

## How to Get the Most Out of the Next Generation

### Meta description:

If attracting the next generation back to the farm is something you've been thinking about lately, we have some ideas and tips that might help.

## How to Get the Most Out of the Next Generation

The buzz is real.

More and more, the older generation is eager to bring the next wave of talent [back to the farm](#). Once lured by the bright city lights, education, and job opportunities, the younger generation is now rethinking their roots. Tech-savvy and brimming with fresh ideas, they're ready to revolutionise traditional farming methods. If you're a farmer longing to welcome them back, here's how to make it happen.

### 1. Dangle the Carrot with Financial Incentives

Sure, money isn't everything, but it's a pretty good start.

To make the countryside life more appealing, show them the financial benefits. Highlight the potential for innovation and new revenue streams that they might bring to the table, ideas that might never have crossed your mind. Consider offering profit-sharing opportunities or equity stakes in the farm to give them a real sense of ownership and long-term commitment.

### 2. Embrace Their Fresh Perspective

You've always done things a certain way. But what if there's a better way? The younger generation is bursting with new ideas – from cultivating unique crops to diversifying farm produce. Watch shows like [Landline on ABC](#), and you'll see countless examples of [young farmers](#) thinking outside the box.

Sit down with your younger family members, listen to their ideas, and keep an open mind. Encourage them to attend agricultural conferences and workshops to further expand their knowledge and network with like-minded innovators.

### 3. Leverage Their Tech Savvy

Technology has transformed farming over the past few decades, and the younger generation is on the cutting edge. They know the latest tech trends and how to apply them to increase efficiency and profitability. Embrace their knowledge and let them introduce enhancements that could revolutionise your farm.

Invest in the latest farming technology and consider partnering with tech companies to pilot new innovations.

### 4. Value Their Urban Connections



The next generation has built valuable connections in the city and honed skills that can benefit the farm. They're adept at using social media to connect directly with consumers, fuelling the paddock-to-plate movement and boosting farmer's markets.

Urban dwellers are increasingly interested in where their food comes from, and there's a national push to support local, smaller businesses over large corporations. Encourage your younger family members to maintain and leverage these connections to open new markets and opportunities for your farm.

## 5. Tap into Their Passion

Maybe you've always grown a particular crop or raised a specific type of livestock. But what if that's not where the next generation's passion lies? Ask them about their interests and be open to taking the farm in a new direction.

Young farmers are keen on agritourism, eco-friendly products, and sustainable practices. They're passionate about working with the environment and embracing organic farming, a trend that's only going to grow. Supporting their passions can lead to new and exciting ventures that benefit the entire family.

## 6. Foster a Collaborative Environment

Creating a welcoming and inclusive environment is key to making the next generation feel valued. Encourage open communication and collaboration. Hold regular family meetings to discuss the farm's direction, challenges, and opportunities.

Make sure everyone feels heard and respected, fostering a sense of unity and shared purpose.

## 7. Provide Ongoing Education and Training

Support the next generation's continuous learning by offering opportunities for further education and training. This could include agricultural courses, business management workshops, or even online classes in emerging technologies. The more knowledge and skills they acquire, the more they can contribute to the farm's success.

## Conclusion

Reflect on your current situation and consider implementing some of these suggestions. By taking small steps now, you can create a more inviting and dynamic environment for the next generation. Spend time reviewing your approach and start making changes today.

The future of farming is in your hands.

