

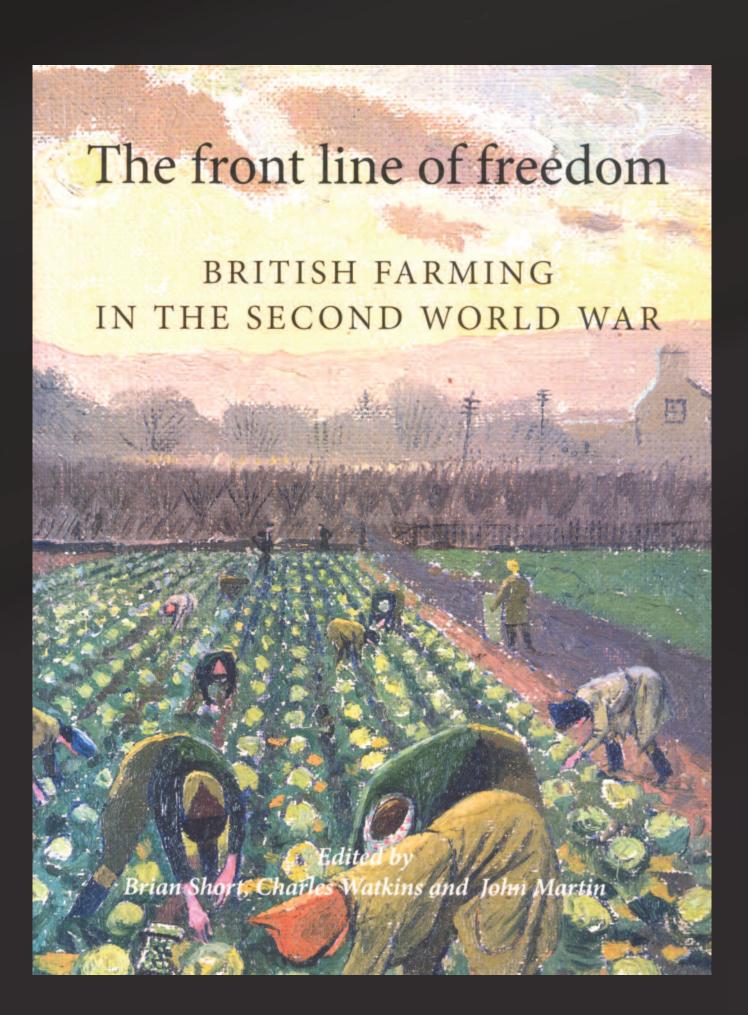
Research context:

- Focuses on the effectiveness of Britain's efforts to feed itself since the onset of the second world war.
- Wartime food production campaign: 'Frontline of Freedom' - saving the nation from starvation
- Investigates the causes and consequences of the state induced agricultural revolution since 1939: food shortages to food surpluses
- Explores threats to food security posed by the weather

Impacts from the Research:

- Raises the profile of food security
- ightarrow
- Wartime Farm series average 3.64 million viewers per week
- and Eastern Europe)

dmu.ac.uk/research



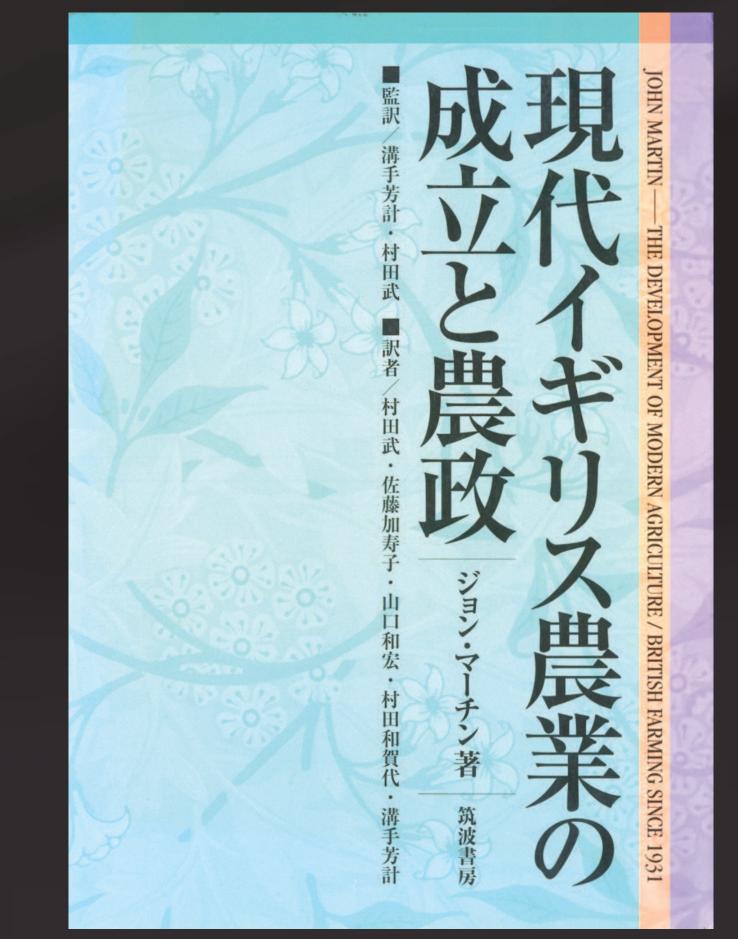
Enhances understanding of a major issue of contemporary importance Appointed Series Consultant for BBC eight part 'Wartime Farm 'series

• Audience Appreciation Score was 88 (BBC consider 85 and above as excellent.) Series distributed by Canadian Knowledge network and Viasat (Baltic states)

 Distinctive contribution to cultural capital for a national and international market • Open University uses the research as an integral part of their Open Learn initiatives • Wartime Farm Series 'exceeded expectations'; Co-authored 'Wartime Farm' booklet, 80,000 issued by Christmas 2012; Consultant 'Beat the Ministry' interactive game 'very popular'; 'Extremely pleased with the performance of the project' Source: Broadcast Project Manager, The Open University, 23 January, 2013

Global Food Security: A Case Study of Britain Since WW2

Dr John Martin: Reader In Agrarian History, Faculty of Art, Design and Humanities Series Consultant BBC's Wartime Farm Series produced by Lion TV in association with the Open University Jfmartin@dmu.ac.uk



Beat the Ministry challenge

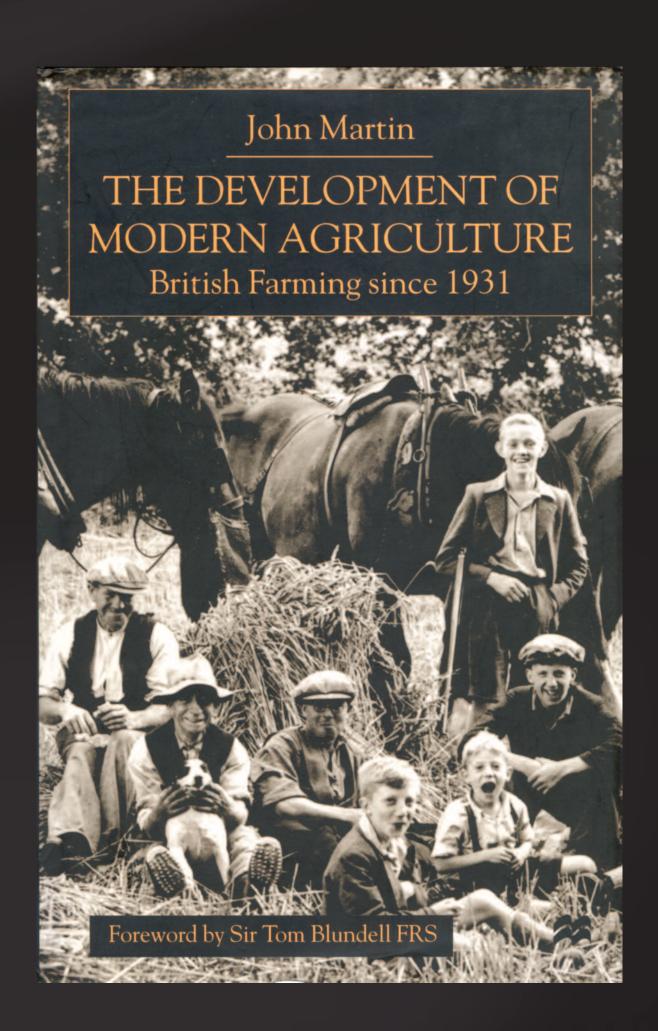


fectively than Lord Woolton and elp the war effort?

Try the Open University's teractive challenge



Order your free Wartime Farm booklet





The bleak midwinter of 1947



In agricultural circles 1947 is remembered as the year when the Labour Government passed the Agriculture Act, whereby the private sector was sponsored, rather than directed, by the state, through a complex system of assured markets and guaranteed prices.

This iconic legislation formed the bedrock of the state's relationship with the agricultural sector until Britain's entry into the European Community in the 1970s. However, the year was also noted by contemporaries as the worst winter in living memory. During the first three months of that year, the country was first engulfed in an arctic spell, then by extensive flooding which brought the economy and the agricultural sector to a virtual standstill.