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ENVIRONMENT



Example Of Best Practice: Wild Bird Seed Mix Management Events





Less than Best Practice

- General CFE theme
 - Poor timing - farmers busy
 - No food, or freebies
 - Minimal partner working, no specialist speakers
 - Limited publicity – websites and NFU texts
- = 3 attendees, despite a lovely farm



Best Practice

- Wild Bird Seed Managements Events:
- 6 held in the East Region
- 35 – 70 farmers at each event
- Very positive feedback:
 - “ very interesting and instructive - useful information on the selection of mixes and sites as well as establishment and ongoing management, combined with seeing it for oneself on the ground and hearing the farm manager’s experience.”



Timing



- Post harvest
- End of October and November
- Farmers weren't busy



Theme



- Wild Bird Seed Mix is a theme that engages farmers
- Many are interested in shooting
- And/or farmland birds in general
- Most visible wildlife on the farm

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Partner Working



- Collaborated with Kings Seeds
- Specialist Seed Merchants
- A Kings adviser gave establishment and management advice at each event



Partner Working



- Representatives from other partner organisations had input at each event
- RSPB – farmland bird package
- AIC – agronomy issues with wild bird mix
- Natural England – rules within stewardship schemes



Free Food



- We provided free hot food lunches either:
Hog roast, burgers, hot dogs, soup
- All farmers really enjoyed it!
- It gave them a chance to share experiences



Free Seed



- Each farmer was given a free bag of CFE wild bird seed mix containing:
Linseed, red millet, reed millet, white millet, triticale
- Delivered in early spring for establishment



Inspirational Farmers



- Interesting and inspirational farms
- Knowledgeable and enthusiastic farmer hosts
- Unfamiliar to farmers - curiosity
- For example: Southill Estate, Bedford, Russell Farm, Halstead.



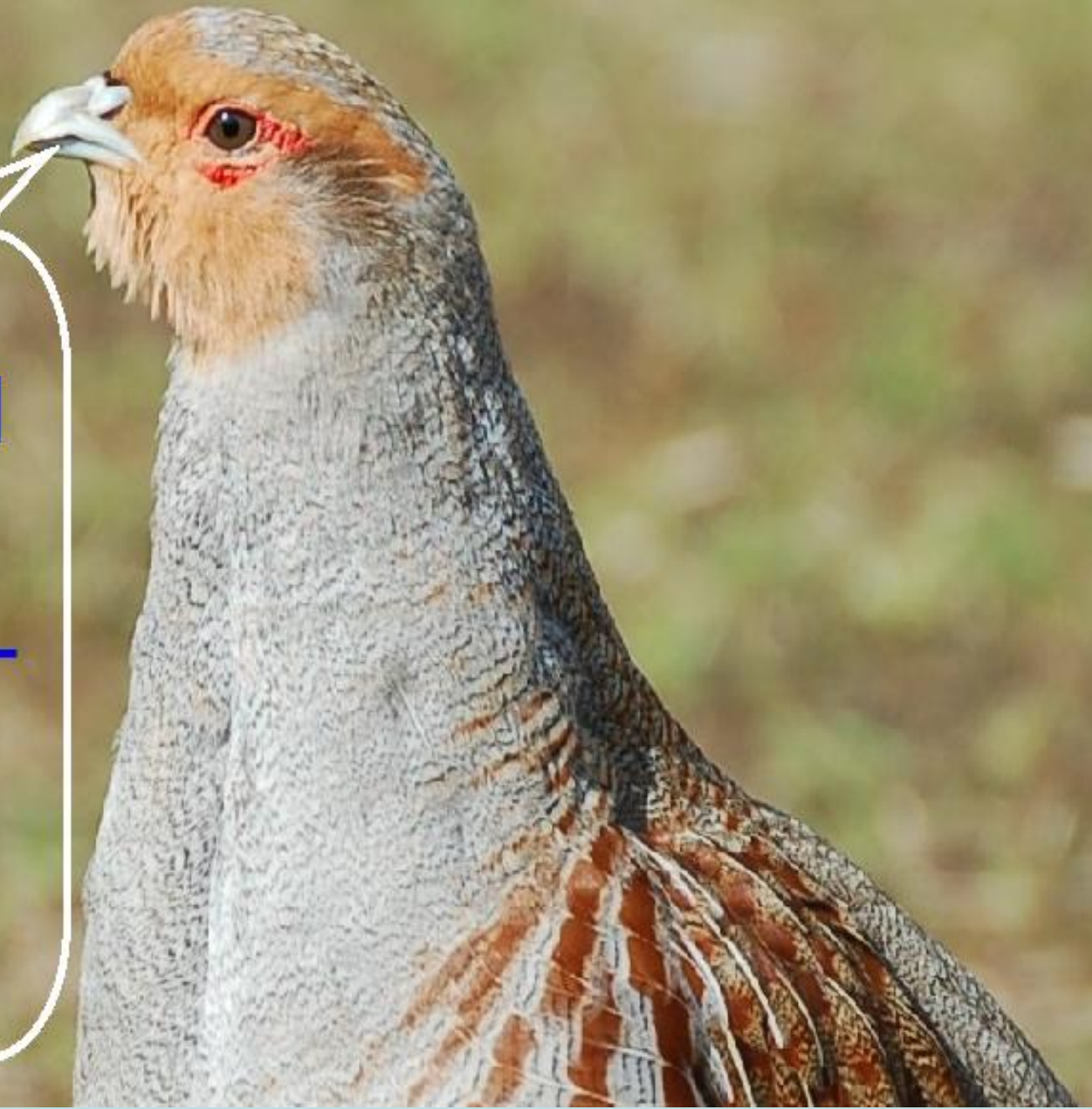
Publicity

- Postcard sent to every farm over 25 hectares in the region
- Using the mail house Communisis and DEFRA data
- Two to four weeks between providing the artwork and application to the postcard arriving on the farmer's doorstep
- Minimal messaging on the postcard – just get them there!
- Simplicity and emphasise the FREE!
- Local feel – make obvious the local farm hosts

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Wild bird
seed CAN
work on
your land -
whatever
your soil
type!



ATTEND A LOCAL FARM WALK FOCUSING ON WILD BIRD SEED MIX AND GET SOME TIPS ON HOW YOU CAN ATTRACT THE BIRDS

FREE SEED

FREE LUNCH

FREE ADVICE

20 October - Trumpington Estate
Grantchester
CAMBRIDGE CB23 1LY
10.00 a.m. - 1.00 p.m.

26 October - Mentley Farm
Great Munden, Ware
HERTS SG11 1TW
10.00 a.m. - 1.00 p.m.

31 October - Southill Estate
Biggleswade
BEDS SG18 9LJ
10.00 a.m. - 1.00 p.m.

1 November - Russells Farm
Russells Road, Halstead
ESSEX CO9 1SW
10.00 a.m. - 1.00 p.m.

3 November - Hill Farm
Framsden, Stowmarket
SUFFOLK IP14 6HA
10.00 a.m. - 1.00 p.m.

8 November - Stody Estate
Melton Constable,
NORFOLK NR24 2ER
10.00 a.m. - 1.00 p.m.

8 November 2011 - Habitat Management Training Day
Norfolk House Farm, Gedney Marsh, Holbeach, LINCS PE12 9PB.
Winner of FWAG 2010 farm conservation Silver Lapwing Award
10.00 a.m. - 2.30 p.m.

To book a place and
claim your FREE bag of wild bird seed mix
contact Will, Elizabeth or Rob
telephone 01223 874580 or
email eastanglia@cfeonline.org.uk

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Follow Up Publicity



- To receive the seed farmers are asked to complete a telephone survey
- Survey asks – did your knowledge improve, where will you use the seed etc
- The results of the survey will be used for a Farmers Weekly two page spread
- Video – post clips on YouTube and CFE website



Conclusion

- Postcards are effective – if clear and simple
- Freebies and free food help
- Timing is key
- Interesting speakers
- Interesting farms – that don't normally hold events
- Attractive, relevant theme...

And you should have a successful event!!!