

**CAMPAIGN
FOR THE FARMED
ENVIRONMENT**



**CFE Annual meeting,
23 January 2012**

What has been achieved?

CAMPAIGN
FOR THE FARMED
ENVIRONMENT.



ENGAGEMENT



What has been achieved?

To double the current uptake of key target ELS options from 39 671 ha to 80 000ha

National figures:

The current figure is **52,961 ha**

This is 34% of the target increase or 66% of the overall target.

Some things to remember

11,500 out of 41,000 ELS agreement holders have key target options in their agreements

There are 5,900 farms over 100ha and in CFE Counties not in ELS



What has been achieved?

To retain and increase the area of uncropped land from the 1 January 2008 baseline by 20,000 ha

Monitored by: Defra June Survey

Baseline: 159,000 ha

Target: 179,000 ha

June 2009: 230,900 ha

June 2010: 152,000 ha

June 2011 136,000 ha



What has been achieved?

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To increase the area of land voluntarily managed by at least 30,000ha

Baseline: 173, 808 ha

Target: 204, 030 ha

Monitoring February 2010: 144,109 ha

Monitoring February 2011: 192,381 ha

Next survey is being sent out on 20 Feb 2012 and will report in May 2012



Restricted Commercial



If there are any amendments or corrections to details opposite, please write them in this box

Name:

Address:

Postcode:
tel no. (incl.
Nat. dialling code)

Survey of Land Managed under the Campaign For The Farmed Environment Current 2010/11 Crop Year

About this survey

This survey is part of the formal monitoring programme for the Campaign for the Farmed Environment ("The Campaign"). We are interested in any land under unpaid environmental management in the current (2010/11) crop year including any actions you have taken as part of the Campaign.

Even if you do not consider that you are participating in the Campaign, we would still ask you to complete the survey.

This survey does not include land that is unsuitable for cultivation such as woodland, tracks, yards etc. Please complete the paper form and return it to us in the pre-paid envelope provided within two weeks of receipt. High response rates and accurate returns will help us continue our work in reducing the frequency with which we have to contact you.

About the Campaign

The Campaign aims to retain and exceed the environmental benefits formerly provided by set-aside via a combination of voluntary and Environmental Stewardship-funded activities.

Over the past year farmers and land managers across England have supported the Campaign by voluntarily adopting important land practices that replicate the environmental benefits formerly provided by set-aside. As a farmer or land owner you are asked to do the following:

1. Choose some key target options when you renew or join the Entry Level Stewardship (ELS) Scheme
2. Retain your former set-aside and any other areas of uncropped land
3. Most importantly, put areas outside of ELS into a Campaign voluntary measure

For further information about the Campaign and its aims please see www.cfeonline.org.uk or telephone: 0247 685 8536. You may find it helpful to refer to "A Farmer's Guide to Voluntary Measures". You were sent a copy of this in January 2010 and it is available

online at <http://www.cfeonline.org.uk/About-us/Guide-to-Voluntary-Measures>

Further information on the formal agri-environment schemes can be obtained by contacting Natural England Enquiry Service: 0845 600 3078 or see www.naturalengland.org.uk

Results will be available from May 2011 and can be accessed via the following website:

<http://www.defra.gov.uk/evidence/statistics/foodfarm/notice/index.htm>

Official Use Only

Name/Address	
Comments in box	
Comments elsewhere	

CFE200 (rev 01/11)

**If you require a large
print form please
contact us on
01904 455284**

For help with completion of the form contact us at:
Department for Environment, Food and Rural Affairs
Economics and Statistics Programme,
Room 312, Foss House, Kings Pool,
1-2 Peasolme Green, York YO1 7PX
Helpline: 01904 455284 Mon-Fri 8.30am to 4.30pm
Email: survey@defra.gst.gov.uk
Web: www.defra.gov.uk



Moving forward

CAMPAIGN
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KEY COMMUNICATION MESSAGES





Moving forward – the messages

1. Participation in the Campaign by as many farmers and land managers as possible will prove that the farming community manages land responsibly by demonstrating best practice
2. Do not write ELS off – consider your own farm business, overlap vs financial benefits?
3. Voluntary Measures are an ideal way to support the Campaign and provide an alternative to ELS by allowing flexibility of management yet still benefitting the environment.
4. Put 3 - 4% of your farmland into environmental measures in the right places using the least productive areas of land



Online Record

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Record any unpaid voluntary environmental land management using the online record

- Found on CFE website
- Paper copies can be requested
- 2 sides of A4

The 2011 / 2012 cropping year form is now online!

Promote to those who have not received Defra Survey





YFC Competition

- Registration deadline ends 31st January
- Teams of 2 – 4 members (can include associate members too!)
- Choose farm outside of any AES and look at ways it could support CFE
- 6 x A4Pages max – submitted by end of March
- Results announced at NFYFC ARAC forum at AGM

Prizes include:

1st - £500, CLA Student membership, 1 yr's subscription to Practical Farm Ideas plus their whole back catalogue!

2nd - £300, tickets to CLA Game Fair, 1 yr's subscription to Practical Farm Ideas

3rd - £100, 1 yr's subscription to Practical Farm Ideas

Plus each team receives a free bag of Campaign WBSM for their chosen farm.



Next Steps

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Discussion this afternoon on what should but next....



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

www.cfeonline.org.uk