





The Campaign for the Farmed Environment


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Introduction


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The background

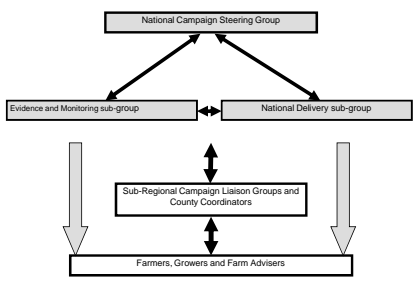
- Decision in 2007 to reduce set-aside to 0%
- Creation of HLSAG to report to Secretary of State
- July 2008 – SOS ‘acknowledges’ recommendations of HLSAG
- CAP Health Check agreement + cross-compliance changes
- Hillary Benn comments to NFU Annual Conference – “not wedded to compulsory approach”
- Announcement in favour of ‘Option B’, Campaign for the Farmed Environment at Royal Show 2009



Key partners





Governance arrangements



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graph TD
    A[National Campaign Steering Group] --> B[Evidence and Monitoring sub-group]
    A --> C[National Delivery sub-group]
    B <--> C
    B <--> D[Sub-Regional Campaign Liaison Groups and County Coordinators]
    C <--> D
    D <--> E[Farmers, Growers and Farm Advisers]
  
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Overview

Aim: Promote voluntary management of farmland to ‘re-capture’ set-aside benefits from a relatively small area of well located and positively managed land.

Working with:

1. Farmers with Environmental Stewardship (ES)
2. Non ELS participants but likely to enter
3. Those outside schemes
4. Agronomists and farm advisers



Objectives

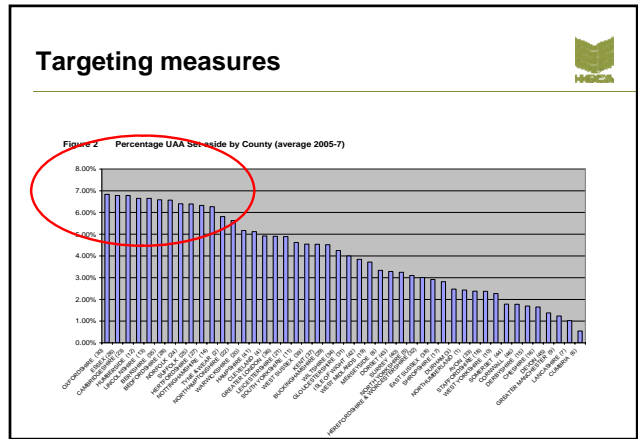
- CFE's goal is to retain and exceed the environmental benefits of set-aside with specific themes on farmland birds, resource protection and wider biodiversity
- Specific hard targets and actions:
 - Double area of key in-field ELS options (additional 40,000ha)
 - Retain the current area of uncropped land (about 179,000ha)
 - Increase the area of land voluntarily managed by at least 30,000ha

Objectives

- Assist NE achieve target of 70% of agricultural area in agri-environment schemes by March 2011
- Promote agronomy CPD to 1500 agronomists and advisors
- Seek to improve the environmental management of third of uncropped land
- Promote voluntary measures with the greatest environmental benefit
- Promote Campaign participation by those outside agri-environment schemes by engaging 20/40/60%

The 3-theme approach

- Theme 1 – FARMLAND BIRDS
- Theme 2: RESOURCE PROTECTION
- Theme 3: WIDER BIODIVERSITY



17 key counties = 66% of former set-aside area

Tools

Aim – a broad range of actions arable and cropping farmers can adopt

ELS

- Re-invigorate enthusiasm and participation
- Generate thoughtful entry into 'best' options

Non-ELS

- 16 voluntary management options
- Revised management rules for GAEC 12

Other industry initiatives

- Voluntary Initiative on pesticides
- Professional Nutrient Management
- Catchment Sensitive Farming delivery initiative

16 Voluntary Management Measures



- **Block plots and strips – unsown**
Regenerating grass buffer strips and uncropped headlands
- **Blocks and strips – sown**
Game strips and Pollen and nectar headlands
- **Stubbles and whole field options**
Rotational fallows and winter stubbles
- **Input and management planning**
Reduced input crops and nutrient management plans
- **Alternative land use**
SRC and mixed land use

Role of farm advisors is critical!



- Eyes and ears on the ground
- Source of trusted advice
- Need to embed environmental best practice into sound agronomic decisions – development of training module
- Co-ordination with key agronomy groups through AIC, AICC and others
- What do advisors need?

Local-level activities



County	Area of arable (hectares)	Percentage cropped
Lincolnshire	392000	77
Northfolk	284000	68
Nth Yorkshire	218000	36
Humber and East Yorkshire	212000	76
Suffolk	206000	69
Cambridgeshire	192000	78
Essex	176000	71
Hertfordshire	60000	62
Bedfordshire	59000	70
Kent	117000	50
Wiltshire	109000	42
Hampshire	108000	49
Northants	107000	58
Oxfordshire	103000	63
Leicestershire	100000	60
Nottinghamshire	99000	67
Gloucestershire	79000	38
Warwickshire	77000	51
Bucks	43000	39
South Yorkshire	40000	49
Berkshire	33000	48
Dorset	85000	32

Local-level activities



- Local-liaison groups in target counties (some joining up)
- Bring together relevant local stakeholders with role in delivering advice to farmers
- Appointment of LLG co-ordinators
- Co-ordinate locally relevant campaign activities
- Demonstration/ beacon farms

Monitoring



- **ELS participation** monitored via NE's Genesis system (should be supplemented by farm type)
- **Non-ELS participation** by on-farm annual record (*in development...RPA distributed, telephone survey, site visits*)
- Requirement for annual reporting of campaign achievements

What does it mean for me as a farmer?



- If you are in ELS – then you should renew your agreement. You may be encouraged to just options to tackle campaign objectives (i.e more in-field options)
- If you are not in ELS – then you should consider participation
- Seek to retain uncropped land where possible
- Undertake some form of additional voluntary management (according to 16 options) and record it

Commentary and key messages



- Significant challenge laid down to farming industry to deliver CFE- this is NOT a free ride!
- “No room for passengers” – we all have a role to play
- Long-term approach to regulatory challenges – more industry-led solutions?

Thank you



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