



Introducing the Rural Economy and Land Use Programme

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Programme Director

Rural Economy
and
Land Use
Programme





The RELU Programme

RELU is promoting interdisciplinary research collaborations to advance understandings of the social, economic, environmental and technological challenges facing agriculture and rural areas

- Committed to interdisciplinary research between social and natural sciences
 - 50 projects to date, over 30 disciplines
 - Aim to build capacity for interdisciplinary research

- UK venture involving Economic and Social Research Council, Biotechnology and Biological Sciences Research Council and Natural Environment Research Council (plus Defra and SEERAD)
 - Budget = £25 million
 - 2004-2010





Key Public Challenges

Rural areas have encountered change and upheaval in recent years. Key public challenges include:

- Restoring trust in food chains
- Tackling animal disease in a socially acceptable manner
- Sustaining agriculture in a liberalised economy
- Promoting robust rural economies
- Mitigating threats from climate change and invasive species
- Reducing stress on water catchments





New Ways of Doing Science

RELU is responding to two fundamental demands:

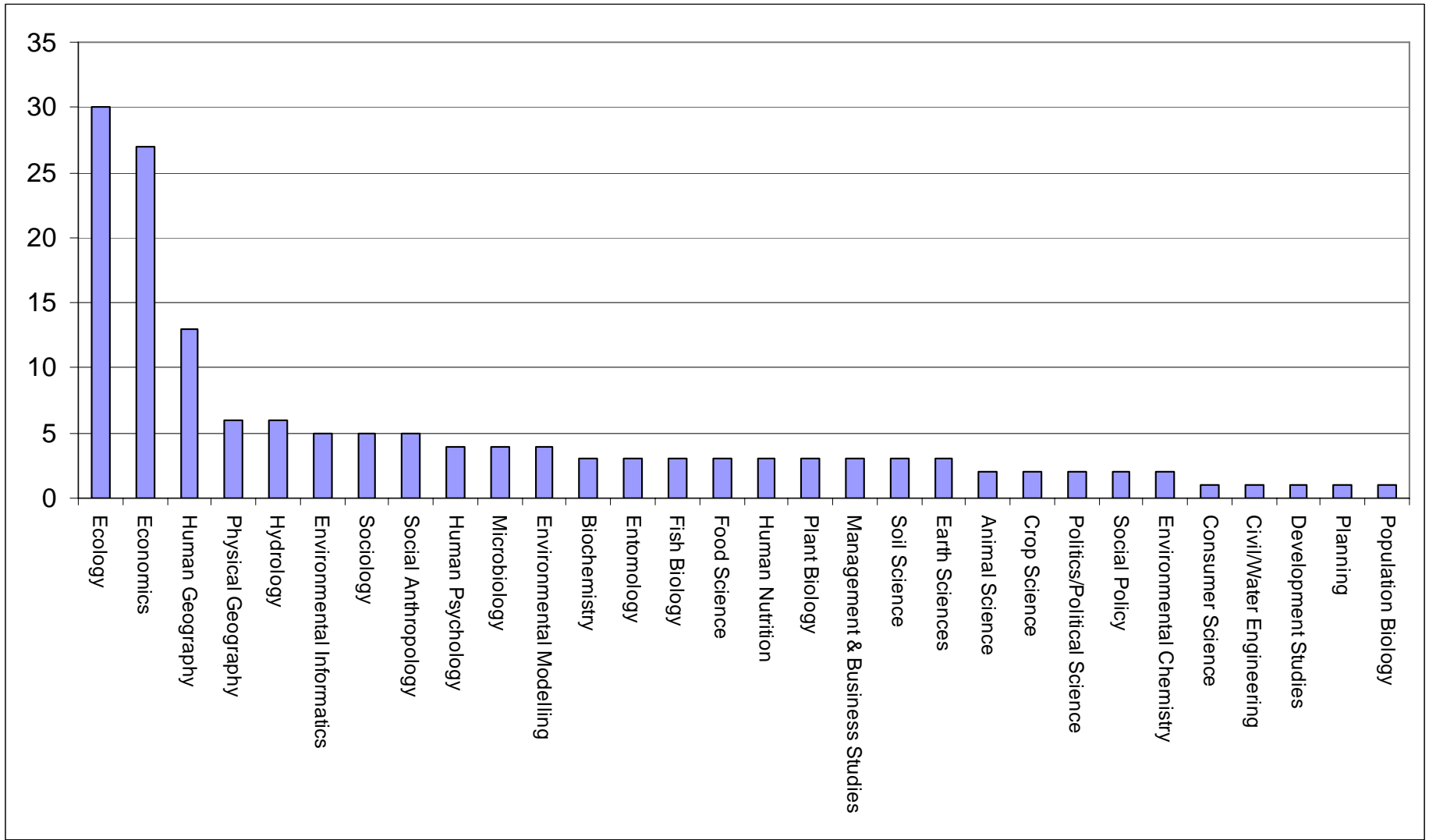
- For joined-up science
- For socially accountable science

Basic premises of RELU are:

- Major challenges cut across disciplinary boundaries
- Inclusive stakeholder engagement is crucial



Joined-up Science in RELU





Socially Accountable Science in RELU

- A demand for science to be more relevant, socially responsive and for stakeholder engagement in research to be broadened and pushed upstream
- The RELU programme is committed to: “enhancing the impact of research on rural policy and practice by engaging stakeholders in all stages.”





RELU Communication Plan

Programme setting

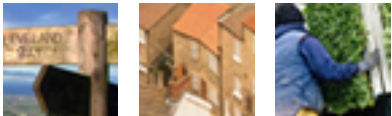
- Consultations and discussions with stakeholders

Programme Management

- Strategic Advisory Committee and National Stakeholder Forums
- Stakeholder Engagement Plans
- Conferences, workshops, briefing papers, website, newsletter ...
- Science communication manager
- Work shadowing scheme

Project level

- Engaging a wide range of interests, end-users and the broader public
- Diverse styles of engagement (advisory, consultees, research partners)
- Project communication and data management plans





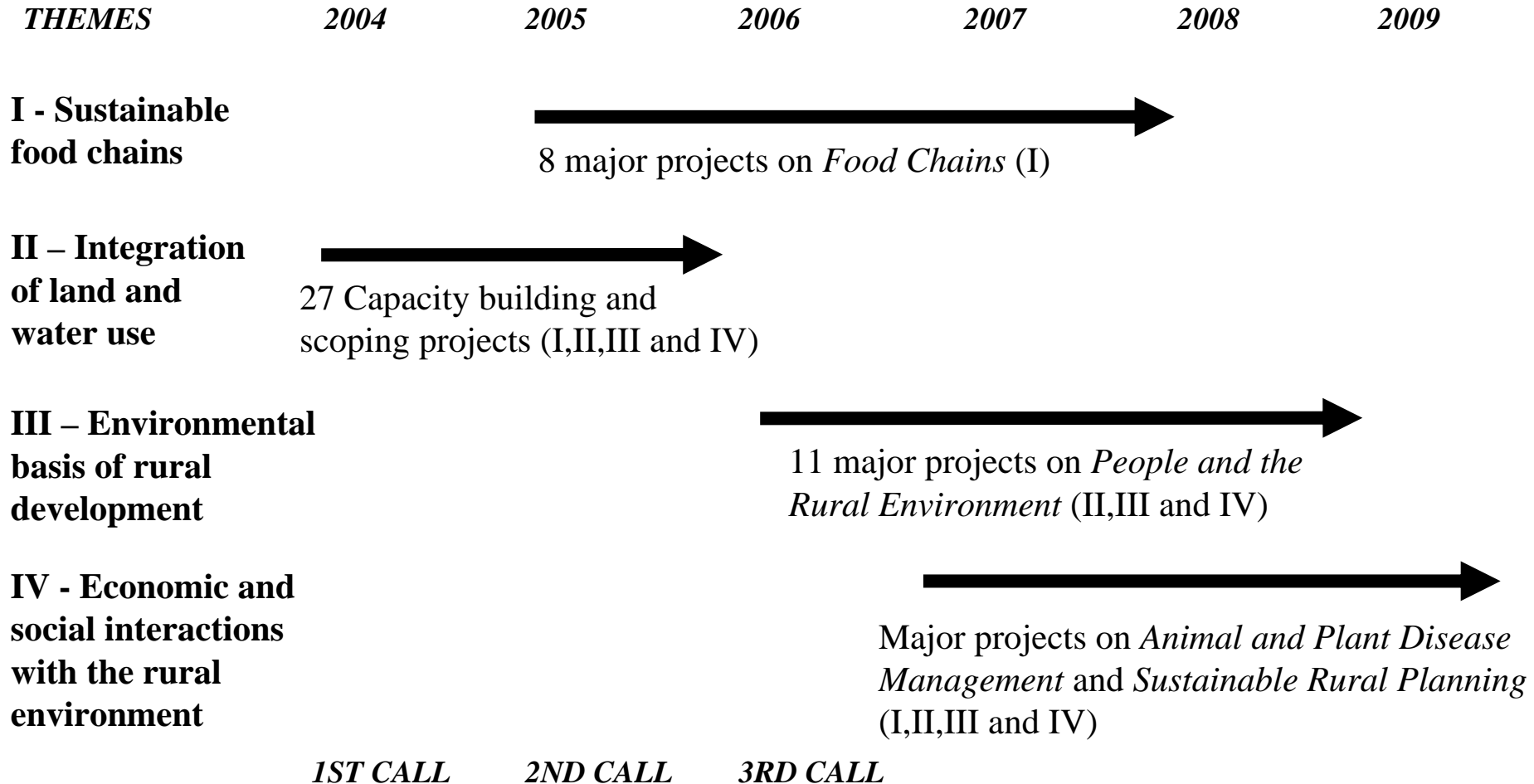
Food Chain Forum

Richard Hutchins	Advantage West Midlands
Bill Goldsworthy	Agri-food partnership
Sarah Mukherjee	BBC
Judy Buttriss	British Nutrition Foundation Ltd
Terry Marsden	Cardiff University
Pippa Langford	Countryside Agency
John Lloyd Jones	Countryside Council for Wales
Mark Kibblewhite	Cranfield University
Sue Popple	Defra
Helen Browning	Eastbrook Farm Organic Meats
Tom MacMillan	Food Ethics Council
Charlotte Lawson	Food from Britain
Michelle Harrison	Henley Centre
David Gregory	Marks and Spencer
Margot Bateman	Pembrokeshire Fish farms
Bill Vorley	Sustainable Agriculture and Rural Livelihoods
Steve Parry	Unilever





The Shape of RELU





The Shape of RELU: Sustainable Food Chains

Project	Disciplines			
Identifying regulatory obstacles to biological alternatives to chemical pesticide	Politics / Political Science	Entomology	Microbiology	
Sustainable and holistic food chains for recycling livestock waste to land	Human Geography	Physical Geography	Environmental Chemistry	
Comparing the social, economic and environmental impacts of consuming fruit produced locally and overseas	Sociology, Economics	Biochemistry, Human Nutrition	Ecology, Crop Science, Soil Science	Environmental Informatics and Modelling
Managing food chain risks	Psychology	Management / Business	Food Science	
Assessing the implications of a nutrition driven food policy for agricultural land use	Economics, Consumer Sci.	Psychology, Food Science	Animal Science, Human Nutrition	Ecology, Crop Science, Plant Biology
Warmwater Fish Production as a Niche Production and Market Diversification Strategy for Organic Arable Farmers	Management and Business Studies	Economics	Epidemiology	Fish Biology
Fostering links between quality food production and biodiversity protection	Human Geography	Plant Biology	Animal Science	

