



Frequently Asked Questions (April 2011)

AN OVERVIEW OF THE CAMPAIGN

1. How do I “sign up” to the Campaign for the Farmed Environment (CFE)?

You do not have to formally “sign up”, it is about activity on the ground which qualifies under the Campaign targets. Your Environmental Stewardship agreement delivery for CFE is monitored by Natural England. Please do tell us about any voluntary Campaign measures you are doing by completing our Online Record which is available at www.cfeonline.org.uk/Online-record/Online-Record/ at the end of May 2011.

2. What do I need to do to take part in the Campaign?

Taking part is easy and you can support the Campaign by doing the following:

- **Entry Level Stewardship:** When you renew/join Entry Level Stewardship (ELS) put one third of your points in Campaign key target options
- **Former set-aside and uncropped land:** Retain your areas that were formerly set-aside and any other areas of uncropped land. Record these areas on your annual Defra June Survey return
- **Voluntary Measures:** Put areas (3 – 4% of your arable area) where you are not delivering ELS options into Campaign voluntary measures. Record these Campaign Voluntary Measures on the annual Defra postal survey or by completing the Campaign online record which is available at the end of May at www.cfeonline.org.uk

3. How much do I need to do towards the Campaign?

Taking part in the Campaign is easy. As a guideline, if every farm puts three to four per cent of their arable area into Campaign voluntary measures or a combination of voluntary measures and key target options in Entry Level Stewardship (ELS), the Campaign will succeed. For example, if every farmer and land manager in England establishes just one hectare of pollen and nectar mix and two of wild bird seed on every 100 hectares of land in production, and buffered vulnerable watercourses, the Campaign will meet its targets and avoid regulation. Remember to retain your uncropped land as this will help maintain the environmental benefits provided by former set-aside.

The key is choosing the right management options to deliver against the Campaign priorities and locating them in the right place for it to work on your land. For example, farm wildlife and farmland birds will benefit most when all of their needs throughout the year are provided, for example, safe nesting sites to rear young, spring/summer food, winter food/cover (including hibernation areas).

4. Where can I get support and advice from on the Campaign?

There is a network of local coordinators across key target counties in England who are on hand to provide advice and information on the CFE. They also organise events on beacon farm which demonstrate the Campaign working in practice. The details of the local coordinators can be found [here](#). If you farm in a non-target county please contact the Programme Office [here](#) for advice and guidance.

5. What may happen if I don't take part in the Campaign?



Frequently Asked Questions (April 2011)

The Campaign is an industry-led voluntary approach with the objective of retaining and exceeding the environmental benefits that used to be provided by mandatory set-aside before its abolition in 2009. We have until 2012 to make this voluntary approach work otherwise a compulsory approach is likely to be introduced.

As highlighted in Defra's public consultation in 2009, the compulsory approach would have required farmers to adopt a limited range of environmental land management options on 4-6% of their cultivated land. Unlike set-aside this would have required active management and would have been in addition to any activity already being delivered under a farmer's agri-environment agreement. The Campaign however, offers a wider range of options that can form part of an Entry Level Stewardship (ELS) agreement or measures that many farmers are already undertaking voluntarily outside formal agri-environment schemes such as game cover or retaining former areas of set-aside.

The costs of a cross compliance regulatory route would be greater on industry due to the damage caused to ELS and the administrative burden of changing existing agreements and recording/complying with the new rules. The compulsory approach would take a greater area of land out of production (at least 4 – 6%) and be less beneficial for environment. The role and environmental value of uncultivated land is not recognised in the compulsory approach (even in the price bubble of 2008 3% of land remained uncultivated but did not appear on SPS forms as GAEC 12) due to more onerous management conditions.

6. What are the benefits of taking part in the Campaign?

The intangible benefits relate more to the risks of doing nothing. If advisers and farmers do not get involved then ultimately the Campaign will fail and Defra will be obliged to resort to regulation which will have an adverse impact on farmers and growers.

The more tangible benefits of taking part in the Campaign include diversification of farm incomes through ELS payments and help with meeting cross compliance requirements via the voluntary buffer strip element of the Soil Protection Review (SPR) and also meeting LERAP requirements.

The Campaign will enable farmers to realise the potential of less productive areas on their farm, these areas are often the most valuable for wildlife since a range of different plants tend to grow here, providing food for insects, birds and small mammals. It will help maintain breeding numbers of farmland birds by providing the 'big three' across holdings and provide habitat for crop pollinators and natural enemies.

7. Why was having this voluntary approach or compulsory set-aside the only choice?

Sir Don Curry's High Level Set-aside Group (HLSAG) commissioned a range of studies to consider the botanical diversity, use by farmland birds and the importance of set-aside in protecting soil and water and the scientific evidence showed that former set-aside land provided a range of benefits for the environment. Read the full reports [here](#)

The reports prompted the government to propose a compulsory scheme (option A) to ensure the environmental benefits associated with former compulsory set-aside land

Frequently Asked Questions (April 2011)

were not lost. This option would have taken up to 6 per cent of cultivated land out of production and would not have been as simple as set-aside. It would have had compulsory management prescriptions for a limited range of options and importantly would have been an additional mandatory requirement to any work already undertaken through agri-environment schemes.

The CLA and NFU felt that the option A proposals were disproportionate and unlikely to deliver the environmental benefits wanted. They believed that the research projects showed quite clearly that the benefits tended to be site specific, dependent on the management undertaken on them and also varied depending on where such areas of land were located. For example a grassed area at the bottom of a steep slope leading to a watercourse is obviously going to be effective at stopping runoff. Similarly a game cover located next to a woodland/hedge will be better for birds than one in the open. They also felt that the discussion around whether to replace set-aside had not considered the enormous uptake of Entry Level Stewardship and other agri-environment schemes or indeed recognised the management undertaken by farmers outside of agri-environment schemes.

The Presidents of the CLA and NFU went to the Secretary of State (Hilary Benn at that point in time) and persuaded him that the compulsory route was bad for everyone, farmers, conservationists and the environment. They wanted recognition of the enormous contributions made to environmental management through both agri-environment schemes and for other reasons on farm from wanting to leave something better for the next generation, to the management undertaken as part of shoots, etc.

The Campaign aims to do just that! It recognises that management comes in different forms and has a range of 15 Campaign Voluntary Measures that farmers can undertake outside of agri-environment schemes and can help farmers work around existing legislation such as LERAPs, or complement shoots on the farms with winter food and cover options or for horticulturalists offers pollen and nectar mixes that not only boost those all important pollinators but also attract biocontrol agents. All of these Voluntary Measures are based on sound scientific evidence. Similarly we wanted to recognise what farmers have achieved through agri-environment schemes and continue to engage government support for ongoing funding of these.

8. How does the Campaign stack up financially?

Example 1: 200 ha combinable crop farm

200 ha = £6,000 ELS income.

Will lose management plan points totalling £1,800 (*points*)

Assume up to £400 (*points*) per ha average per "in-field" option

= 4.5 ha max of additional in-field options required

So, change farm system on additional 2.25% of total farm area (max) to retain ELS income and meet CFE targets

Example 2: Skylark plots on a 10ha winter wheat field

Assume 7ha eligible for plots = 14 plots total

14 plots @ £5 (5 *points*) per plot

= £70 (70 *points*) ELS income

Loss of wheat output = £800 per ha or £1.28 per plot



Frequently Asked Questions (April 2011)

Total loss of crop in the field = £18

Net Gain in the field = £52

AGRI-ENVIRONMENT SCHEMES & THE CAMPAIGN

9. I am a farmer already in ELS and with a couple of years still to run on my agreement - what should I be doing?

- You should try and enter some land where you don't already have ELS options located into one or more of the Campaign's Voluntary Measures (as described in the farmer booklet you will have received in January). There is no maximum or minimum area you should do – it's up to you and what you can do. The key thing is to get the maximum out of what you can do by making sure it's in the right place and the CFE leaflet provides some useful guidelines for example for farmland birds.
- Also maintain your existing uncropped land. Some of the Campaign Voluntary Measures can be placed on here provided ELS options are not already being delivered on that land.
- When your ELS agreement becomes due for renewal, the important point is to try and incorporate some of the ELS in-field options (key target options) into your agreement (these are identified in the Campaign leaflet).

10. I am a farmer about to renew my ELS agreement– what do I need to do?

- You should try to incorporate some of the ELS in-field options (key target options) into your agreement.
- If you can, you should also try and consider entering some land into one or more of the Campaign's Voluntary Measures (as described in the farmer booklet you should have received in January 2010). There is no maximum or minimum area you should do – it's up to you and what you can do. The key thing is to get the maximum out of what you can do by making sure it's in the right place and the Campaign leaflet provides some useful guidelines for example for farmland birds.
- Also maintain your existing uncropped land. Some of the Campaign Voluntary Measures can be placed on here.

11. I am a farmer not in ELS but considering it – what do I need to consider?

- Take a look at the ELS Third Edition Handbook which can be viewed on [Natural England's website](#). You will see that there are a whole range of different ELS management options each of which give points on an area basis. These points equate to pounds and you need to achieve 30 points per ha over the whole of your holding to qualify for the scheme. There is no minimum area to participate. When considering which options to choose for the first time you should try to achieve a balance of different options depending on the opportunities or issues on your farm that you would like to address. However, the important point is to try and incorporate some of the ELS in-field options (key target options) into your ELS agreement (these are identified in the Campaign leaflet).
- If you can, you should also try and consider entering some land where you will not be placing ELS management options into one of the Campaign's Voluntary Measures (as described in the farmer booklet you should have received in January 2010). There is no maximum or minimum area you

Frequently Asked Questions (April 2011)

should do – it's up to you and what you can do. The key thing is to get the maximum out of what you can do by making sure it's in the right place and the CFE leaflet provides some useful guidelines for example for farmland birds.

- Also maintain your existing uncropped land/former set-aside?. Some of the Campaign Voluntary Measures can be placed on here if you are not delivering ELS management options on that land.

12. What is an ELS in-field option (key target option)?

Basically "in-field" options are those options in ELS that have up until now been less popular in terms of their uptake within ELS agreements. By and large the majority of these ELS options are those which physically take up some field space. Some in-field options are more obvious than others, such as the skylark plots. However they can also include ELS options such as pollen and nectar mixes, which although they are often located around the edge of the field are still considered as "in-field". As a rule of thumb check the table in your [Campaign leaflet](#) to see which are the key target in-field ELS options that count directly towards the Campaign themes.

13. Why doesn't the standard over-wintered stubbles option (EF6) count towards the Campaign achieving its targets?

The Campaign recognises the benefits delivered by former set-aside and the valuable contribution made by over-wintered stubbles. However, stubbles are already quite a popular option within ELS agreements. Therefore, in order to meet one of the Campaign challenges, redressing the current imbalance in the uptake of ELS options, we have not been able to include the standard over-wintered stubbles EF6, as an option which contributes to the Campaign's targets. However, the extended over-wintered stubbles EF22 does count and two Voluntary Measures have been developed too – C6 (over-wintered stubbles followed by spring/summer fallow) and C7 a/b (over-wintered stubbles/optional vulnerable for soils).

14. Do 6m ELS buffer strips next to watercourses count towards the Campaign?

Yes, the ELS options for 6 metre buffer strips alongside watercourses (options EE9 and EE10) now count towards the Campaign. Since the launch of the Campaign, when these options weren't included, the partners accepted farmer and adviser feedback that the new ELS options EE9 and EE10 should count towards the Campaign and as result the Campaign? will be able to make a more significant contribution towards reducing diffuse pollution from agriculture, and therefore contribute to Water Framework Directive (WFD) targets, whilst complementing advice and guidance provided by Catchment Sensitive Farming and the Soil Protection Review. When you create 6m buffers next to watercourses ensure that you register them on your ELS application form as EE9 and EE10, rather than standard 6m buffer strips (EE3 and EE6).

15. Walkers seem to think that my Environmental Stewardship margins are a right of way so why should I put in more for the Campaign?

This can be a genuine concern for farmers, particularly those close to urban areas where margins are sometimes wrongly seen and used as a pathway provided for walkers. The Campaign is now providing signs to explain to the public that the margins are being managed for environmental purposes and are not to be used for public access, however simple practical steps can often be more effective at



Frequently Asked Questions (April 2011)

preventing the opportunity for a problem to arise in the first place. To request a sign visit www.cfeonline.org.uk

Some practical steps you can take to deter these margins being used incorrectly by walkers include starting your margin a few metres in from the nearest access point, leaving it uncut or planting it up with species difficult to walk through. If you are considering putting in some margin-type Environmental Stewardship options and they will form part of a formal agreement then you should check how this affects how you measure the final length of the margin that will officially count towards your agreement. If in any doubt check with your Natural England officer.

16. Forage maize is excluded but why isn't grain maize included?

Grain maize feeds Rats, Badgers, Crows, Rooks & Wood pigeon (and of course Pheasant) mainly and is considered not to be particularly beneficial to smaller farmland birds. When good numbers of small birds are associated with maize, it is usually because millet and or sunflowers have been added to the mix. This is why grain maize is excluded.

17. What happens to my ELS agreement if the Campaign fails and a regulatory approach is brought in?

A major concern of the Campaign stakeholders throughout the discussions on replacing compulsory set-aside has been that the introduction of a mandatory cross compliance requirement to manage a percentage of cultivated land in the event that the voluntary Campaign approach fails would impact adversely on farmers' Entry Level Stewardship (ELS) efforts.

Defra has issued clarification for farmers who have engaged in ELS to support the Campaign and how they will be impacted if regulation is introduced before the new CAP regime. The detail is outlined below:

Defra want to reassure farmers who do contribute to the CFE that they will not be disadvantaged should a regulatory fall back be introduced in the future. It is keen to work with farmers to ensure that ELS and the Campaign are successful.

It is possible to adjust an ELS agreement within its lifespan. In the event that a regulatory requirement to take land out of production is introduced, delivery bodies will work with farmers already in ELS agreements to adjust their options where necessary to enable them to stay in the scheme.

In addition where new regulations were to duplicate a funded ELS option, and the agreement has to be amended accordingly, farmers may withdraw without penalty from ELS. However, Defra would be keen to work with farmers who are already in ELS at the time any regulatory fall back to the CFE is introduced to adjust their options and enable them to stay in the scheme.

If an ELS agreement has to be amended it would not have to be re-started for a further period of five years but could continue to the end of its term.

If an ELS agreement is amended, the handbook conditions applying at the start of the agreement would continue to apply to its remaining term.

It is much too early to say what the detailed framework for conditions on direct payments and agri-environmental programmes under a new CAP regime in 2014 will look like. There are a wide range of options on the table as set out in the Commission's Communication on the future CAP. However, there is nothing in the



Frequently Asked Questions (April 2011)

Commission's Communication to suggest that agricultural land already taken out of production voluntarily would not count towards any scheme that requires farmers to take a percentage of their agricultural land out of production post 2013 – nor have Defra heard any suggestions to that effect. Defra's aim is ensure as smooth a transition as possible between existing agri-environment arrangements and the post 2013 arrangements, and they will therefore seek to deliver this through negotiations.

18. Government funding is under threat in many ways, is ELS funding secured?

Defra is committed to making ELS agreement payments under the current Rural Development Programme for England (RDPE) which runs from 2007 to 2013. The European Commission (and therefore Defra) does not have a legal authority to make any payments for agreements beyond 2015. So what would happen if for example you were to start a new ELS agreement in 2011 which would run until 2016? In short, whilst Defra cannot *absolutely guarantee* funding from one Rural Development Programme to the next, a clear precedent has already been established in the current RDPE to continue to make payments on agreements that were carried over from the previous Rural Development Programme period. Defra will review the continued financial provision for such agreements in 2012.

19. If I go into HLS will it count towards the Campaign?

Yes, the in-field ELS options (key target options), which are included in Higher Level Stewardship (HLS) agreements as 'more of the same' options now count towards the Campaign. Since the launch of the Campaign, when these options weren't included, all of the Campaign partners recognised that these options (see below) are beneficial, whichever scheme they are funded through.

ELS Code	Option	HLS Code
EF1	Field corner management	HF1
EF2	Wild bird seed mixture	HF2
EF4	Nectar Flower mixture	HF4
EF7	Beetle banks	HF7
EF8	Skylark plots	HF8
EF9	Unfertilised cereal headlands within arable fields	HF9
EF10	Unharvested cereal headlands within arable fields	HF10
EF11	Uncropped, cultivated margins for rare plants on arable land	HF11
EF13	Uncropped cultivated areas for ground-nesting birds on arable land	HF13
EF15	Reduced herbicide, cereal crop management preceding over wintered	HF15
EF22	Extended over-wintered stubbles (followed by natural regeneration)	Not available under HLS as 'more of the same' HLS
EG2	Wild bird seed mixture in grassland areas	Not available as 'more of the same'
EG3	Nectar flower mixture in grassland areas	Not available as 'more of the same'
EG4	Cereals for whole crop silage followed by over-wintered stubbles	HG4
EJ5	In-field grass areas to prevent erosion and run-off	HJ5
EJ9	12 m buffers against water courses on cultivated land	HJ9
EJ13	Winter cover crops	HJ13

Frequently Asked Questions (April 2011)

20. I have an HLS agreement and am already doing a lot for the environmental management on my farm – why do I need to do more?

- Most HLS agreements will be structured in such a way that you will already be delivering a great deal of environmental benefit across your holding. It is likely that all opportunities for environmental management have been considered and which case you do not need to do any more.
- You may have some small areas of land that are currently out of production and that could contribute to the Campaign by using the Voluntary Measures.

21. I have a Countryside Stewardship Scheme (CSS) agreement and am already doing a lot for the environmental management on my farm – why do I need to do more?

- CSS agreements will vary in complexity and detail and whilst you will be contributing to the environment through participation in this scheme there may well be further opportunities for you to do more.
- You are able to run an ELS agreement alongside a CSS agreement; if you haven't already considered this it is worth looking at the 3rd Edition ELS Handbook (available on the Natural England website) to see if you can enter the scheme. If you are carrying out environmental measures outside of a formal agreement on your holding, then it may be worth checking whether it could be financially beneficial to consider ELS as you may be doing enough to qualify
- Also maintain your existing uncropped land. Some of the Campaign Voluntary Measures can be placed on here.
- Before your CSS agreement expires you should consider the best way to maintain the benefits you have already delivered. Your CFE Local Coordinator will be able to signpost you to the best advice.

22. I have an Environmentally Sensitive Area (ESA) agreement and am already doing a lot for the environmental management on my farm – why do I need to do more?

- ESA agreements will vary in complexity and detail and whilst you will be contributing to the environment through participation in this scheme there may well be further opportunities for you to do more.
- You are able to run an ELS agreement alongside an ESA agreement; if you haven't already considered this it is worth looking at the 3rd Edition ELS Handbook (available on the Natural England website) to see if you can enter the scheme. If you are carrying out environmental measures outside of a formal agreement on your holding, then it may be worth checking whether it could be financially beneficial to consider ELS as you may be doing enough to qualify
- Also maintain your existing uncropped land. Some of the Campaign Voluntary Measures can be placed on here.
- Before your ESA agreement expires you should consider the best way to maintain the benefits you have already delivered. Your CFE Local Coordinator will be able to signpost you to the best advice.

<p>FORMER SET-ASIDE, UNCROPPED LAND & CAMPAIGN VOLUNTARY MEASURES</p>
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Frequently Asked Questions (April 2011)

23. What is the definition of uncropped land?

Uncropped land includes:

1. Rotational fallow land
2. Land which fulfils the cross compliance standard GAEC 12 (agricultural land which is not in agricultural production). Some of the Campaign's Voluntary Measures can be sited on GAEC 12 land. These include:

- C1 Grass buffers alongside temporary and permanent watercourses*
- C2 Grass areas to prevent erosion and run-off*
- C3a Reverted arable areas
- C3b Optional scrub management
- C5: Fallow Plots/Uncropped, Cultivated Areas for Ground-Nesting Birds on Arable Land
- C6 Overwinter stubble followed by spring/summer fallow
- C8: Uncropped, Cultivated Margins
- C12a Pollen and nectar mixtures for arable or grassland areas*
- C12b Optional for use with horticultural crops*
- C13 Sown wildflower headlands

Please note that from 2010 GAEC 12 now includes an exemption to allow these Campaign measures to be cut between March and July as stated in the management requirements of each measure

3. Wild bird seed mixtures, game cover and game strips (including Campaign Voluntary Measure C9 Wild bird seed mixture - arable/grassland areas and C10 Game strips)

For advice on managing uncropped land visit this webpage -

<http://www.crosscompliance.org.uk/cms/assets/Uploads/PDFs/The-decision-tree-for-managing-GAEC-12-land-2007.pdf>

24. How is uncropped land monitored by Defra?

Uncropped land will be monitored through the annual Defra June Survey which is sent to between 45,000 and 75,000 farmers each year. For the definition of what can be included as uncropped land please see Question 22 above.

Agricultural land which is not in agricultural production which fulfils the cross compliance requirement of GAEC 12 will count towards the Campaign's uncropped land targets and can be declared as OT2 on the SPS claim form (SP5). This information will be used to determine where uncropped land is being retained from a regional perspective.

It is not however essential that uncropped land is recorded as OT2 on the SP5 form since the definition of uncropped land is wider than GAEC 12 land and will be monitored on the annual Defra June Survey.

25. I do not wish to join ELS but I would like to participate in the Campaign – how do I do this?



Frequently Asked Questions (April 2011)

- You don't have to be in a formal agri-environment agreement to participate in the Campaign. You can participate by entering as much or as little land as you choose into one or more of the Campaign's Voluntary Measures (as described in the farmer booklet you should have received in January 2010). There is no maximum or minimum area of land you need to include – it's up to you and what you can do. The key thing is to get the maximum benefit out of what you can do by making sure it's in the right place and the Campaign leaflet provides some useful guidelines, for example, for farmland birds.
- It is worth considering that if you are carrying out environmental measures outside of a formal agreement on your holding, then it may be worth checking whether it could be financially beneficial to consider ELS as you may be doing enough to qualify.
- Also maintain your existing uncropped land. Some of the Campaign Voluntary Measures can be placed on here.

CAMPAIGN TARGETS

26. Are there local targets for the Campaign?

No, the national Campaign targets in terms of the total areas (ha) that we have to achieve have not been sub-divided down to regional or county level. There are however local priorities for Campaign activity such as whether a particular Local Liaison Group (LLG) has agreed to focus more effort on, for example, resource protection issues where this has been identified as a particular local issue.

The reason for not setting local area targets is because all counties in England will be able contribute towards the national Campaign targets in different ways depending on the local constraints and opportunities. Progress of the Campaign is being monitored in such a way as it will be possible to pick up at a national level how different regions and counties are progressing over time.

27. If the 70% ELS coverage target is met in a key Campaign target county, will there still be an emphasis on getting farmers into voluntary management?

Yes, just because a county exceeds its Environmental Stewardship area uptake target, the Campaign Voluntary Measures target applies separately. This is a national Campaign and some counties will contribute differently to the different targets, but one of the arguments for not setting county targets was to acknowledge these regional differences in terms of challenges and opportunities. The Campaign cannot afford to be complacent here on any of the targets in any county, extra uptake in Environmental Stewardship in one county above the target will help counties where this will be more tricky for them - so every county (in fact every region nationally) has a responsibility to do its best in the hope this will all add up and balance out nationally. It is also important to remember that voluntary management is only one of the Campaign targets, choosing in-field ELS options (key target options) is vital to help the Campaign succeed.

28. Does HLS count towards CFE targets?

The Campaign has a target to help Natural England achieve 70% agri-environment coverage of Utilisable Agricultural Area (UAA) by March 2011 - this applies to ALL agri-environment schemes including HLS. Therefore entering HLS counts towards the overall area target to get 70% of UAA into agri-environment



Frequently Asked Questions (April 2011)

29. I'm not in one of the Campaign Target Counties do I need to do anything?

Whilst the Campaign has identified 22 arable "hotspot counties" where the greatest percentage of former set-aside land was located, this is very much a national Campaign and every farmer and grower in England has a part to play. Therefore every farmer or land manager that renews their ELS agreement, incorporates some of the key in-field options (key target options), carries out one or more of the Campaign's Voluntary Measures or simply retains their current uncropped land will all count towards those national targets. To help us do this the Campaign aims to support additional communication activities along with other Campaign partners where these complement our targets and when they do not distract significantly from existing delivery arrangements.

30. Why are all the Voluntary Measures/in-field options promoted by the Campaign targeted at arable farmers?

As the Campaign's aim is to replicate the environmental benefits provided by former mandatory set-aside, particular measures/options have been selected to achieve this outcome and to meet the targets set by 2012.

31. As a grassland/livestock farmer how can I support the Campaign?

You can help the Campaign by joining ELS or by renewing your existing ELS agreement and where you have a cropped/arable area ensure that you take up key target (in-field) ELS options and/or Campaign voluntary measures.

RECORDING AND MONITORING CAMPAIGN ACTIVITY

32. Why was Defra's June survey not sent out using the SBI?

A Single Business Identifier (SBI) is allocated to every business that registers with the Rural Payments Agency (RPA). A business has to register with the RPA if it claims the Single Payment Scheme or is an RDPE agreement holder/grant applicant, however not all arable farmers are registered with the RPA which means that some farmers have not been allocated an SBI. Similarly, if farmers use an agent or other professional to complete their SPS claim, and where those advisers are authorised to receive the farmer's SPS mail, the ongoing survey could be sent to the agent not the farmer/land manager responsible for managing the land. This could mean that the deadline to complete the monitoring survey would be missed and farmers' contributions would not be counted.

Since the Campaign is national in scope and the industry believes every farmer and land manager has a role to play in helping the Campaign to succeed and avoiding the introduction of regulation, it was decided that the larger database used to send Defra's June survey should be used to ensure that all farmers (whether SPS claimants or RDPE participants or not) could participate in the Campaign.

We are aware of a number of limitations with the database being used and are working with Defra to address this.

33. My existing ELS agreement is a 'whole farm' agreement so does that mean I shouldn't be declaring anything I'm doing additional to my agreement on the Defra annual monitoring survey which is sent out in February each year?

On the Defra postal survey you should record everything that you are doing voluntarily for environmental management that is not being directly funded through



Frequently Asked Questions (April 2011)

one of the formal agri-environment schemes options. Therefore, whilst an ELS agreement is a whole farm agreement, if you have additional areas on that holding such as for example game strips that are not counting towards your agreement points total, then you should include them on the postal survey under the equivalent voluntary measure (in this case C10).

If you are carrying out activities for environmental management outside of a formal agri-environment agreement which do not appear to have an equivalent Campaign Voluntary Measure (or “C” measures on the Defra postal survey) listed on the Defra postal survey, then there is space under “other” to include these activities.

34. Why doesn't the Defra survey take into account what I'm already doing through my agri-environment scheme?

The Defra survey isn't designed to monitor the activity in formal agri-environment schemes, because Natural England are already doing this assessment for the Campaign through their existing database which is able to monitor this information in detail.

The Defra postal survey is primarily carried out to assess two key parts of the Campaign:-

- 1) general awareness of the Campaign and how this changes over time.
- 2) the level of environmental management already being carried out on farms outside a formal agri-environment scheme, for example ELS, HLS or one of the older “classics schemes” like CSS or ESA. Therefore the Defra postal survey is not designed to assess the work farmers may already be doing in one of these schemes.

The first survey was sent out in November 2009 to assess the baseline of awareness and activity and the first ongoing monitoring survey was sent out 15th February 2010 and will be sent out every February after that for the duration of the Campaign.

35. Why isn't the RPA monitoring uptake of the Campaign Voluntary Measures?

The RPA is making every effort to simplify the SPS claim form (SP5) and the addition of questions about the Campaign would have counter-acted this. This would also have come with a significant administrative burden for the RPA and farmers themselves. The personal record forms included in the ‘Farmer's guide to Voluntary Measures’ is easily completed and reduces this administrative burden to farmers.

36. The location of ELS options is a key message why is this not being monitored?

As part of the Campaign monitoring the Food and Environment Research Agency (FERA) will be carrying out a number of on-site field assessments between 2010 and 2012. There will be a total of 200 farm visits for those farmers who consented to participate in the field assessment through the Defra annual monitoring survey. The visits by FERA will be approached as research for the Campaign, rather than inspections, and are in no way connected to the RPA's routine cross compliance or SPS eligibility inspections. One of the key aims of these field visits will be to verify that farmers have put in place the options they indicated on the ongoing monitoring survey form including whether they have been located in appropriate places on their farm. So, for example, where prevention of erosion is an objective, the FERA team will be looking to see if the option is appropriately located, and assessing whether the



Frequently Asked Questions (April 2011)

vegetation is composed of suitable species and managed in the right way. This part of the Campaign monitoring work started in mid April 2010.

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