



# Land Management Measures for Biodiversity

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



# Farming the landscape

- 80% land area is farmed
- Gross Value added (GVA) totalled £7.4 bn in 2010.
- Rural economy employs 5.5mn people
- 70% agricultural land area is in voluntary agri-environment schemes



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# Farming and landscape

- Est 2.5bn visits to natural environment each year
- 190,000km of public rights of way in England
- 515,000km of hedgerows in England & Wales
- English farmers are growing 30,000ha wild bird mixtures
- Less than 1% of the total amount of water abstracted is used by farmers.





# The Challenges

- The landscape providing both environmental benefits whilst also increasing food production to meet growing population.
- Balance across environmental issues: soil, water, climate change, biodiversity.
- Consistent messages on the right environmental actions





## Balance of land use

- World population due to grow to 7 billion by 2050
- Growing environmental pressures
- Require land to deliver more food and greater biodiversity benefits



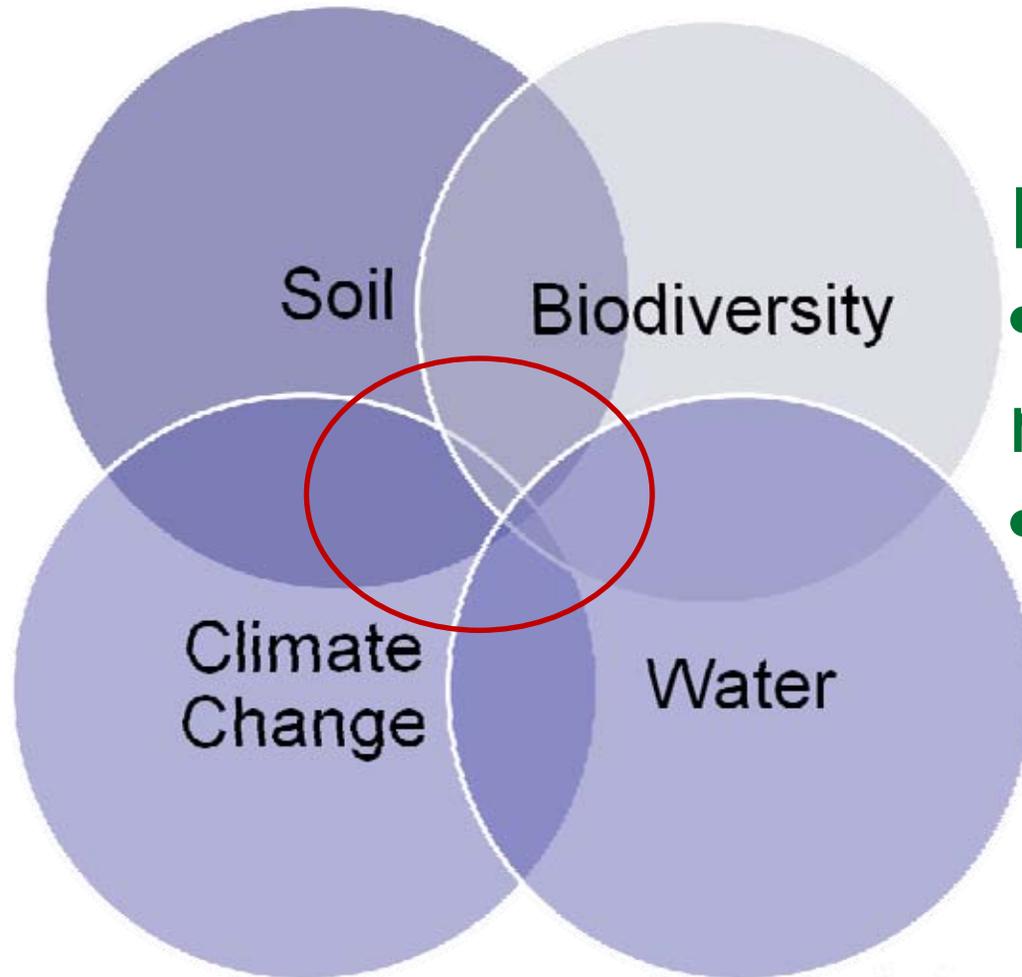


# Range Environmental Issues

Soil, Water, Climate Change, Biodiversity.....

- To improve each has own specific 'actions' identified
- Sometimes the 'action' can deliver against more than one environmental issue
- Messages changing over time
- This does lead to mixed messages to land manager





Potential for:

- Conflicting messages
- ‘Win wins’





## What's needed?

- A single environmental message to the farm:
  - Relevant to the farm
  - Based on evidence
  - ‘Actions’ fit with the farm business
  - Clear what the environmental gain is





# Correct Support Framework

- Range of tools:
  - Encourage voluntary action
  - Incentive driven
  - Regulation
  - Advice, training, workshops
- Changes afoot: CAP, Defra's farm advice review





# Correct farm advice

- Farmers are specialist businesses
- Advice to put right environmental ‘actions’ in right place
- Provide the right advisory support: Govt. Agency, private provider (e.g. Agronomist), voluntary





# Success?

- Environmental actions on farm lead to a transparent environmental gain for the farmer
- Farm productivity continues to improve
- Partners can see the environmental gain





# Challenges remain...

- Agreeing and getting the message right
- Getting the right support framework in place
- Changing times:
  - CAP reform
  - Defra's farm advice review





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