

Participant Identification Number:
(Office use only)

Brief 'Project FEED'

Part of: 'Cows eat grass don't they?'

Arts Partnership with Dr Orla Shortall, The James Hutton Institute

Hello, I'm Adam Stead and I am an artist working in partnership with Orla Shortall to look at contrasting dairy farm systems in both the UK and Ireland. Orla has invited me to respond to her current research project 'Cows eat grass don't they?'.

I'm passionate and motivated to help educate people about what modern dairy farming looks like in the UK and Ireland today. As a son of a dairy farmer myself I understand some of the challenges that dairy farming can bring, particularly when engaging with the general public. My mission is to engage rural and urban demographics in conversations about dairy farming raising questions such as: What does it look like, why is this good farming practice and how can we make it better? Project FEED sets out to simply and clearly compare, highlight and champion what modern dairy farming looks like.

Who better than you to help me answer that first question: 'What does a modern dairy farm look like?'

Here's how you can help.....

My intention is to produce a film using 30second video clips I will ask you to collect for me using your smartphone. I have created a set of simple filming instructions for you to work from which I will post to you once you have signed the '[Video Participation Form](#)'. The instructions are short and simple and will be quick and easy for you to follow. You have complete control over what you film and share with me, which I hope will enable you to feel comfortable working with me. Once you have shared your clips, they will be collated into a library with clips provided from farmers across the UK and Ireland. From this library I will selectively edit your clips to build a visually comparative film that highlights and celebrates the diversity of British and Irish dairy farming. Once clips have been sent to me, some will feature on the Instagram account @dairylexicon.

I have launched a project website where samples of video clips will be shared as the project progresses along with relevant additional information. After the film has been made I plan to create and publish a printed publication and film library using this content. If you feel you have more to add/film than what I have asked for, you are more than welcome to submit additional video clips.

What do you need to take part?

1. A smartphone (ability to take video clips)
2. WhatsApp app on your smartphone
3. Instruction booklet (posted to you after completing the accompanying form)

I thank-you in advance for your time and participation in this project.

If you have any questions, please get in touch with Adam by phone or email:

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Privacy Notice

By completing and signing this consent form you are consenting to Adam Stead's collection, retention and use of your personal data in the project titled 'FEED' as part of 'Cows eat grass, don't they?' study in accordance with this form. Adam Stead will process your personal data in this project on the lawful basis that processing is necessary to produce this project which Adam Stead, in partnership with the Hutton, views is in the public interest, because the aim of the research is to understand stakeholder views on the future of different dairy systems in the UK and Ireland.

Adam is processing the following types of personal data about you:

- Name
- Email address
- Postal address
- Phone number
- Voice recordings
- Images and video recordings

Adam Stead is the Data Controller over your personal data and is committed to protecting your personal data in line with the Data Protection Legislation. Adam Stead will not share your personal data with third parties, unless required by law. Adam Stead will retain your data for future work related to the content you provide.