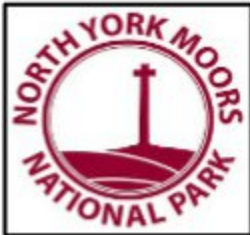


GRANTS
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FARMING
AREA
IMPORTANCE
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Dales and Moors Farm Innovation Project: Whole Farm Planning



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**Thank
you!!**

Presentation outline

- The project plan and implementation
- Summary of preliminary results and findings
- Impact: what difference has the project made to Yorkshire's economy?
- Disseminating the results



What the SEP Says

- Core Activity 21: Sustainable growth in the Dales, Moors and Wolds
- “We have an unmatched rural area covering the Yorkshire Dales National Park, North York Moors National Park, three AONB’s and the Yorkshire Wolds; an outstanding landscape.”
- Improve the resource efficiency of ‘High Nature Value’ upland farming
- Annex C – A Local Growth Plan for the Yorkshire Dales National Park; North York Moors National Park; Nidderdale Area of Outstanding Natural Beauty; and Howardian Hills Area of Outstanding Natural Beauty

Some Stats

- Agriculture in the study area is of fundamental importance to the economy of the area, contributing around £328m to the local economy.
- Farming makes a significant contribution to the rural economy of the area, with over £241m per year being spent by farmers on goods and services
- Hill farming in the target area is under severe financial pressure with average profits of less than £20,000 per year, despite receiving average payment of over £47,000 per year from the public sector and this forecast to reduce over the next 5+ years.

The project plan

- Why upland farmers in the Dales and Moors are important
- Project locations and partners:
Yorkshire Dales and North York Moors National Parks, Nidderdale and Howardian Hills AONBs plus Farmer Network and Newton Rigg College who co-ordinate and monitor the Project and award qualification certificates to participating farmers
- Aim to improve business *and* environmental performance by facilitating 50 Whole Farm Plans with costed three year action plans
- The project also identifies 'skills gaps' and how these might be addressed in the future e.g. farm accounts, EID training, online application process for grants etc



Learning Outcomes

- To seek and take advice from business and environmental advisors regarding own farm business
- To analyse own farm business and identify future needs to improve profitability by the production of a whole farm plan
- To identify future actions needed to improve the environment in which the farm operates
- To identify any skills gaps and training requirements needed to meet identified actions

Research Outcomes

- To summarise the business investment and training needs for uplands' farmers including:
 - _ skill gaps identified
 - _ training demand predicted
 - _ priority areas for diversification.



Key Outputs

- 50 Whole Farm Plans have been produced involving over 60 learners
- One-to-one support from environmental and business advisers
- Group meetings to share ideas during which common themes and feedback were given and issues were discussed between the farmers and advisers
- Final report including recommendations for further interventions



Preliminary results

- Environmental appraisals show that the farms contain a high density of nationally and internationally important conservation assets.
- Our farmers want to work with scientists and others to improve the productivity of their land and livestock *and* improve habitats for wildlife
- They want to invest in buildings, infrastructure and new technology to improve efficiency and profitability
- Diversification and new business ventures are on the agenda for many



Skills Gaps Identified

- Financial management including management recording, understanding accounts
- Business analysis and planning
- Marketing
- Improving IT skills – computer use, social media,
- Technical knowledge – soil management, crop management for production and wildlife, new crop and animal husbandry developments
- Technical training – safe use of pesticides, hedge laying, chainsaw use, ATV use, etc.

Key Barriers

- Farmers lack of time to invest in making the changes needed
- The traditional farming systems and a reluctance to change
- A lack of the right skills
- Need for advanced farming technical skills
- Farmers need support but lack of trust for, feel isolated and let down by “Government” and are wary of outside help
- Significant changes to agri-environment support packages
- Small proportion would respond to formal training but most would not
- Subtle approach needed to engage farmers using networks and trusted intermediaries to provide training and support to help them to become more open to change and provide the new skills they need, working with relevant experts when needed
- Some capital investment on farms would help to stimulate engagement in training/knowledge exchange activity

Preliminary findings

- Excellent process to go through but needs continuation via farmers forum/network to maintain links with relevant organisations
- Project generated lots of 'learner' registration paperwork!
- Timing needs considering – relating to the farming year
- Focused minds on future environmental and financial management of each farm
- Brought out common themes
- Gave an opportunity to have open discussion with experienced advisors
- Produced a farm plan which can act as a catalyst for action and potential funding for projects in the future
- A positive experience for all!



“Very useful – as it has given the region’s hill farmers the opportunity to look at other ways of doing things – and has been thought provoking for the next farming generation.”

Farmer involved in the Project

What difference has the project made to Yorkshire's economy?

The work has demonstrated that:

- Upland livestock farmers in the Moors and Dales are ambitious. They want to grow and expand their businesses by embracing new technology and by exploiting advice to help them develop and refine their plans
- Farms in the Moors and Dales manage and maintain environmental assets that are of strategic importance to Yorkshire's economy. They include landscapes that are the foundation of tourism industry worth £millions each year, land that stores water and carbon that will help mitigate climate change, and livestock that could form part of a low-carbon local food economy
- 'Traditional' extensive farming in the uplands wants to play a part in the LEP's vision for Yorkshire's C21 economy. Expanding the pilot project to other areas will help realise its potential



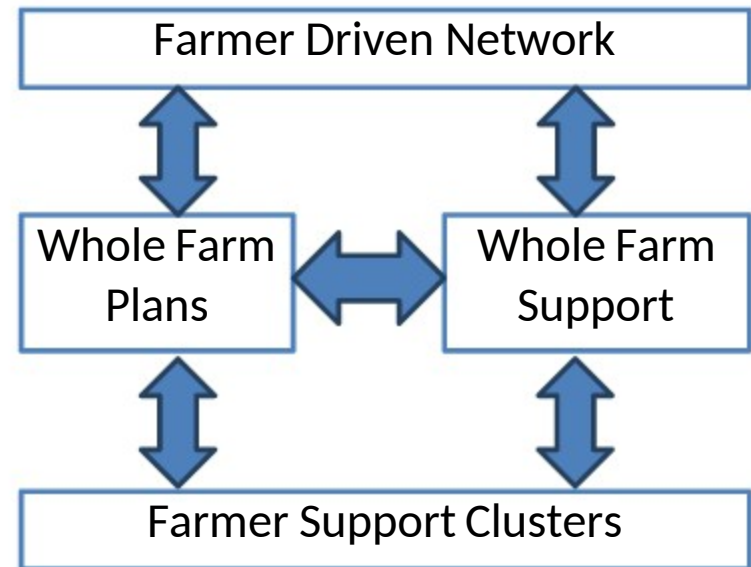
Unique!

- One of the only projects nationally to provide this type of practical integrated business and environmental support that is farmer friendly
- Good for YNYER LEP as one of the most rural LEPs to be taking this forward and leading the way linked to its SEP priorities



Disseminating the results

- Full project report available shortly – executive summary available now!
- Project partners will continue working with farmer clients to implement recommendations in the Plans as resources allow, but more support needed
- We now need funding to support implementation of both elements
- ‘How to’ information available via
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paul.burgess@harrogate.gov.uk



Thank you - Any Questions?



