



## Innovation for Agriculture at Westmorland County Show

Innovation for Agriculture (IfA), of which Westmorland County Agricultural Society are a partner, is pleased to announce it will be attending the Westmorland County Show in September as part of its antimicrobial awareness programme.

Responsible antibiotic use is important for both humans and livestock to reduce the risk of drug resistance building up in the fight against disease. UK farmers are obliged to play a substantial part within the industry to achieve specific reduction targets. IfA can help UK farmers achieve this.

Andrew Lazenby, IfA & RASE CEO says “we believe that fundamentally improving animal health and welfare is how antibiotic use should be reduced. Farmers can implement robust bio-security systems, ensure they use the right product at the right dose, and can seek alternative treatments to reduce their antibiotic use.

Innovation for Agriculture connects farmers with farming research by working with leading growers, industry experts, and top level UK and EU research centres to gather information on innovations and techniques that will make modern farming more sustainable, resilient, and productive.

IfA is involved in various EU projects, running the Data Driven Dairy Decisions for Farmers (4D4F) and participating in Nefertiti demonstration farm project and the AgroCycle Horizon 2020 research project for the agri-food sector.

IfA's Soil and Water programme has collaborated with Catchment Sensitive Farming to deliver Healthy Soils workshops as well as running the Soil Farmer of the Year competition with the FCCT. We are part of the Innovative Farmers network alongside LEAF, Organic Research Centre and the Soil Association.

Through practical and interactive workshops, farm walks, on-farm demonstrations and conferences we are able to share our findings and best practice. That sharing of the latest thinking and advice, alongside practical yet innovative products, is the cornerstone of IfA. It is vital that we help and support farmers in driving profitability in a challenging and evolving market. Helping farmers adapt and realise the benefits of those changes is crucial going forwards.

We'd like to thank all of our supporters and partners for supporting IfA. I hope that you have an enjoyable Show and take home plenty of ideas to help your business stay ahead of the game.”

---

IfA is a consortium of 16 English Agricultural Societies, helping farmers improve their technical performance by collating the latest research and best practice and delivering it to farmers.

IfA's antimicrobial resistance and reduction project has been funded by the Esmée Fairbairn Charitable Trust; supporting a three year programme of workshops and conferences across the country to engage farmers. The Cadogan Charity has enabled IfA to significantly extend the reach of the programme with attendance at a variety of agricultural shows and the development of short video with practical tips and technical information.



Innovation for Agriculture

Arthur Rank Centre, Stoneleigh Park, Warwickshire, CV8 2LZ  
Tel: 02476 692470 Email: [info@i4agri.org](mailto:info@i4agri.org) Web: [www.i4agri.org](http://www.i4agri.org)