

# Verity Morgan-Schmidt

1st July 2019



# FCA

FARMERS FOR  
CLIMATE ACTION

---

OUR VISION:  
FARMING FOREVER  
2018-2021



# What We Do



**We engage** through a community organising approach, working directly with farmers to recruit and empower other farmers.



**We inform** through our capacity building work, upskilling our farmers in climate science and policy. We are a trusted, non-partisan voice for stakeholders across government and the broader community. We link the best experts in the lab with the best experts in the field.



**We mobilise** by inspiring farmers to achieve and advocate for climate action behind and beyond the farm gate.

# Our Strategic Plan – Four Focus Areas



**FOCUS AREA 1**  
Agriculture is  
Climate Smart



**FOCUS AREA 2**  
Farmers Mobilised  
to Drive a Clean  
Energy Transition



**FOCUS AREA 3**  
Rural and Regional  
MPs are  
Championing  
Climate Action and  
Renewable Energy  
for Regional  
Australia



**FOCUS AREA 4**  
Agriculture Leaders  
are Championing  
Climate Action

# The Perfect Storm



Heat stress

Rural Debt

Succession

Extreme Weather Events

Changing consumer preferences

Social factors

“So you selectively expose yourself to information, you selectively critique the information, you selectively remember the information in a way that reinforces what your gut is telling you.”



Admin · 15 hrs

Thank you to the gentleman who alerted me I posted an article with climate in it, converse to our efforts to make this space climate dispassionate so conservative farmers and ranchers feel it is a neutral space to come and learn. I don't have time to read everything I harvest for posting, so your help to keep us focused on farming is really appreciated 😊

Sincere apologies to the couple of people still posting climate stories that I had to delete. I hope you understand that we want to try to start a new conversation, complementary to but different from other regenerative groups, so as to reach the 95% of farmers and ranchers who are still conventional.

10

5 comments

"Drought is part of our everyday normal life" a change in the narrative of the QLD state government from the trendy slogan of 'Climate Change is responsible'. As with any problem the first step is to admit there is a problem. Progress in the dialogue is a good start and almost a backflip after paying Al Gore \$325,000 to speak in Brisbane on catastrophic man made climate change. But you farmers aren't in the budget anyway so you need to toughen up.

Lo [redacted] n Yes, I did, have you heard of the Non Governmental International Panel on Climate Change, NIPCC, using far superior science and scientists., let me tell you the bureaucratic IPCC that meet in Paris are not scientists and have been exposed as telling porky pies on climate, but their real aim is much bigger than climate. Not sure if I should tell you.

Like · Reply · 5d

L [redacted] Early start tomorrow, but I look forward to seeing what you have found on "the greening of our planet because of the extra CO2" it is a proven fact but denied by the alarmists naturally.

Like · Reply · 5d

Benjamin Vir [redacted] [w.google.com/.../exposed-why-the-climate.../amp/](https://www.google.com/.../exposed-why-the-climate.../amp/)



THEFEDERALISTPAPERS.ORG

**EXPOSED: Why The Climate Change Industry Is a SCAM [Meme]**

Like · Reply · 5d

[redacted] What if the people predicting a mini ice age are right? The northern hemisphere broke many cold records last winter. We might have the same this winter.

Like · Reply · 6d

2

"Five or six years ago, I would have said maybe 10 per cent of farmers were supportive of climate change and the rest agnostic or whatever you'd like to call it. Now it's up around 60 per cent," he said.

Australian Farm Institute Retweeted



**Sam Heagney** @samheagney · Jun 25

Excellent discussion at the @AustFarmInstitu conference "Farming in a Risky Climate". Anyone who thinks that farmers aren't engaged with climate change and climate risk should be here to learn otherwise. #FarmRiskClimate



9



24



91

Australian Farm Institute Retweeted



**AACo** @AustAgCo · Jun 26

@hugh\_killen says the absurd debate around #climatechange takes away from action, but it's no excuse. We can't ignore the evidence and risks we face. @AustFarmInstitu



**Mike Cannon-Brookes**

@mcannonbrookes



Follow

Brilliant.

**Australian Farm Institute** @AustFarmInstitu

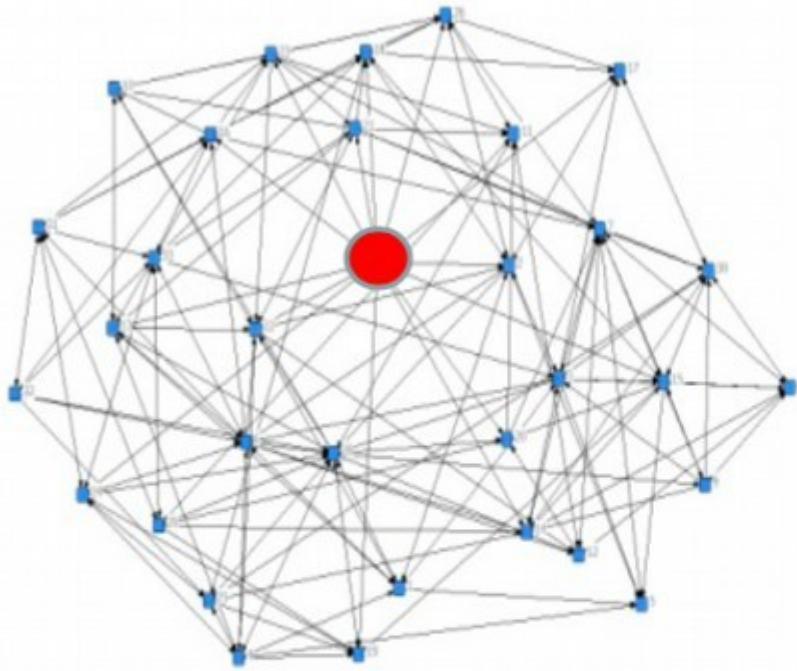
"People ask if I believe in the science of #climatechange - no, I say, I'm an Anglican" @CorriganLucinda makes the point at #FarmRiskClimate that climate change is not about BELIEF but about SCIENCE #ThisisAusAg @farmingforever @richardaheath @KatieMcRobert1 @NationalFarmers

12:45 AM - 26 Jun 2019

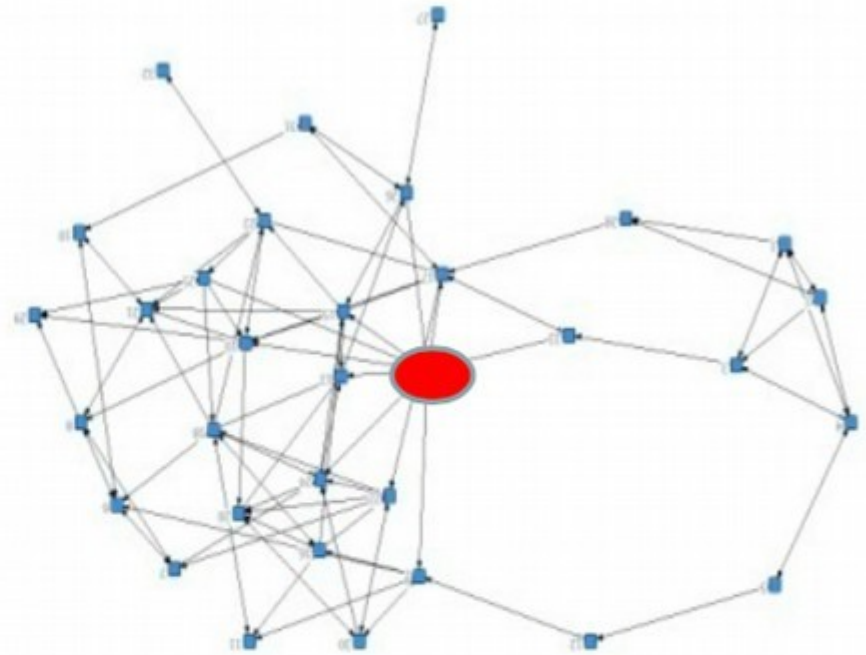
5



# Social Support Networks



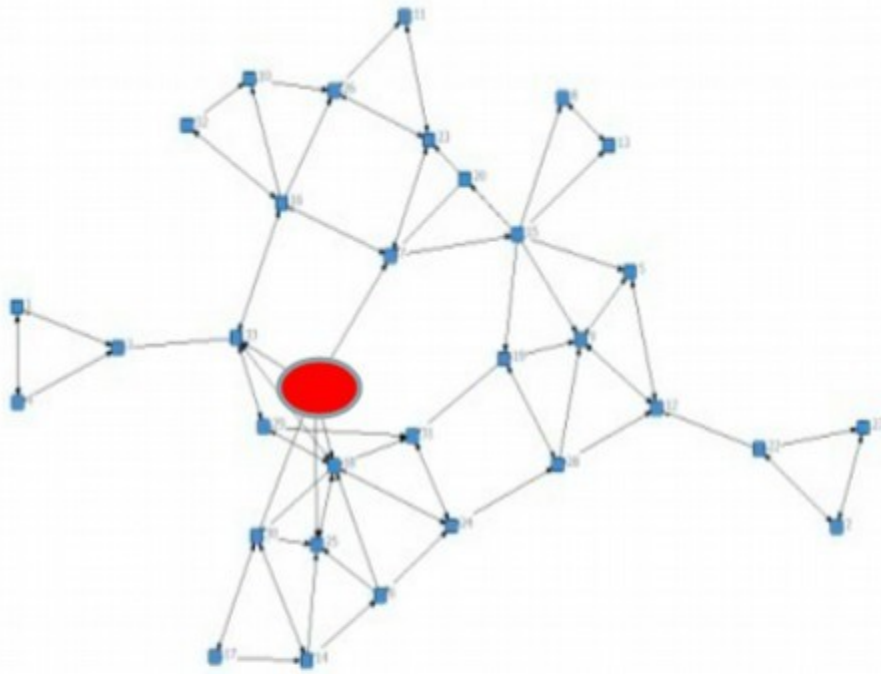
A. Incremental adaptor



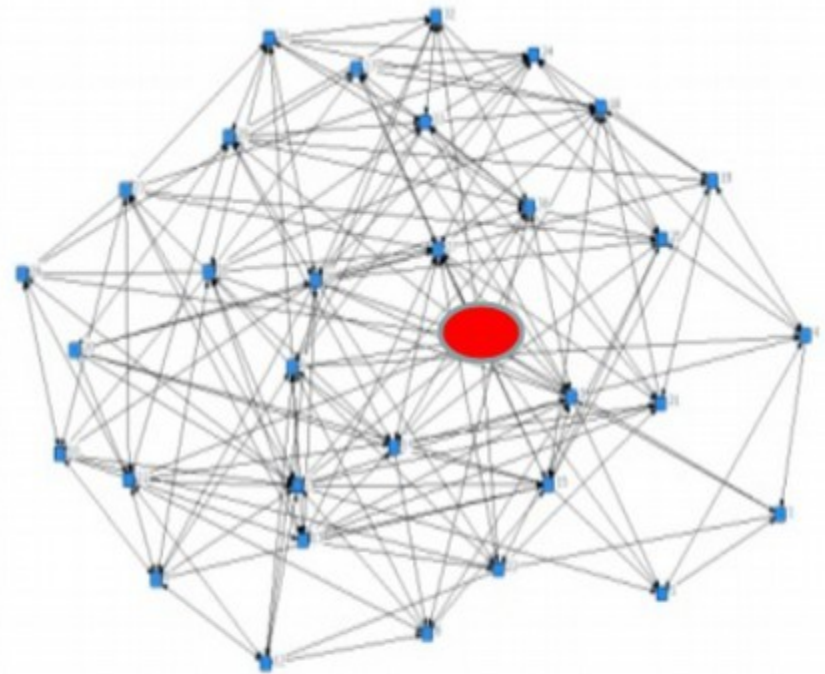
B. Transformational adaptor

Dowd et al. (2014) reflecting Rogers (1962), Becker (1970), Granovetter (1973)

# Information & Knowledge Networks



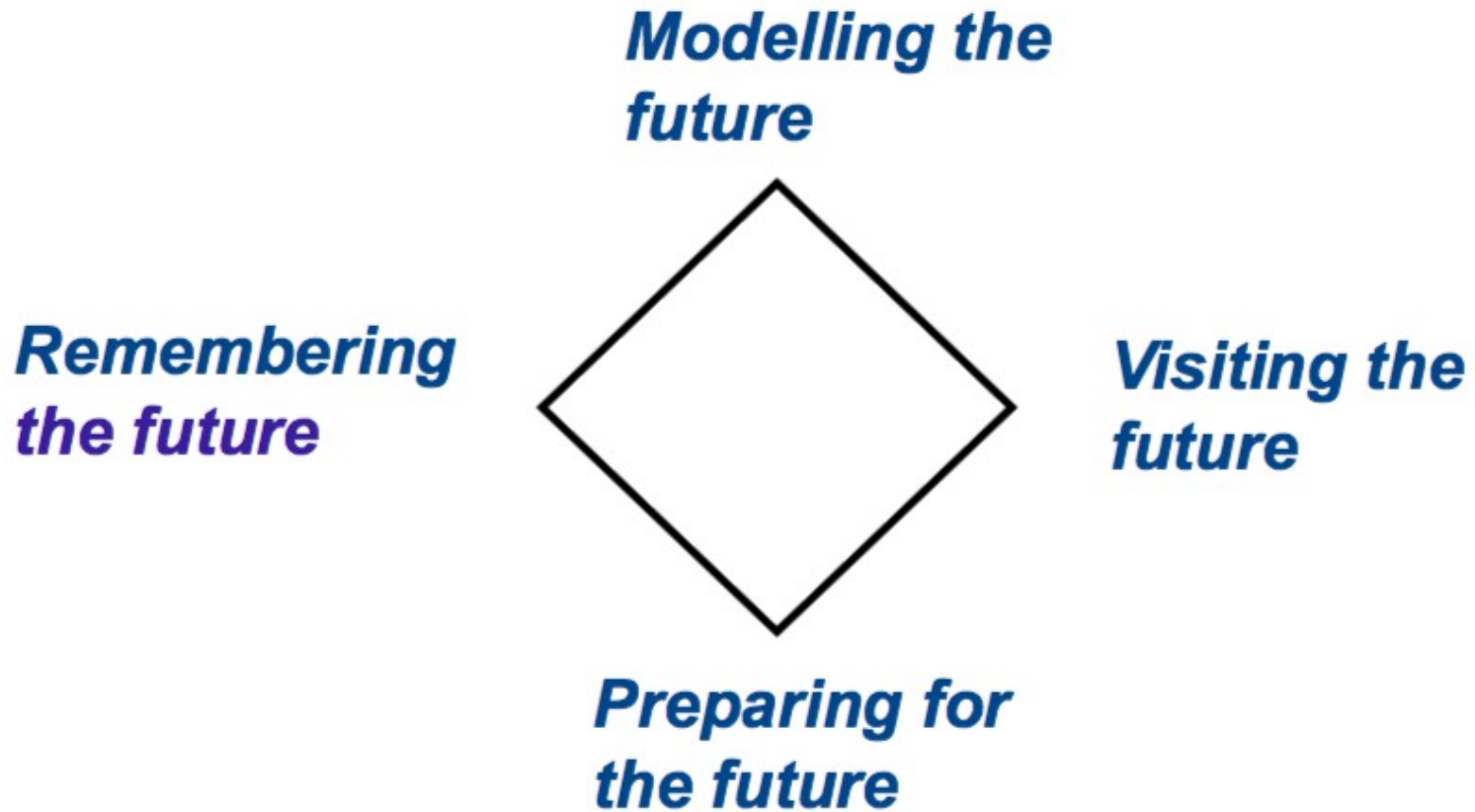
A. Incremental adaptor



B. Transformational adaptor



# Tactical to Strategic



# Where to from here?

‘The game you want to play (or not play), and how you think you can win.’

- Old climate?
- New climate?
- What are your assets?
- What are you farming?
- Climate literacy and risk assessment as core business
- Diversified information networks