



Meeting the challenge:

Greenhouse Gas Action Plan

Of the Agriculture Industry in England

Phase II Delivery 2012-2015
Progress report 2013



"We offer this Plan as a serious statement of intent and a commitment to reduce our industry's GHG emissions" (2011)

The Greenhouse Gas Action Plan (GHGAP) is the principal mechanism for delivering the farming industry's commitment to a reduction in annual emissions from agriculture in England of three million tonnes CO₂-equivalent (Mt CO₂e) as set out in the Low Carbon Transition Plan by the third carbon budget period (2018 – 2022). Our robust partnership established in 2010 aims to improve awareness amongst farmers and growers of GHG emissions and drive the implementation of on-farm practices that reduce GHG emissions per unit of production, thereby reducing the need for regulation or taxation.

Progress made during our first phase of delivery (2010-2012) was well received by Government and the Committee on Climate Change. In order to build on this early momentum we proposed key actions for the next phase of delivery to 2015 in the spirit that we offered the first Delivery Plan – that despite the challenges and uncertainty, there are a suite of actions that can be implemented on-farm to deliver improved efficiency of production and a reduction of emissions per unit production.

This document provides a short summary of the progress made by the GHGAP during 2012-2013 (section 1). It also describes the governance of the new Campaign for the Farmed Environment (CFE; section 2) and outlines the new AIC Feed Advisers Register (section 3).

1. Progress on Phase II actions (2012-2015)

Priority area	Proposed action	Target date	Progress by April 2013
Strategic co-ordination (and reporting)			
Steering Group action 1	Consider options for funding a GHGAP co-ordinator in the context of greater integration between industry-led initiatives, the role of Farm Efficiency Hub (FEH) and plans for overall funding and management.	By end 2012	The next phase of the CFE has provided the opportunity for a part-time GHGAP co-ordinator. In post from 2 nd April 2013. See section 2.
Steering Group action 2	Maintain oversight of mitigation activity to identify gaps in action or progress in collaboration with others e.g. Defra's Research Platform Policy Group, as appropriate	Throughout phase II	On-going. With link to 'MIN NO' project and modelling of mitigation potential from improved soil management
Steering Group action 3	Evaluate and agree key indicators of activity and progress for the GHGAP with the GHG Platform and Defra Statistics team in order to better report on progress	Throughout phase II	The CFE's Evidence & Monitoring Group have agreed to setting up a sub-group to tackle this issue. See section 2.
Steering Group action 4	Test Farm Efficiency Hub (FEH) with adviser focus groups and collate feedback	By end 2012	GHGAP feedback collated for contractors. Further action was postponed until co-ordinator in post. Getting the FEH back on track will be the co-ordinator's first task.
Steering Group action 5	Convene high profile workshop with senior Defra officials to exhibit the FEH and present the case for wider ambition in support of co-ordinated (integrated) advice delivery and industry-led initiatives	By April 2013	Further action postponed until co-ordinator in post (as action 4 above).

Communication			
Steering Group action 6	Continue to identify opportunities for collaboration in communications within the GHGAP, with other farming organisations and service providers and the supply chain, and investigate the opportunities for greater exposure in the trade press	On-going	See section 2 on CFE. GHGAP has made good links with the Product Sustainability Forum. The Forum offers a ready-made vehicle for disseminating the GHGAP's messages to supply chain organisations, ensuring greater consistency of messaging. HGCA published an environmental roadmap for UK cereals and oilseeds industry " Growing for the future " in 2012.
Steering Group action 7	Subject to Steering Group approval, initially assess the usefulness of social media as a form of communication	From 2013 to 2015	This will be discussed with the CFE's Delivery and Communications Group.
Steering Group action 8	Review the on-farm actions to take into account new knowledge and policy.	In 2013	Planned for Q2/3 2013
Management skills and advice			
Steering Group action 9	FACTS Qualified Advisers continue to undertake new training	By end 2014	On-going
Steering Group action 10	AIC to draft plans for a register of feed advisers consulting with members, with BSAS, AHDB ¹ livestock sectors and others on administration and a standard of training for eligibility to remain on such a register. Agreed plans to be resourced and implemented.	By Sept 2012 By mid 2013	Complete Ready for launch on 1 st May 2013. See section 3.

¹ Agriculture and Horticulture Development Board

Steering Group action 11	Use Tried & Tested campaign (guidance and tools) to help raise the skills and understanding of farmers in the benefits of integrating animal feeding planning and crop nutrient planning on livestock farms	By end of 2013 then on-going	Agreed to focus on cattle and sheep – see action 20
Steering Group action 12	Continue to promote the benefits of improving skills and training e.g. Continuing Professional Development schemes by AHDB livestock sectors	On-going	On-going. For example: DairyPro , a CPD scheme, launched in 2012 captures training and skill development for individual dairy professionals. The first 7 participants graduated from pig industry professional manager development scheme in 2013
Steering Group action 13	Continue to support “carbon footprinting” through <ul style="list-style-type: none"> initiatives such as the development of a tool for the cereals and oilseeds sector (HGCA to lead) considering options to meet the range of farmers’ needs of “carbon footprinting” 	Throughout Phase II By end 2013	HGCA guide and tool to help farmers understand carbon footprinting launched in 2012. In 2012, EBLEX developed a carbon calculator for sheep to help farmers investigate where the most efficient gains can be made. AHDB commissioned a two-year project to design an environmental impacts calculator for all sectors of agriculture. Work due to start in 2013.
Crop nutrient management			
Steering Group action 14	Continue to promote the Tried & Tested nutrient management plan, website and tools and the benefits of professional advice, and soil analysis, with a continuing focus on the needs of the livestock sector	On-going	Nutrient management status report (2012) available

Steering Group action 15	Sub-group of GHGAP and Tried & Tested partners to plan how best to promote the benefits of accurate nutrient application and the services available considering different sector needs	By mid-2013, then through to 2015	Work plan agreed for development of protocols for nutrient application and engagement with contractors and engineers
Steering Group action 16	Promote strong linkages between nutrient and soil management activities e.g. between Tried & Tested and HGCA nutrient and soil management events	Throughout Phase II	Facilitated through strategic industry contracts with Catchment Sensitive Farming
Soil and land management			
Steering Group action 17	Look for opportunities to promote the benefits of soil management and soil organic matter e.g. AHDB-HGCA, CSF project - running 70 farm events	Throughout Phase II	As for action 16. Potato Council updated Soil Management for Potatoes guide in 2012.
Steering Group action 18	Conduct further evaluation of Defra surveys in conjunction with the Defra Statistics teams to help identify the most reliable means of indicating progress in soil sampling	By end 2014	Will be addressed by the sub-group of the CFE's Evidence and Monitoring Group.
Steering Group action 19	Evaluate contribution of CFE measures (including farm stewardship) to GHG mitigation	By April 2014	Will be discussed with CFE groups.
Livestock nutrition			
Steering Group action 20	Create a new guide and tool – a Tried & Tested Ruminant Feeding Plan with balance sheets and showing the link between feeding practices and animal health and also the integration between grass & forage nutrition and feed management	By end 2012	To be launched with supporting video case study in May for promotion – as agreed in action 21 below
Steering Group action 21	Promote the new plan through the Tried & Tested nutrient management network, and through the supply chain for milk and beef products	Through to 2015	On-going

Livestock health and fertility			
Steering Group action 22	Build on the early success of established programmes e.g. DairyCo's Mastitis Control Programme, and take opportunities to collaborate with animal health professionals	Throughout Phase II	On-going. For example: > 950 farms enrolled onto the DairyCo Mastitis Control Plan, exceeding 2012 target of 750 farms. Farms show average 10-15% reduction in mastitis.
Steering Group action 23	Work with the Cattle and Sheep Health and Welfare groups to tackle critical health issues relevant to the beef, dairy and sheep sector.	On-going	On-going
Energy efficiency and renewables			
Steering Group action 24	Continue to provide information on energy efficiency and technology through existing e.g. GrowSave, and the new initiatives e.g. Pig Improvement by Information Technology (PIVIT) project	On-going	On-going. For example: NFU Farm Energy Service has so far helped 1,550 farms on energy matters since its launch in 2012.
Steering Group action 25	Continue to support and make the case for renewables and AD in particular because of its mitigation potential and other environmental benefits including contributing to the Voluntary code of practice/Best practice guidelines for AD crop feedstocks	On-going	On-going. For example: 106 anaerobic digestion plants now installed outside water industry, processing up to 5.1 million tonnes of food and farm waste every year and with an installed electrical capacity of more than 88MWe (NNFCC , 2013)

2. GHGAP and the next phase of the CFE (Campaign for the Farmed Environment)

When the GHGAP published its phase II delivery plan in April 2012, it had not been possible to explicitly highlight the Steering Group's contribution to the next phase of the CFE due to the sensitive nature of the discussions at the time. However from 1st April 2013, the GHGAP will be working within the new CFE structure and benefit from its national and local co-ordination and delivery.

Of particular consequence to the GHGAP will be its participation in the national level Delivery and Communications Group and the Local Liaison Groups and the opportunity to make use of the expertise in the Evidence and Monitoring Group. The latter work at the country level, with each group chaired by a local farmer to ensure that leadership of local activity is seen to come from a credible and practical source. This echoes the leadership shown within the national Forum, which will also be chaired by farmers. In addition, the development of the new CFE has provided the GHGAP with the opportunity to leverage support for a part-time co-ordinator.

This exciting new phase in the GHGAP's delivery again demonstrates vividly that our response (and the rest of the industry in tackling other environmental priorities) is anything but "business as usual".

The following describes the aims and governance of the CFE.

The vision for the next phase of the Campaign for the Farmed Environment is twofold

- to continue to promote specific measures known to deliver environmental benefits
- to facilitate delivery of clear local environmental messages reaching farmers through a coordinated partner approach and collaboration with other industry initiatives.

CFE will provide a local delivery vehicle for The Voluntary Initiative (VI), Tried & Tested (T&T) and the Greenhouse Gas Action Plan (GHGAP) while working in partnership nationally.

In addition, it will coordinate and liaise with other advisory initiatives such as the Farming Advice Service (FAS), Catchment Sensitive Farming (CSF), and Entry Level Stewardship (ELS) Training and Information Programme (ETIP) to enable efficient delivery and avoid duplication of effort.

CFE will extend its scope beyond the arable sector to deliver across England². It will promote the tools, guidance and advice available from all the industry-led initiatives.

² With the exception of upland areas. However the GHGAP will retain its work on all sectors of agriculture.

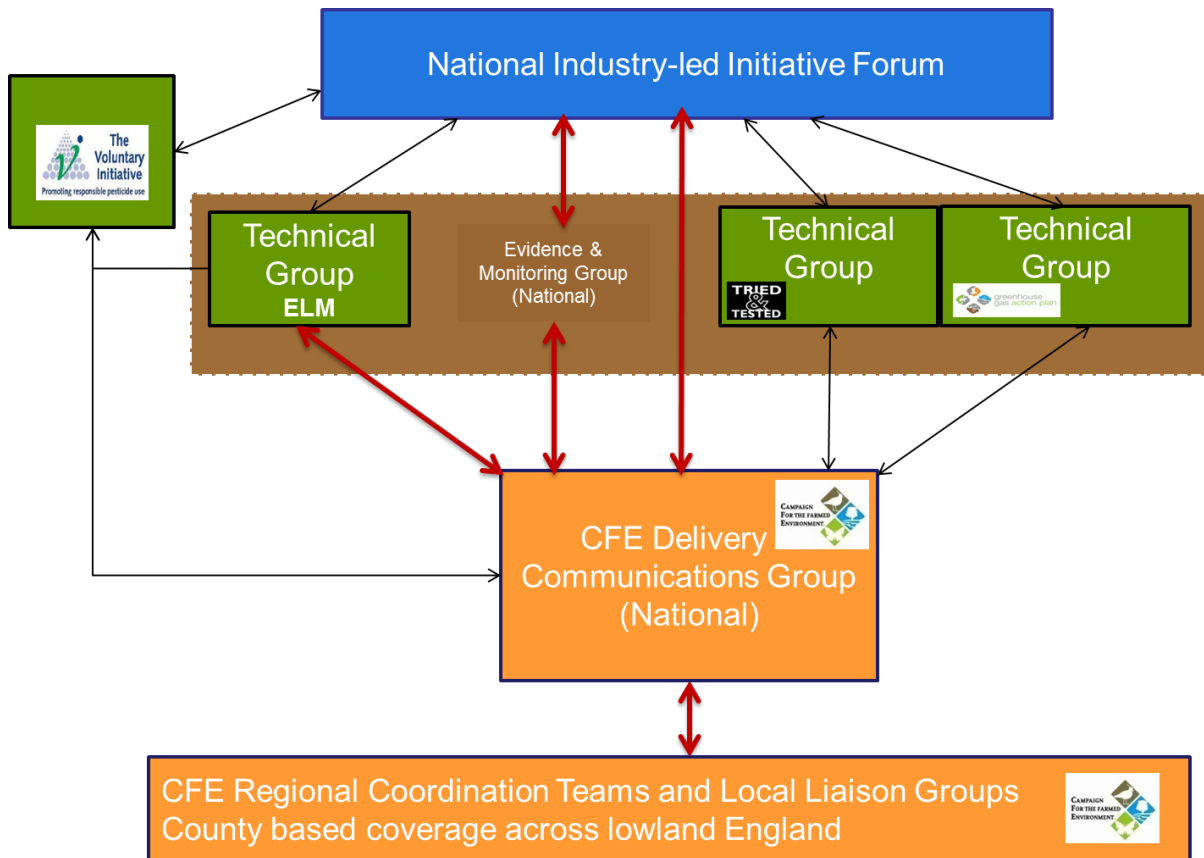
Aims and objectives

Aims of CFE			
To maintain and improve the environmental condition of agricultural habitats and landscapes	To embed environmental management as a core principle of all farm businesses, empowering farmers and land managers to understand and address local environmental priorities for their farm business	To provide a coordinated industry delivery platform to achieve delivery of consistent, coherent, non-contradictory messages and advice to farmers	To demonstrate a broad consensus among industry partners and initiatives on environmental issues in the farmed environment
Delivery Objectives		Delivery Outcomes	
To coordinate clear environmental advice to be delivered to farmers and land managers that addresses their specific business and environmental circumstances		This will enable understanding and reduce confusion amongst farmers and land managers on environmental best practice	
To support farmers to deliver the right environmental options, in the right place with the right management		This will lead to positive environmental management on the farm	
To engage the advisory community to embed environmental management in their advice provision to farmers and land managers		This will lead to advisers improving their understanding of the business imperative of environmental management as part of a profitable farm business	
To provide a coordinated delivery platform of industry initiatives, through greater integration of delivery		This will lead to more efficient delivery amongst industry initiatives at a local and national level	
To create a structure that allows knowledge exchange from farmers to local and national levels of the campaign and vice versa		This will allow appropriate change within the campaign and wider information exchange to benefit science, the farming industry and government	

Governance

The national governance structures will work to achieve the CFE aims as set out in Table 1 Through the national governance groups they will:

- Provide a strategic national partnership proactively addressing environmental issues.
- Enable greater coordination between existing initiatives (T&T, VI, GHGAP and CFE)
- Develop appropriate targets and actions for CFE
- Coordinate advice and guidance, unifying environmental messages
- Develop good communication between local and national CFE governance structures
- Monitor delivery and impact of messages



National Industry-led Initiative Forum (NIIF)

The highest level of authority within the CFE structure is the NIIF. The forum will be comprised of Presidents, Chief Executives and other Senior Managers within the partnership organisations to represent their interests in the context of wider industry thinking. This overarching forum will ensure there is a good overview and a consistent approach to the farmed environment from the industry.

The other governance groups will look to the NIIF for strategic guidance on any unresolved issues, with the forum acting as a final decision maker when required. However the reporting lines will differ between initiatives and governance groups in relation to the NIIF; both the Evidence and Monitoring Group (EMG) and the Delivery and Communications Group (DCG) will be governed directly by the NIIF. Whereas the Technical Groups will have a communication link to the NIIF and use their existing governance structures within the initiatives for reporting.

The forum will be chaired by senior industry representatives such as the NFU / CLA Presidents in rotation, who'll offer leadership and credibility for the CFE target audience. The forum will aim to have two meetings a year after initial set up. The NIIF will harness industry partners' leadership to share actions, plans and monitoring aimed at improving the environmental condition of farmland. The forum's task is to use evidence to identify key environmental challenges that require shared action and on this basis promote joint working and provide strategic guidance where appropriate.

Evidence and Monitoring Group

The purpose of the Evidence and Monitoring group is to provide a reference source for evidence questions, verification of progress and to monitor outcomes of CFE. The role of the

group, under the independent chairmanship of Dr Jon Marshall, is to analyse the evidence base to identify issues requiring additional action and to monitor progress against both CFE targets and Indicators of Progress for the new partnership approach. As a result, the group will be able to make recommendations to other CFE governance groups to inform their activities and messaging.

The group will have direct links to the Technical Groups and act as a review body to assist with a scientific overview where required. The group will primarily operate on a task and finish basis and will offer its services to both the T&T and GHGAP, although its focus will remain on the environmental land management objectives.

A 'core' membership of science and statistics based representatives will liaise regularly with the group. The chairman will invite other organisations with relevant expertise to assist with task delivery as required. The group may commission research where appropriate to do so (and where funding exists).

As CFE matures, most of this group's activity will focus on continuing to review evidence relevant to the campaign themes and monitoring and reviewing progress in delivery. This group will aim to reach a consensus and make recommendations to the NIIF based on the best science available.

Technical Groups

There are four different technical groups within CFE; Environmental Land Management Group (ELM), the Professional Nutrient Management Group (PNMG), the Greenhouse Gas Action Plan (GHGAP) and the Voluntary Initiative on Pesticides (VI). Effectively, these groups represent the respective industry initiatives and will continue in the same guise as to their own governance.

By recognising the initiatives as Technical Groups within CFE, it allows for each initiative to contribute specific advice, tools and messages on their themes to the wider industry. The groups will feed into the Delivery and Communications Group (DCG) by providing the basic information for the group to develop into integrated, consistent and coordinated messages to farmers.

In return, involvement within the structure of CFE will enable the industry initiatives to use the local delivery structure as a means of communicating and delivering their aims. This will occur through participation at DCG level and liaise with the Programme Office who in turn will ensure the Regional Coordination Teams are fully briefed.

Delivery and Communications Group (DCG)

The core purpose of this group is to develop national joint messaging from all of the initiatives and manage the relationships and contributions from the Technical Groups. The group will play a pivotal role in the direction, support and steer of regional/local coordinators. The DCG is central to CFE; it's where CFE shall be driven forward, where vitally important messaging will be developed, agreed and promoted from. Almost every aspect of the mechanics behind CFE will be discussed here, including links with AES, FAS, CSF, ETIP, engaging and training for advisers; ultimately this is where the 'shop window' for CFE will be drawn up.

The DCG will bring together CFE partners with other industry and government initiatives who have direct experience of delivery and communications with farmers and advisers. This will

include; T&T, GHGAP, VI and FAS. Natural England's advice and training programme plus CSF will also be represented on the group.

The group will look to identify areas of overlap to enable joining up of messages to benefit actions that are multi-objective. The group will also be responsible for engaging with both farmers and farm advisers, primarily through the local delivery structure, to encourage uptake and implementation of the land management options. Farm advisers will be encouraged to disseminate CFE messages to their clients in order to embed environmental management as a core principal of everyday farm management.

The chairman and project coordinator, on behalf of the DCG, will be responsible for guiding the activity of the Regional Coordination Teams and Local Campaign Co-ordinators. The DCG will be responsible for developing communication messages and appropriate media channels, as well as developing a communications plan to ensure a regular flow of timely and appropriate messages are delivered. This will include an overview of the website, newsletter and social media.

The group's communications focus will be overseen by Geoff Dodgson, an independent consultant, who'll provide guidance, expertise and help with article proofing in conjunction with the national project coordinator. Having specific communications expertise on the group is essential to ensure the correct language and routes of communication are used for the target audience. Both the DCG chairman and Geoff Dodgson will report to the NIIF.

Local Liaison Groups

These will reflect the broad national partnership at a local level and their proposed role will be to:

- Coordinate campaign activities at a county/sub regional level
- Identify local environmental priorities relevant to farming by working with partners including Natural England and Environment Agency
- Aim to coordinate delivery to achieve local priorities with other industry initiatives and government initiatives
- Ensure that all farmers, land managers, advisers and partners receive clear concise and consistent messages about the aims of CFE at county level
- Fully engage all interested parties and ensure they have an opportunity to contribute to the CFE process
- Enables reporting on local progress and activity to provide qualitative feedback to national levels.
- Signpost the farmer to the appropriate adviser or tools as appropriate

National Programme Office

For the national governance and local delivery elements of CFE to run efficiently and effectively, a national project coordinator is required to manage the day-to-day aspects of CFE. Not only will this involve providing secretariat duties to the groups but also liaising between groups, industry initiatives and locally based coordinators: the national project coordinator will therefore play a pivotal communication role in CFE.

The project coordinator will be based at the NFU headquarters in Stoneleigh and is jointly funded by the NFU and CLA. Together with an administrator, the two roles form the national programme office acts as the central management point for CFE. The lead coordinators from each Regional Coordination Team will report directly to the national project coordinator.

3. Feed Adviser Register

The Feed Adviser Register (FAR) will be launched on 1st May. The FAR is open to all advisers providing feed and feed management advice and is the feed industry's contribution to the Greenhouse Gas Action Plan. Its strap line is "quality feed advice, increasing production efficiency, reducing emissions"

Details of the register

- Individuals will need at least 12 months experience (though there is a development category for those with less)
- There are four core modules
 - the fundamentals of whole farm feed planning for ruminants and a separate module for mono-gastrics
 - the nutritional link to animal health and fertility for ruminants and a separate module for mono-gastrics
- Advisers will be given two years to meet the above competencies
- An annual Continuing Professional Development programme will follow.
- There is an associated code of conduct.

The register is a very welcome development adding independence and transparency to this area of advice provision. Whilst it is a 'light touch' introduction setting a minimum level of competence (senior management verification, no entry exam), it is following the experience of other schemes like BASIS and FACTS³ which started in a similar way.

³ BASIS - an independent organisation set up to establish and assess standards in the pesticide industry; FACTS - standards, training and accreditation of those providing nutrient management advice.s