

Teenagers view scientific innovation as key to sustainable farming, UK survey shows

Four out of ten teenagers feel that their generation should be much more interested in where their food comes from, according to a new study funded by Rothamsted Research. And over a third of them strongly believe science and innovation are the key to a sustainable future for farming.

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The key findings included:

- 87% agreed that young people should be more interested in how food is produced and where food comes from, with 41% firmly believing it.
- 75% think that science and innovation will underpin a sustainable future for farming

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Professor Angela Karp, Director for Science Innovation, Engagement and Partnerships said she hoped the outcomes of the research will help shape new strategies and priorities for the food and farming sectors to more effectively connect with young people.

“Today’s teenagers are the farmers, consumers – and scientists – of tomorrow, and what they think about farming will have a huge impact on the wider industry over the coming years, including implications for the future of research institutions such as Rothamsted.

Read full, original article: [TEEN SURVEY REVEALS ATTITUDES TOWARDS FOOD AND FARMING](#)