

# NUFFIELD FARMING LECTURE

## “BRICK-2-CLICK”: HOW WILL THE RETAIL REVOLUTION IMPACT ON UK FARMERS?

Thursday 1st July 2021 at  
One Great George Street, London, SW1P 3AA



The consumer interface with business is changing. The biggest retailer in the world does not have any stores, the biggest taxi business in the world does not own any taxis and the biggest media business in the world does not own the media content on its platform.

The COVID-19 pandemic has transformed the way people think about and buy food, accelerating the shift to on-line grocery shopping, home delivery and omni-channel. This provides both threats and opportunities on an unparalleled scale for all stakeholders in the agri-food industry.

How will the adaptation of the food retail sector, in response to the COVID-19 pandemic, impact the current food retail model? What will be the changes that cascade back to the farmer as a result? What are the opportunities for the UK farmer?

The 2021 Nuffield Farming Lecture will consider these retail trends in a wider context to determine the impact on UK farmers. Evolving food trends around provenance, trust and integrity in the food supply chain, and the social and economic footprints of what we eat, make the market dynamic and vibrant. The COVID-19 pandemic has accelerated these trends and created significant opportunities for producers with an appetite for innovation and collaboration with regards to how they grow, manufacture and distribute food, as well as interact with end consumers.

The lecture will be given by **Professor Andrew Fearn** from the Norwich Business School, University of East Anglia. “The global agri-food sector is entering a period of significant - some would argue unprecedented - uncertainty, driven by political, economic, social, environmental and technological change and, of course, the COVID-19 pandemic,” Andrew says. “How consumers buy their food is changing rapidly, and how the farming industry can capitalise on these changes lies at the heart of my study.

“The 2021 Nuffield Farming Lecture presents an exciting opportunity to explore the potential impact of the retail revolution on UK farmers through a multi-disciplinary lens that extends across the global agri-food sector, from primary production to food consumption, from life science to lifestyles.”

**Look out for more information in our e-newsletter and on our website at [www.nuffieldscholar.org](http://www.nuffieldscholar.org). If you are not yet subscribed to our weekly Nuffield Farming e-newsletter, please email Claire at [office@nuffieldscholar.org](mailto:office@nuffieldscholar.org)**

