

# 8.9ha

## 8.9ha—the counter narrative is coming—April 17th

*Land management—for food, farming, forestry, fibre and amenity—is central to human success. But a prevailing narrative that pitches farmers and other land managers as the enemy is stifling goodwill and innovation. We need to move past it.*

We deliver a practical, investable and inclusive narrative for land use. Bringing the latest news, data and experienced perspective to those involved in the land-based industries, land policy and land investments.

Our working landscape is more than just a view; it's become a battleground of ideas as special interests compete for intellectual supremacy. But land is a practical resource and single lens outcomes are uneconomical and wasteful. Solutions to the fundamental problems faced by humanity will need to be integrated, to allow for the complexity inherent in a biodiverse and healthy future.

8.9ha will search for the common ground – the ground where the land can deliver food, fibre, nature restoration, economy and amenity, together.

The 8.9ha team has an extensive pedigree of launching and delivering businesses, advocacy and communications. We will build on recent successes, such as the Farm Gate podcast, our work on agricultural climate gases, and major UK land acquisitions to provide a media and professional home for those working in all land-based sectors and linked supply chains.

We will use week-daily TV news bulletins alongside articles, podcasts and webinars to deliver insight for investors, land managers and policymakers.

Our team will also promote science, solutions and commentary that help to elevate the role that land plays in delivering a liveable and enjoyable future for humanity.

Alongside our own original content, we will aggregate important material from other channels to provide a dynamic one-stop-shop for everyone working to deliver profitable land use that integrates climate change mitigation and adaptation, biodiversity regeneration, robust supply chains, and economic resilience.

Ultimately, 8.9ha will do two things. Firstly, we will provide a professional space for people working on and with the land to profile and promote their experience, to find and meet each other, and to discuss ideas, land challenges and practical policy solutions. Secondly, we will become the world's largest on-line repository of knowledge and know-how. By aggregating the best available news, science and experience from across all media, technical and academic channels, we will become the largest one-stop-shop for the land use sector.

*8.9ha will provide:*

- *News & perspective*
- *Professional profiles & curated support*
- *A high quality repository for science, data & know-how*



ffinlo Costain  
Chief Editor

Dr Ashleigh Bright  
Scientific Adviser

Kaz Strycharczuk  
Veterinary Adviser

Andy James  
Careers Adviser

Richard Firth  
Chief Operating Officer

Roland Bonney  
Board Chair