

CONVERSATION ANALYSIS

The future

Agricultural Matters · 2026-07-10 to 2026-07-16

Prepared for the trade by Agri Web Media

OVERVIEW

Conversation at a glance

146

Visible contributions

8,150

Views on The Farming
Forum

358

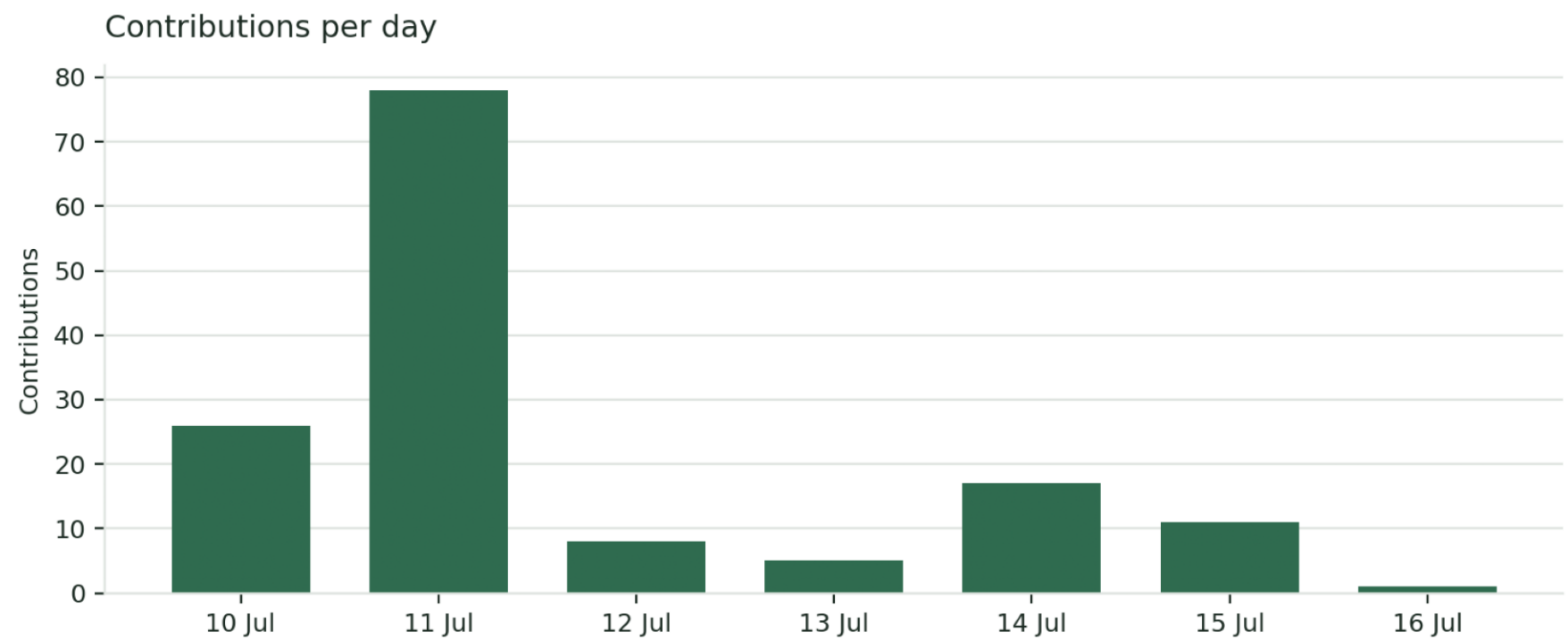
Reactions

2.45

Average reactions per
contribution

- Ran over 7 active days, peaking on 2026-07-11 with 78 contributions.
- Figures describe this conversation only. They are not a representative survey of the sector.

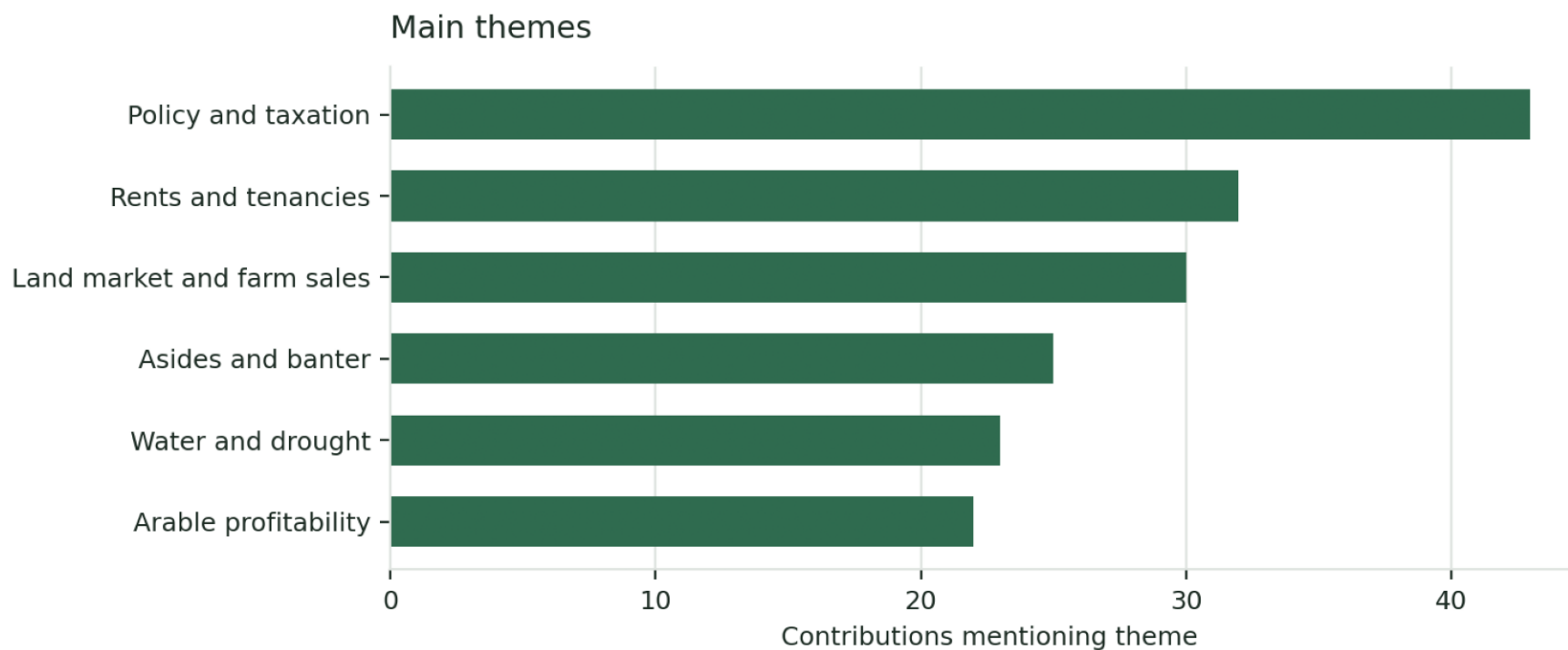
When the conversation happened



Peak day 2026-07-11 carried 78 of 146 contributions.

T H E M E S

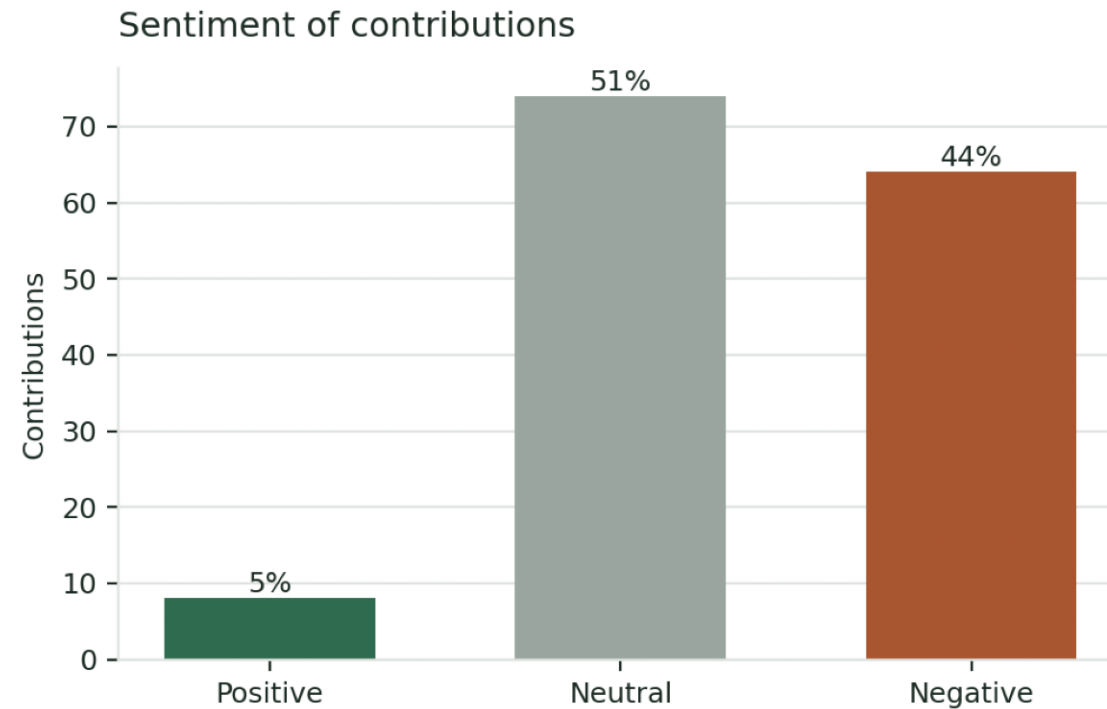
What the conversation was about



Policy and taxation led with 43 contributions. Contributions may carry more than one theme, so shares do not sum to 100%.

SENTIMENT

Tone of the contributions



Sentiment describes the tone of this conversation, not the stance of UK farmers generally.

Which tone drew agreement

3.19

Average reactions on
negative contributions

1.72

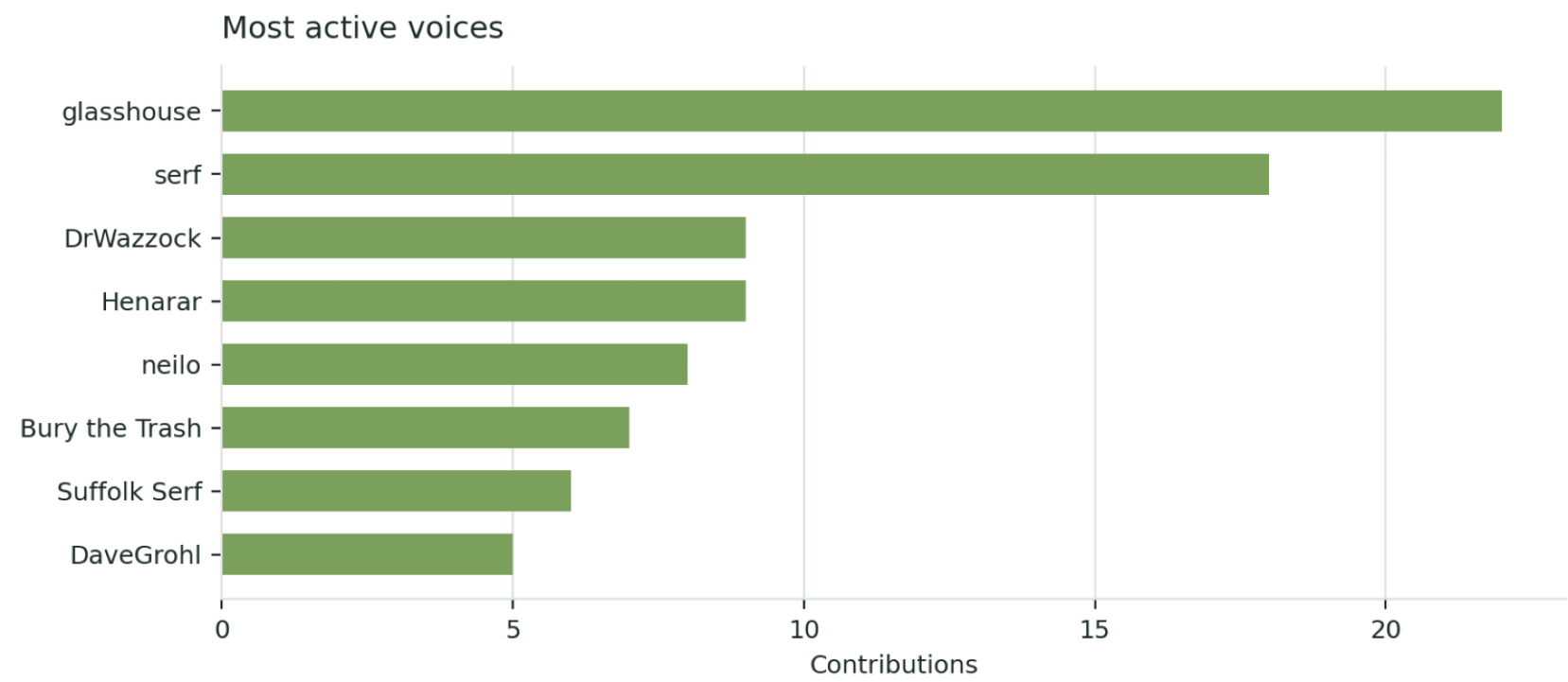
Average reactions on
neutral contributions

3.38

Average reactions on
positive contributions

— 64 negative (43.8%), 74 neutral (50.7%), 8 positive (5.5%).

Who drove the conversation



Ranked by number of contributions. Screen names as they appear on The Farming Forum.

QUOTATIONS

In their own words

"Has no-one read the defra farming road map? Accordingly the future is going to be wonderful. Ok we might be taxed on our farms, staff, fertiliser and anything else they can think of, not to mention profit..."

Humble Village Farmer · 18 reactions

"It bugs me that they keep banging on about water supplies being under strain and the need to limit abstraction. What they seem to miss or ignore is that during the winter we are flooded out with the stuff..."

DrWazzock · 16 reactions

"Up horn, down corn. Just a more vociferous group of TFF entitled corn farmers yelling this year from the general agricultural threads. Putting your future in the hands of civil servants by committing to..."

NEmesis · 11 reactions

SOURCE

Read the source conversation

- The future
- 8,150 views · 146 visible contributions · Agricultural Matters
- <https://thefarmingforum.co.uk/index.php?threads/the-future.440209/>

Analysis by Agri Web Media from the complete visible conversation.

Contribution text is attributed opinion, not verified fact.