

4A.9c: There are a range of rural rebranding strategies in the post-production countryside based on heritage and literary associations, farm diversification and specialised products, outdoor pursuits and adventure in both accessible and remote areas; these strategies are intended to make these places more attractive to national and international tourists and visitors.

On Your Farm: Pumpkins and Play Barns

This podcast explores farm diversification by visiting Lower Drayton farm in Staffordshire. Listen to the podcast and answer the questions below as you do.

Link: <https://www.bbc.co.uk/sounds/play/m0024ct5>

The history of the farm

1. How many generations of the family have farmed this land?
2. What has traditionally been the main part of the business on the farm?
3. Why did the farm need to diversify?
4. In their efforts to diversity, who are the family trying to attract onto the farm?

Farm Diversification Part 1

5. Which diversification techniques are named as being used on the farm? Make a list of everything you hear.
6. The farmer recognises that the farm has changed from a farm to what sort of business?
7. How many people visited the farm last year?
8. Why do the family want the lambs to be born in time for February half term?

The Pumpkin House

9. How many different types of pumpkin are grown on the farm?
10. How much do they charge to visit the pumpkin patch?
11. Why do they sell a ticket price rather than charging people per pumpkin?
12. What happens to the left-over pumpkins?

Farm Diversification Part 2

13. The family had planned to reduce their farming activity but they have continued. Why are they glad to have continued with some farming?
14. How many times bigger than the farm is the diversified business?
15. How many staff now work on the farm?
16. The farm offers school visits during term-time when children are at school. How many schools visited the farm last year?
17. When did the school visits start?
18. Why do the family say that they continue to farm?