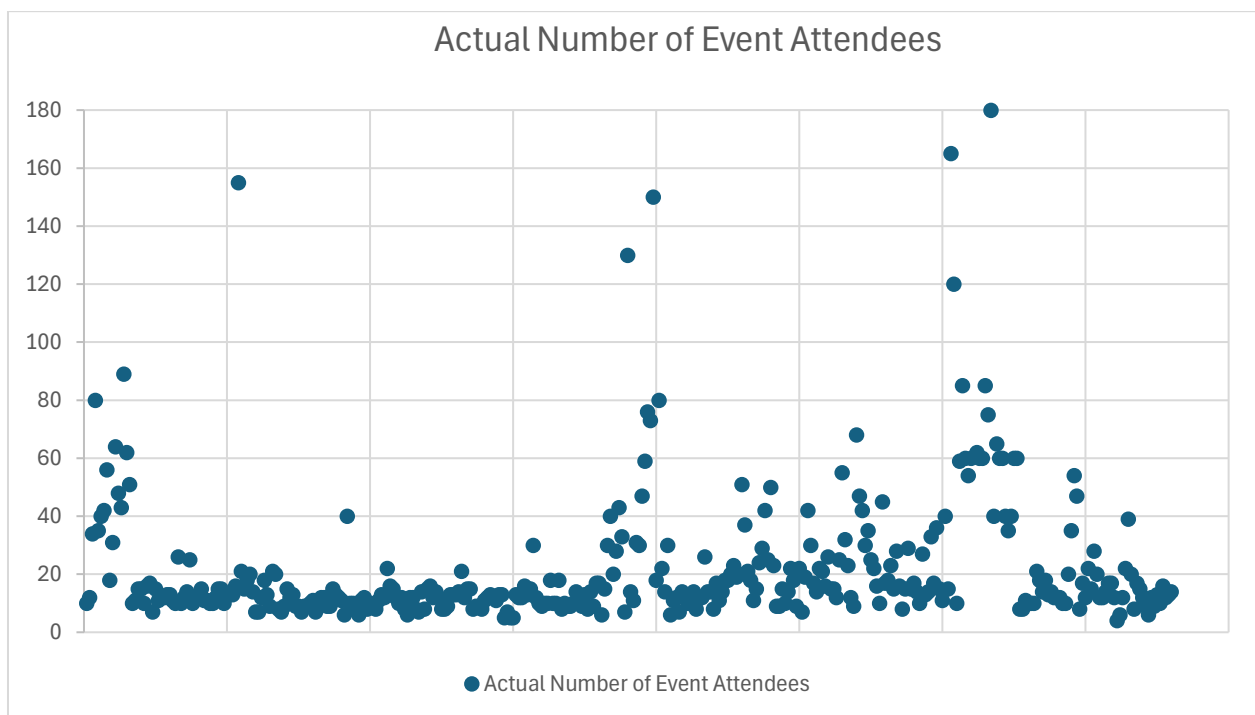


Figure 7 – Distribution of Participants at Events

Event evaluation for the period is consistently excellent. In addition to 77.2% of attendees who completed an evaluation form rating the overall delivery of the event as excellent and 21.0% as very satisfactory (98.2% overall), detailed analysis shows consistently strong performance:

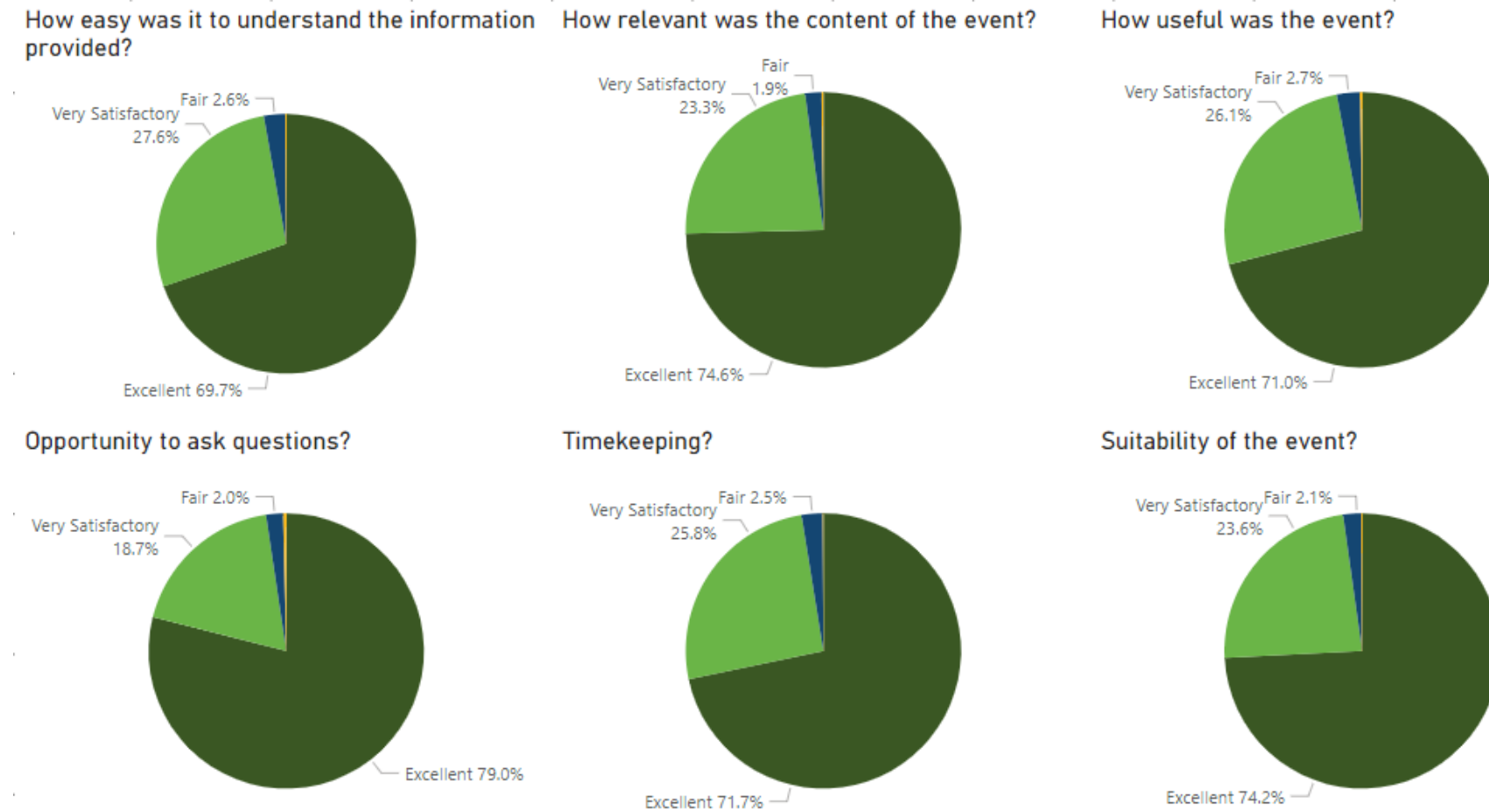
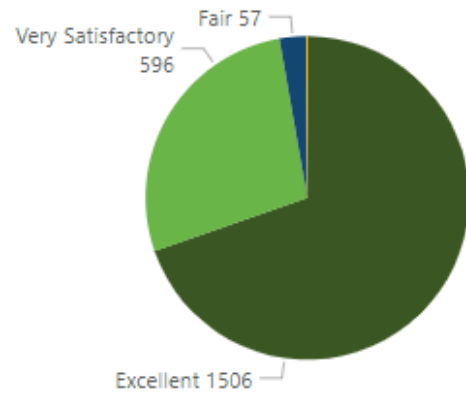


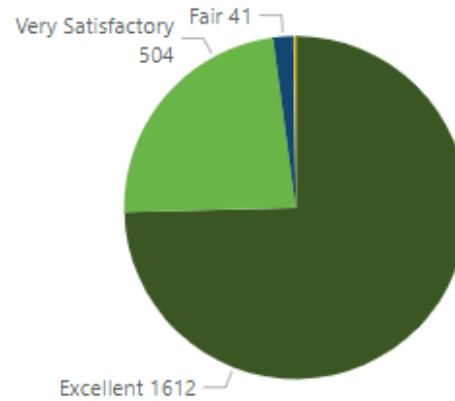
Figure 8 - FAS Event Evaluation Ratings 2023-24 + Q1 2024 - Percentage of Respondents



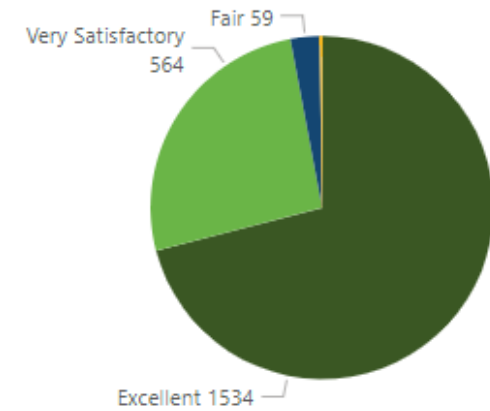
How easy was it to understand the information provided?



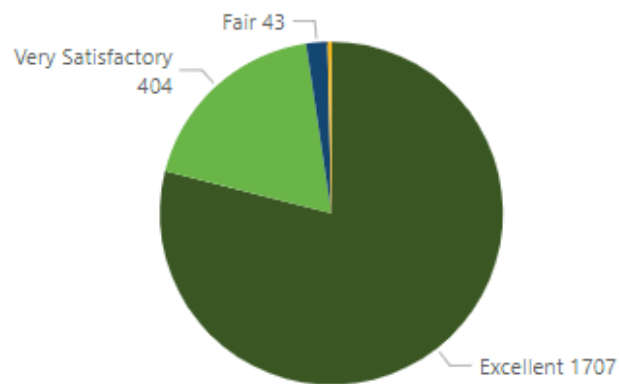
How relevant was the content of the event?



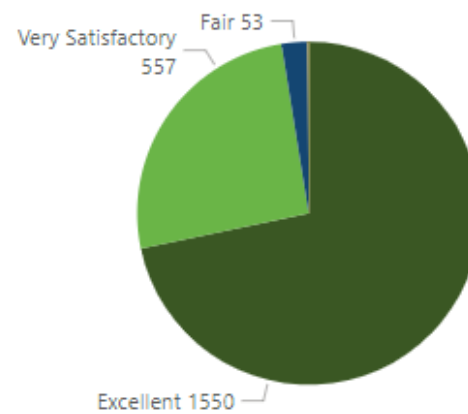
How useful was the event?



Opportunity to ask questions?



Timekeeping?



Suitability of the event?

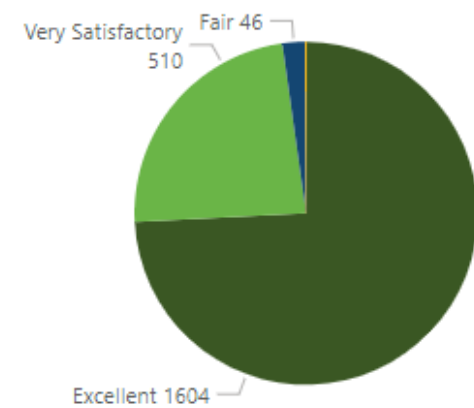


Figure 9 - FAS Event Evaluation Ratings 2023-24 + Q1 2024 - Number of Respondents

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?	57	2.6
How relevant was the content of the event?	41	1.9
How useful was the event?	59	2.7
Opportunity to ask questions?	43	2.0
Timekeeping?	53	2.5
Suitability of the event?	46	2.1
Overall delivery of the event	37	1.7

Figure 10 - FAS event attendees rating an aspect of an event as fair.

The data tells us that of the 1,948 people who completed an evaluation, a maximum of 59 people rated one or more aspects of the event as fair. Only 37 of this group felt that the event was fair overall.



Figure 11 - Crofters at FAS Common Grazing event in Lairg, May 2024, using a board game to facilitate learning.

Similarly, the table below shows that the absolute number of people rating any one aspect of the event as poor is very low. Of the 1,948 attendees who completed an

evaluation a maximum of 8 people rated at least one element of the event as poor and only 2 people felt that the event was, overall, poor. Of those 2 people, only 1 person did not indicate at least one change that they would make to their farm management because of attending the event.

	Respondents Rating: Poor	
	Number	%
How easy was it to understand the information?	3	0.1
How relevant was the content of the event?	5	0.2
How useful was the event?	5	0.2
Opportunity to ask questions?	8	0.4
Timekeeping?	2	<0.1
Suitability of the event?	2	<0.1
Overall delivery of the event	2	<0.1

Figure 12 FAS event attendees rating an aspect of an event as poor.

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 86% of those who completed an evaluation indicated that they would make a change. This represents the average number, however a more detailed investigation reveals that 90% of farmers, 88% of crofters and 94% of smallholders indicated that they would make a change. A significantly smaller proportion of non-land-managers (e.g. vets, agronomists or others from supply chain) indicated that they would make a change, and this brings down the average. This is not surprising given that the evaluation form specifically asks about change to a farm business or in respect of the attendee's own agricultural production.

Even amongst those who do not rate the overall event delivery Excellent or Very Satisfactory a substantial proportion still identify changes that they will make to their farm management because of attending the event. Of the 34 people who rated an event as 'fair' for overall delivery, 26 still identified a change they would make. Of the 2 people who rated an event as 'poor' for overall delivery, 1 still identified a change.

The graph below shows the positive changes the attendees said they would make to their farm management because of the knowledge they had gained at the event. Participants could select more than one positive change.

### Positive Changes

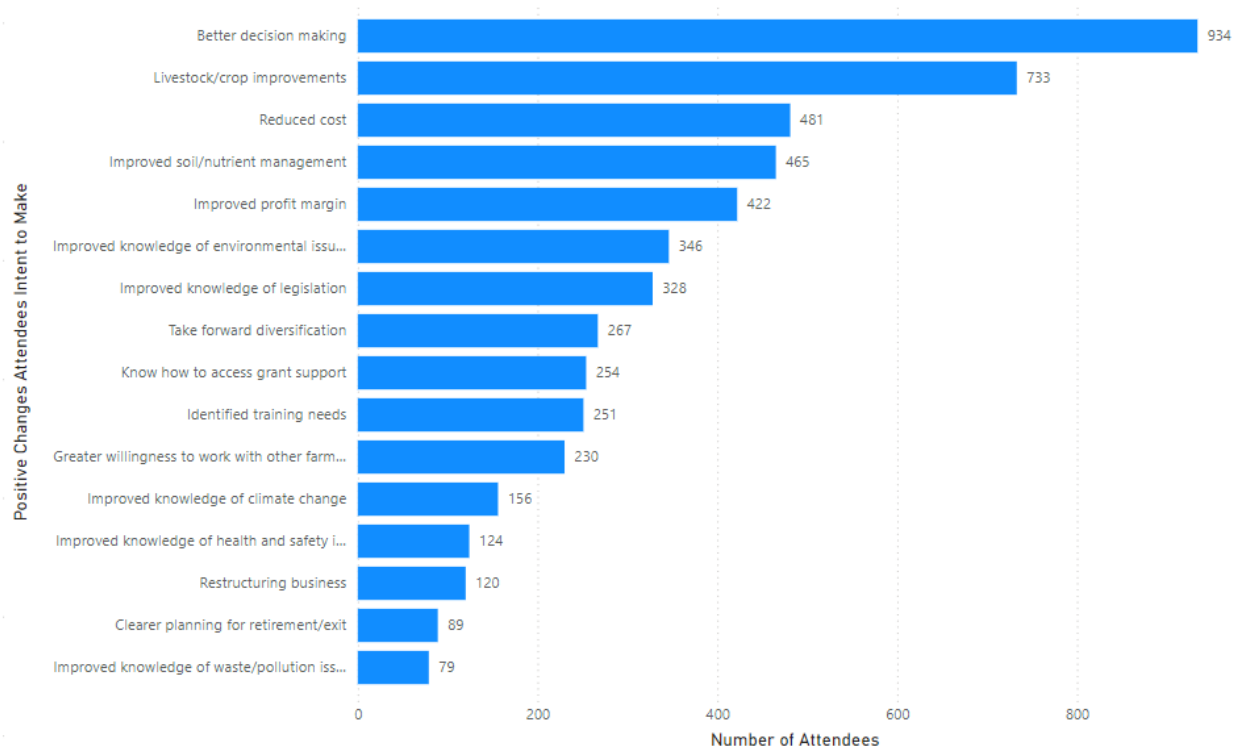


Figure 13 – Positive Changes Event Attendees Intend to Make – number of respondents (of a total of 2,182)

Only 15% (323) of attendees who attended an event failed to identify any change they would make to their farm management because of information gained at the event. Of those who provided reasons why, the following information in Figure 12 was provided (participants could select more than one response):

	Number	% of total respondents
Too expensive	4	0.18%
Did not have enough time	6	0.27%
Needed more information	22	1.00%
Learned nothing new	14	0.64%
Other	111	5.08%

Figure 14 – Reasons participants gave for not making a change following attendance at a FAS event

Those 111 who responded with another reason that they would not make a change included 62 people (56%) who did not identify themselves as a farmer, crofter or smallholder. These included individuals from higher education institutions, government departments, non-governmental organisations, practice vets, agronomists, and independent consultants. It is not surprising that this group did not indicate that they would make a change to their own farm management as they are generally not farmers themselves.

Of those 14 people who said that they would not make a change because they had not learned anything new, 5 rated the overall delivery of the event as Excellent, 6 as Very Satisfactory/Good, and 3 as Fair. None rated the event as poor.

In 2023/24, of those who answered the question, 47% were female (1,016 responses), 52% were male (1,136 responses) and 1% (30) declined to answer the question. The age profile and gender of attendees is diverse and outlined in Figure 11 below.

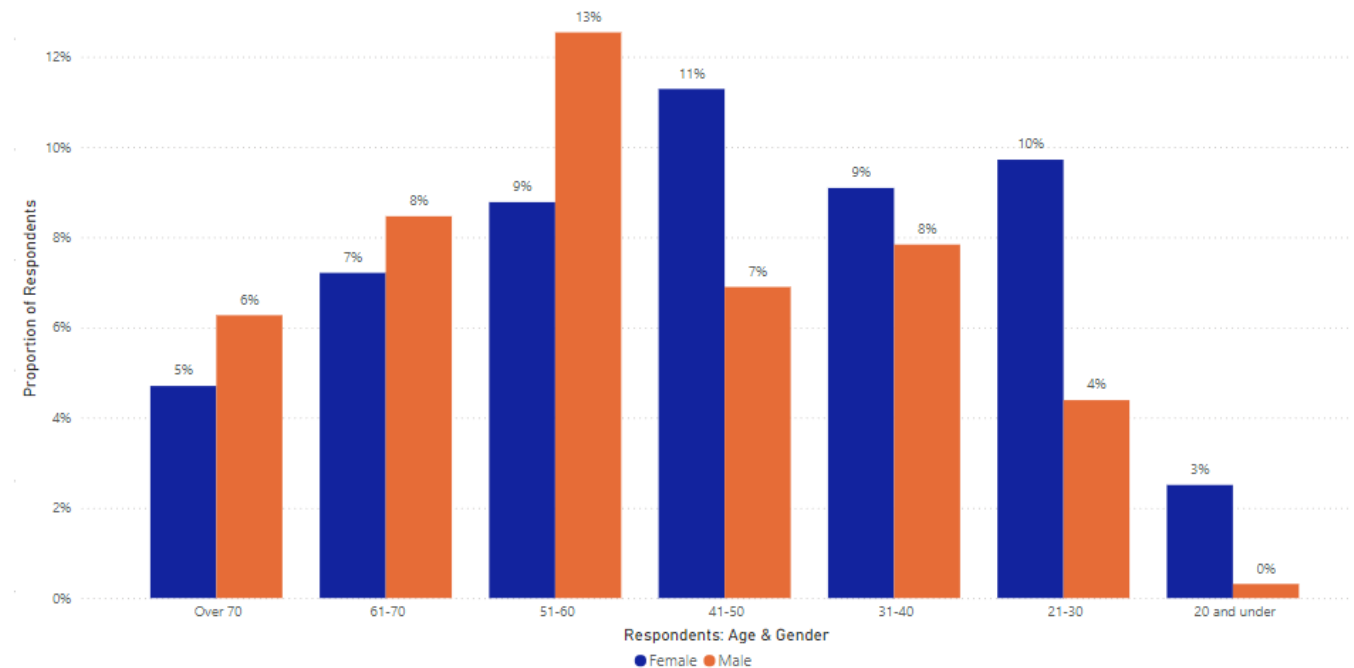


Figure 15 – FAS Event Demographic Information

This represents the demographic who is *completing the evaluation form* rather than necessarily that of the eventgoers themselves, which is of relevance where multiple members of a single family attend an online event but only one person subsequently completes an evaluation.

The map overleaf shows the location of FAS events which took place during the year. There is an excellent distribution of events throughout Scotland, ranging from the Shetland Isles to the west coast of Ireland (Crofting Clubs visited several Irish units during a learning journey in June 2024).





Figure 16 Location of FAS In Person Events in 2023-24

## FAS Connect: Redefining “Group”

FAS Connect is a popular *peer-to-peer* learning platform launched in 2022. Groups comprise 12-15 participants and the focus on deep peer-to-peer learning, with individuals challenging themselves and each other to reach their personal and business goals.

The programme is successful because of its group-led syllabus, trusted local facilitator, commonality of group interest, and the trust between, and commitment from, members. The focus is less about “experts” and more about learning with and from each other.

A skilled, trusted local facilitator organises the group's activity and ensures everyone can engage and learn. Typically, groups hold between 3 and 6 formal meetings per annum and participate in discussion between meetings. Individual group members develop actions plans for themselves, and together they create an action plan for the group.

Different types of meetings enjoyed by FAS Connect groups during 2023/24 have included:

- Farm visits to an 'external' farm or to a group member's farm, often accompanied by a vet or agronomist.
- Visits to relevant supply chain sites, e.g., abattoir or processing facility.
- Visits to see research or innovation in practice.
- Round table discussion with group members only e.g., benchmarking workshop.
- Round table discussion including external speaker(s).
- Webinar or online meetings with external speaker.



*Figure 17 - FAS Connect (Stonehaven Arable Group)*

During 2023/24 there were 59 individual FAS Connect groups across Scotland, culminating in 226 occasions where farmers met to discuss the issues most relevant to them. The key component of FAS Connect is the ability for peer-to-peer learning. These groups are comprised of a diverse mix of participants representing a wide range of land types, enterprises and priorities, covering the length and breadth of Scotland.

Respondents to the 2023/2024 feedback survey cited improving business profitability and increasing technical knowledge as the two most important reasons for engaging in FAS Connect. In 2023/21 an increased number (25%) of participants said they used FAS Connect as a reason to get off farm, compared to 10% of respondents in 2022/2023.

As well as attending events and meetings, the group is facilitated throughout the year and, increasingly, uses platforms such as WhatsApp to keep in contact. As well as providing important peer support for a group at risk of social isolation, this increases the impact of their participation by providing very clear linkage between what the group are learning and discussing, and participants' own farms. Figure 16 shows the type of conversations that are typical amongst FAS Connect groups.

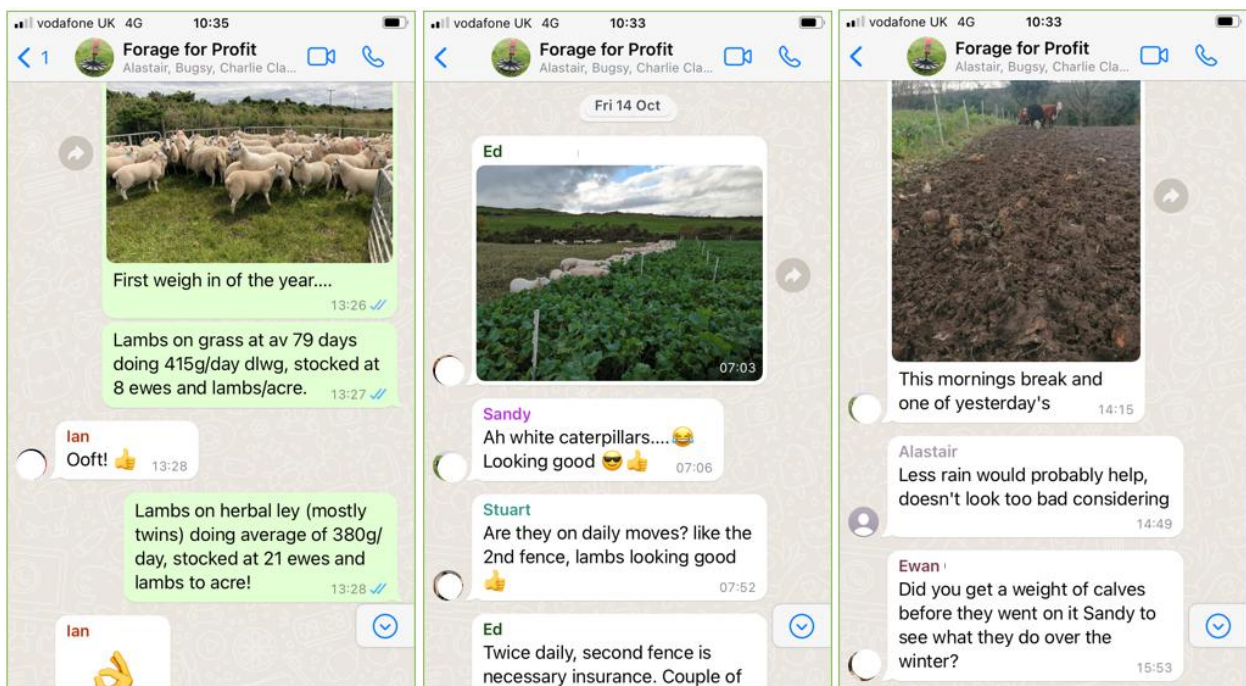


Figure 18 – FAS Connect groups interact in between meetings




# Publications

As the national advisory service covers a diverse agricultural sector, a wide range and large number of written publications were produced in 2023/24.

In total, 338 were produced (103.7% of the planned number). 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.

There is a wealth of information on the website, including material produced or updated during 2023/24. The website has moved away from making it necessary to download a document, with information now largely hosted as webpages which are more accessible to a wider audience. From 1<sup>st</sup> April 2023 to 3<sup>rd</sup> July 2024, there were 1,586,531 views of the website, with written publications receiving 346,064 page views.

	Top 10 Articles	Views
1	<p><a href="#">Bloat in Orphan Lambs</a></p> <p><b>Bloat In Orphan Lambs</b> 16 April 2021</p> <p>A year of high numbers of lambs being born, inevitably means orphan lambs being reared. One of the most common reported problems for these lambs is abomasal bloat (tympany), which is caused by harmful bacteria in the stomach that feed on the lactose, which often gains entry with unhygienic conditions and hot milk. These bacteria multiply in the stomach and the sugars in the milk ferment, causing excess gas production. This gas cannot escape from the stomach, bloating the lamb, which causes sudden death.</p> <p>This is an orphan lamb specific problem and is most common in lambs that are two to four weeks old. When a lamb is reared on a ewe, it drinks little and often, and the milk is always at the correct temperature and not too hot. Orphan lambs tend to have a greater intake per feed, and with competition of other lambs, they tend to guzzle fast.</p>  <p><b>There are various methods that can reduce bloat in lambs, including:</b></p> <ul style="list-style-type: none"> <li>• Ensure orphans have had quality colostrum.</li> <li>• Don't over feed lambs, follow the guidance on the milk bag for the quantity to be fed per feed and the mixing rate.</li> <li>• Ensure lamb milk is used and not calf milk as this has higher levels of lactose</li> <li>• Use hard teats with small holes, to slow down the speed the milk is drunk.</li> <li>• Adding yogurt to the milk. This has good bacteria (probiotics) which can compete with the bad bacteria.</li> <li>• Feed milk at body temperature (a sheep is generally between 38-40°C) to reduce the growth of bacteria.</li> <li>• Self feeding systems reduce the risk, as lambs generally take milk little and often, as if they were on their mothers.</li> <li>• Good hygiene, clean jugs, bottles and teats regularly. Ensure automatic feeders are kept clean and fresh and are cleaned regularly.</li> <li>• Wean lambs at 35 days (provided they are eating at least 250g/head/day of high quality concentrate).</li> </ul>	8,416



2	<p><a href="#">Drugs for Pain Management in Ruminants</a></p> <p><b>Drugs For Pain Management In Ruminants</b></p> <p>19 January 2018</p> <hr/> <p style="text-align: right;">Name <input type="text"/></p> <p style="text-align: right;">Email Address <input type="text"/></p> <p style="text-align: right;"><a href="#">Subscribe To The FAS Newsletter</a></p> <p>In this article the practical aspects of pain relief in cattle and sheep will be examined.</p> <p>There are several different types of drugs which can be used to control pain in farm animals. Some are controlled drugs only to be used by a vet due to restrictions under the Veterinary surgeons act. Some methods of pain relief (eg epidural) may be technically difficult and should only be administered directly by a vet or by a trained technician under direct supervision of a vet. However, it is also recognised that in cases where otherwise an animal may not receive veterinary attention, there is a place for some type of pain relieving medication to be available on farm for the use of a trained stockperson where required.</p>  <p>Currently there are no licensed drugs available for use in sheep. Pain medication which is licensed in cattle or pigs can however be used in sheep at the discretion of the vet. In these cases standard withdrawal periods must be applied to prevent contamination of meat intended for human consumption.</p> <p>Types of pain relieving drugs which can be used in cattle and sheep include:</p> <ul style="list-style-type: none"> <li>NSAID's (Non-steroidal anti-inflammatory drugs): <a href="#">+</a></li> <li>Steroids: <a href="#">+</a></li> <li>Local anaesthetics: <a href="#">+</a></li> <li>Sedatives: <a href="#">+</a></li> </ul>	4,651
3	<p><a href="#">Eye Conditions of Adult Sheep</a></p> <p><b>Eye Conditions of Adult Sheep</b></p> <p>14 January 2021</p> <hr/> <p style="text-align: right;">Name <input type="text"/></p> <p style="text-align: right;">Email Address <input type="text"/></p> <p style="text-align: right;"><a href="#">Subscribe To The FAS Newsletter</a></p>  <p>There are three main eye conditions of the ewe, all of which can be associated with harsh winter weather and housing of ewes. The most common condition is Infectious Keratoconjunctivitis, more commonly called "pink eye" or "snow blindness". This is often related to bad weather such as driving snow or high winds but also dust which may be in hay. It is a contagious condition, caused by one of two species, either Chlamydia Pasteurella or Mycoplasma Conjunctivae. It can be identified as tear stains on the face, cloudy eyes, a dislike to bright lights and/or an inflamed pink eye depending on the length of infection. There are often carrier animals within flocks which transmit the organisms to other sheep in the flock. Close contact at troughs allow the infection to spread rapidly. To limit infection sheep must have adequate trough space (45 cm/head for troughs and 15 cm/head for ring feeders), not be tightly stocked and sheds should be well ventilated, in addition shelter should be provided for out wintered stock. Purchased stock must be isolated until it is apparent if they are affected by the condition.</p> <p>Anterior Uveitis is a condition often linked to feeding big bale silage to sheep. This is a conjunctival infection from <i>Listeria monocytogenes</i>. Signs of infection include cloudy eyes in sheep. To limit the risk of the condition, big bale silage should be offered to the animals fresh and not allowed to be opened from the wrap for more than 3 days. The condition is more common when sheep are pushing their heads into the bale. Unrolling bales along a feed barrier is likely to reduce the risk of disease compared with using a round feeder.</p> <p>The final condition is Periorbital Eczema. This condition occurs when the skin around the eye is damaged allowing for entry of <i>Staphylococcus aureus</i>. This can often occur when there is not adequate room allowed for all troughs or ring feeders. It results in swollen eyes and blocked vision due to large scabby lesions forming around the eyes.</p> <p>Eye conditions are particularly problematic disorders for ewes in late pregnancy, where an eye condition can lead to blindness. This can make it difficult to source food, resulting in metabolic disorders, loss of body condition and low milk yield. The redaction label shows a ewe with a head, anterior and in sheep.</p>	4,526
4	<p><a href="#">Opportunities to Control Rushes</a></p>	4,004
5	<p><a href="#">Rumen Drinking in Calves</a></p>	3,192
6	<p><a href="#">Hypomagnesaemia (Staggers) in Sheep</a></p>	2,553
7	<p><a href="#">Identifying And Treating Lameness in Cattle</a></p>	2,561
8	<p><a href="#">Plant Poisoning in Sheep</a></p>	2,335
9	<p><a href="#">Tagging Calves</a></p>	2,333
10	<p><a href="#">Alternative Clostridial Vaccines</a></p>	1,993

Figure 19 – Top 10 Articles on FAS Website in 2023/24



Some publications remain appropriate to provide in a downloadable format, including the Farm Management Handbook which farmers can choose to print out for reference.

The Farm Management Handbook was the top downloaded publication. 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 2,865 times, while the 2023/24 edition was downloaded 2,644 times.



Figure 20 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 June 2024 the distribution list for the newsletter had grown to 6,798 (from 6,425 in March 2023). As the figure below shows, the distribution of the newsletter grew overall. The percentage of recipients who open it (an average of 32% through the year) is far ahead of the benchmark figure (16%) for similar publications.

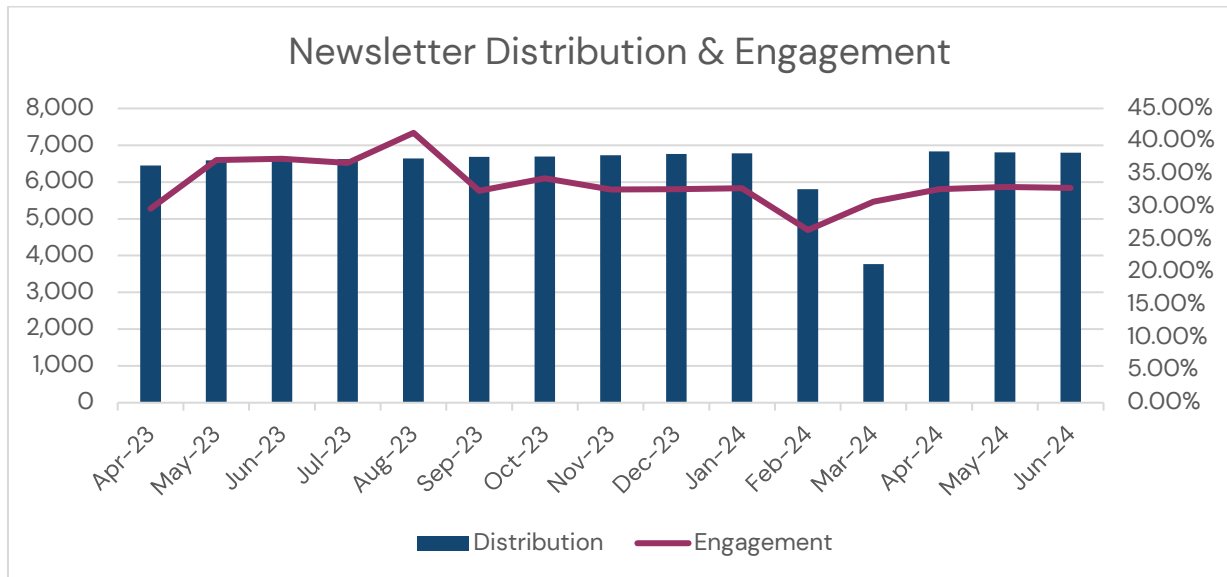


Figure 21 – The FAS Newsletter distribution and engagement information for 2023/24

When the newsletter is distributed those who do not open it within a few days of sending are sent a second version of the email, encouraging them to open the newsletter and improving the opening rate substantially.

# Videos, podcasts, and online tools

## Video

Video has again grown in popularity and significance in 2023/24, and 179 videos were produced and posted online on the FAS YouTube channel. Engagement with videos, and the number of subscribers to the FAS YouTube channel, grew significantly during the year. This reflects the audience appreciation of the quality and relevance of the videos produced.

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.

A key factor in the success of video output has been the provision of professional videographers and editors, increasing the quality of output to rival any television documentary or magazine programme.

The FAS YouTube account has seen significant growth in use. The reporting period for 2023/24 is 15-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 2022/23.

Measure	2023/24 Total	2023/24 Monthly Average	2022/23 Monthly Average	2023/24 vs 2022/23 (%)
Minutes watched	1,030,782	68,719	56,081	+22.53%
Sessions	320,375	21,358	31,467	-32.13%
	<b>2023/24 Average</b>		<b>2022/23 Average</b>	
Average minutes per session	3.22		1:46	+90.57%
	<b>At 30 Jun 24</b>		<b>At 31 Mar 23</b>	
YouTube Subscribers	4,371		2,977	+46%

Figure 22 – FAS Video Statistics for 2023/24

The number of minutes watched overall continues to increase. The decrease in the number of sessions can be explained by the reduction of ad spend on videos in the name of pursuing higher-quality views. This appears to have been effective, as this year the average minutes per session have almost doubled. The continued growth of the channel's subscriber base further emphasises the value that it offers to the target audience and the agricultural sector.

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

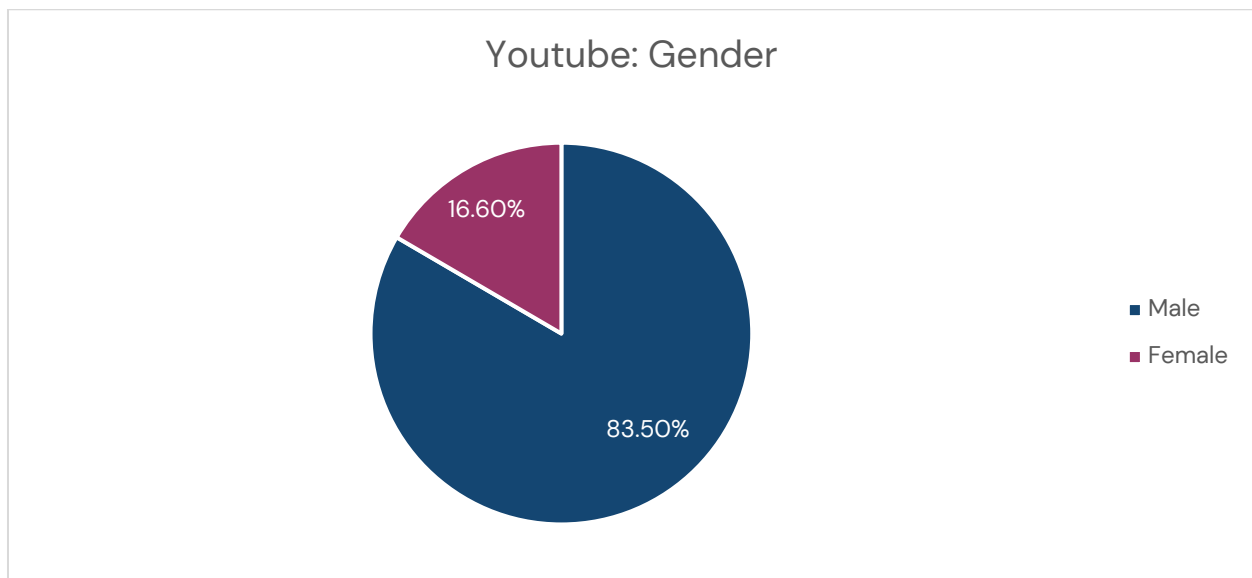


Figure 23 – YouTube statistics on FAS Video viewing gender

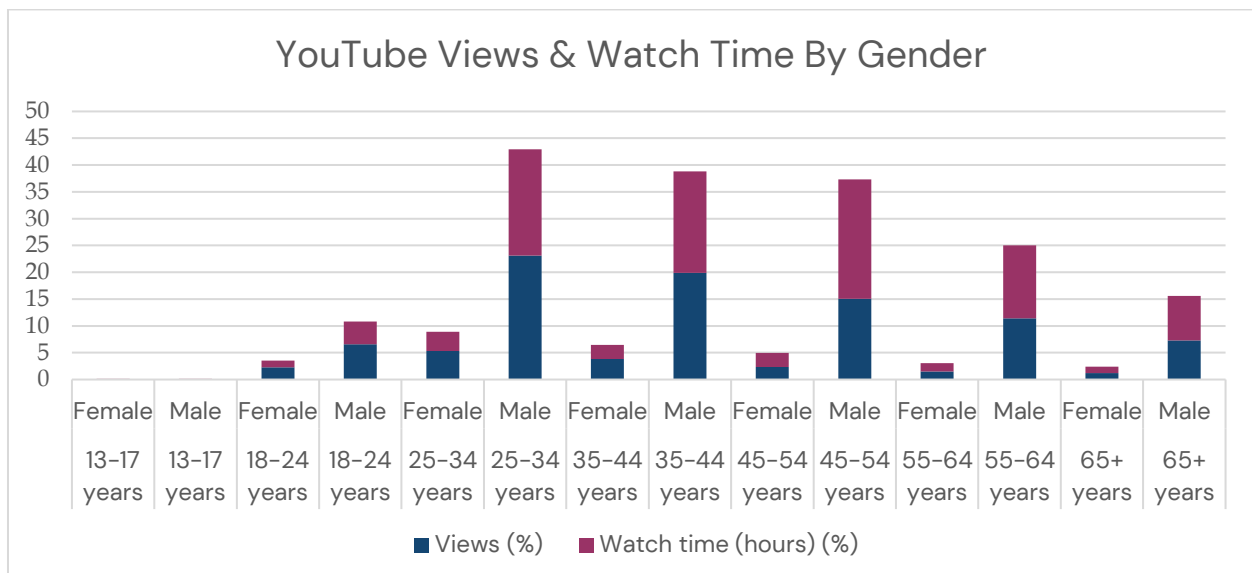





Figure 24 – YouTube statistics on FAS Video viewer age

The gender split is consistent with what we know about the demographic of industry generally. The age profile suggests that whilst most video views are by the 25–34-year-old age group, they do not watch as much of any video as the older age categories. This is consistent with the findings in 2022/23. Once again, it is

notable that older viewers tend to spend more time watching proportionally than younger viewers. However, the relationship between these numbers is complex since it involves a range of variables, both in the audience and how the algorithms make them aware of new or relevant content.

The YouTube channel reports that 53.3% of views are from the UK, and 8.6% come from Ireland. 8.1% come from the USA and then there is a significant drop down for Australia (1.6%) and India (1.5%). However, this data is not highly reliable as it is common for users to be routed through an IP address that doesn't reflect their actual location. As with last year, London appears the single largest city in which FAS content is accessed, with Dublin behind it when in reality many Scottish viewers will be routed through a London IP address.

The table overleaf provides information about the top five videos on YouTube in 2023/24. FAS TV videos are shown separately since these routinely occupy the top viewing slots and mask the success of many other videos.

Top five videos on YouTube 2023–2024	Views	(22,367 views in Total)
<a href="#">Beef Finishing Systems</a>	21,812	
<a href="#">Derelict to Productive: Drainage</a>	7,164	
<a href="#">Controlling Rushes On Your Farm – 2017–18 Trial Report</a>	6,051	



<p><a href="#">Crofting &amp; The Uist Machair</a></p>	<p>3,884</p>	
<p><a href="#">Lamb Castration &amp; Tail Docking</a></p>	<p>3,191</p>	
<p><b>Top five FAS TV Episodes on YouTube 2023-2024 (73,967 views)</b></p>		<p><b>Views</b></p>
<p><a href="#">FAS TV S2 Ep30: Farm Safety and Scotland's Charity Air Ambulance</a></p>	<p>7,532</p>	
<p><a href="#">FAS TV Series 3 Ep 18: Fearn Farm &amp; Scottish Hedgelaying Championships</a></p>	<p>6,808</p>	
<p><a href="#">FAS TV S2 E24: New Entrant Crofters on the Isle of Lewis</a></p>	<p>3,999</p>	
<p><a href="#">FAS TV S3 Ep1: Mains of Murthly, 2022 AgriScot Sheep Farm of the Year</a></p>	<p>3,692</p>	
<p><a href="#">Shetland's Young Farmers</a></p>	<p>3,565</p>	

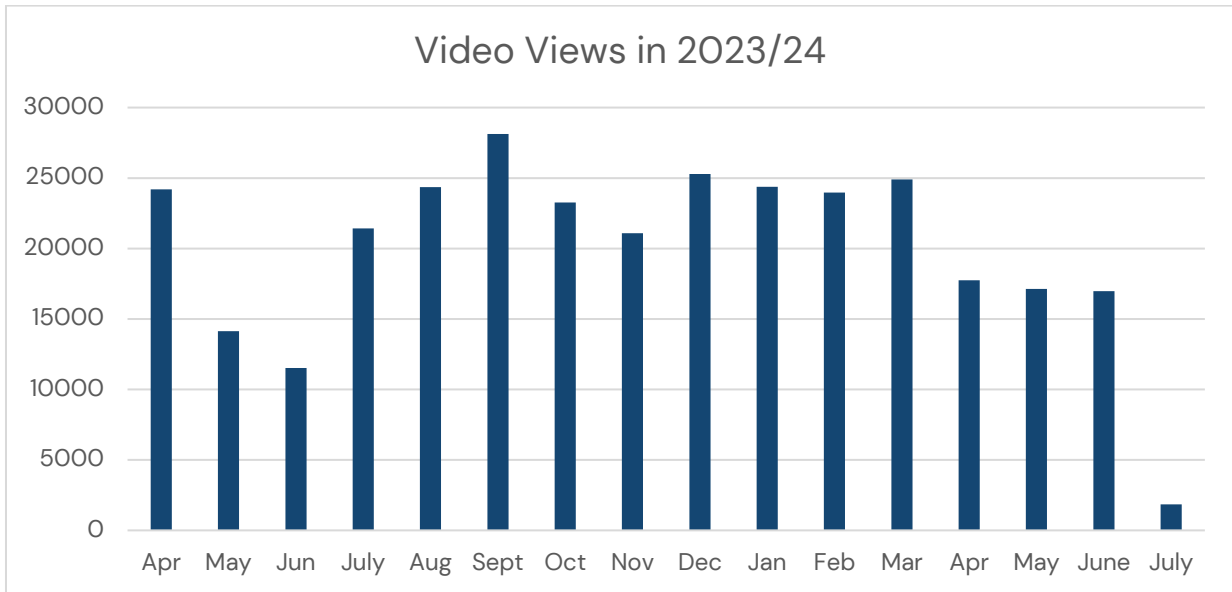
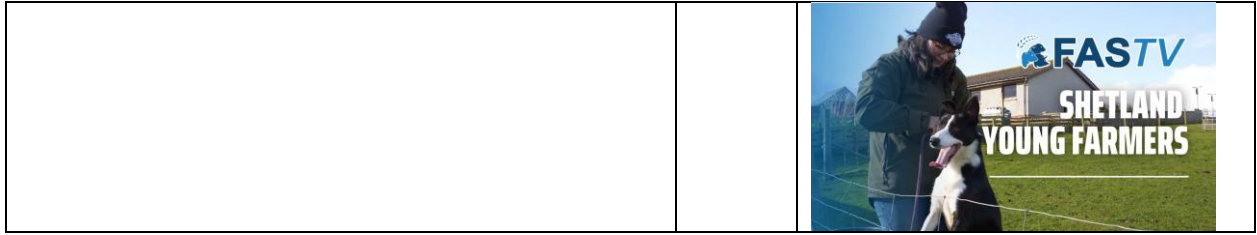


Figure 235 - FAS Video Views in 2023/24 (Total Inc FAS TV) – Note: July only shows the first 3 days.

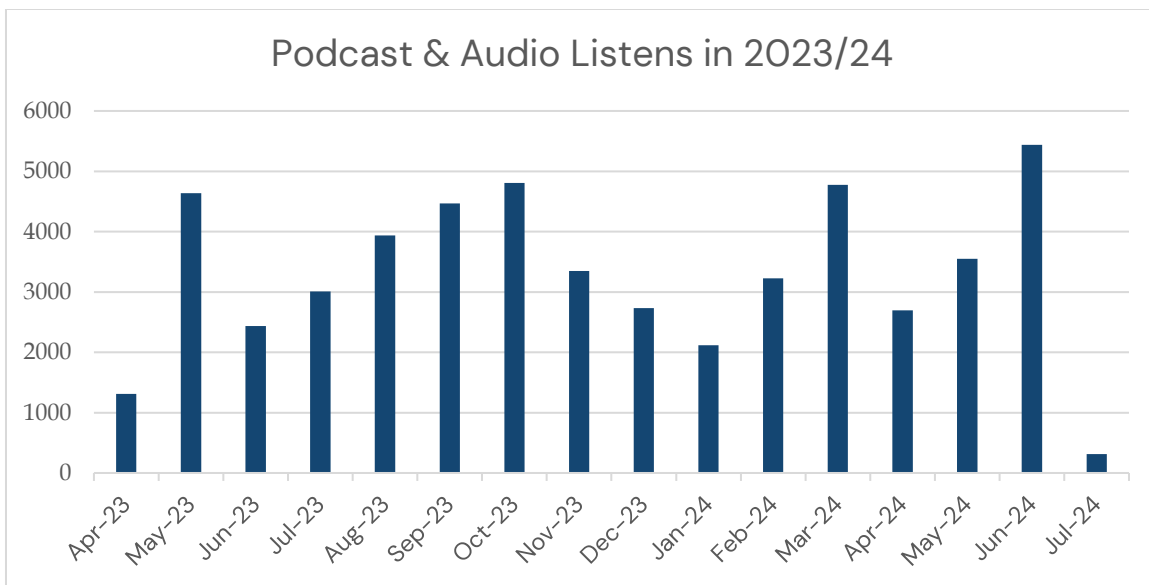


Figure 246 - FAS Podcast & Audio Listens in 2023/24 – Note: July only shows the first 3 days.

# 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 2023/24 FAS continued to produce targeted content feeds which were structured around a combination of periodical round-up style (e.g. Rural Roundup), periodical in-depth (e.g. Stock Talk or Thrill of the Hill) and standalone series' form.



In 2023/24 there were 48,148 (3,209 average per month) podcast-listens.

The average number of listens per month in the previous year was 2,820 (33,844 for the 12-month period 2022/23). This 14% increase on the previous year reflects the continued success of the FAS Sounds approach.

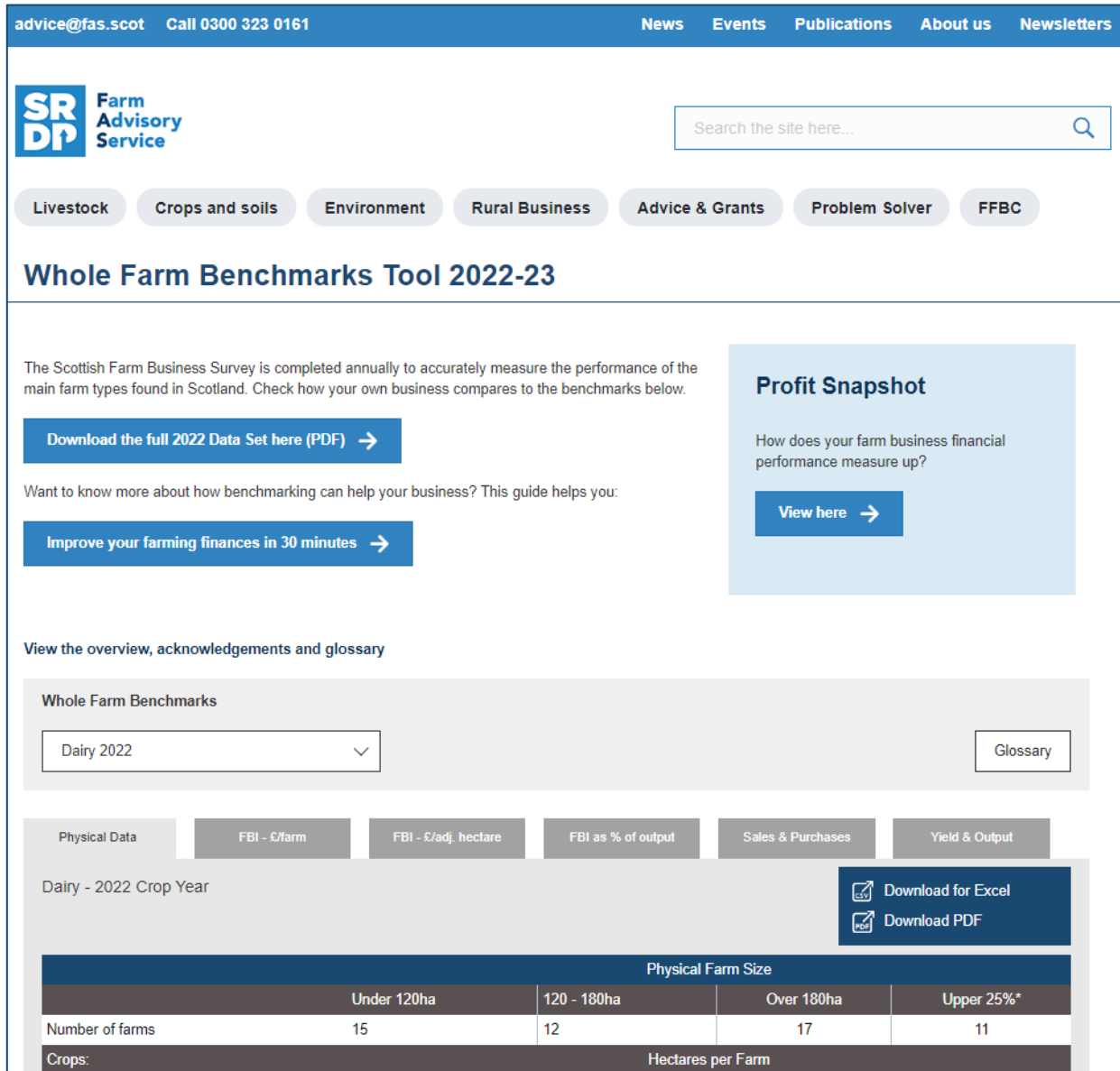
The top 10 individual podcasts of the contract period are detailed below.

Top five podcasts 2023–2024 (4,683 total listens)	Listens
<a href="#">Highlands Rewilding</a>	674
<a href="#">Islay Geese</a>	574
<a href="#">Obtaining A Croft</a>	549
<a href="#">Stock Talk – Michael Blanche</a>	544
<a href="#">Bees, Butterflies and Biodiversity</a>	522
<a href="#">Stock Talk – Sean Cursiter</a>	486
<a href="#">Don't Go Bracken My Heart</a>	461
<a href="#">Tax &amp; VAT For Crofters</a>	456
<a href="#">Subsidy Future &amp; Current Schemes</a>	417

Figure 25 Top 10 FAS Podcasts in 2023/24

# Tools

During 2023/24 we produced several tools. These include a Common Grazing Finance Tool, a renewables FAQ's tool, an updated Whole Farm Benchmarks Tool, and a Carbon Awareness Calendar.



advice@fas.scot Call 0300 323 0161 News Events Publications About us Newsletters

**SRDP** Farm Advisory Service

Search the site here...

Livestock Crops and soils Environment Rural Business Advice & Grants Problem Solver FFBC

## Whole Farm Benchmarks Tool 2022-23

The Scottish Farm Business Survey is completed annually to accurately measure the performance of the main farm types found in Scotland. Check how your own business compares to the benchmarks below.

[Download the full 2022 Data Set here \(PDF\) →](#)

Want to know more about how benchmarking can help your business? This guide helps you:

[Improve your farming finances in 30 minutes →](#)

**Profit Snapshot**

How does your farm business financial performance measure up?

[View here →](#)

[View the overview, acknowledgements and glossary](#)

Whole Farm Benchmarks

Dairy 2022 ▼ Glossary

Physical Data FBI - £/farm FBI - £/adj. hectare FBI as % of output Sales & Purchases Yield & Output

Dairy - 2022 Crop Year

[Download for Excel](#)  
[Download PDF](#)

Physical Farm Size				
	Under 120ha	120 - 180ha	Over 180ha	Upper 25%*
Number of farms	15	12	17	11
Crops:	Hectares per Farm			

Figure 28 – FAS Whole Farm Benchmarks Tool was updated in the period with the latest data (in 2023/24 the tool was updated with the 2022/23 financial accounting data from the Scottish Farm Business Survey)

The carbon awareness calendar is intended to have a light nudging function for any agricultural worker that downloads it. Once opened, it can be quickly added to any existing calendar and provides broad reminders about the different carbon actions and various deadlines that occur throughout the Scottish agricultural calendar.

2023/24 also includes the first phase of Farm Management Handbook modernisation which sees the handbook being made available in individual sections,

with different sections benefitting 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 also updated in the period, and the problem solver area of the website is seeing consistent use, with a few sections in particular generating strong traffic.

Problem Solver Area	Traffic In Period
All Beef	613
All Sheep	608
All Sustainable Systems	556
All Dairy	442
Beef – Rearing Animals	408
All Arable	398
Sheep – Input Costs	365
Sheep – Rearing Animals	326
Beef – Feed Forage	272
Sheep – Feed Forage	258

Figure 29 – Top 10 Problem Solver Pages

Overall, in this period, the problem solver page was visited 9,792 times, with a 57% bounce rate and an exit rate of only 9%, indicating that people were successfully guided to the information they needed and found the page useful.



# Website

During 2023/24, the website has seen us focusing on improving user experience and ease of access for FAS resources. accessibility enjoyed significant improvement in user quality.

With average monthly page views of almost 105,000 during the reporting period, we have seen:

- 40% increase in unique page views.
- 26% increase in the number of visitors.
- 24% more unique keywords being used in search (indicating an increased variety of search).
- 33% increase in the average visit duration.
- 29% bounce rate for returning visitors (indicating that repeat users are using the site in depth).

This continued growth in both the number of visitors and the pages they are visiting is evidence that the website is being used more thoroughly and is presenting information and advice that is of value to a broadening cohort of agricultural workers.

The continued increase in average visit duration, as well as increasing keywords used in search, demonstrates that the decision made last year to focus on quality of visitor, rather than quantity, continues to have a positive outcome.

To capitalise on the increased time spent on the site, we have decided to update and restructure sections of the FAS website to make it easier to navigate and find the information visitors are looking for. The first section of the site to go through this restructuring is [Environment resources for farmers from Farm Advisory Service \(fas.scot\)](#). Efforts have been made to reduce the number of clicks needed by a visitor to locate the information they want, and increased use of interlinking and calls to action means that there are more opportunities for continued learning beyond the visitor's original intention.

In this period, the Farming For a Better Climate website was also absorbed into the FAS website for continued use and access after that programme ended. Both the [practical guides](#) and [case studies](#) are readily available and will be integrated further into the FAS website as time goes on.

Measure	2023/24	2022/23	% change 2022/23 versus 2023/24	2021	2020	19/20
Sessions	349,023	276,344	+26.3%	475,665	347,157	166,356
Page views	1,574,927	1,576,543	-0.1%	1,766,090	862,554	311,742
Unique page view	1,448,312	1,032,095	+40.3%			
Total searches	44,271	44,914	-1.4%			
Average page views per session	4.5	6.1	-26.2%	3.32	2.50	1.87

Figure 30 – FAS Website Statistics

There are several ways that visitors find their way to the website, outlined in the table below. Direct access to the FAS website is at almost the exact same percentage as last year, but organic search to the website has increased by 4%, which is an indicator that the continued work with SEO and website structure is having an effect.

We continue to review and refine the social media spending, and this is reflected in fewer people coming to the website through social channels. However, the number is more than compensated for by the additional people finding the site through organic search and as mentioned above, the quality of these visitors is higher overall.

Route to website	Audience Proportion (%)	
	2023/24	2022/23
Organic search (using a search engine to find us)	217,344 (62.3%)	163,319 (58%)
Social (accessing the FAS website via link from social media)	30,870 (8.8%)	33,758 (12%)
Direct (direct links to access specific pages)	89,349 (25.6%)	71,899 (26%)
Referral (links to FAS from other sites)	9,338 (2.7%)	6,479 (2%)
Email (links to FAS embedded within e-newsletter emails)	2,122 (0.6%)	2,800 (1%)

Figure 31 – Route to FAS Website in 2023/24

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

Search Engine	Visits
Google	211,086
Bing & Yahoo	5,078
Facebook	940
Ecosia	120
Yandex	41

Figure 32 – Top 5 search engines for website traffic in 2023/24

Clearly, Google continues to be the favored search engine for most of the audience, and the site has been optimised with that in mind. However, Bing in particular is growing in popularity, and we have taken steps to ensure that the FAS website ranks prominently there as well.

As to the source of visits from social media, the FAS Facebook page continues to perform admirably, generating 89% of all social media visits to the page. While X (Formerly Twitter) does generate some traffic, the 'pay to play' nature of the platform at this point means that it no longer offers the kind of value and social proof which is afforded to us through the continued development of the FAS Facebook page.

Social Network	Visits
Facebook	27,561 (89%)
X (Formerly Twitter)	2,507 (8%)
LinkedIn	466 (25)
YouTube	202 (1%)
Instagram	127 (0%)

Figure 33 – Top 5 social networks for website traffic in 2023/24

# Social media

Both the Facebook and X (formerly Twitter) accounts of the One-to-Many service have seen continued growth, with increases in followers of 23% and 7.4% respectively. Facebook remains the largest social media channel, with 9,391 followers by the end of 2023/24, while X had 3,023 followers.

Both channels generated an impressive number of impressions (1,337,216 for Facebook and 463,830 for X), meaning the content is reaching a far wider audience than only those who follow the accounts. This is an important way to continue to raise brand awareness and recognition amongst the target audience of the services FAS has to offer. People engaging with social media content and clicking on links has driven traffic to the FAS website, with the Facebook page performing particularly well as mentioned above.

Below are statistics on the performance of the Facebook and X profiles. Note that the 23/24 period is 15 months, compared to a 12-month period reported last year. On average, we would therefore expect those results relating to volumes of activity, or total engagement, to be 25% higher than the previous 12 months to account for the additional time.

## Facebook

Facebook measures	2023/2024	2022/23	2023/24 versus 2023/23	% change 2023/24 versus 2022/23
Followers	9,391	7,274	+2,117	+23%
Posts	1,688	697	+991	+58%
Post likes/reactions	7,802	4,325	+3,477	+45%
Post shares	1,293	587	+706	+55%
Comments	587	303	+284	+48%
Link clicks	10,808	6,202	+4,606	+43%
Total reach	386,000	180,426	+205,574	+53%
Total impressions	1,337,216	752,136	+585,080	+44%

Figure 34 – Facebook Post Statistics 2023/2024

The number of Facebook posts, post-likes and reactions, post shares, comments, link clicks, reach and impressions are all substantially more than 25% greater than in the previous period, demonstrating continued real-terms growth.

Of note are the number of post shares, and in turn the reach of the posts, which have both more than doubled from the 2022/23 period. Followers sharing the posts not only helps us to reach a wider audience, but also adds social proof to the content, encouraging people to give the posts more consideration when they are shared by their peers.

Top 5 Facebook Posts	Impressions	Reach	Engagements	Shares	Comments
<a href="#">Crop Trials Lothian – Event Promotion</a>	26,934	10,920	460	2	0
<a href="#">Crop Trials Aberdeen – Event Promotion</a>	16,770	7,031	540	13	3
<a href="#">Peatland Restoration – Event Promotion</a>	16,391	9,023	1,005	9	22
<a href="#">Croft Horticulture – Webinar Promotion</a>	16,364	11,508	432	17	2
<a href="#">Spring Calving Nutrition and Management – Article Promotion</a>	15,124	14,322	383	4	2

Figure 35 – Top 5 Facebook Posts in 2023/24

Four out of the top five Facebook posts in terms of impressions were promoting events, both in-person and online. These all had advertising money behind them to allow us to both increase the number of people the posts reached, and to tailor the target audience based on the chosen demographics, ensuring the content was reaching the relevant people to encourage sign ups.

The top organic post (with no advertising money behind it) promoted an article on spring calving nutrition. Its success shows the importance of promoting advice relevant to the time of year when it is most useful to the audience.

## X (Formerly Twitter)

X measures	2023/24	2022/23	Change since 2022/23	% change since 2022/23
Followers	3,023	2,814	+209	+7.4%
Tweets	1,684	1,328	+356	+26.8%
Link clicks	3,617	3,485	+132	+3.8%
Impressions	463,830	465,811	-1,981	-0.4%
Engagements	10,921	9,604	+1,317	+13.7%



Engagement rate	2.4%	2.1%	+0.3%	+14.2%
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Figure 36 – X Statistics 2023/24

The X profile continued to grow its number of followers, increasing the presence on the platform. The number of impressions decreased by 0.4% which may be due to changes to the X algorithms in recent years, and the drop in UK-based users on the platform.

The engagement rate increased to 2.4% as more people liked, shared and commented on the posts, and clicked on links to find out more about the content on the FAS website.

Top five X posts	Impressions	Engagements
<a href="#">Responding to Spring 2024 Wet Weather</a>	5,327	71
<a href="#">Virtual Fencing Case Study</a>	3,856	119
<a href="#">Mineral Supplementation Webinar</a>	3,719	192
<a href="#">Peatland Restoration Event</a>	3,589	89
<a href="#">Natural Capital: Highlands Rewilding Podcast</a>	3,438	125

Figure 37 – Top 5 X posts in 2023/24

Similarly to the top organic Facebook post, the top post on X promoted resources of particular use to the audience at that time, in this case in response to the wet weather of spring 2024. The top five posts promoted a diverse range of information in different formats, including written articles, events and a podcast. All these posts had a greater number of impressions than the number of followers, meaning the content is potentially raising awareness of FAS as a source of advice amongst a new audience.

# Croft and Small Farm Advisory Service

The Farm Advisory Service offered, until end March 2024, an annual croft and small farm subscription. This enabled a crofter or small farmer (less than 30 hectares) to receive up to 2 hours of advice plus technical notes, quarterly bulletins, monthly newsletters, and a subscription to Farm Text to receive notifications and important news (for example about deadlines).

Advice was made available for subscribers on a range topics, including: livestock rations, analysis of nutrients in silage, animal health planning; horticultural advice; conservation and environmental advice (e.g. management of muirburn, wildflower areas); organic farming; forestry and woodland design and management; renewable energy; livestock record keeping rules and regulations; prevention of pollution, compaction and nutrient loss; and grassland and crop advice including soil analysis, liming, fertiliser, grassland reseeds, removing rushes and weed control.

In addition, for crofters, advice was also available on completion of assignments, decrofting and sublet applications; croft maps for Crofting Commission or SGRPID; advice on the Crofting Register; and advice on available grants.

In the April 2023 – March 2024 period, there were a total of 2,668 croft and small farm subscriptions taken out, including 2,009 crofter subscriptions, 391 small farm subscriptions and a total of 268 young crofter subscriptions, comprised of young crofters taking out a subscription for the first and second time.

## Continuing Support

To continue the support of the croft and small farm community following the removal of the subscription service at the end of March, FAS designed a new format for the community to continue receiving support, by starting Crofting Clubs.

In June 2024 the first cohort of 60 members were taken on a learning journey to Ireland to learn from local farmers and Teagasc advisors. These study tours paved the way for five discussion groups starting in the crofting counties and provided plenty of topics to begin discussion between participants.

## Crofting Learning Journey to Ireland Participant Feedback

*"Our group also visited a farmer out in Galway who was part of the Teagasc "Better" scheme. He had no more sheep than your average crofter in Scotland – around 200 – however he managed to run this as his full-time job due to every business decision he made being a very conscious one to improve his flock – resulting in a highly efficient and productive flock of sheep – ultimately minimising his carbon footprint as much as possible whilst saving costs."*

## Crofting Learning Journey to Ireland Participant Feedback

*"We also got to see examples of farms which had diversified into specific enterprises such as Connemara ponies and a dairy which had diversified into cheese production, adding value to their original product. This highlighted to the group how one innovative idea can completely alter the direction of your business but also make it more sustainable."*

## Crofting Learning Journey to Ireland Participant Feedback

*"The trip allowed for valuable networking opportunities between like-minded crofters from across varying parts of the Scottish crofting communities as although everyone has had different experiences in life, everyone could still relate to the struggles and challenges (and the good parts!) of being a crofter in Scotland and this allowed for inspiring discussions to take place around what we could do better to improve within our own businesses when speaking to others."*



*Figure 268 - Imagery from FAS TV Series 4, episode 5 "Crofters on Tour: Learning from Ireland's Farming Experience" showing the group visiting a diversified dairy farm making cheese.*

# Advice Line

The FAS Advice Line offers eligible businesses up to 30 minutes of free advice. This can range from advice about upcoming events to more complex regulatory or technical questions.

During 2023/24 there were 1,868 enquiries received. This was an increase on the previous year where 1,185 calls were received. On average per month for the 15 month 23/24 period this equates to 125 calls/ month, compared with the average for the previous 12 months equating to 99 calls/ month. Of the calls received 74% were concluded by the Advice Line team, and 26% were of a more technical nature and referred to a consultant.

The graph below shows the total number of enquiries per month and the proportion which were supported by the advice line, and the number which were referred on to a consultant.

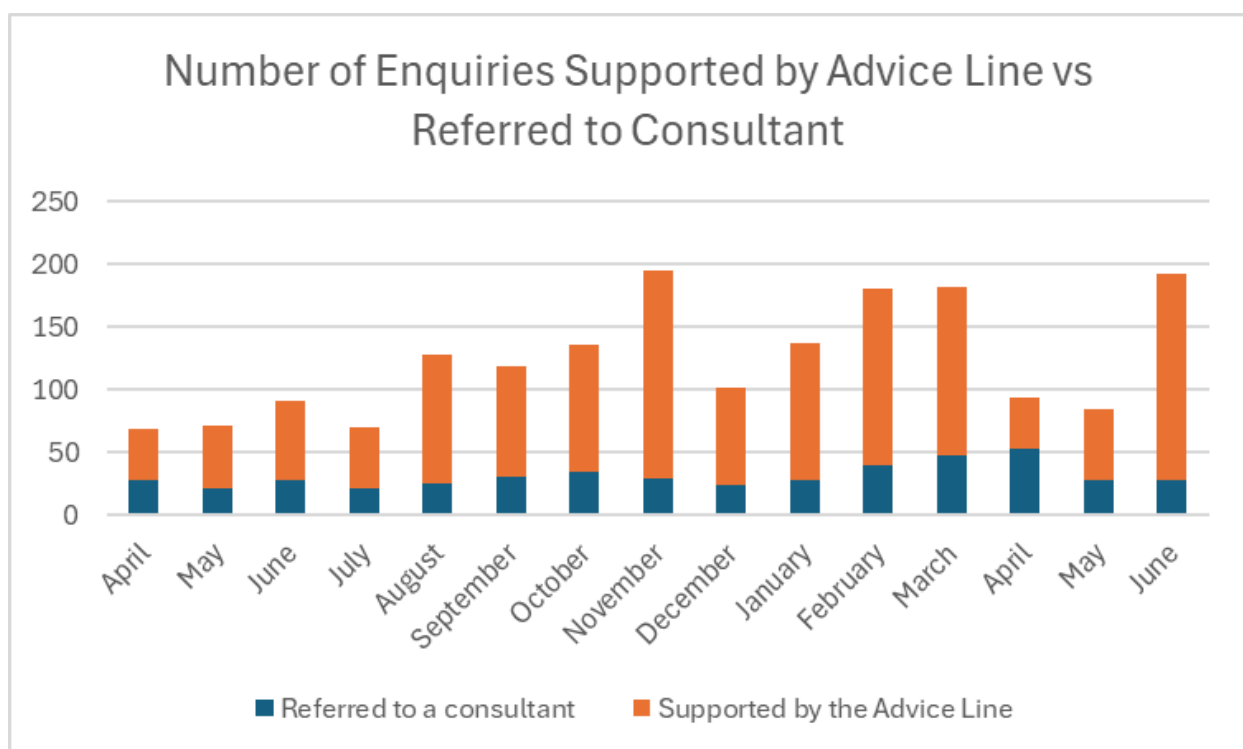


Figure 279 – FAS Advice Line Enquiries 2023/24

Croft and small farm enquiries were the top subject area, received through the advice line in 2023/24, with a total of 297 enquiries, out of 1,868 in the contract period. Enquiries from New Entrants also remained in the top number of enquiries by subject along with Carbon Audits, however there was a noticeable increase compared to the previous year on the number of enquiries regarding Animal Health



& Welfare. In the 2022/23 12 months period there was a total of 29 enquiries compared to 204 in the 15 month contract period 23/24.

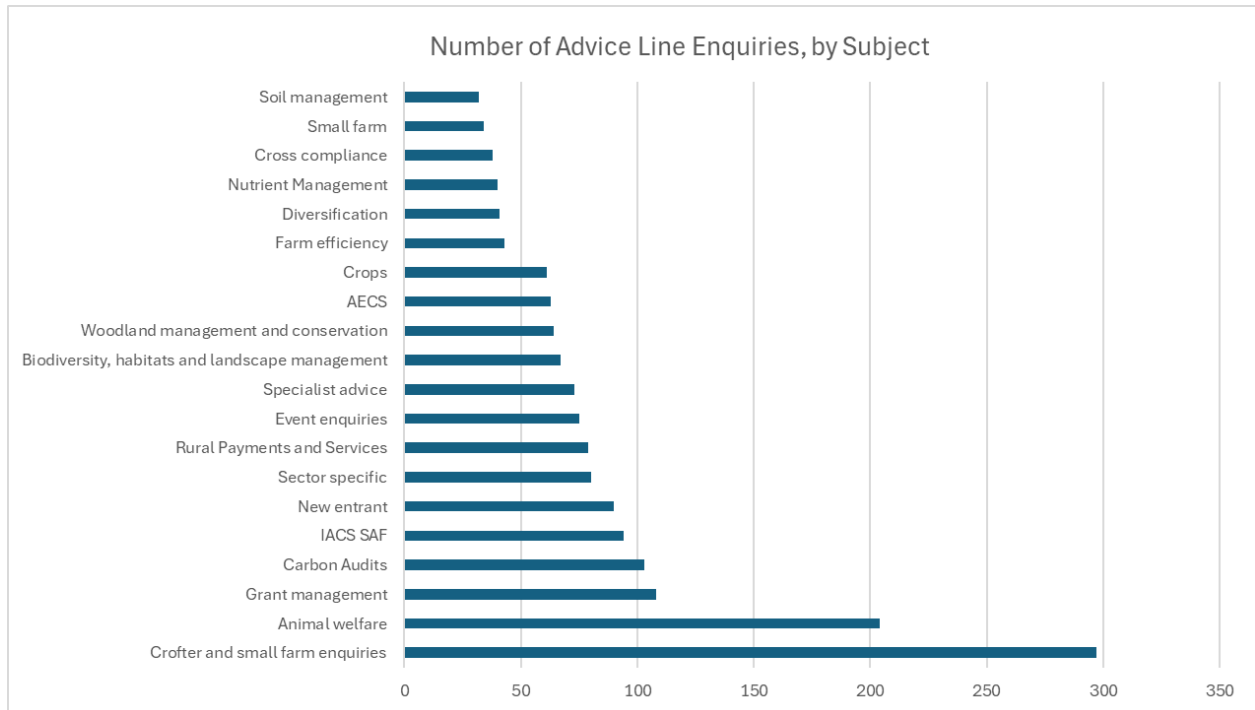


Figure 40 – FAS Advice Line Enquiry Subjects 2023/24

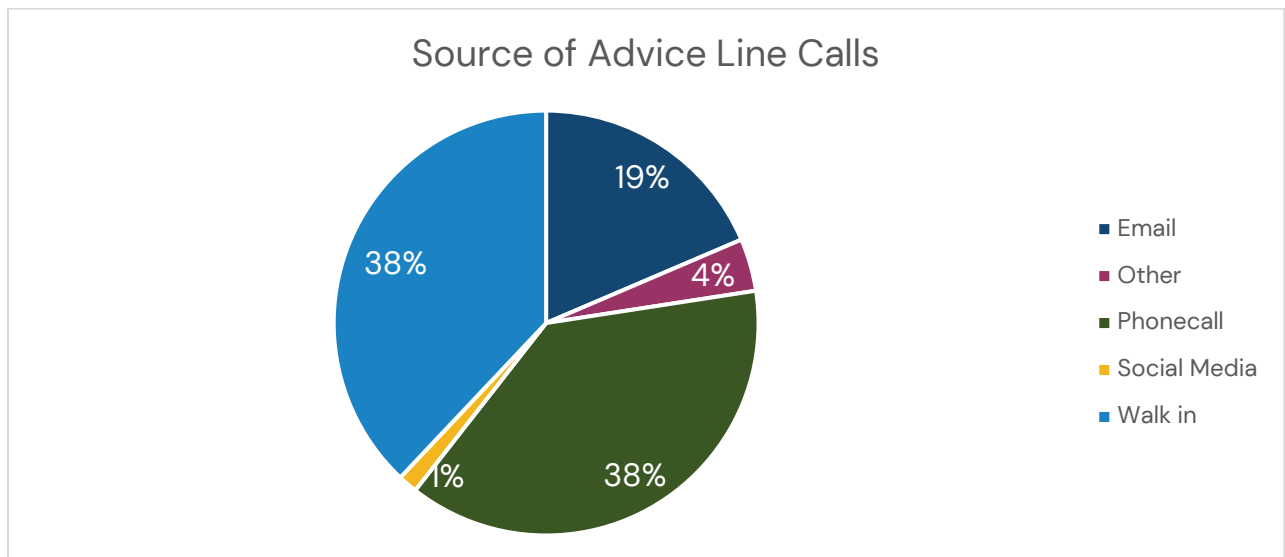


Figure 41 – FAS Advice Line Enquiry Sources 2023/24

Most enquiries were received by phone call (38%), totalling 847 enquiries followed closely by walk-ins and then e-mail enquiries. Though Social Media makes up the smallest percentage of enquiries, only 1% this is an increase on the previous year where there were 18 enquiries in 22/23 compared to 33 enquiries in the 23/24 contract period. "Other" enquiry sources include enquiries taken at FAS Roadshow events and totalled 89 enquiries.

## Advice Line Enquiry Case Study

The helpdesk was contacted by Jonathan recently bought a small croft of around 3Ha of grazing with a small flock of sheep. He has received help from neighbouring crofters but was looking for more professional advice at a cost-effective way on improving grazing and control of moss and rushes. The helpdesk referred him advisor who got in touch with Jonathan and recommended applying for the CAGS grant, along with FAS specialist plans and a mentoring scheme for next generation crofters.

## Advice Line Enquiry Example

Multiple enquiries received through Social Media with event queries, including enquiries about sold out events to check how to join waiting lists, technical assistance booking online as well as enquiries about accessing webinar recordings post event. The helpdesk team are able to assist enquirers by booking them onto an event and gathering details to add names to waiting lists as well as sign post to webinar recordings access.

# Conclusion

The Farm Advisory Service has successfully delivered a wide range of support to farmers, crofters and land managers across Scotland. Through a combination of in-person events, digital content, and publications, FAS has provided valuable advice on improving farm efficiency, sustainability and resilience.

The high attendance and overwhelmingly positive feedback from participants, together with a notable increase in engagement with online resources, reflect the strong impact of the FAS in the 15-month period.

**This positive impact is felt both by the participants themselves, and in their ability and likelihood to successfully implement change in their businesses.**