



Tamar to Exe and the agricultural sector

Paul Cottingham, MSc, MIEEM
Environment Adviser
National Farmers Union in the South West





The NFU and the UK agricultural sector

- The **National Farmers' Union** of England and Wales (NFU) **represents** the interests of some **10,000 members in the South West**
- With **75 per cent of national land area** in the agricultural sector (**18 million hectares**), farmers are in the front line of climate change, food production, resource management and biodiversity management.
- We are leading on initiatives such as Tried and Tested, the Voluntary Initiative and the Campaign for the Farmed Environment.





What will I cover

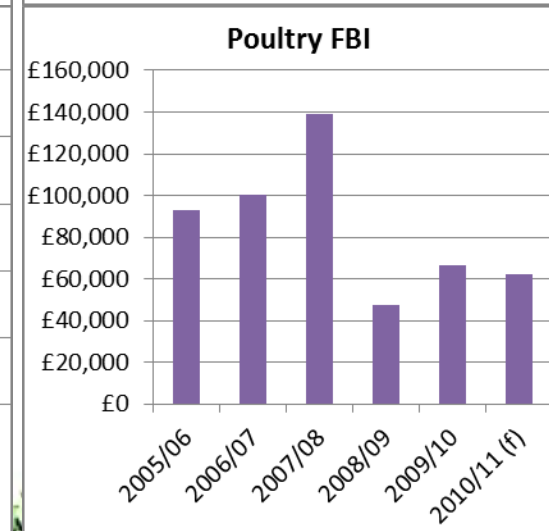
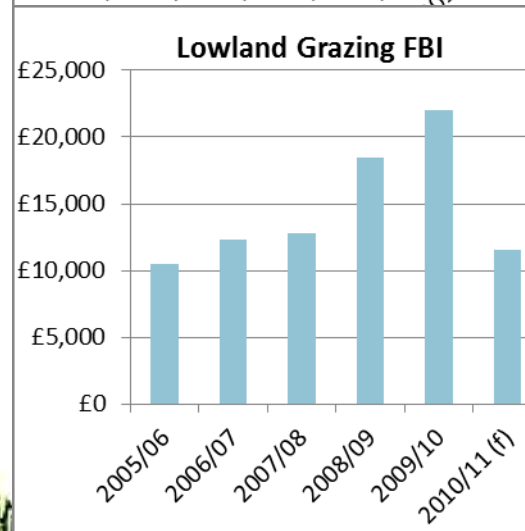
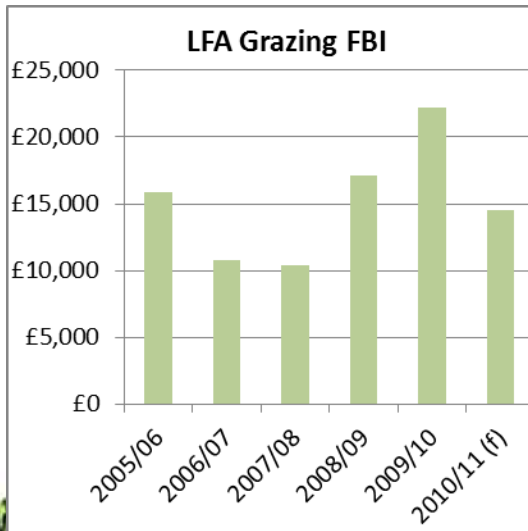
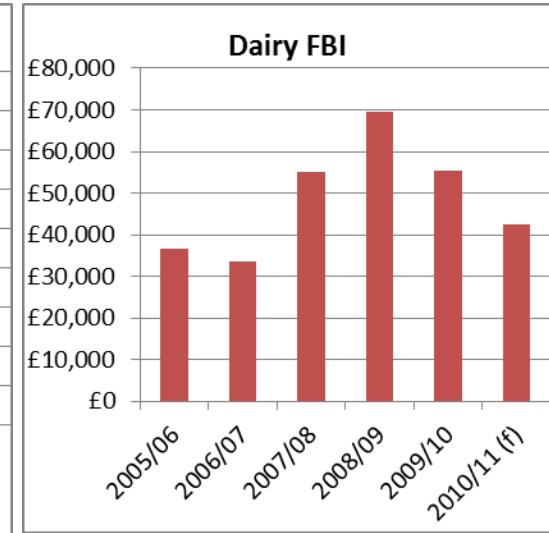
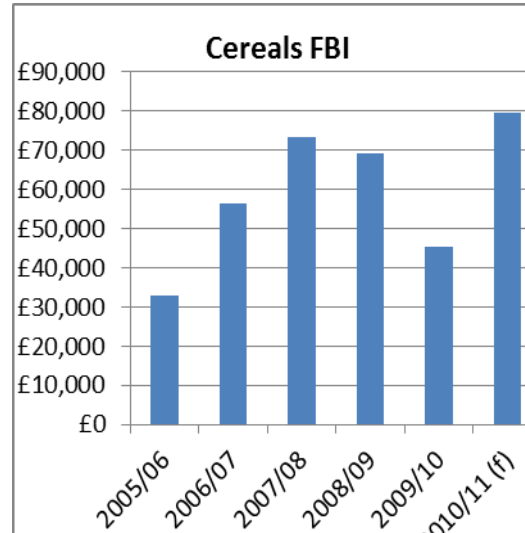
- A pretty picture
- Key issues for farming
 - The market
 - Regulations
- Possible priorities for the Productive Landscapes theme
- What might success look like from my perspective
- Picture of a cow
- End







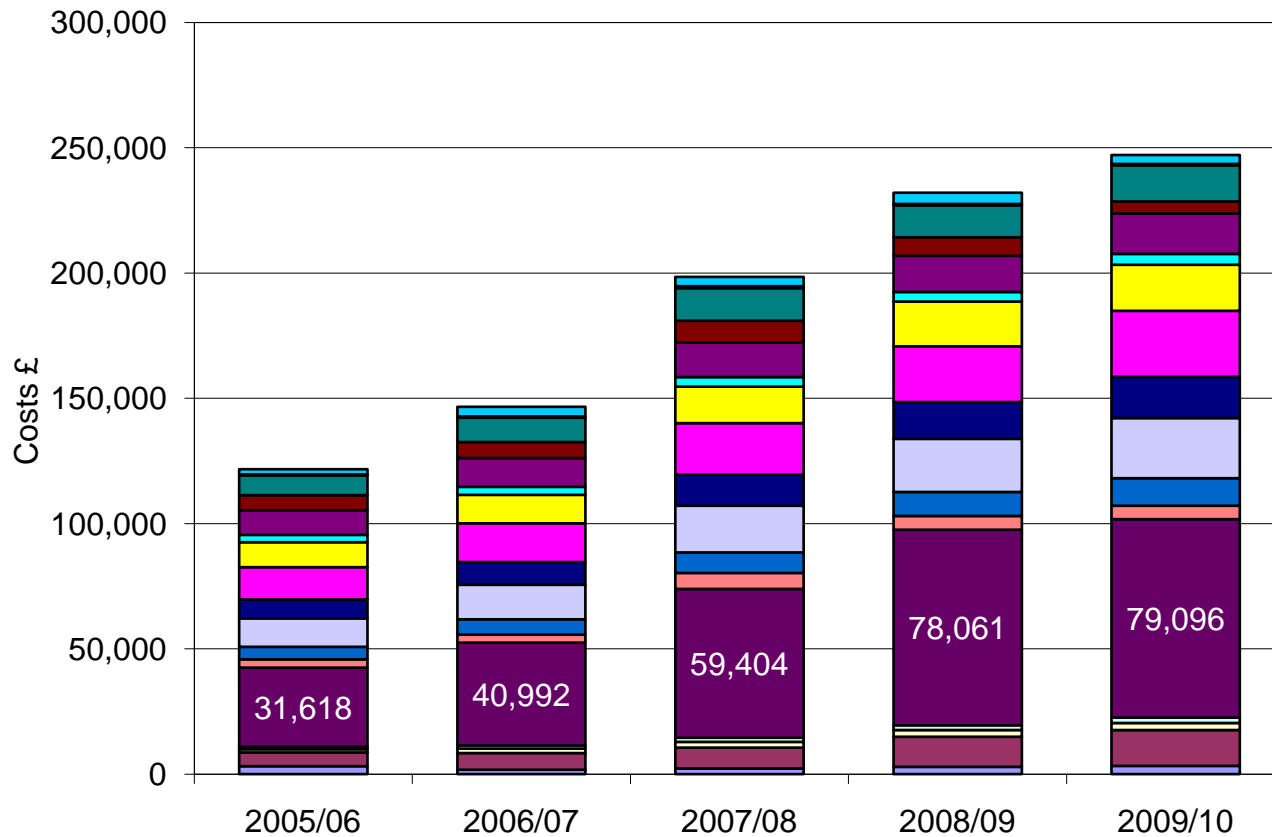
Sector divergence





One of the challenges?

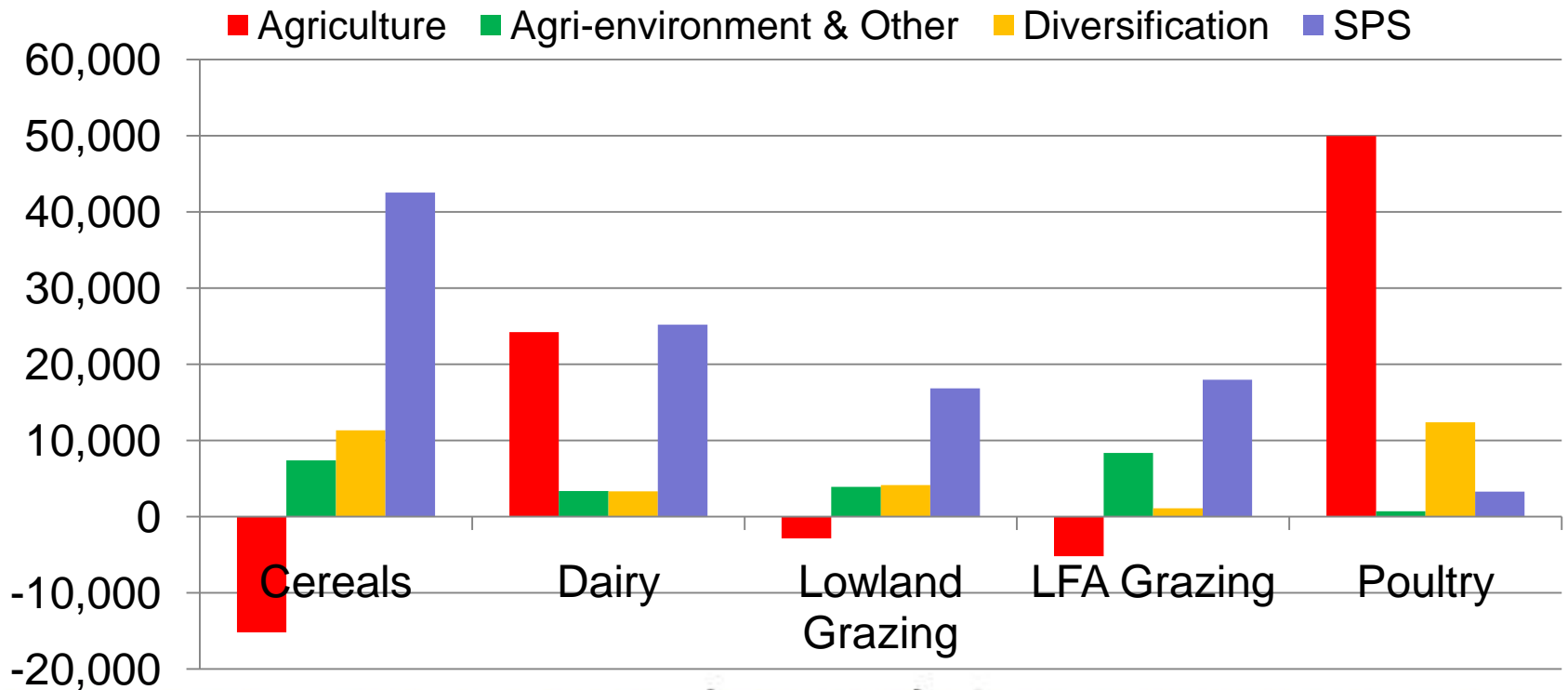
Dairy costs (less depreciation)

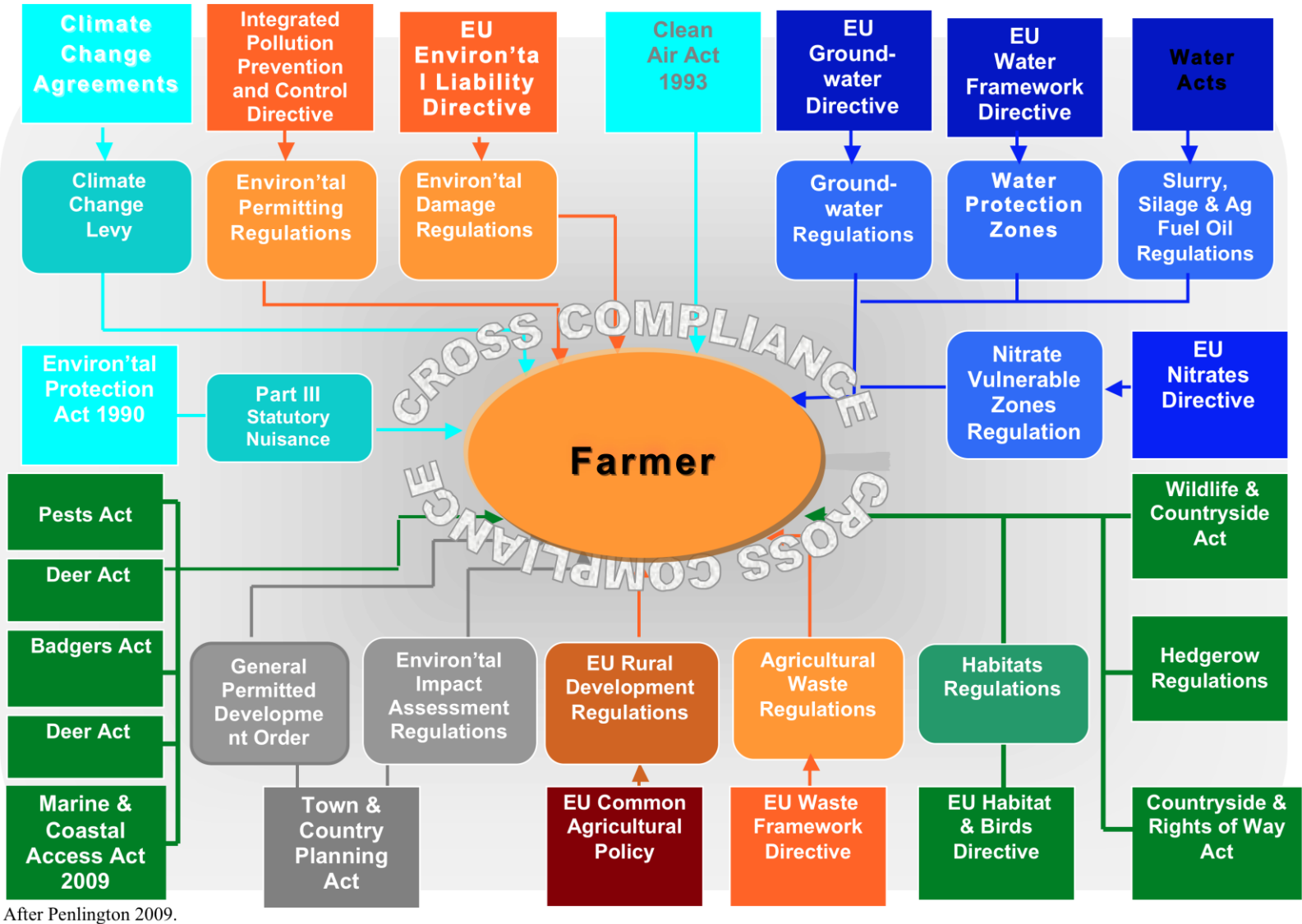


- Miscellaneous costs
- Maintenance, repairs and insurance
- Rent paid
- Share of net interest payments
- Water, electricity and other general costs
- Bank charges & professional fees
- Machinery running costs
- Labour (regular + casual)
- Contract costs
- other livestock costs
- veterinary fees & medicines
- home grown feed & fodder
- purchased feed & fodder
- other crop costs
- crop protection
- fertilizers
- seed



Farm Business Income per farm by cost centre 2009/10





After Penlington 2009.



Proposal for working for Productive Landscapes Theme

Encourage balanced action through clear communication to farmers and landmanagers.

Focus on 3 fundamental issues

1. Have thriving habitats and species
2. Improve the quality of our resources especially soil and water.
3. Producing good quality food to meet the needs of the locality and to bring income into the area and add in forestry.

Be supported by good evidence and interpretation.

Ensure that delivery is integrated across different ecosystem services.

Activity is monitored and results are reported.





What might success look like?





Taken from WAgriCo: Key Messages from an Adviser perspective

- It takes time to get catchment information.
- It takes time to get farmer trust.
- Target advice giving based on knowledge of the catchment.
- You need funding to implement measures and undertake capital projects – helps with farmer engagement to have \$£€
- Project needs to run for long enough so you can implement changes based on the baseline data.
- **Has to be practical and have an economic advantage to be achievable.**
- Personality is 50% of the role the other 50% is adviser expertise.





The farmer is happy to do something if you tell them why they need to do it, what they need to do and what the results were.





The NFU champions British farming and provides professional representation and services to its farmer and grower members



The End

