

**Agri-tech is often referred to as a key tool in feeding a growing world population in a sustainable way, but despite the potential offered by scientific and technological developments, uptake remains stubbornly low in many countries\*.**

Of the challenges often mentioned by producers, a lack of understanding about how technology could benefit their businesses, and whether the investment will be worthwhile often comes out top. All too often agri-tech developments are talked about in scientific or highly technical terms, with little explanation of how they might work on a practical level.

Similarly, scientists, entrepreneurs and tech developers often struggle to find ways to connect with producers. This means lost opportunities to understand the challenges food producers face, a failure to develop the right tools and services, and ultimately lost sales.

*Farming Future Food* is an independent global news website working to address those challenges, connecting people working across the food industry with the those working to find solutions the world's global food challenge.

By writing about technical issues in clear, simple terms, *FFF* helps producers, processors and policy makers can understand the differences agri-tech can make to businesses, communities, and the environment.

And by introducing them to the companies that are helping drive those developments, *FFF* can help unlock the potential for agri-tech developers to build long-lasting, valuable relationships with those who need their products and services most.

### **Subjects FFF covers:**

- Alternative proteins
- Robotics
- Genetics (plant and livestock)
- Carbon markets
- Digital agriculture
- Sustainable pest control

\* ['Lack of knowledge' holding UK farmers back from ag-tech investment](#)  
[More collaboration needed to encourage Australian beef ag-tech adoption](#)  
[Loan proposal aims to increase US ag-tech uptake](#)



Unlocking the  
science behind  
the technology  
reshaping the  
world's food  
and farming  
systems.

## Sponsored content

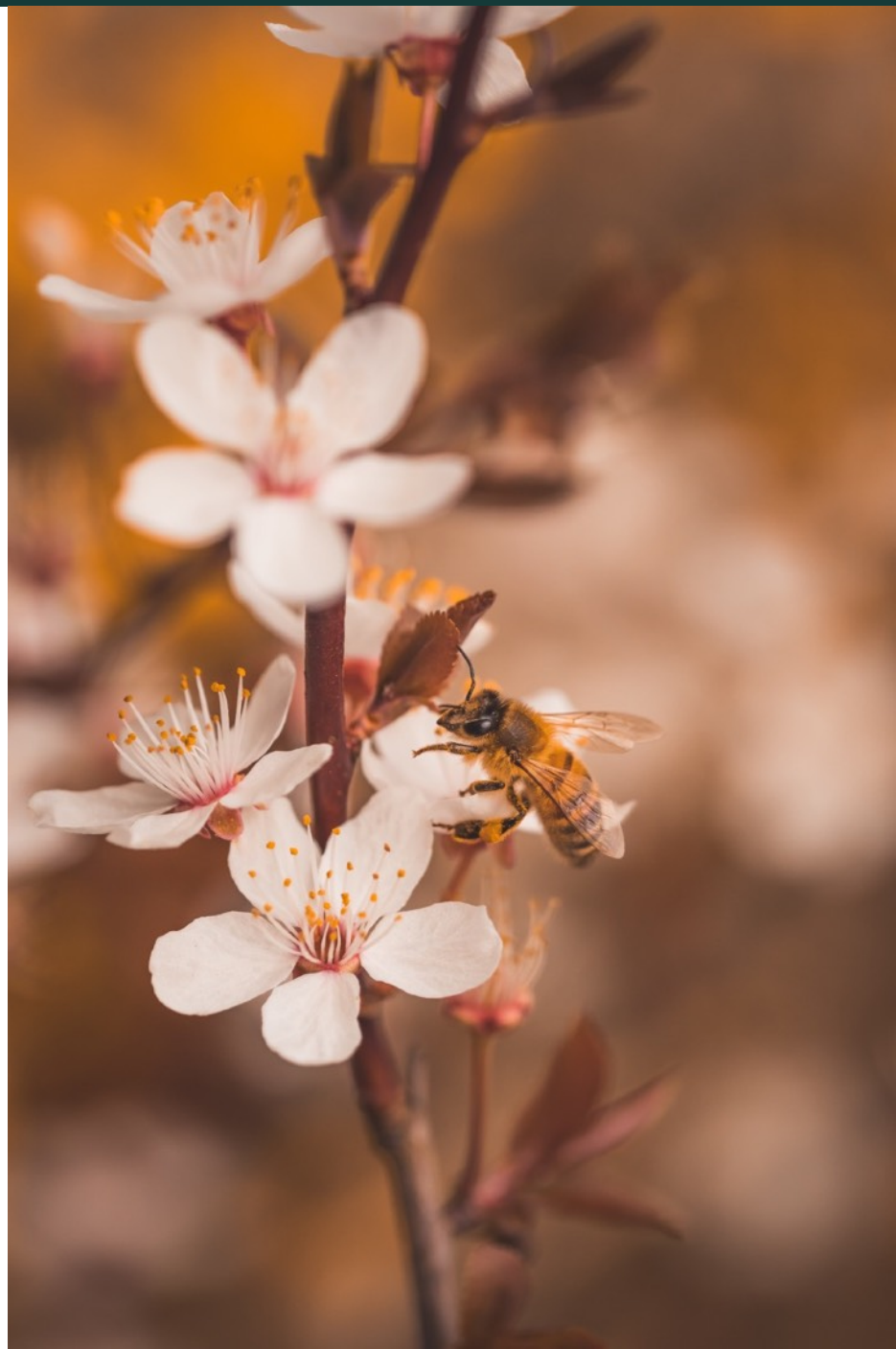
*FFF's* sponsored content strategy is focused on delivering value to advertisers as well as readers, sharing high-quality articles that are of interest to audiences and connecting businesses with potential customers.

### **What's included:**

- Editorial support to ensure content matches the tone and voice of *Farming Future Food*
- Your logo, linking to a relevant URL of your choice
- A banner ad on the article category landing page to lead readers to the article
- Newsletter placement to *FFF's* subscribers
- Supporting media, such as pictures
- Category tagging to reach your targeted interest group
- Sharing of articles across *FFF's* social media accounts

**Standard prices start at £1500+VAT per article**  
**Package options available.**

Articles must meet our quality guidelines, which we will detail in our contract draft.



## Driving webinar and event sign-ups

### What's included:

- A promotional article, including editorial support to ensure content matches *FFF's* tone and voice
- Your logo, linking to relevant URL of your choice
- Your sign-up embedded on the article page
- Newsletter placement to *FFF's* subscribers
- Article shared to social media to drive registration

**Standard prices start at £1200+VAT per article.**

Articles must meet our quality guidelines, which we will detail in our contract draft.



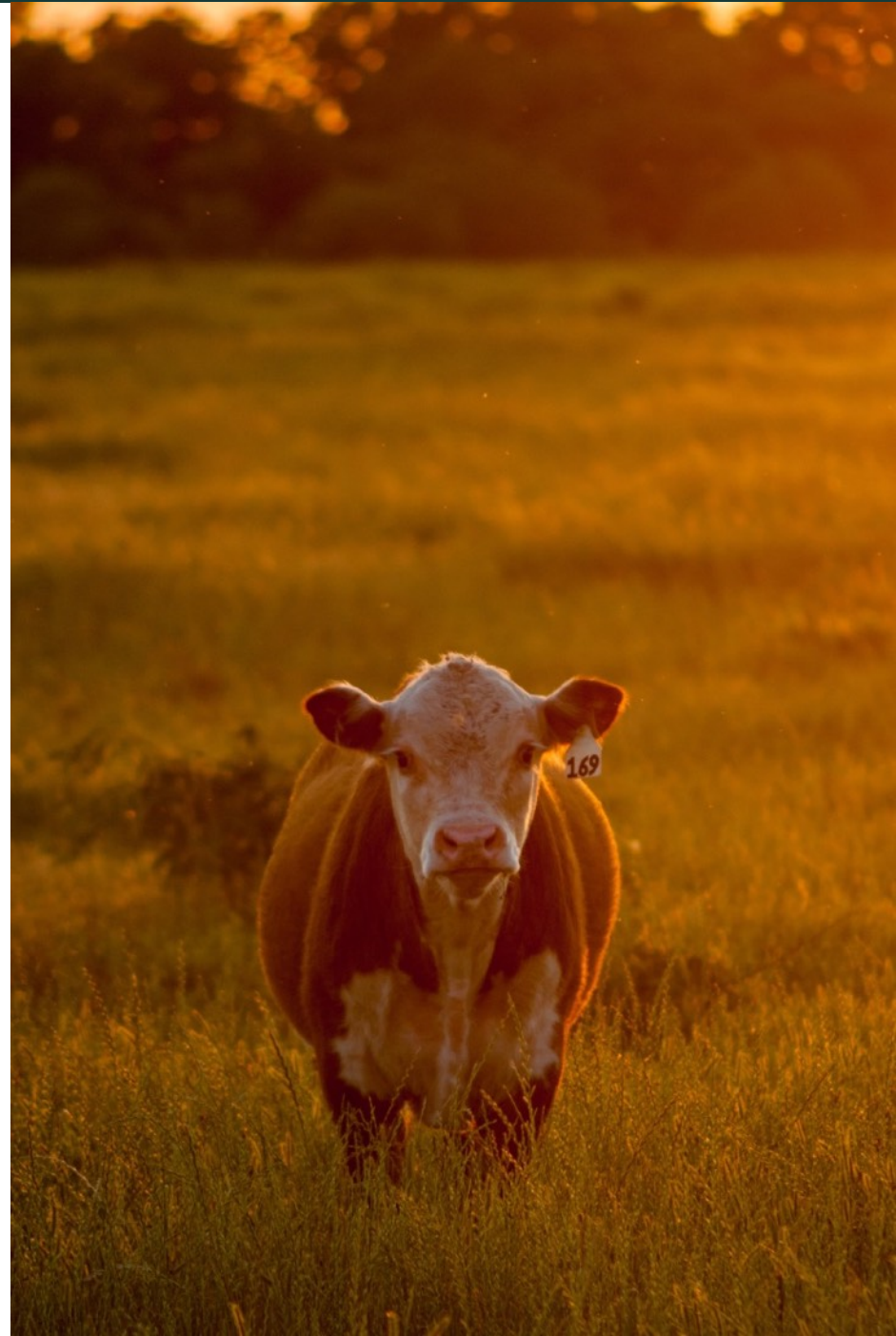
## Newsletter placement

FFF sends a bi-weekly newsletter to our subscribers, covering a selection of featured stories. To maintain newsletter quality, only one slot for sponsored content is included each edition.

### **What's included:**

- Your article included in the next available newsletter after initial sponsored content posting
- Article placed in a prominent, eye-catching section of the newsletter
- Your brand's content placed centrally in our editors' picks
- Your article is likely to be featured several times as new sponsored content is not always published each week

**This service is included in the article pricing listed above.**



## Category partnerships and direct links

Showcase your best visuals, share your messages and introduce your business through sponsorship of a news category on *FFF*. Our article banner adverts provide interest to readers while offering you a prominent way to share your website if they want to find out more.

### **What's included:**

- Your banner appearing at the top of every article in your desired category
- Your option of message, image and URL
- Placement in our 'Partners' page on the category landing page

### **Available categories:**

- Alternative feeds
- Carbon
- Digital agriculture (livestock and arable)
- Genetics (livestock and arable)
- Sustainable pest control

**Prices start at £2000/month. Package options are available.**



## Banner advertising

Highlight your latest products, share your business' key messages, or encourage readers to click through to your website through whole-site or landing page banner advertising. Our banner adverts provide eye-catching interest to site visitors while providing a prominent, sleek way to share information.

### **What's available:**

Whole website, top and tail  
Visibility: Global, all pages

Landing page banner  
Visibility: Landing page only

**Prices depend on requirements and length of promotion.  
[Contact us to find out more.](#)**



## Long-term content partnerships

In addition to one-off sponsored content opportunities, *FFF* is also offering long-term partnerships (1 year minimum) with those who share its mission to better communicate the latest in agricultural science and technology.

### **What's available:**

- Dedicated, branded landing pages for sponsored content, developed inline with organisational strategies and working closely with *FFF*'s editors to ensure high-quality articles.
- Support for events and webinars, including promotion, driving sign-ups and opportunities for event coverage from *FFF*'s award-winning journalists
- Branded newsletter placement
- Opportunities for branded social media content on *FFF*'s accounts

Long-term content partnerships would be ideally suited to agri-tech developers, trade bodies, research organisations and innovation funders, providing varied opportunities to highlight latest products, research findings and industry talent.

**Prices vary depending on services required. Preferential rates are available to early partners - [contact us to discuss.](#)**



## Want to discuss any of these options?

Get in touch - we'd love to talk:

Phone/WhatsApp +44 7792 726487

Email: [hello@farmingfuturefoods.com](mailto:hello@farmingfuturefoods.com)

**Our offices are open 9am to 5pm Monday-Friday GMT**

