

Institution: De Montfort University
Unit of Assessment: 30 History
Title of case study: Global Food Security: Food in Britain During the Second World War
<p>1. Summary of the impact (indicative maximum 100 words)</p> <p>This case study arises from Dr John Martin's revisionist critique of the role of government intervention in dealing with the issue of British food security since the 1930s. Martin's research reputation resulted in his appointment as consultant for Lion TV's 8-part living history 'Wartime Farm' series broadcast by BBC television in 2012. This series raised the profile of the issue of UK food security – one of the recognised 'Grand Challenges' for the international research community. This case study therefore reports the following impacts:</p> <ul style="list-style-type: none"> • Impacts in the field of public discourse through enhanced public understanding of a major issue of growing contemporary importance [text removed for publication] • Economic impacts to the production company (arising from a significant number of sales of the series to broadcasters overseas and through merchandising in the UK). • A significant contribution to Open Learn initiatives at the Open University. <p>[text removed for publication]</p>
<p>2. Underpinning research (indicative maximum 500 words)</p> <p>John Martin's research has been undertaken since his appointment at De Montfort University in 1979 and led to his promotion to Reader in Agrarian History in 2007.</p> <p>In 1995, his research was in part funded by an award from the Nuffield Foundation (1995–7) and consisted of a detailed examination of a wide variety of official and unofficial accounts including those at the Museum of English Rural Life, Reading, and the National Archives, Kew. The research also included interviews with Lord K.A.H. Murray, author of the official history of agriculture in the second world war. The findings formed the basis of <i>The Development of Modern Agriculture: British Farming since 1931</i> (2000), published by Macmillan in the UK and St Martins Press in the US. The initial chapters provide a pioneering revisionist critique of the wartime food production campaign. Subsequent chapters challenge the conventional wisdom in respect of the impact of government policies on the emergence of high input productivist agriculture. As a result of its appeal to rural policymakers, <i>The Development of Modern Agriculture</i> was subsequently translated into Japanese and published by Tsukuba Shoba (2002).</p> <p>His research into the impact of government policies on agricultural output and productivity was accompanied by his contributions to the Oxford Dictionary of National Biography (The ODNB was a £20 million research and publishing project of the University of Oxford and Oxford University Press which was compiled by specialist authors, which started in 1992 and culminated in 2004 in the publication of the ODNB). His articles included leading agriculturalists such as Rex Paterson (pioneer of large scale grassland dairy farming), Eve Balfour (promoter of organic farming and founder of the Soil Association) and Charles Orwin (Director of the Institute of Agricultural Economics, the University of Oxford). In 1999, in recognition of his significant contribution, the ODNB designated him a Research Associate, a position awarded to less than 1 per cent of all contributors. These accounts, along with more than 50 others he had compiled, were published and became available online in the <i>Oxford Dictionary of National Biography</i> (2004).</p> <p>In 2003, he was awarded a Research Fellowship from the Leverhulme Foundation to facilitate his research into the way successive post war governments had attempted to ensure food security. In order to publicise the findings of this research, The British Agricultural History Society (BAHS) funded the publication of <i>The Front Line of Freedom: British Farming in the Second World War</i>, which he both contributed to and edited, in conjunction with Professor Brian Short and Professor Charles Watkins (<i>Agricultural History Review</i>, supplement No. 4, 2007). This pioneering collection of essays challenged the conventional wisdom about the success of wartime policies in enhancing agricultural output and productivity during the second world war. In the same year, the BAHS also published his article evaluating the contribution of the internationally renowned George Odum to transforming British livestock breeding. This was accompanied by a series of articles published in</p>

leading peer reviewed journals, which investigate different facets of government intervention in the agricultural sector. His publications include a critique of the factors responsible for the rapid expansion of turkey production (2009) and an investigation into the role of the state in dealing with crop damage caused by rabbits, which, prior to the spread of myxomatosis in 1954, constituted Britain's most important vertebrate pest (2010). His research into leading pioneering farmers such as George Odium (2007) and Rex Paterson (2013) illustrates the vitally important role agricultural entrepreneurs have played in transforming agriculture and ensuring food security. In addition to challenging the conventional wisdom about the reasons for the unprecedented increase in agricultural output and productivity since the second world war, his research has also investigated the changing role of the countryside in terms of catering for leisure activities such as fishing (2006), wildfowling (2007) and game shooting (3 articles 2010–12).

In 2010, he was awarded a Research Fellowship with a bursary of £10,000 by the Museum of English Rural Life, Reading, in order to investigate the extent to which food security is threatened by periods of inclement weather. This is a very competitive, peer-reviewed award. The selection panel complimented him on the high quality of his proposal and were unanimous in endorsing his application (letter from Roy Bridgen, Deputy Director of the Museum of English Rural Life, available on request). Funded by the University of Reading and HEFCE, the Museum has Designated Status, ensuring that its importance and research projects are recognised nationally and internationally by not only the academic community, but also the business and commercial world. It houses the country's most comprehensive collection of objects, books and archives relating to the history of food and farming. This has been accompanied by 2 presentations to the Royal Meteorological society (2013) and in July 2013 Martin gave a presentation on his research into the Land agent: Past Present and Future conference hosted by the University of Leicester, which described the role of the land agent in transforming game farming since the war (when such activity was prohibited).

3. References to the research (indicative maximum of six references)

The following outputs illustrate a selection of Martin's revisionist critique of wartime farming policies (all peer reviewed):

- The Development of Modern Agriculture: British Farming since 1931 (Macmillan, 2000). Preface written by Sir Tom Blundell, Head of Department of Biochemistry, University of Cambridge. Peer reviewed before publication. Revised copy of the *Development of Modern Agriculture* translated into Japanese (Tsukuba Shoba, 2002)
- The Front Line of Freedom: British Farming in the Second World War, edited in conjunction with Professor Brian Short and Professor Charles Watkins (*Agricultural History Review*, supplement No. 4, 2007)
- 'The Commercialisation of British Turkey Production' *Rural History*, 20, 2 (2009)
- 'The Wild Rabbit: Plague; Policies and Pestilence 1931–55', *Agricultural History Review*, Volume 5, Part 11 (2010)
- 'The Transformation of Lowland Game Shooting In England and Wales in the Twentieth Century: The Neglected Metamorphosis.' *The International Journal of the History of Sport*. Volume 29 Number 8 (2012)
- 'Rex Paterson (1903-1978): pioneer of grassland dairy farming and agricultural innovator' in Professor Richard Hoyle (ed.) *Farmers and their Records The Farmer in England 1650–1980* (2013)

4. Details of the impact (indicative maximum 750 words)

In 1995, and based on his research reputation in agrarian history, Martin was appointed the consultant for, and contributor to, a 'Countryfile' documentary (shown on 5th May 1995) dealing with the eviction of George Walden from his Hampshire farm in 1941. The documentary challenged the conventional wisdom about the effectiveness of the wartime direction of agriculture using committees dominated by local farmers. At this time, 'Countryfile' typically attracted an audience of around 4.6 million viewers.

Following on from this initial appearance, Martin's research has been used by various television companies and recent examples have included providing information for programmes such as

Michael Portillo's highly acclaimed 'Great Victorian Railway Journeys' series, first shown in 2010, and attracting audiences of more than 5 million viewers. He also acted as consultant to Jamie Oliver's 'Jamie's Christmas with Bells On', a two-hour-long festive special shown on Channel 4 on Christmas Day 2011. According to BARB, it was watched by 2.18 million viewers. In July 2011, in relation to his research into food security during the second world war, he was interviewed by John Craven, the presenter of 'Countryfile'. According to BARB, the programme, which was shown on 7 August 2011, was watched by 6.58 million viewers.

Based on his research reputation in terms of monographs and articles, his personal extensive collection of archives and his previous consultancy work record in the television industry 'Lion Television' commissioned him to act as the series consultant for the 'Wartime Farm' living history series, which they had been commissioned to produce for BBC 2 in 2011. This is an historical, observational documentary covering eight one-hour episodes, focusing on how farmers were affected by the state directed food production campaign in the second world war. It is the sister programme to the previous and successful 'Victorian Farm' and 'Edwardian Farm' series. The success of the 'Wartime Farm' series led to the BBC commissioning a sequel in the form of 'Wartime Farm Christmas' to which Martin continued his role as the 'Series Consultant' and appeared in the programme. Throughout the series and the Christmas special, the consultancy role entailed providing specialist advice on issues covered in individual episodes, giving technical advice about appropriate ways of presenting the impact of wartime control, and evaluating the factual and historical accuracy of how a particular farm was affected by the wartime directives.

Lion Television, which is one of the leading and most successful independent producers in the UK, started filming in the autumn of 2011. The programme was broadcast from September 2012. Figures compiled by BARB show that 2.84 million viewers watched the main episode each Thursday, with 3.64 million viewers each week including the repeat and iPlayer views. The Christmas Special was watched by 2.2 million viewers. The series has been positively reviewed (see for example Sarah Dempster, The Guardian, Saturday 1 September 2012). [text removed for publication]

Lion Television have also successfully marketed the series overseas and in additional formats within the UK, leading to significant economic impacts for the company:

- Knowledge Network is an English Language public educational cable television network in Canada (a consortium of 75 of the country's top universities, part funded by the provincial government and 35,000 individual donors). Knowledge Network purchased the Wartime Farm series and showed it on their network in February and March 2013 attracting an average audience of 1.5 million viewers. Reviewers' comments were very positive.
- Viasat Broadcasting is the leading free-TV and pay-TV operator in Scandinavia and the Baltics, and has broadcasting operations in Bulgaria, Czech Republic, Hungary, Russia, Ukraine and Ghana, and has purchased the series from Lion Television.
- The Swedish multinational media conglomerate Modern Times Group (who own Viasat Broadcasting) has also purchased the distribution rights for Denmark, Norway, Sweden, Estonia, Latvia, Lithuania, Hungary, Slovenia, Ukraine and Russia.
- Further economic impacts have resulted from sales of the books and DVDs of the series, which are widely available in the UK both as a stand-alone series and as a box set with the Victorian Farm and Edwardian Farm.

The Open University (who part-funded the series) also employed Martin to assist in the development of the teaching material such as the 'Wartime Farm' booklets (of which he is co-author) and online interactive challenges such as 'Beat the Ministry', which accompanies the series. These constitute an integral part of their pioneering Open Learn initiatives being widely disseminated in Britain and abroad [text removed for publication]

Feedback from the OU confirmed that the series had exceeded expectations. In June 2013, Lion Television again engaged Martin to act as a consultant on their forthcoming BBC six-part 'Tudor Monastery Farm' series. He will provide them with specialist advice on farming and the countryside between 1480 and 1510.

5. Sources to corroborate the impact (indicative maximum of 10 references)

- For more information about the Broadcasting Audience Research Board please see their website <http://www.barb.co.uk/>. BARB is a subscription based service so copies of the information about audience figures quoted in this case study can be made available upon request, or further information derived from BARB can be seen on the Show's Wikipedia site: http://en.wikipedia.org/wiki/Wartime_Farm (both links accessed 15/08/13).
- For an example of a typical review of the series please see Sarah Dempster's review from the Guardian: <http://www.theguardian.com/tv-and-radio/2012/sep/01/tv-od-wartime-farm> (accessed 15/08/13). This review states that "there is grumble-free manual labour, cheery make-doing and mending, chapped hands, pigs, a recipe for fried bananas, terrible trousers and genuine respect for the astonishing patience and fortitude of those who lived on, as Churchill put it, "the frontline of freedom". It's basically Blue Peter in a floral headscarf."
- For Evidence that the Wartime Farm was shown on Canada's Knowledge Network (and viewer reviews): <http://www.knowledge.ca/program/wartime-farm> (accessed 15/08/13).
- For evidence that Viasat Broadcasting bought the Wartime Farm, please see <http://advanced-television.com/2012/11/19/viasat-channels-on-cyfrowy-polsat/> (end of Paragraph 4). This link also illustrates the reach of this service – the link is announcing a new strategic partnership to broadcast in Poland and anticipates an audience for the channel of 2.8 million subscribers in Poland alone. For a full list of all the countries where Viasat Broadcasting operates, please see this link: <http://www.mtg.se/en/brands--operations/operations/viasat-broadcasting/>. Viasat Broadcasting is owned by the Modern Times Group, "a leading international entertainment broadcasting group with the second largest geographical broadcast footprint in Europe", for more information about the company please see <http://www.mtg.se/en/about-mtg/> (all links accessed 15/08/13). Evidence for the sale of the distribution rights to the Modern Times Group is available within correspondence, which can be made available upon request.
- Evidence for the marketing of DVDs of the series can be seen through the following links: <http://www.bbcshop.com/history/wartime-farm-dvd/inv/av3028> or http://www.amazon.co.uk/Wartime-Farm-DVD-Ruth-Goodman/dp/B008NB6QF6/ref=sr_1_1?s=dvd&ie=UTF8&qid=1376556089&sr=1-1&keywords=wartime+farm (both accessed 15/08/13). The Amazon link ranks the DVD as 6,972 in the bestsellers list and gives an average customer review of 5 stars (out of a possible 5 from 48 reviews).
- Evidence for the sales of the book of the series can be seen through its Amazon link: <http://www.amazon.co.uk/Wartime-Farm-Rediscovering-Skills-Spirit/dp/1845337085> (accessed 15/08/13). This link currently lists the book as the 46th best-seller in the Agriculture and Farming section. The 150 customer reviews of the book give it an average score of 4.6 stars (out of a possible 5). One of the typical reviews states "This is a great book, full of social history, about life on a farm during the war years. It would be perfect for any student studying social history around this time, giving lots of useful and personal insights and knowledge, which will make great evidence for school projects. (...) A great record of social history for historians, students and the people who lived through it to enjoy."
- Open Learn from the Open University – see <http://www.open.edu/openlearn/about-openlearn/frequently-asked-questions-on-openlearn> (accessed 15/08/13), which states that "Open Learn gives free access to learning materials from The Open University. (...) Our shared vision was free online education, open to anyone, anywhere in the world. Open Learn is the result and we have since reached over 23 million people. In the first two years, Open Learn grew to include over 8000 study hours of learning materials from Open University courses. The website continues to grow with new course materials being published regularly". The Wartime Farm is part of the Open Learn initiative – see <http://www.open.edu/openlearn/whats-on/tv/ou-on-the-bbc-wartime-farm> (accessed 15/08/13)

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