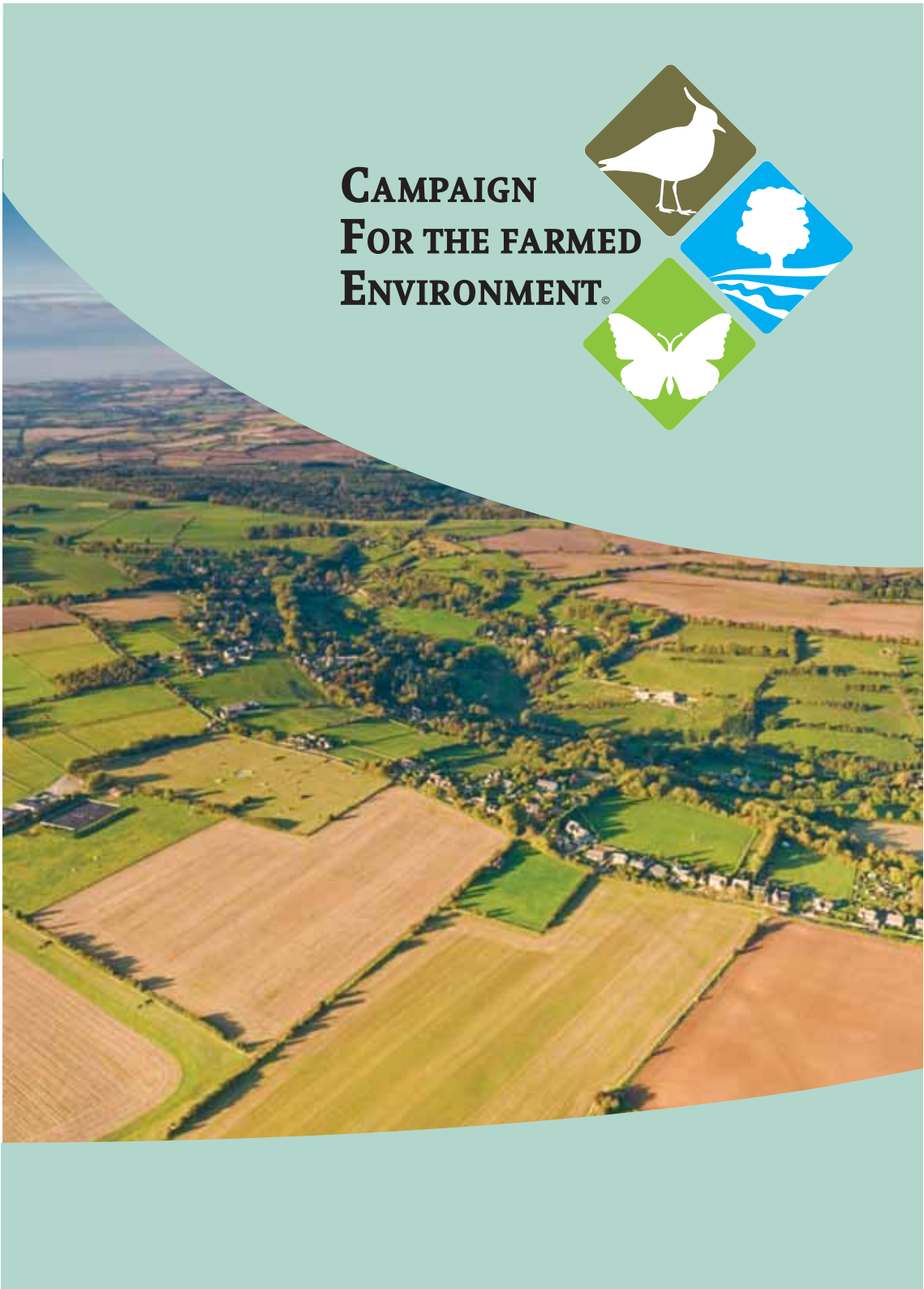


**CAMPAIGN
FOR THE FARMED
ENVIRONMENT®**





CAMPAIGN FOR THE FARMED ENVIRONMENT

All farmers and land managers have a key role to play in ensuring that the Campaign for the Farmed Environment is a success. There are a range of voluntary management practices or ELS options that you can adopt on your farm to benefit the environment, whilst at the same time being agronomically practical.



Farming has a vital role in protecting water and soil

The Campaign offers farmers a range of options to

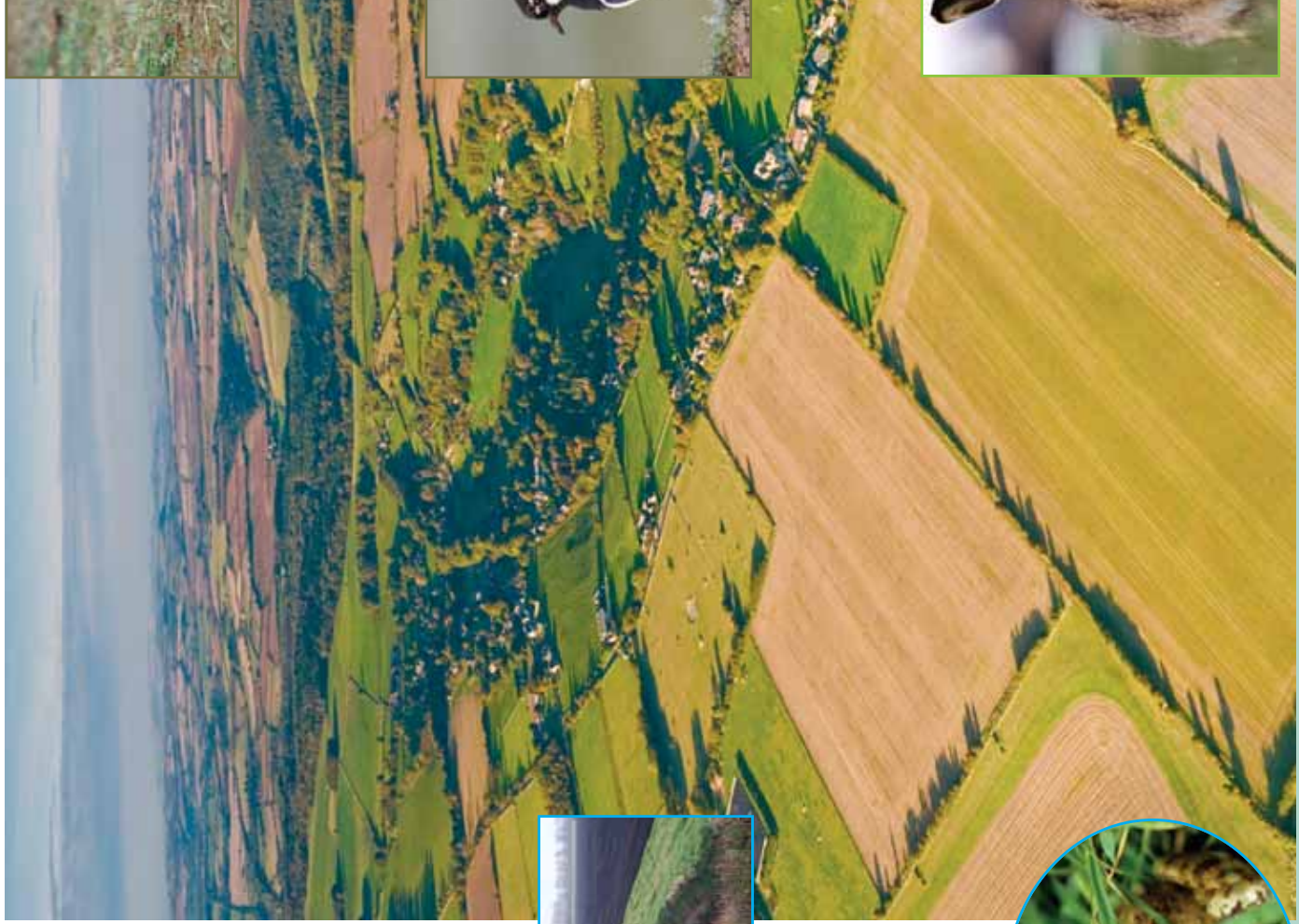
protect watercourses by:

- tackling the source of run-off, flooding and erosion.
- slowing down pathways of soil erosion and run-off.
- creating a physical barrier.
- You can do this by managing land appropriately in risky areas, putting in place buffer strips alongside watercourses or using cover crops.

Effective protection of soil and water is as much about choosing the right location as choosing the right option. Many surface waters including rivers, lakes and estuaries could be in better condition. This is already a key objective of the Water Framework Directive.

Your carefully targeted management can help prevent sediment and other pollutants from reaching water and causing harm to aquatic life or reducing water quality.

- Simple good management practice can often control the source of a problem.



Farmland Birds: To thrive farmland birds need three things throughout the year:



- Seed food during the winter and early spring can be supplied by 2ha of seed rich cover crop or 5ha of overwinter stubble (or a combination of the two) per 100ha. Green stubbles are substantially better than sprayed off stubbles. If a pre-harvest desiccant or post-harvest herbicide is necessary, then the area of stubble will need to double to 10ha per 100ha in order to provide sufficient viable seed for winter food.



- Some farmland birds such as skylarks and lapwings will require in-field nesting habitat in the form of 20 skylark plots or 1ha fallow plots per 100ha. Many other species are catered for with good field margin and boundary management.

- The majority of farmland birds feed their young on insects and therefore a network of insect rich foraging habitat should be established and maintained across the farm. You should aim for 1ha per 100ha or options such as conservation headlands, cultivated margins and flower-rich margins.



Farm wildlife: All farms support wildlife. Wildlife requires a balanced and varied approach to farmland management that will provide a variety of habitats. For example:



- You can benefit bees, butterflies and a wealth of other insects by establishing a network of flower rich habitats across the farm.
- If you have light free-draining soils then you can benefit arable plants by creating cultivated margins or leaving conservation headlands.
- By buffering and protecting any water on your farm, you will help protect and provide the habitat for bats, newts, water voles and other small mammals to flourish.
- Unimproved or flower-rich grassland are of value, retaining and managing these areas can benefit a range of farm wildlife.





What is the Campaign for the Farmed Environment?

Farmers care for the land they farm and know that a healthy environment is essential for sustainable farming.

In order to retain and exceed the environmental benefits that used to be provided by set aside, all the leading farming organisations are now working together to encourage farmers and land managers to voluntarily adopt important land management practices that will benefit the environment. These management practices will work along three key themes:

- Resource protection
- Farmland birds
- Farm wildlife

Through the Campaign you will be offered the best possible advice and guidance on how to retain and increase the environmental benefits provided by your farmland. The Campaign does not involve any regulation and in many cases can provide a financial incentive through Entry Level Stewardship (ELS).

The Campaign unites key industry stakeholders – the NFU, CLA, FWAG, LEAF, AIC, GWCT, AICC and CAAV – who will work in partnership with Defra and its agencies,

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Natural England and the Environment Agency, as well as the RSPB and other wildlife representatives.

All farmers, land managers and advisers have a part to play in ensuring the Campaign is a success

1. **'You make a difference'** - land management practices are the biggest influence on farm wildlife, your choices will determine the type and quantity of wildlife on your land.
2. **'Your farm has environmental value'** - all farms have wildlife, natural resources and farmland birds that need protection.
3. **'Location, Location, Location'** - choosing the right options in the right places can make a massive difference.

What can farmers and land managers do?

1. Renew your ELS agreements or enter for first time, and choose some key in-field options.
2. Retain uncropped land and record all GAEC 12 fallows on your SPS claim form.
3. Review your existing voluntary management and aim to deliver one thing outside your ELS agreement.

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All farmers and land managers have a key role to play in providing the big three and this is what you need to do

Management Options*	Option title	Resource protection	Farmland birds	Farm wildlife
C1/EF9	Grass buffers alongside temporary and permanent water courses	✓		✓
C2/EF5	Grass areas to prevent erosion and run-off	✓		
EF1	Management of field corners	✓		✓
C3a/b	Reverted arable areas/optional scrub management	✓		✓
C4/EF8	Sky/lark plots		✓	
C5/EF13	Fallow plots /Uncropped, cultivated areas for ground-nesting birds on arable land		✓	✓
C6	Overwinter stubble followed by spring/summer fallow		✓	✓
C7a	Overwintered stubbles	✓	✓	✓
C7b	Overwintered stubbles – optional for vulnerable soil			✓
EJ13	Winter cover crops	✓	✓	✓
EF15	Reduced herbicide cereal crop preceding over-wintered stubble			✓
EF22	Extended winter stubbles		✓	✓
EG4	Cereals for whole-crop silage followed by overwintered stubbles		✓	✓
C8/EF11	Uncropped, cultivated margins		✓	✓
C9/EF2/EG2	Wild bird seed mixture (arable/grassland areas)		✓	
C10	Game strips		✓	
C11/EF10	GWCT Un-harvested cereal headlands		✓	✓
EF9	Unfertilised cereal headlands within arable fields		✓	✓
C12a/EF4	Pollen and nectar mixtures for arable/grassland areas		✓	✓
EG3	Pollen and nectar mixtures specifically developed for use with horticultural crops		✓	✓
C12b	Sown wildflower headlands		✓	✓
C13	Beetle banks	✓	✓	✓
EF7	Selective use of spring herbicides		✓	✓
C14	Enhanced management of SRC (willow or poplar only)			✓
C15				✓

*Management options:

C options – Campaign for the Farmed Environment voluntary measure

E options – Entry Level Stewardship (ELS) option

In addition to these options the Campaign encourages the uptake of nutrient management planning (RB209) e.g. Tried & Tested which has been developed by industry (NFU, AIC, CLA, FWAG and LEAF) with support from ECSFDI (England Catchment Sensitive Farming Delivery Initiative).

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Campaign for the Farmed Environment targets

Every farmer and land manager should consider participating in the Campaign to help us meet agreed national targets. If, by June 2012, those targets are not being met the voluntary approach could be replaced by a regulatory one – with far more red tape and expense for everyone. All the Campaign partners are encouraging farmers to adopt, or continue, management practices which will help meet the national targets to:

- Ensure that ELS agreements contain the right options in the right places to create important habitats for wildlife on farms.
- Retain a certain level of uncropped land and strive to improve the management of at least a third of this land to support habitats for birds, insects and mammals. In some cases this will also help with resource protection on farms.
- Increase the current national level of voluntary environmental management by at least 30,000 hectares.

How will the Campaign for the Farmed Environment work at a local level?

The coordination of activities and advice at a local level will be vital to the success of the Campaign. Local Liaison Groups in the key target counties will provide tailored advice and guidance to farmers and land managers depending on the environmental challenges and opportunities present in a particular area. Beacon farms will demonstrate the Campaign

The Campaign for the Farmed Environment website

Visit www.cfeonline.org.uk to find out more about the Campaign targets, themes and voluntary measures. This information hub will also provide information about the key counties and activities at a local level including coordination, a diary of events and progress – on the development of beacon farms.

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working in practice. All counties will have regional priorities for action to encourage all farmers and land managers to get involved.

How will my contribution be recorded?

All farmers with over 10ha arable land will receive a farm record in January 2010 to record any voluntary management undertaken on their holding. However, wherever you are in England and whatever type of farmer you are, the uptake of ELS and the selection of option choices highlighted in the voluntary measures table, will be recorded by Natural England and will count towards the Campaign meeting its targets.

Campaign for the Farmed Environment partners - NFU, CLA, FWAG, LEAF, AIC, GWCT, AICC and CAAV – working in partnership with Defra and its agencies, Natural England and the Environment Agency, as well as the RSPB and other wildlife representatives.

Photos: istock,rsqb, alamy, Richard Faulks, The Environment Agency, GWCT

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