



Direct Dial/Ext: 03000 416749  
e-mail: [andrew.tait@kent.gov.uk](mailto:andrew.tait@kent.gov.uk)  
Ask for:  
Date: 14 November 2019

Dear Member

**KENT FLOOD RISK MANAGEMENT COMMITTEE - MONDAY, 11 NOVEMBER 2019**

I am now able to enclose, for consideration at next Monday, 11 November 2019 meeting of the Kent Flood Risk Management Committee, the following report(s) that were unavailable when the agenda was printed.

**Agenda Item No**

5 **Water Sustainability and Farmer Co-ordination - Presentation by Tom Ormesher, NFU Environment and Land Use Adviser (Pages 3 - 18)**

Yours sincerely

A handwritten signature in black ink, appearing to read 'Ben Watts', with a stylized flourish at the end.

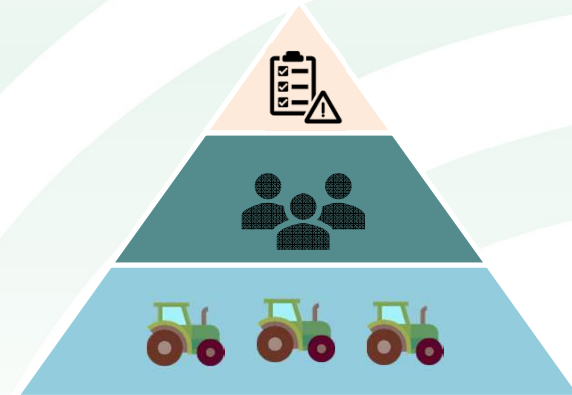
Benjamin Watts  
General Counsel

This page is intentionally left blank

# Farming and Water Management: Coordination & Resilience

KCC FCERM Committee 11 November 2019

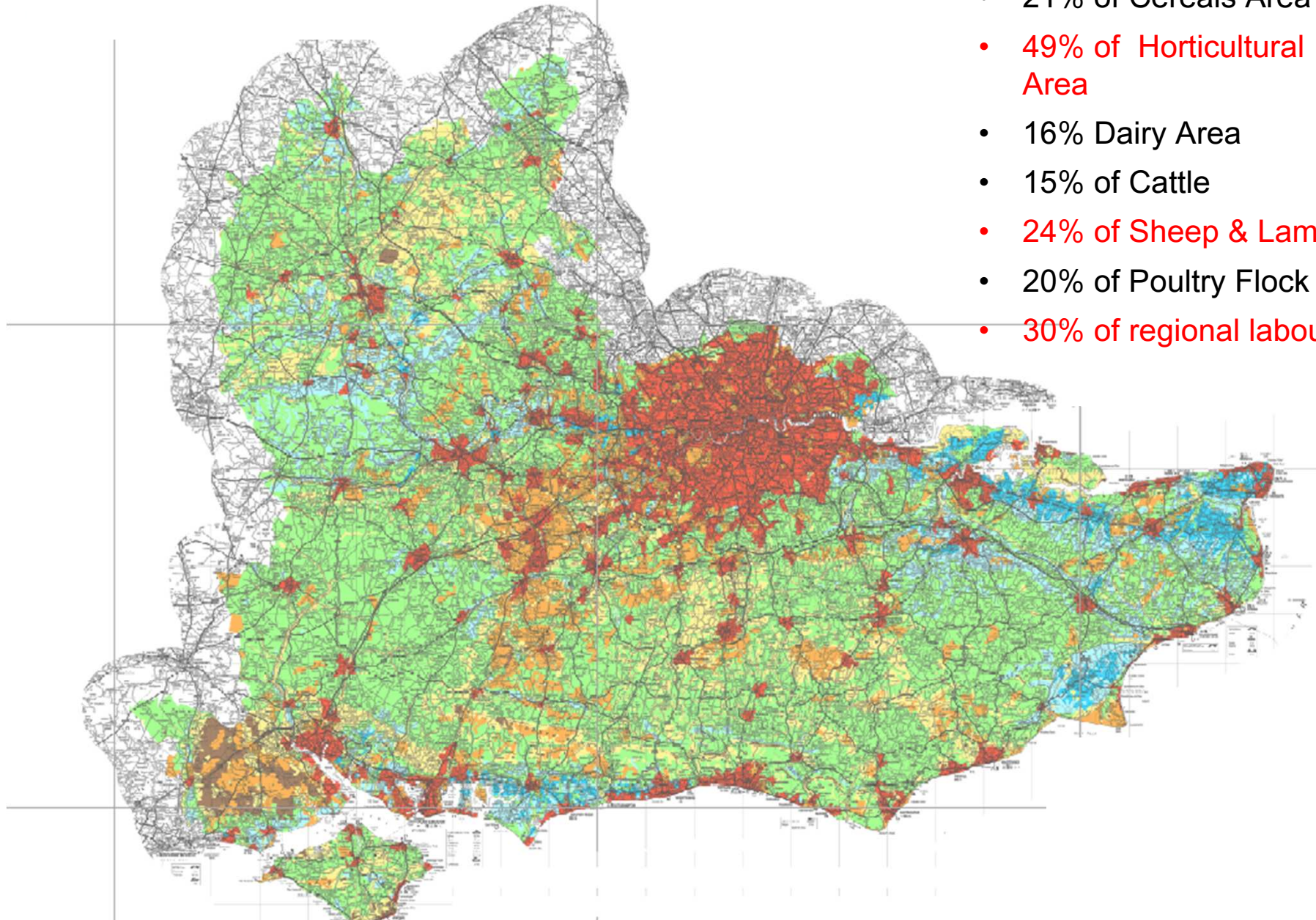
[tom.ormesher@nfu.org.uk](mailto:tom.ormesher@nfu.org.uk)



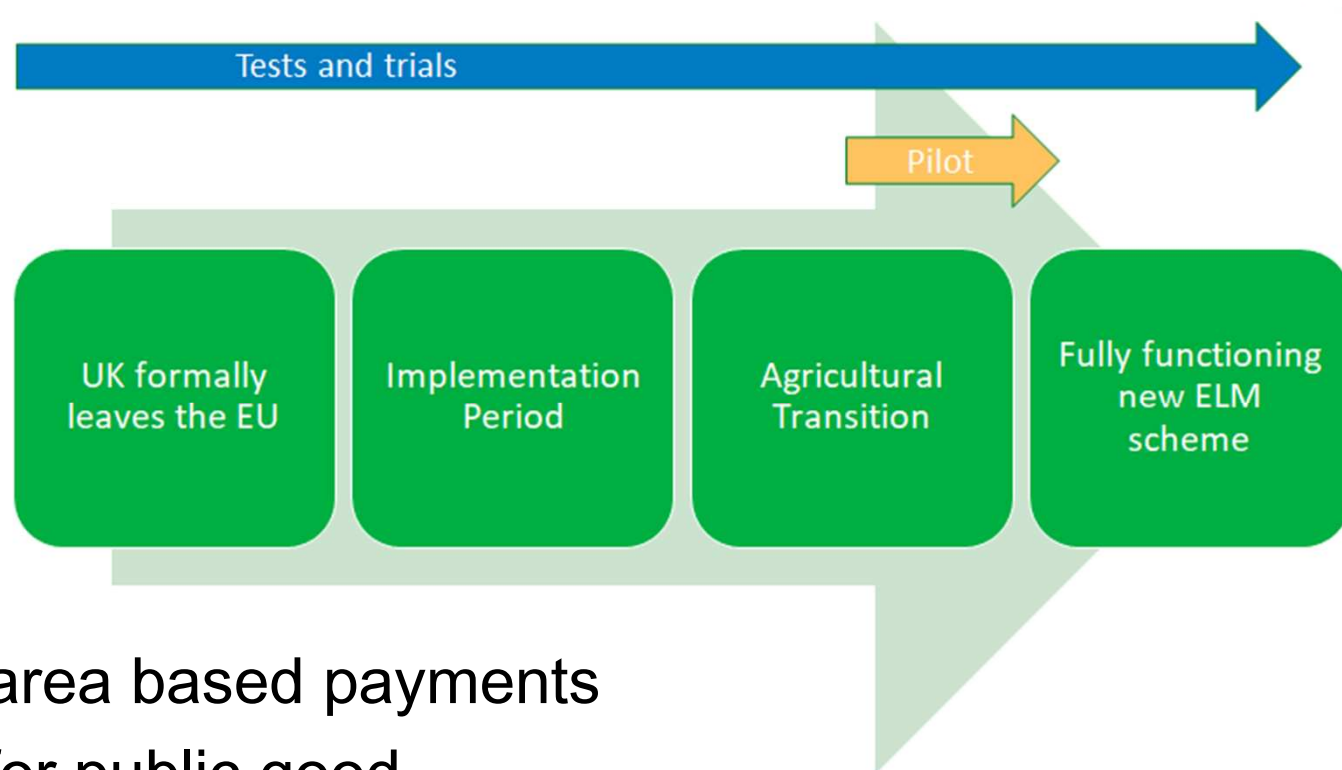
# Farming in the South East

## *Kent & Medway in the South East*

- 21% of Cereals Area
- 49% of Horticultural Area
- 16% Dairy Area
- 15% of Cattle
- 24% of Sheep & Lamb
- 20% of Poultry Flock
- 30% of regional labour



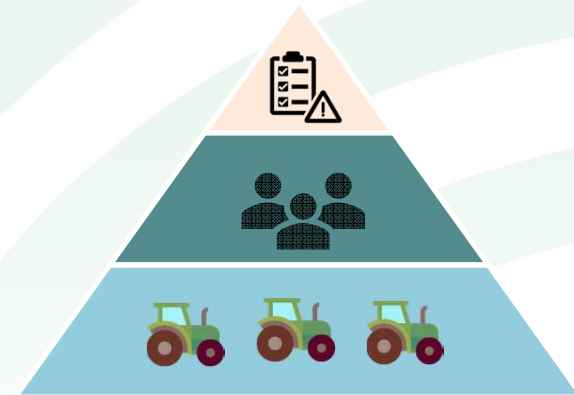
# Changes in Farm Policy...



Page 5

- Withdrawal of area based payments
- Public money for public good
- Core > Local > Landscape
- New Environmental Land Management Scheme
- **Whole Farm Plans**
- **Third Party Audits and Assessment**

# *A local coordination framework for sustainable rural development...*

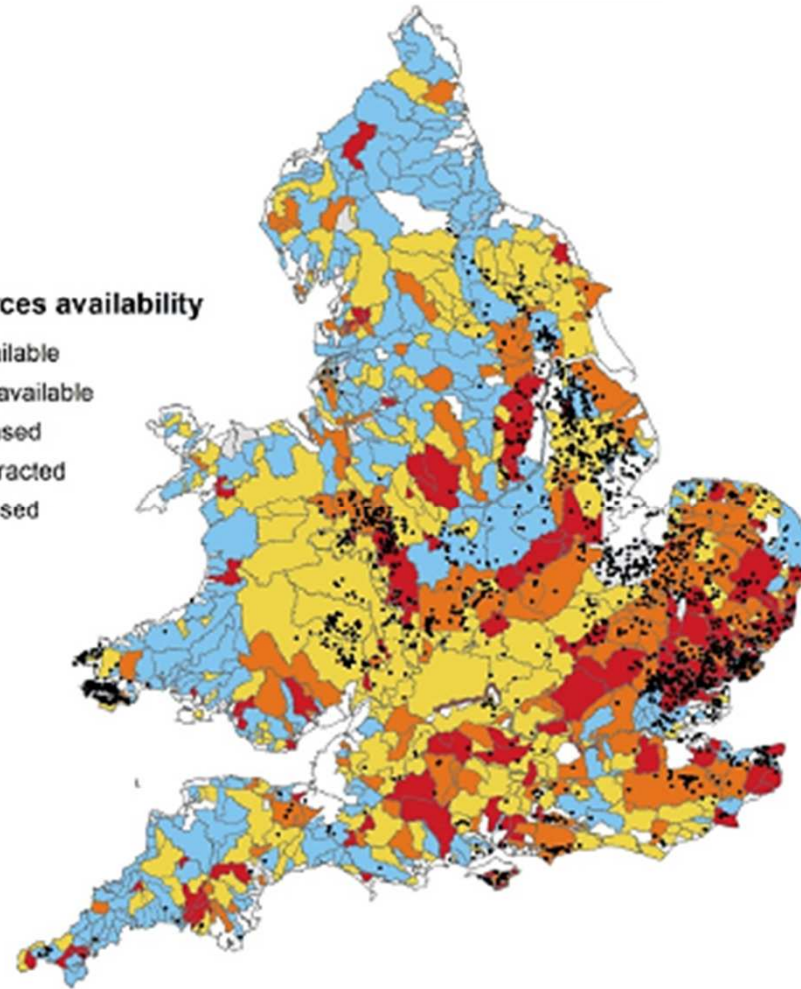


# Coordination Challenges...

*The volume of water for irrigation would need to increase seven fold by the 2050's for present day levels of potato production to continue*

Water resources availability

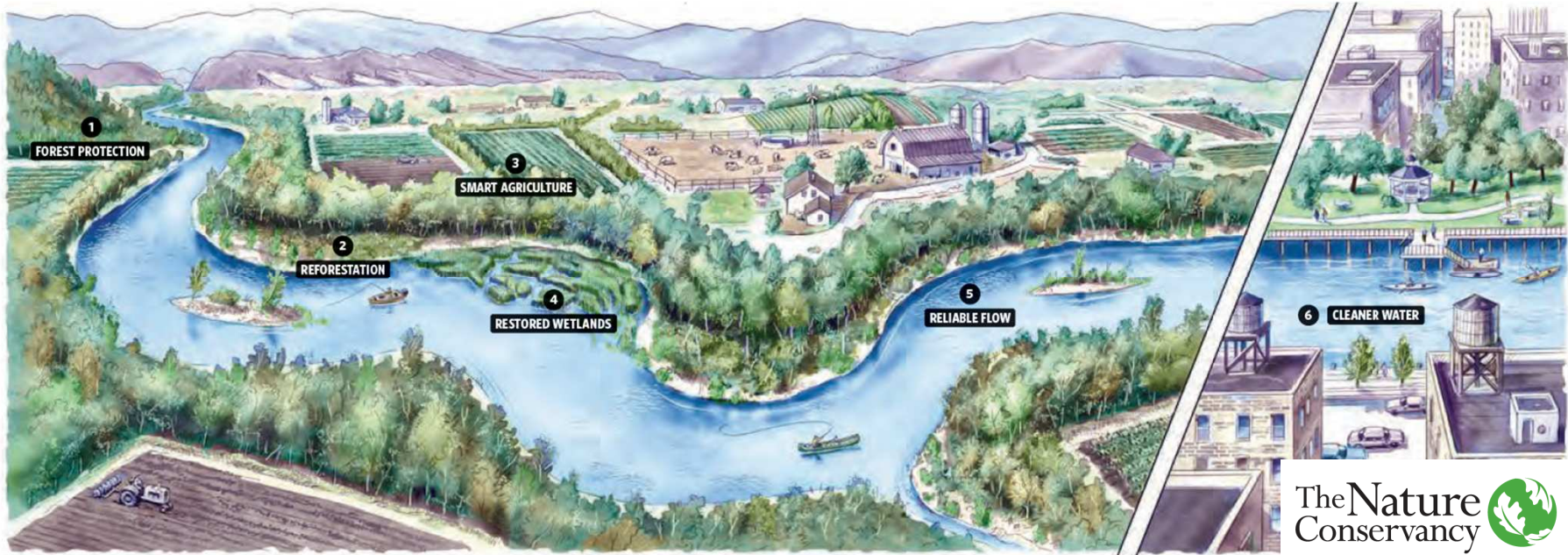
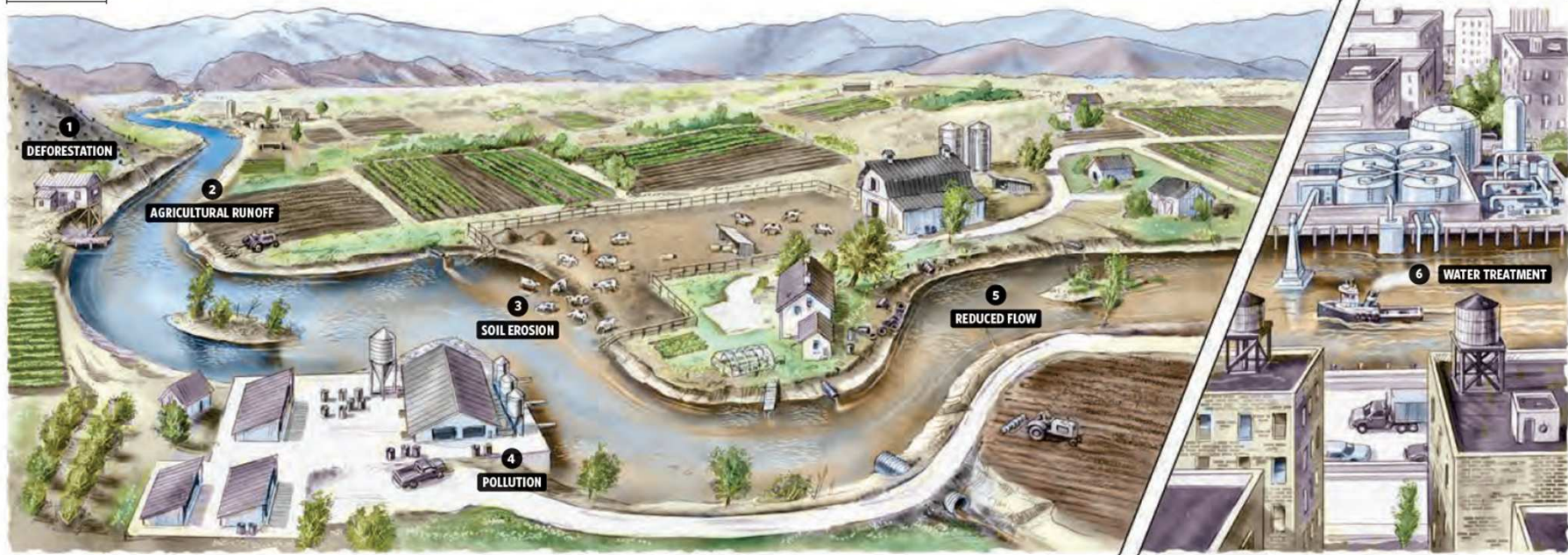
- Water available
- No water available
- Over licensed
- Over abstracted
- Not assessed



# Coordination Challenges...

UPSTREAM

DOWNSTREAM



The Nature Conservancy 

ILLUSTRATIONS © STEVE SANFORD (ALL)



# Coordination Challenges...

Page 9

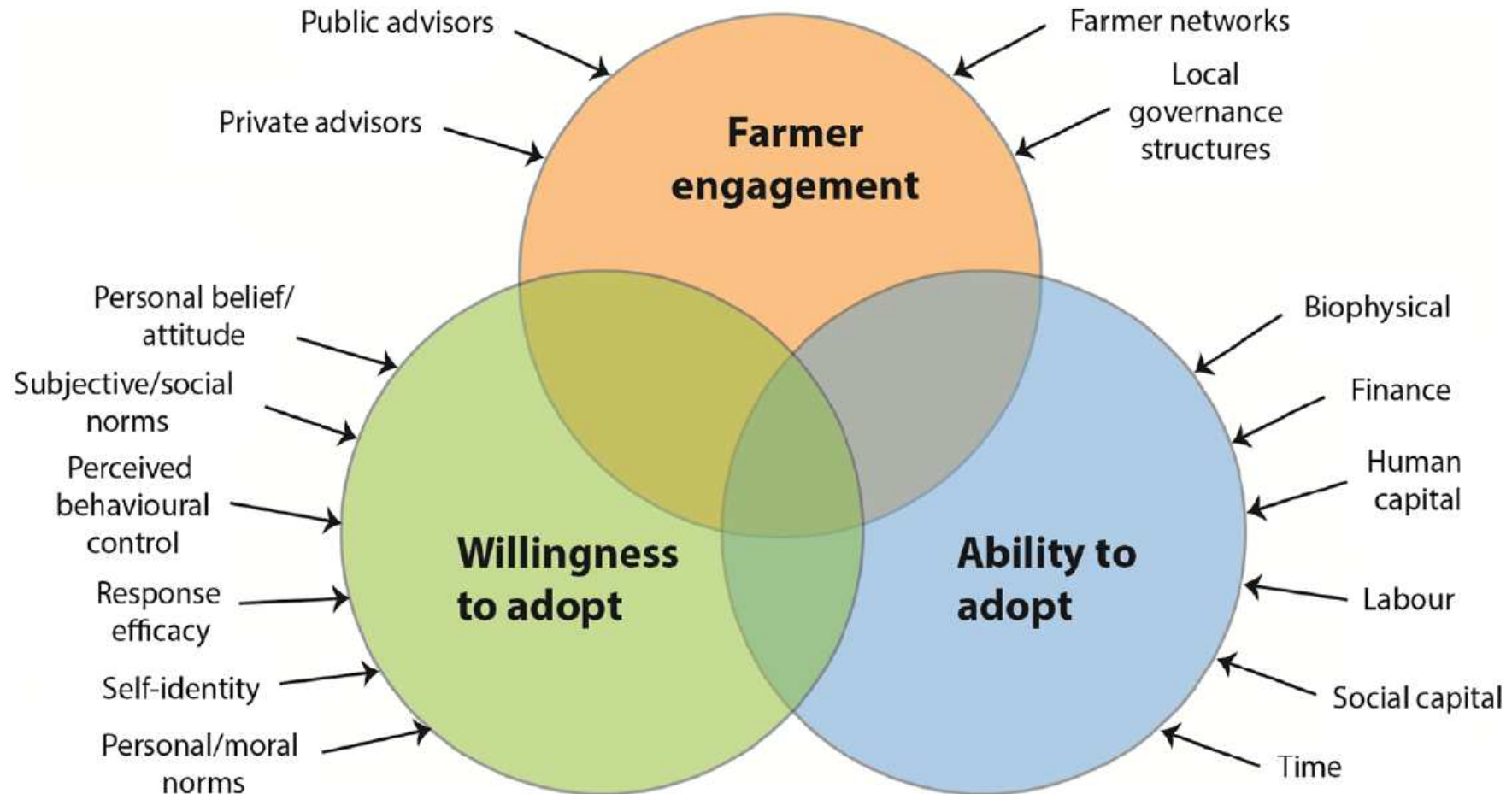


**NFUnited**  
There's strength in members.

NFU supported by  
 **NFU Mutual**

 **NFU**

# Coordination Solutions



Page 10

Mills et al 2016

**NFU**United  
There's strength in members.

NFU supported by



# A Middle Path?

## UK Resource Management

- Environment Agency
- RPA
- CSF
- Catchment Partnerships
- Rivers Trust
- Wildlife Trust
- FWAG, GWCT
- “Farmer Cluster”
- Producer Organisations
- AHDB – Levy Board
- Farm Cooperatives
- LEAF/ Red Tractor
- IDB
- Local Authorities
- Abstractor Groups

## *US Alternative*

### **Third Party Programmes**

- Wine Growers Association
- Farm Bureau
- Resource Conservation District

*Local public organisations with a farming executive, supporting voluntary and scientifically sound natural resource stewardship*

# US Third Party Programmes



**FARM BUREAU**  
OF VENTURA COUNTY  
THE INDEPENDENT VOICE FOR AGRICULTURE

## Water Quality

Through its management of the Ventura County Agricultural Irrigated Lands Group, Farm Bureau helps growers comply with state and federal water quality regulations.



Page 12



## WHY BUY PURE CATSKILLS



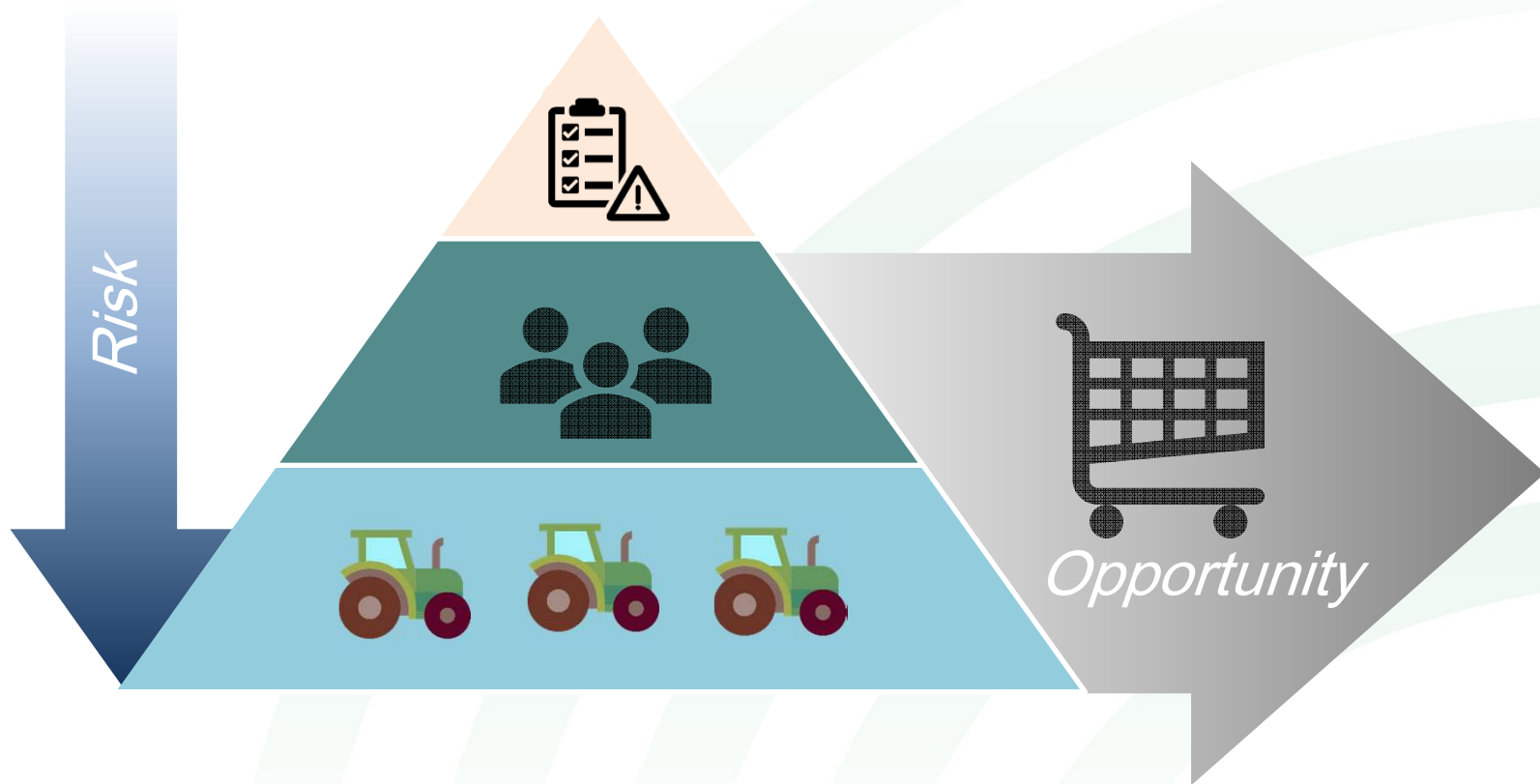
- Farmer Led
- Responsible for delivery
- Purposeful profit
- Local focus

by  
ial



Pure Catskills Buy Local campaign is an economic initiative of the Watershed Agricultural Council with funding from NYC DEP, USDA, U.S. Forest Service and other sources. 10/16/19 ©WAC 10/17/14

# UK Third Party Programmes?



Page 13

after Rey et al. 2017

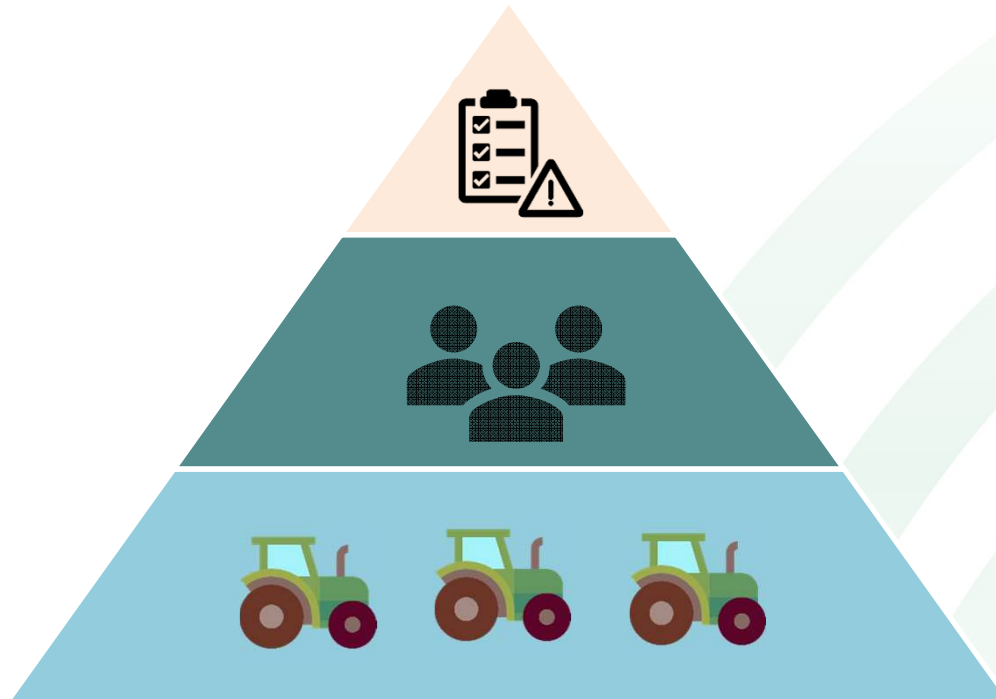
**NFUnited**  
There's strength in members.

NFU supported by  
 **NFU Mutual**

 **NFU**

# Business Support & Resource Resilience

Page 14



Public Priorities

Coordination Framework  
Farm Business Support & Advice  
Promotion and Marketing

Farm Resilience

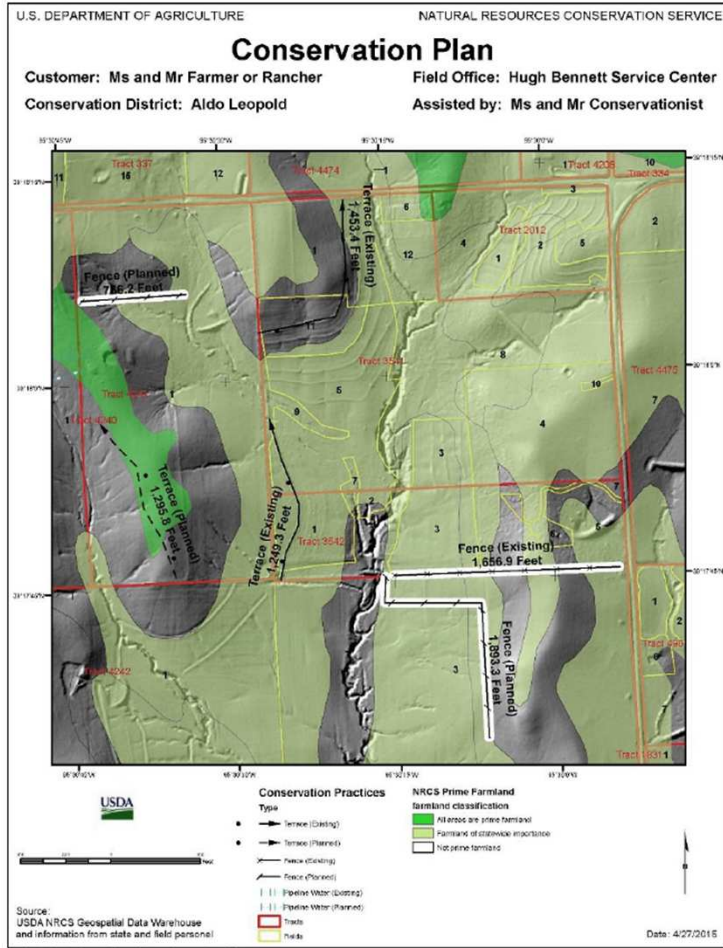
*A new approach to Rural Economic Development*

**NFUnited**  
There's strength in members.

NFU supported by  
 **NFU Mutual**

 **NFU**

# Farm Resilience




Sub Sol  
 Subsurface Water Solutions


Page 15

NFUnited  
 There's strength


# Regional Identity Shaping the Market




*Citrus Growers, Spain*  
 AWS Certification  
 Edeka, WWF, GSI - Partners



*Dairy Farmers, New Zealand*  
 Lead with Pride Certification  
 Synlait A2 Milk Processor



*States of Jersey*  
 Red Tractor (Tier 1)  
 LEAF Farm Assurance (Tier 2)



Regional Profile  
 Representative  
 Identity

Quality Assurance  
 Clean Green  
 Image

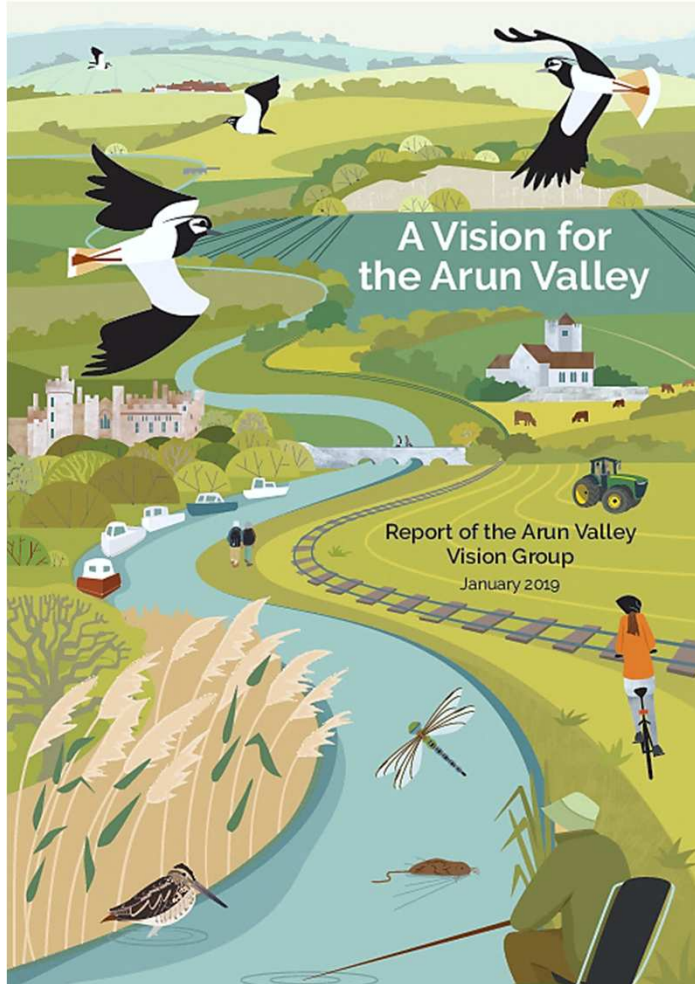
Public Goods &  
 Services  
 Economic &  
 Env Sustainable

*Coordination Opportunity....*

Page 16



# Linking Farms with Community Priorities



Key Planning Group Issues & Priorities

Planning Group	PWS	Energy	Agrifood	Manufacturing	Environment
a					
b					
c					
d					
e					
f					
g					
h					
i					

*“Finding a sensible and affordable balance between the needs of conservation, land management, people and properties”*

# Taking this Forward

Page 18



**Integrated Priorities**  
Multi-Sector Dialogue

**Coordination Framework**  
Farm Business Support & Advice  
Promotion and Marketing

**Farm Resilience Plans**  
Portfolio of Service Provision  
Investable Credentials

*A new approach to Rural Economic Development*

[tom.ormesher@nfu.org.uk](mailto:tom.ormesher@nfu.org.uk)

**NFUnited**  
There's strength in members.

NFU supported by  
 **NFU Mutual**

 **NFU**