



INDUSTRY SECTOR

Rural

Overview

The rural sector in Scotland plays a significant role in the country's economy and cultural heritage. With its picturesque landscapes, fertile farmlands, extensive woodlands and abundant natural resources, Scotland's rural areas support a diverse range of industries and activities.

What's the job market like?

The UK's decision to leave the EU single market put a tremendous burden on UK agriculture and aquaculture. Since Brexit, farmers have experienced considerable delays, some of which have resulted in lost orders, failed deliveries, unharvested fish and crops and the loss of labour.

Recognising the importance of addressing environmental concerns and achieving net zero, various rural sectors are under pressure to embrace innovative practices and technologies to achieve these goals. However, the lack of trained individuals within this area has resulted in severe skill shortage. Further growth in sectors such as peatland restoration, green infrastructure, woodland creation and blue carbon between now and 2030 is expected to be significant.

Scottish tourism has shown remarkable resilience and recovery post-COVID-19. Despite the challenges posed by the pandemic, Scotland's tourism industry has managed to bounce back thanks to our stunning landscapes, rich history, vibrant cities and warm hospitality. As restrictions were lifted, both domestic and international travellers flocked back to Scotland, in particular the Highlands and Islands, due to the successful marketing of the NC500 and the 'Outlander' effect.

The Scottish food and drink industry reached a record export value of £8bn in 2022, solidifying its position as a significant cultural and economic asset. Driven by strong growth particularly in whisky, the figures demonstrate the continued appetite for Scottish products globally.

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Sectors within Rural Scotland



Agriculture

Agriculture is a vital industry in rural Scotland covering various areas such as crop cultivation, livestock farming and dairy production. Scotland's natural landscapes and fertile land provide an excellent environment for agricultural activities.



Forestry

Scotland has extensive woodland areas and forestry plays a significant role in the rural economy. Timber production, wood processing and eco-tourism related to forests are important components of this sector.



Fishing

Fishing and aquaculture are essential industries along the Scottish coastlines. With abundant fishing grounds, the sector contributes heavily to the local economy and provides employment opportunities to coastal communities.



Tourism

Rural Scotland attracts tourists from around the world due to its stunning landscapes, historic castles and cultural heritage. The tourism industry encompasses roles in hospitality, outdoor activities and cultural experiences.



Food and Drink

The food and drink sector in Scotland offers a wide range of job opportunities across various fields due to its diverse and dynamic nature. From food production, supply chain and logistics to hospitality, distillers and culinary arts, there are roles that cater to a variety of skills and interests.



Land, Estates and Conservation

The land, estates, and conservation sector in Scotland offers a wide range of job opportunities for individuals passionate about preserving the environment, managing land sustainably and contributing to rural communities. Roles include Estate Manager, Wildlife and Habitat Officer and Cultural Heritage Manager.

Scottish Military Employers



Military Transferable Skills and Attributes

There is an indisputable connection between the sector and the military in terms of attributes, attitudes and experiences, with service leavers and veterans ideally placed to fill a wide range of managerial and technical roles on land. Transferable military skills include:

- Leadership
- Teamwork
- Resilience
- Physical Fitness
- Problem Solving
- Adaptability
- Resource Management
- Navigation
- Communication

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