



SW Agriculture Strategic Framework 2020:
Growing a resilient, strong and profitable SW
agricultural sector post Covid 19. Version 1



The overall impact of Covid 19 on the agricultural sector

- **Maintaining cashflow**
- **Access to the materials and the supply chain**
- **Changing and failing business models**
- **How we travel**
- **How we work**
- **Behaviour impacts on business**
- **How we communicate**



- SW NFU ambition
 - To emerge, after a recovery period, with an industry that is stronger, more resilient and more adaptable than pre-Covid-19.
- Why is a SW Agriculture Strategic Framework needed

75% of the land area of the
SW is farmed.

The key priorities of a stronger agricultural sector

1. Adapting to the risk of Covid 19 on farms and within the supply chain
2. Creating better access to markets and new opportunities
3. Enhanced business and environmental support
4. Developing a more resilient, adaptable and skilled workforce
5. Creating dynamic and resilient supply chains
6. Stronger regional and county alignment, coordination and governance
7. Embedding science, technology and innovation
8. Integrating information and data capture and management into businesses and decision making
9. Integrated regulation, policy and standards
10. Improved communication



Adapting to the
risk of Covid 19
on farms and
within the
supply chain

*Help farming and food
businesses understand how
to keep themselves and
their employees safe, to
limit impact of
absenteeism.*



Creating better access to markets and new opportunities

- *Access to advice, finance planning support.*
- *Targeted post Brexit support.*
- *Net Zero and net gain markets.*
- *Benefits of local supply chains.*
- *Investment in infrastructure.*
- *Ensure ELMs is fit for purpose in the SW.*
- *Develop natural capital markets.*

Case Study – Net Zero and new markets

- Adam Twine is an organic dairy and arable farmer with farms on the Wiltshire and Oxfordshire border. He has five 50 metre-tall wind turbines on the farm generating 11 GWh per year. This goes back to the grid and supplies an average of 2,500 houses.
- The solar farm generates electricity for around 1,500 houses. He also has PV solar panels on the roof of one barn, the electricity from which is used to run his dairy parlour, with the excess energy going into the grid. In 2009, Mr Twine set up the Farm Carbon Cutting Toolkit (FCCT) to look at how he could translate environmental improvements into a farm practice advisory service. His answer to 'why' is "having a wider and longer-term perspective is really crucial."



Enhanced business and environmental support



- *Availability of support and finance.*
- *Review farm business models.*
- *Farm collaboration.*
- *New markets.*
- *New services and existing market requirements.*
- *Advice available that supports the whole of a farms operations.*
- *Regulations, new markets and impact of Covid 19.*
- *Support for new entrants and next generation.*
- *Need for baseline environmental data at a farm level.*

Developing a more resilient, adaptable and skilled workforce

- *Superfast broadband and mobile signal.*
- *Agri-tech sector development.*
- *Farming charities.*
- *Training and development of workforce and new entrants.*

Creating dynamic and resilient supply chains

- *Risks and opportunities in supply chains.*
- *Promotional campaigns.*
- Buy local.

Stronger regional and county alignment, coordination and governance



- Work with all SW LEPs to ensure a joined-up voice and there are no gaps in provision across the region.
- *Bring in additional funding for the region.*
- *LEPs and other groupings to act as brokers for new markets and opportunities.*
- *Building in the ability for enhanced joint lobbying for support.*

Embedding science, technology and innovation

- *Work closely with our researchers, scientists and AHDB to ensure new knowledge is translated and made useful at farm level.*
- *Working together to get funding for research that can be applied to farm productivity and environmental delivery*

Integrating
information and
data capture and
management into
businesses and
decision making

- *New knowledge must be translated and made useful at farm level*
- *New software and hardware tools*
- *Improved data.*

Integrated regulation, policy and standards

- *New ways of delivering compliance with existing regulations.*
- *Integrated compliance monitoring.*
- *Develop new ways of compliance monitoring.*
- *Flexible regulations and policies.*
- *Agriculture Bill and Environment Bill can deliver viable farm businesses and resilient food supply chains.*

Improved communication

- *Improved broadband and mobile availability*
- *Farmer focused communication platforms.*
- *Develop a meaningful and powerful brand for the SW.*
- *Adapt to the needs of different customers, organisations and audiences.*

The future of lobbying and farm visits?

- Virtual farm tours and meetings.
- Time is saved from travelling
- Meetings can be more focused



Conclusion

Lots of synergy between outcomes and some small wins can make a big difference

Collaboration and working together will help to build a stronger sector

Lets build a thriving rural economy together



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