



Shaping our Future

centre of knowledge that matches the scale of opportunity in the rural economy within Scotland and the UK and internationally. In short, SRUC needs to become a fully-fledged university – a new and unique kind of university for the 21st century that is regional, accessible, market-focused and responsive to a diverse range of rural challenges.

I am convinced that university status is the only means of bringing together effectively the new knowledge and innovation needed for growth in the rural economy, and the development of human capital to exploit them. With a strong vision, agility and, crucially, the openness to break the mould in how and with whom we collaborate, we will be a strong and unique anchor institution where research, skills and business converge. Such convergence will create new insights that deliver big strategic leaps and

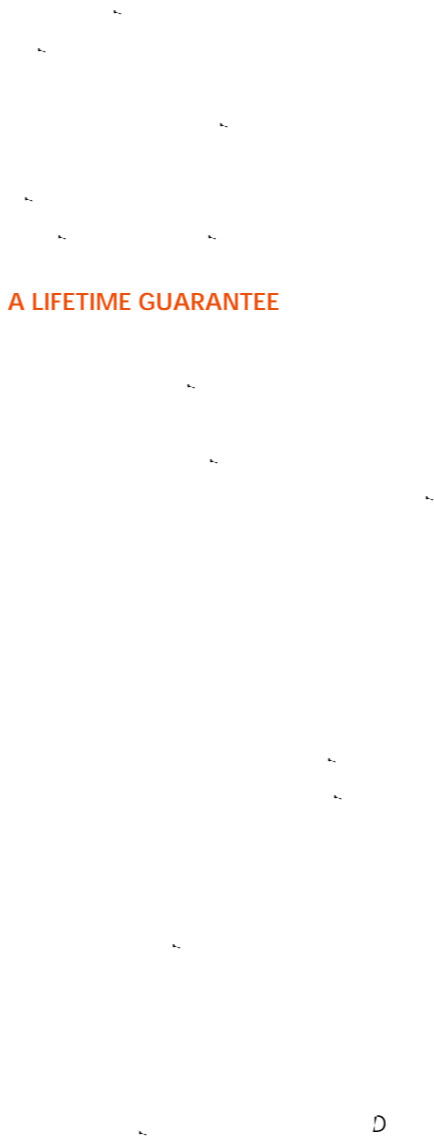
AN ERA OF CHANGE



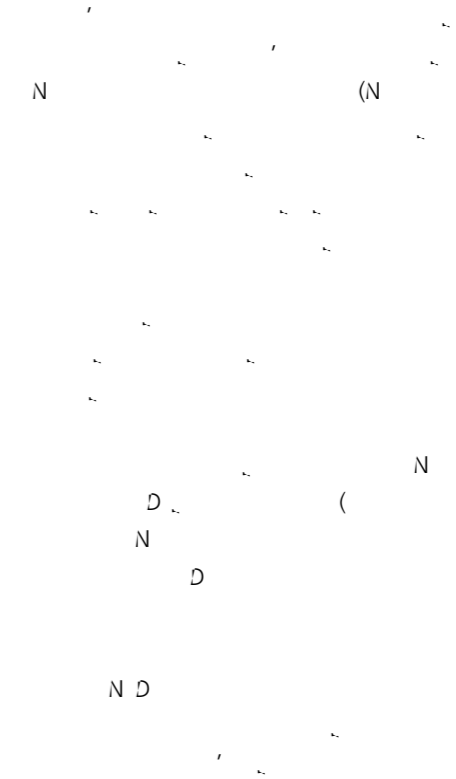
A FOCUS ON JOBS AND BUSINESS



A LIFETIME GUARANTEE



OUTCOMES-FOCUSED



Learning for the future

Katie Dubarry

Katie spent 10 years working in the beauty industry before deciding to do something new that could make a difference in the world. With an interest in self sufficiency and how the choices we make affect the planet and those around us, Katie made the decision to go back to college to study Agriculture at SRUC. She began with the HNC, then progressed into the degree course and plans to go on to postgraduate study.

“My eyes had been opened to the very wide world of agriculture, particularly the scientific aspects and doing the paperwork to ‘move up’ from HNC level to the degree course was really simple thanks to the support I received,” Katie explained.

“We are taught by expert staff with so many accolades to their names, and we also hear from a variety of guest speakers who are internationally renowned. It’s the advantage

of SRUC having three ‘wings’ of education, research and consulting.”

Cameron McLean

When Cameron McLean finished school in 2014, he decided university was not for him and instead worked as a labourer for a local landscaping company. After two years, feeling that his skills were not progressing, he followed the recommendation of a friend who had studied the Forestry NC at the Barony Campus and decided to sign up. He went on to do the Advanced Certificate in Arboriculture, which he has just completed, spending his summers gaining a lot of experience with a number of different forestry contractors across Scotland. He has just secured a job as a forestry harvester and forwarder operator with the Cowal and Trossachs district of the Forestry Commission.

Cameron said: “My first impression was the variety of backgrounds which had come



Cameron McLean

together on course. The work was great – well organised and safety orientated with plenty of interaction between teachers and pupils. My second year has been a good experience working with likeminded, determined and independent individuals working towards our own goals and classwork/deadlines.”

Gary Bruce

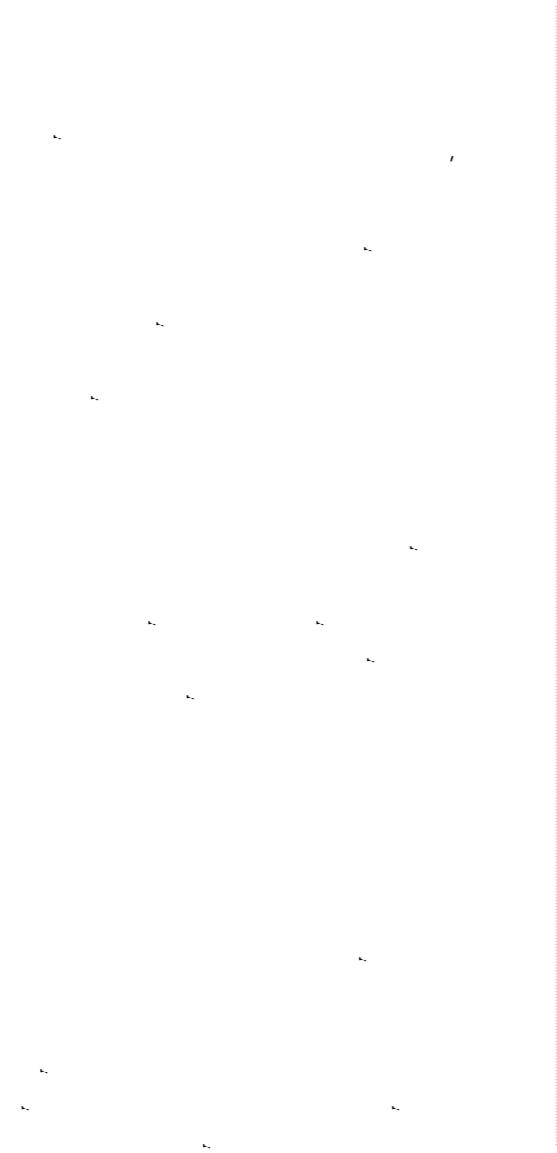
Gary Bruce began studying for an NC in Agriculture at Craibstone in 2006, progressing on to complete his Agriculture Honours degree in 2011. After graduating he joined farming supplies firm ACT in Turiff and has progressed quickly – he is now Area Sales Manager & Product Manager for Feed & Supplements. Gary has since taken on two more of our graduates to work at ACT, one from the Rural Business Management course and another from Agriculture.

Gary said: “No other educational institute could have helped me progress and get where I am today.”

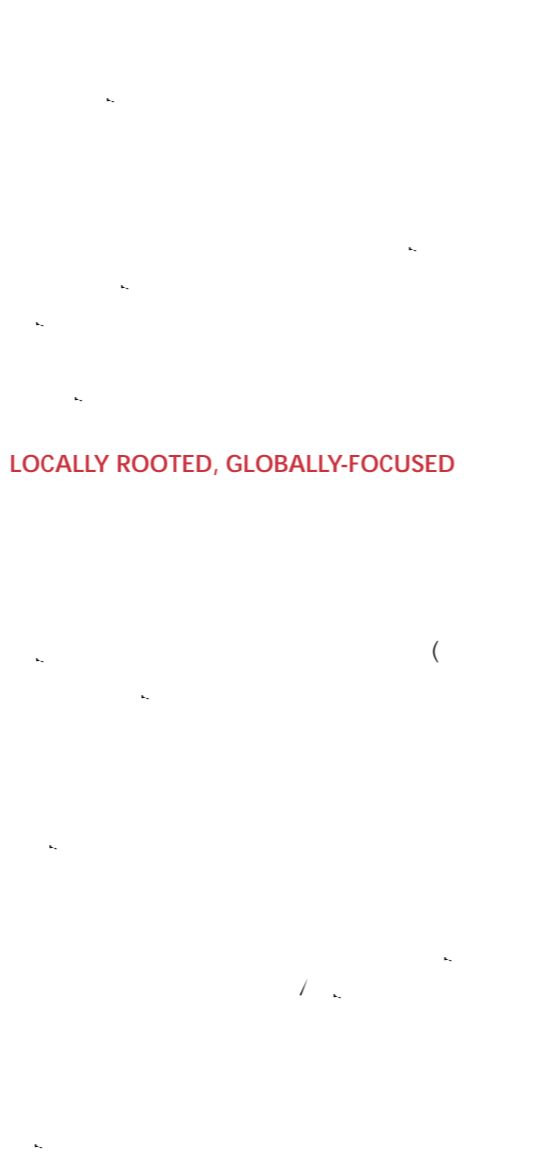


A NEW MODEL FOR A NEW UNIVERSITY





LOCALLY ROOTED, GLOBALLY-FOCUSED









Expert advice

NEW £5M BVD ERADICATION PROGRAMME FOR ENGLAND

- **The challenge:** Bovine Viral Diarrhoea (BVD) is an endemic disease of cattle across the UK, which costs businesses an estimated £61 million a year.
- **How it was tackled:** Following our work on the Scottish BVD Eradication Programme, we have been awarded a major contract by DEFRA to enable cattle keepers in England to work with their vets to look at how the disease could be impacting their business. We will receive funding by DEFRA to perform tests as part of this process.
- **Impact:** The funding will allow us to carry out tests for registered keepers in England, and has an aim of engaging 50 per cent of the breeding herd in England (dairy and beef) in BVD control over the next two and a half years.

BOOSTING LAMB REARING PERCENTAGE

- **The challenge:** At a national level on Scottish farms, rearing percentage – lambs reared per 100 ewes mated – is failing to improve, according to Quality Meat Scotland Sheep Enterprise performance figures.
- **How it was tackled:** The project builds on existing SRUC research and first sought to identify the main barriers to increasing rearing rate. Current work focuses on providing a management approach to reduce losses on six focus farms in Scotland and, with support from AHDB, England. This has led to a five point plan to improve rearing percentage.
- **Impact:** The target is to increase rearing percentage by 5% – this equates to a substantial financial benefit to the farmer at a low additional cost. So far, the trend is going up for most farms with the full impact to be established when the project finishes in June 2019.

SRUC Strategic Aims

2018-2023



VISION

MISSION

VALUES

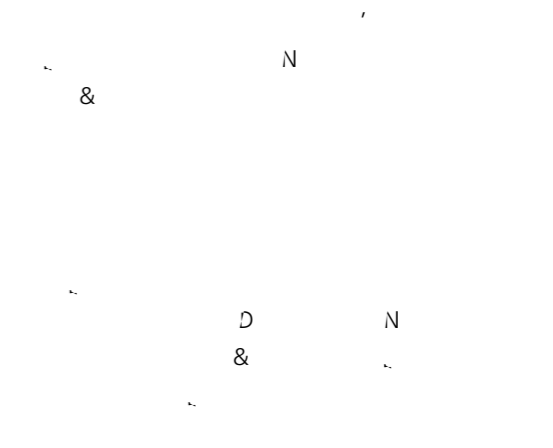
Respect we will recognise that everyone in the organisation makes a valuable contribution to our success.

Innovate we don't wait for things to happen, we constructively challenge how things are done.

Support we look beyond the boundary of our own roles to support others and share knowledge.

Excel we take pride in contributions, have high standards of excellence and always work to our core values.

INTEGRATION



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INDUSTRY-FACING

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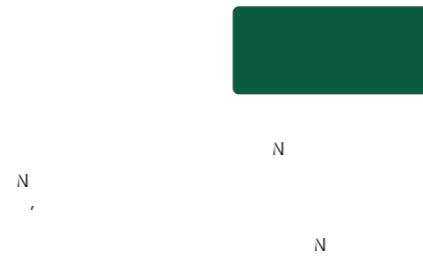
INNOVATION FOR IMPACT

INTERNATIONAL

INSPIRING

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Contact





SRUC