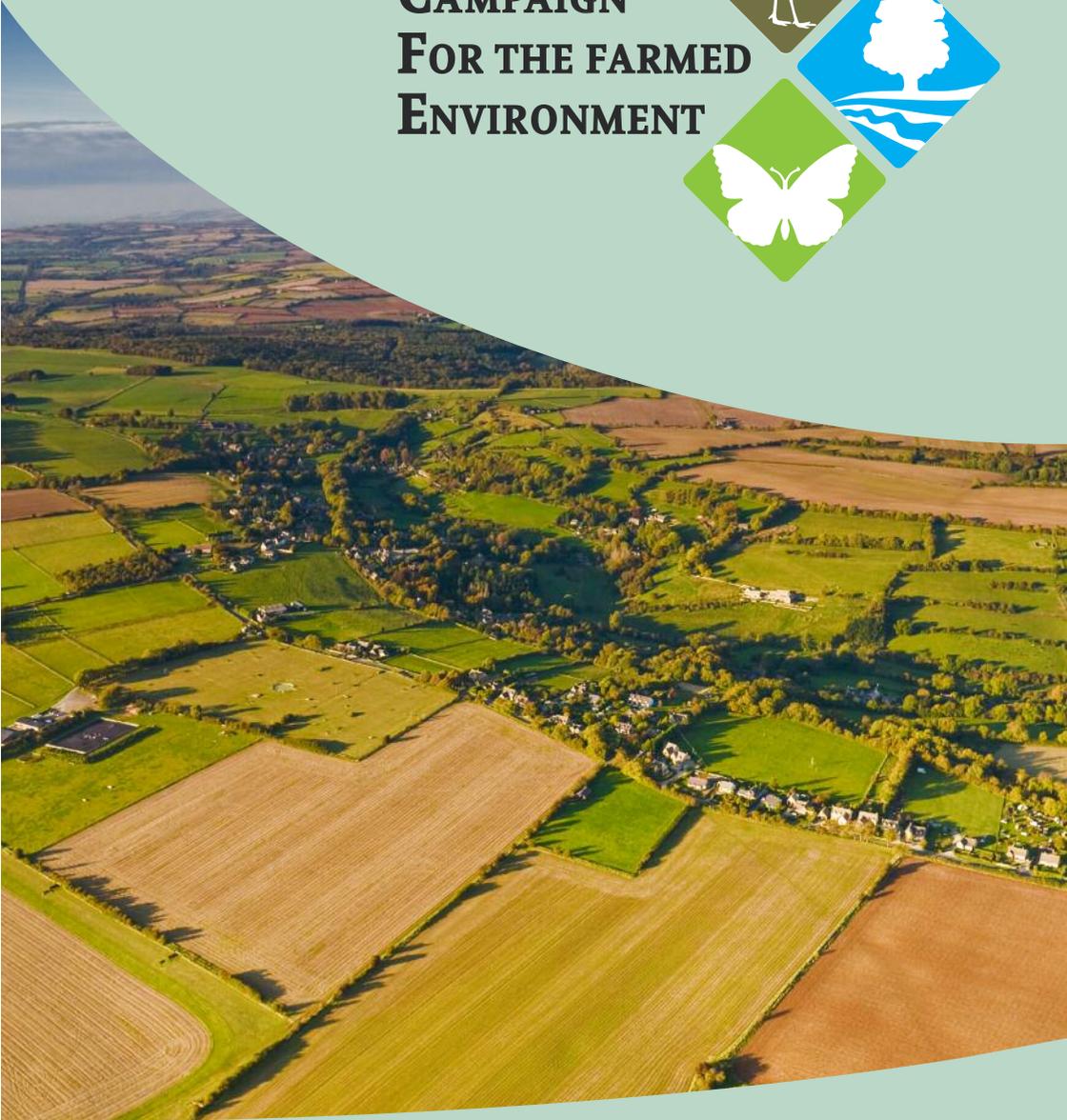


**CAMPAIGN  
FOR THE FARMED  
ENVIRONMENT**





## What is the Campaign for the Farmed Environment?

Farmers care for the land they farm and know that a healthy environment is essential for sustainable farming.

In order to retain and exceed the environmental benefits that used to be provided by set aside, all the leading farming organisations are now working together to encourage farmers and land managers to voluntarily adopt important land management practices that will benefit the environment. These management practices will work along three key themes:

- Resource protection
- Farmland birds
- Farm wildlife

Through the Campaign you will be offered the best possible advice and guidance on how to retain and increase the environmental benefits provided by your farmland. The Campaign does not involve any regulation and in many cases can provide a financial incentive through Entry Level Stewardship (ELS).

The Campaign unites key industry stakeholders – the NFU, CLA, FWAG, LEAF, AIC, GWCT, AICC and CAAV – who will work in partnership with Defra and its agencies,

Natural England and the Environment Agency, as well as the RSPB and other wildlife representatives.

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

1. **'You make a difference'** - land management practices are the biggest influence on farm wildlife, your choices will determine the type and quantity of wildlife on your land.
2. **'Your farm has environmental value'** - all farms have wildlife, natural resources and farmland birds that need protection.
3. **'Location, Location, Location'** - choosing the right options in the right places can make a massive difference.

## What can farmers and land managers do?

1. Renew your ELS agreements or enter for first time, and choose some key in-field options.
2. Retain uncropped land and record all GAEC 12 fallows on your SPS claim form.
3. Review your existing voluntary management and aim to deliver one thing outside your ELS agreement.

## All farmers and land managers have a key role to play in providing the big three and this is what you need to do

Management Options*	Option title	Resource protection	Farmland birds	Farm wildlife
<b>C1/EJ9</b>	Grass buffers alongside temporary and permanent water courses	✓		✓
<b>C2/EJ5</b>	Grass areas to prevent erosion and run-off	✓		
<b>EF1</b>	Management of field corners	✓		✓
<b>C3a/b</b>	Reverted arable areas/optional scrub management	✓		✓
<b>C4/EF8</b>	Skylark plots		✓	
<b>C5/EF13</b>	Fallow plots /Uncropped, cultivated areas for ground-nesting birds on arable land		✓	✓
<b>C6</b>	Overwinter stubble followed by spring/summer fallow		✓	✓
<b>C7a</b>	Overwintered stubbles		✓	✓
<b>C7b</b>	Overwintered stubbles – optional for vulnerable soil	✓		✓
<b>EJ13</b>	Winter cover crops	✓		
<b>EF15</b>	Reduced herbicide cereal crop preceding over-wintered stubble		✓	✓
<b>EF22</b>	Extended winter stubbles		✓	✓
<b>EG4</b>	Cereals for whole-crop silage followed by overwintered stubbles		✓	✓
<b>C8/EF11</b>	Uncropped, cultivated margins		✓	✓
<b>C9/EF2/EG2</b>	Wild bird seed mixture (arable/grassland areas)		✓	
<b>C10</b>	Game strips		✓	
<b>C11/EF10</b>	GWCT Un-harvested cereal headlands		✓	✓
<b>EF9</b>	Unfertilised cereal headlands within arable fields		✓	✓
<b>C12a/EF4</b>	Pollen and nectar mixtures for arable/grassland areas		✓	✓
<b>EG3</b>	Pollen and nectar mixtures specifically developed for use with horticultural crops		✓	✓
<b>C13</b>	Sown wildflower headlands	✓	✓	✓
<b>EF7</b>	Beetle banks			✓
<b>C14</b>	Selective use of spring herbicides		✓	✓
<b>C15</b>	Enhanced management of SRC (willow or poplar only)			✓

\*Management options:

C options – Campaign for the Farmed Environment voluntary measure

E options – Entry Level Stewardship (ELS) option

In addition to these options the Campaign encourages the uptake of nutrient management planning (RB209) e.g. Tried & Tested which has been developed by industry (NFU, AIC, CLA, FWAG and LEAF) with support from ECSFDI (England Catchment Sensitive Farming Delivery Initiative).

## Campaign for the Farmed Environment targets

Every farmer and land manager should consider participating in the Campaign to help us meet agreed national targets. If, by June 2012, those targets are not being met the voluntary approach could be replaced by a regulatory one – with far more red tape and expense for everyone. All the Campaign partners are encouraging farmers to adopt, or continue, management practices which will help meet the national targets to:

- Ensure that ELS agreements contain the right options in the right places to create important habitats for wildlife on farms.
- Retain a certain level of uncropped land and strive to improve the management of at least a third of this land to support habitats for birds, insects and mammals. In some cases this will also help with resource protection on farms.
- Increase the current national level of voluntary environmental management by at least 30,000 hectares.

## How will the Campaign for the Farmed Environment work at a local level?

The coordination of activities and advice at a local level will be vital to the success of the Campaign. Local Liaison Groups in the key target counties will provide tailored advice and guidance to farmers and land managers depending on the environmental challenges and opportunities present in a particular area. Beacon farms will demonstrate the Campaign

## The Campaign for the Farmed Environment website

Visit [www.cfeonline.org.uk](http://www.cfeonline.org.uk) to find out more about the Campaign targets, themes and voluntary measures. This information hub will also provide information about the key counties and activities at a local level including coordination, a diary of events and progress on the development of beacon farms.

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working in practice. All counties will have regional priorities for action to encourage all farmers and land managers to get involved.

## How will my contribution be recorded?

All farmers with over 10ha arable land will receive a farm record in January 2010 to record any voluntary management undertaken on their holding. However, wherever you are in England and whatever type of farmer you are, the uptake of ELS and the selection of option choices highlighted in the voluntary measures table, will be recorded by Natural England and will count towards the Campaign meeting its targets.

**Campaign for the Farmed Environment partners** - NFU, CLA, FWAG, LEAF, AIC, GWCT, AICC and CAAV – working in partnership with Defra and its agencies, Natural England and the Environment Agency, as well as the RSPB and other wildlife representatives.

Photos: istock,rspb, alamy, Richard Faulks, The Environment Agency, GWCT