



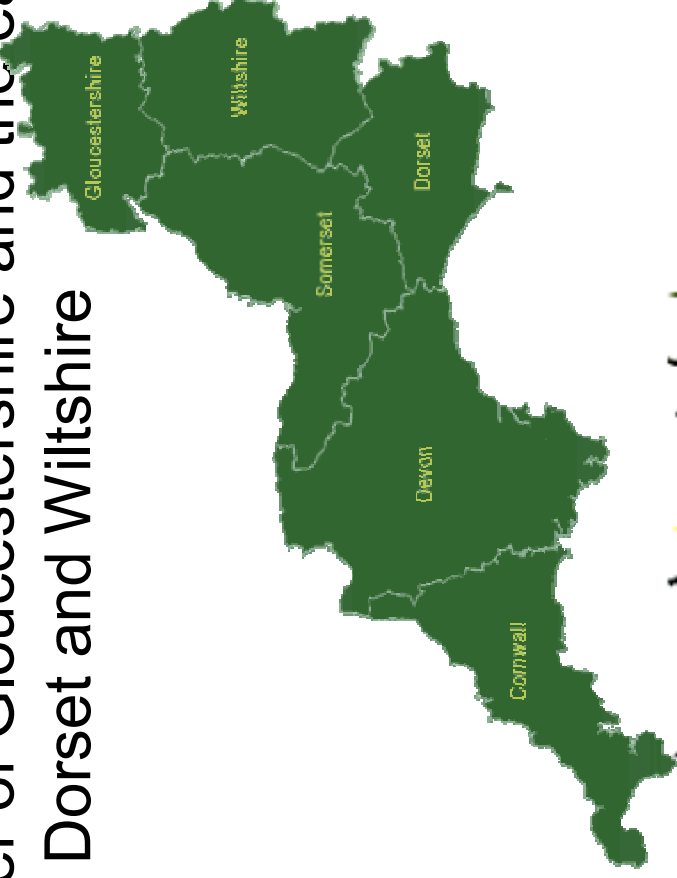
Living Landscapes

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- The SW has varied geology and topography
- SW extends over 350km from the Isles of Scilly to the northern border of Gloucestershire and the eastern boundaries of Dorset and Wiltshire





- Largest and most rural region in England and accounts for more than 18% of the nation's total land area
- 80% of land is agricultural
- 30,000 agricultural holdings directly employing approximately 80,000 people
- Agriculture contributes 1.2% of the SW GVA (Gross Value Added) - £0.921 billion – compared to 0.7% in England as a whole





- AONB's and National Parks cover 37% of the region compared to the national average of 24%
- 60% of the region's agricultural land is permanent or temporary grassland compared to 40% in England as a whole
- Over 40% of the SW's agricultural area is covered by one agri-environmental scheme
- In 2004 98.8% of the SW's rivers were of good or fair biological quality





- NFU – since 1908
- CPRE – since 1926
- Farmers are Countryside Curators
- Since prehistoric times!





- Report studies English Farmers
- Compensated and **uncompensated** work
- Landscape maintenance work
- Face to face interviews, asking how landscape management activities affected if farming support was further reduced





- Estimate of landscape maintenance work on average English farm, not supported by agri-environment funding, is **£2 410 per year**
- To the country, this amounts to £412 million per year
- Conservative estimate
- Does not cover
 - Loss of income associated with loss of production
 - Benefits derived from these activities, such as visitor expenditure





- **Challenges to farming**
- Principally a grass-growing and livestock rearing region
- Badly affected by BSE and FMD
- Reform of the CAP presents a new set of challenges
- Liberalised trading system
- Over zealous interpretation & Gold Plating of EU standards
- Agri-environment schemes – uncertain future
- Skilled Labour





- **What does this mean for the Countryside?**
- Food from farming must reflect the price that it costs to produce
- General population must recognise this
- Even intensive farming has wildlife benefits!
- Implications of letting the system unravel
- Replication of landscape without farming impossible





- **Survey Results**
- 90% engage in some type of landscape management
- 85% of hours devoted to LM are outside agri-environment schemes
- Average uncompensated cost is £2 410 per farm per year





- Farmers have a high degree of awareness of the distinctiveness of local landscape features
- Many farmers manage features outside agri-environment schemes to the same standard as those in such schemes





- Underpinning this is the morale, culture and confidence of farmers to carry on being part of the landscape and knowing that their efforts are valued by society
- The Government must to think of farm support post 2013 – long term public funding
- Maintain landscape, food security, tourism and rural communities

