

Farm language guide – suggested phrases and definitions

The words we use matter. Some common agricultural terms can sound unfamiliar or negative to people outside the industry. This guide helps you choose language that explains your work clearly and protects the reputation of your business and sector.

Use this table to find preferred terms and alternatives that present your work in a positive and accurate light. Add your own examples in the “Notes” column to make it specific to your farm.

Grazing Specific Terms			
Preferred term	Acceptable alternatives	Alternatives to be avoided	Notes
Meat processing	Meat production	Slaughter	
Meat processing facility	Abattoir	Slaughterhouse Kill floor	
Pest / disease / weed control	Natural resource management Treatments/inputs	Chemical spraying Chemical pollution	
Animal welfare	Animal health Animal wellbeing	Animal rights	
Land management	Natural resource management	Deforestation Erosion Soil degradation Reef run-off Reef kills / fish	
Vegetation management	Woody weed control	Tree clearing Land clearing	
Balanced diet	Healthy diet Nutrition/nutritious diet	Vegan Keto Carnivore	

Animal health treatments	Preventative health treatments	De-horning Tail-docking De-beaking Teeth clipping Mutilations	
Reproductive healthcare	Natural mating Artificial insemination	Forced joining	
Free range / Barn raised Grassfed / grainfed	Managed feeding environments	Overcrowding Factory farming	
Water use efficiency	Precision moisture applications	River extraction Over-watering	
Mothering shelters	Safe feeding shelters	Sow stalls Caged pigs	
Veal production		Calf slaughter	
Weaning	Transition to an adult diet	Forced separation of baby animals from their mothers	
Modern plant breeding techniques	GMOs	Frankenstein foods Gene editing	
Farm business support	Crisis response package	Subsidies Handouts Bail outs	
Carbon cycle	Whole of farm carbon mitigation	Carbon pollution	
Cattle burping	Cattle feed digestion	Livestock methane pollution	

Horticulture specific terms			
Preferred Term	Acceptable Alternatives	Alternatives to be avoided	Notes
	Under-performed	Crop failure	
	Selective harvesting / selective removal	Culling vegetables	
	Invasive species	Pests	
	Biological pressures	Infestation	
	Mycological care	Fungicide	
	Population management	Eradication	
	Surplus stock	Unsold produce	
	Compostables/ Recyclable biomass	Waste	
	Commercial farming	Large scale farms	
	Economically efficient	Cheap	
	Field technician / Crop assistant	Farm Hand	
	Equipment assets	Machinery	
	Hydration networks	Irrigation Systems	
	Crop protection treatment	Chemical Spraying	
	Nutrient application	Fertilizer spraying	



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Farm language guide – Your farm descriptors

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