**Kate Michie (2018)**

# **A study of Perthshire land managers attitudes towards the conversion of upland farmland to forestry**

The aim was to investigate the apparent shift in land managers attitudes towards

forestry in recent years as Scottish Government policy aims to increase forest cover in

Scotland from 18% to 25% by 2050. Perthshire was chosen to be the study area due to

a variety of land types under varying management styles and traditions. 15 semistructured

interviews were conducted and found that typologies of land manager

occupation demographics broadly denote attitudes to forestry. The Farmer group on

the whole holds negative attitudes and the Land agent/ Factor group holds positive

attitudes. Brexit and the associated subsidy uncertainty was seen to be a major factor

affecting attitude change. Attitudes in this study are deemed to be more susceptible to

change from grant payment changes rather than policy changes. Personal and social

factors can be seen to override all other factors where new enterprise decision making

is concerned, this is seen to be true of both the Farmer and the Land Agent/ Factor

group.