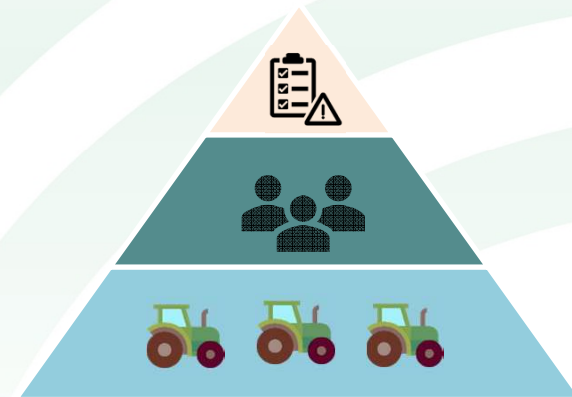


# Farming and Water Management: Coordination & Resilience

KCC FCERM Committee 11 November 2019

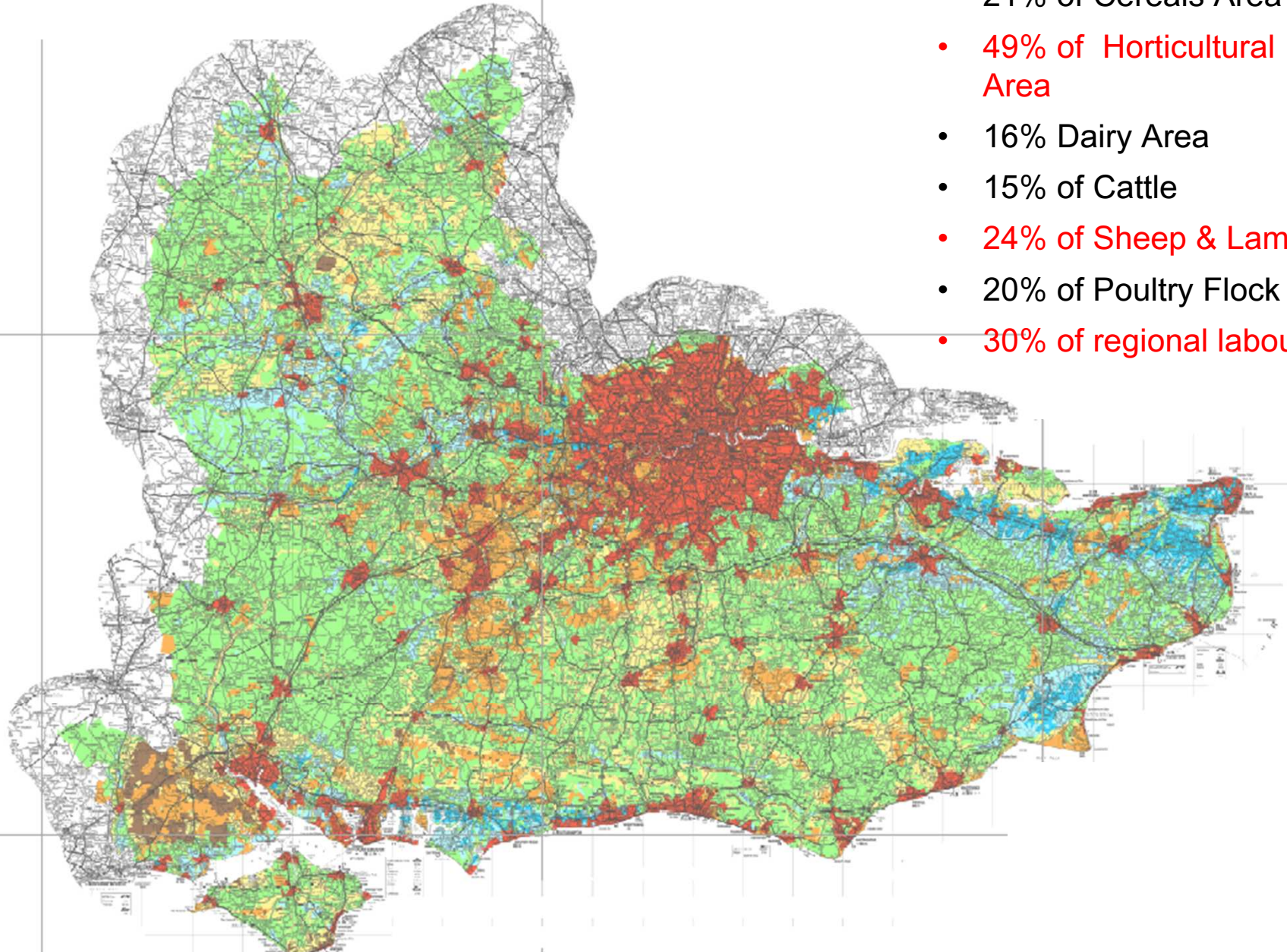
[tom.ormesher@nfu.org.uk](mailto:tom.ormesher@nfu.org.uk)



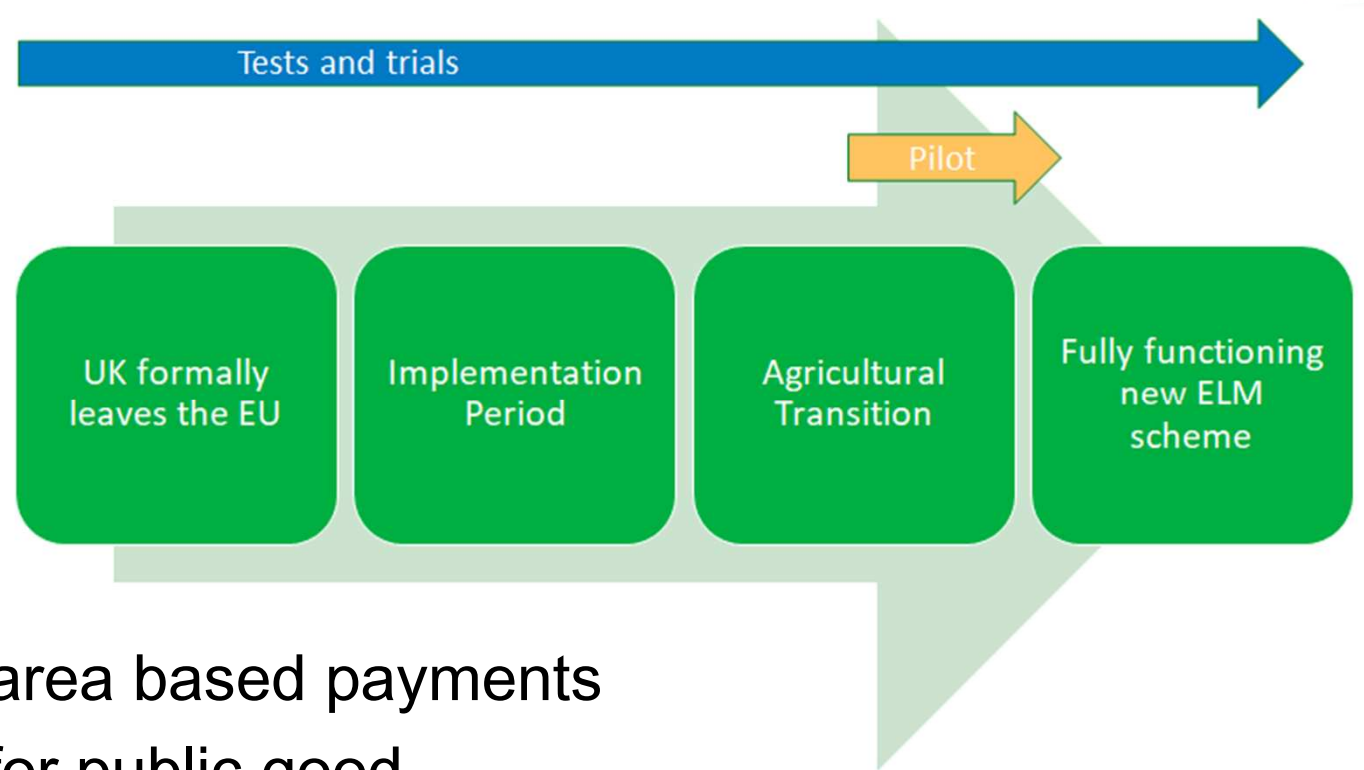
# Farming in the South East

## *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

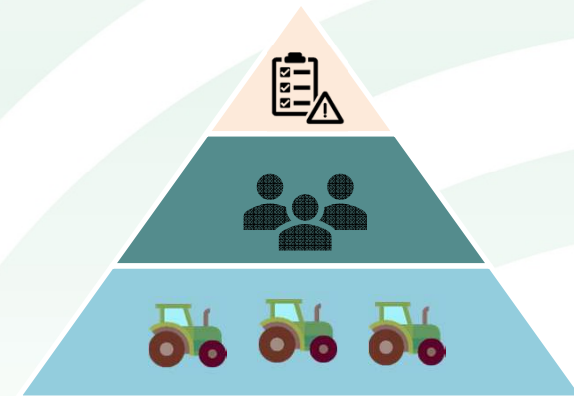


# Changes in Farm Policy...



- 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...*



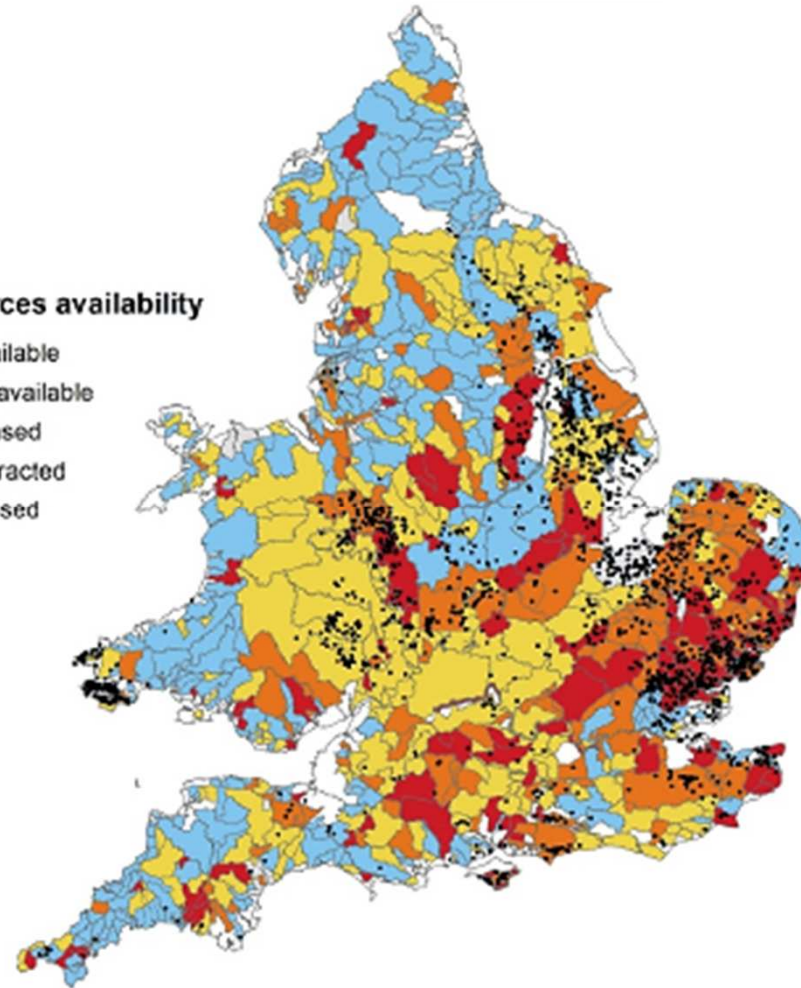
# Coordination Challenges...

*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*

UK Committee on Climate Change 2018

Water resources availability

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



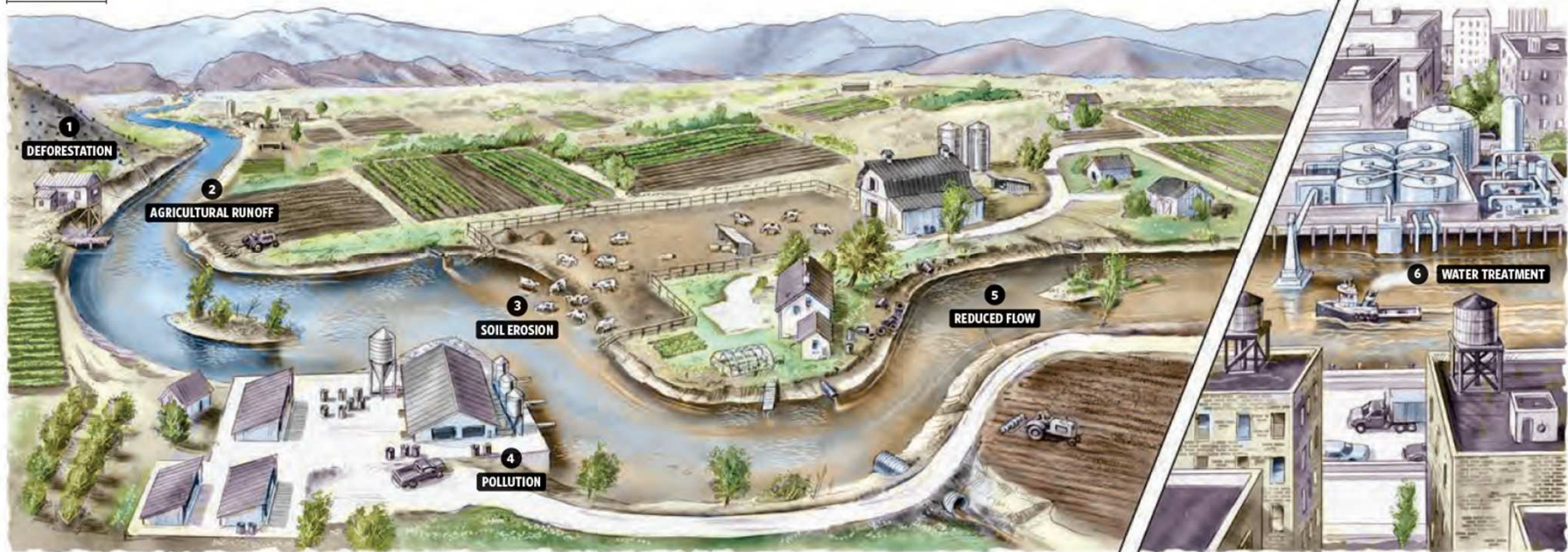
**NFU**United  
There's strength in members.

NFU supported by

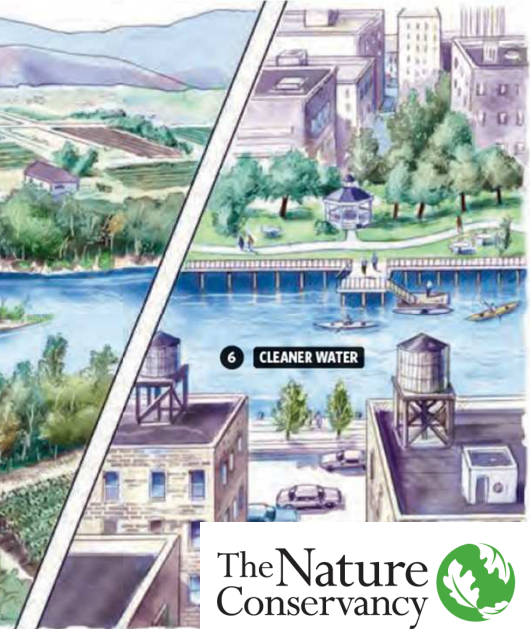
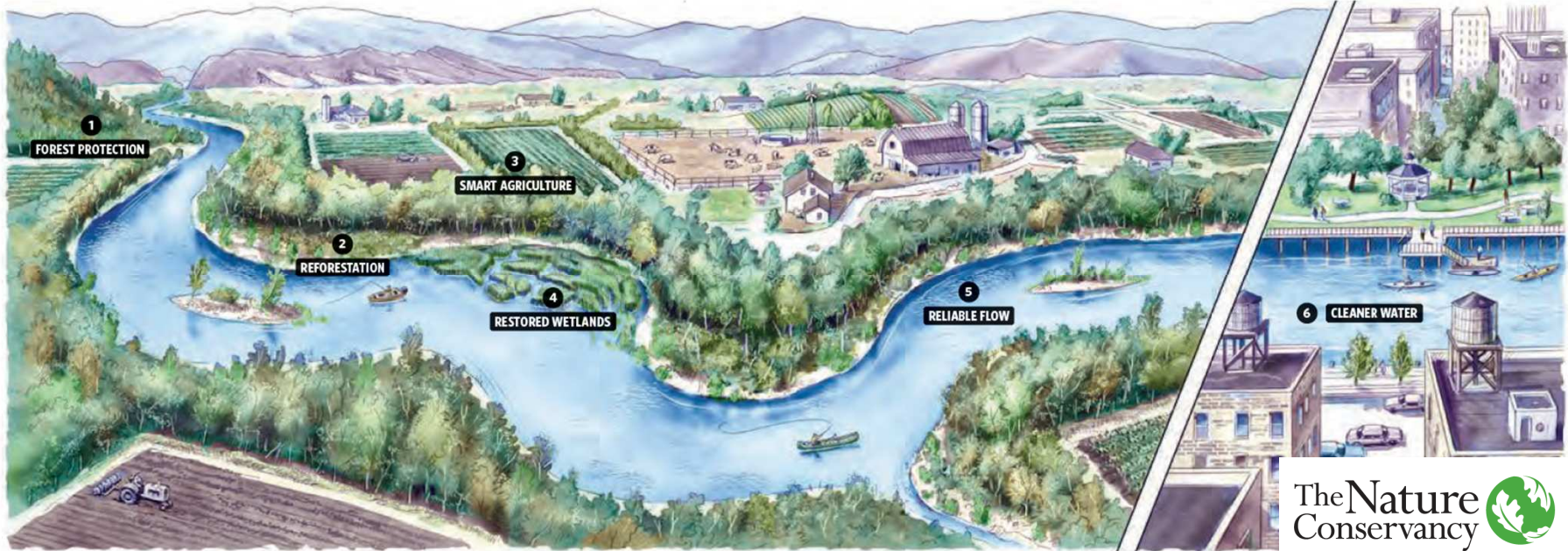
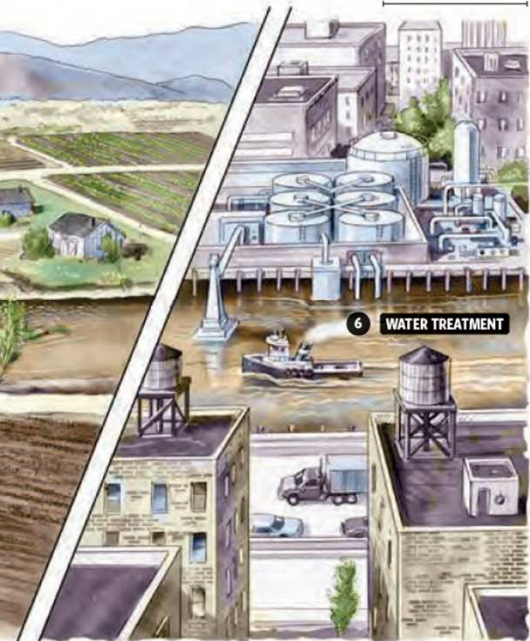


# Coordination Challenges...

UPSTREAM



DOWNSTREAM



# Coordination Challenges...

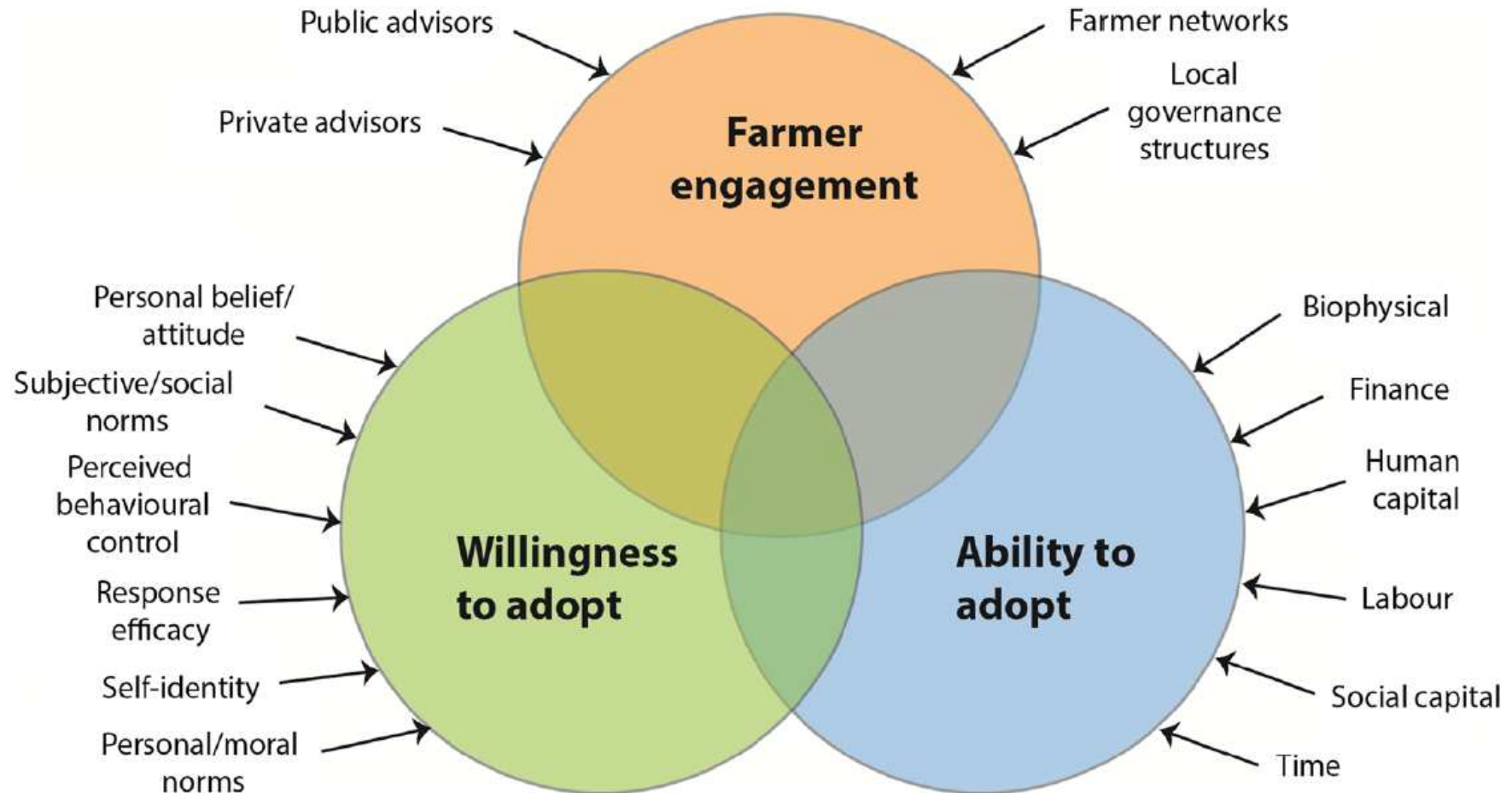


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 **NFU**

# Coordination Solutions



Mills et al 2016

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# 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.



## WHY BUY PURE CATSKILLS



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

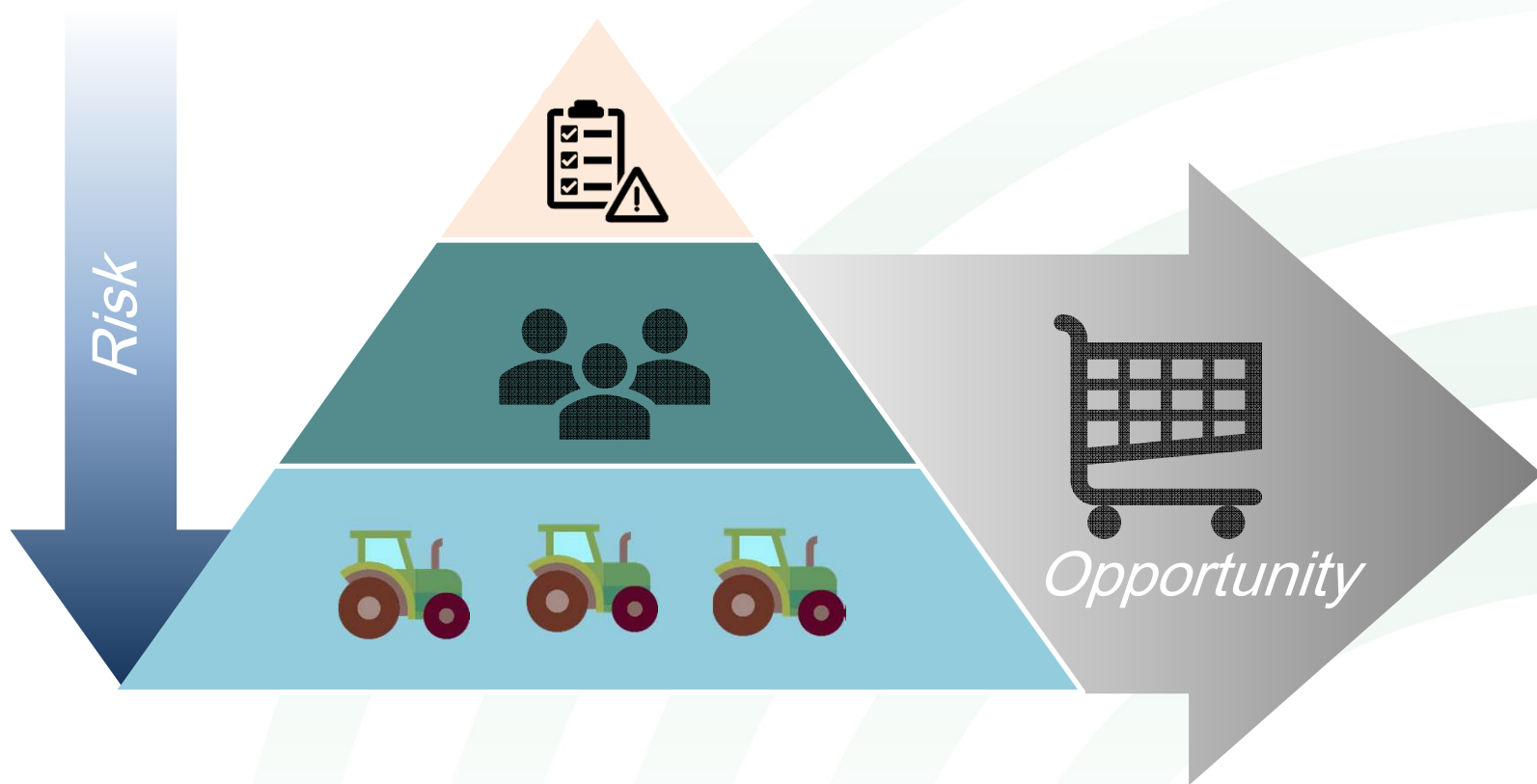
by  
ial



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?



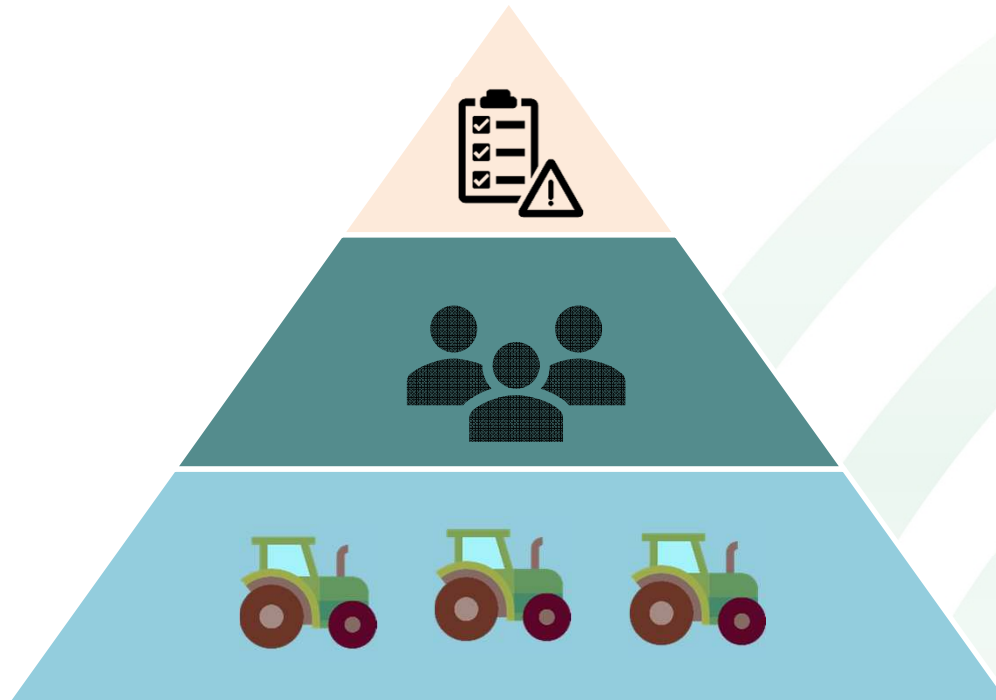
after Rey et al. 2017

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# Business Support & Resource Resilience



Public Priorities

Coordination Framework  
Farm Business Support & Advice  
Promotion and Marketing

Farm Resilience

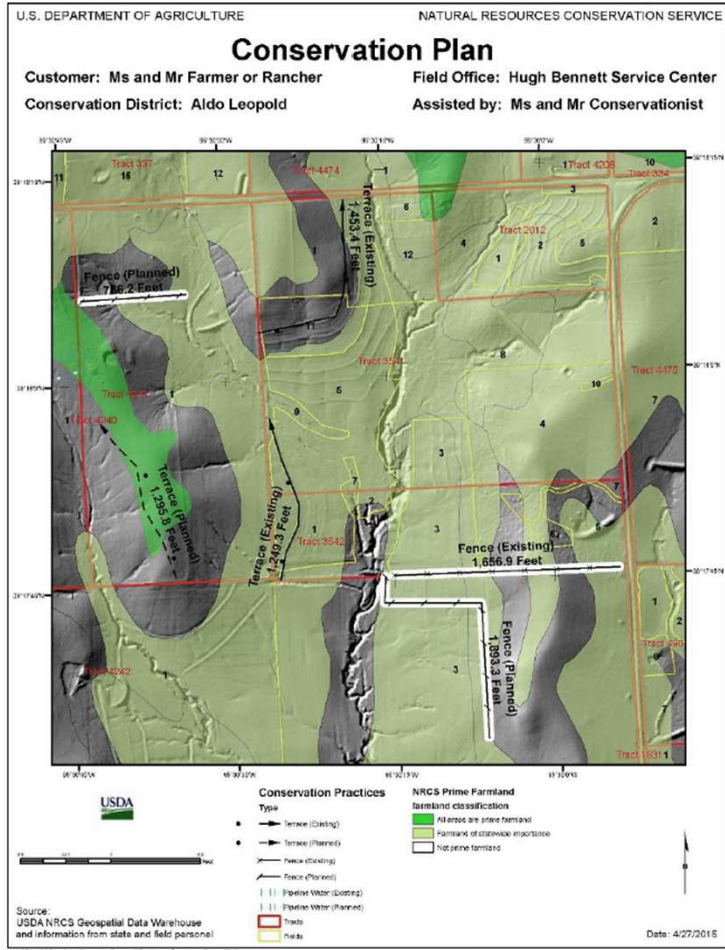
*A new approach to Rural Economic Development*

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# Farm Resilience




**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)



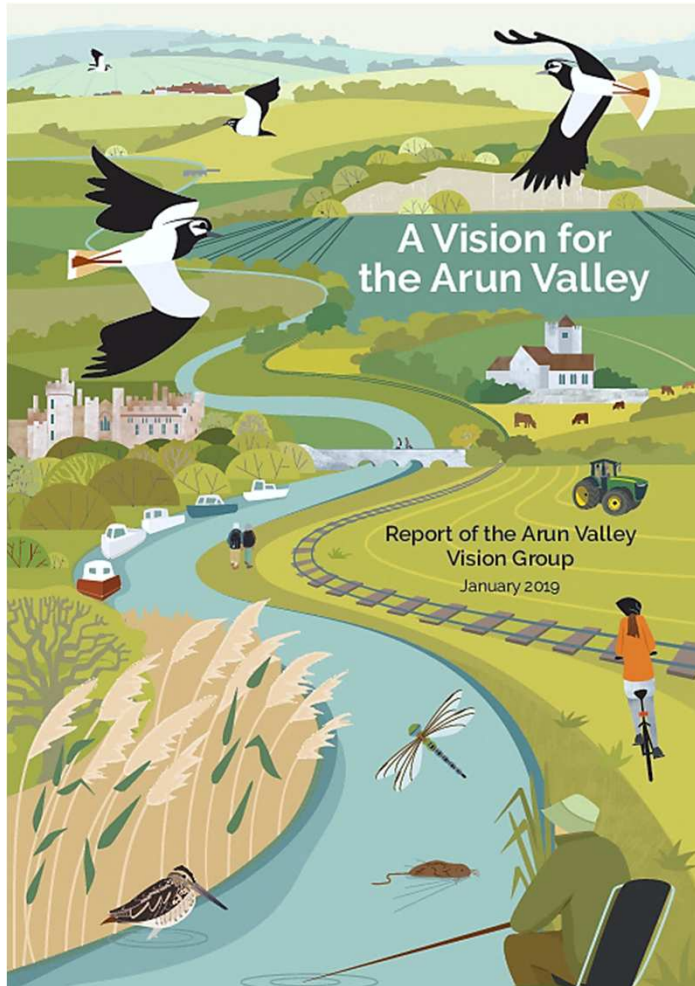
Regional Profile  
Representative  
Identity

Quality Assurance  
Clean Green  
Image

Public Goods &  
Services  
Economic &  
Env Sustainable

*Coordination Opportunity....*

# Linking Farms with Community Priorities

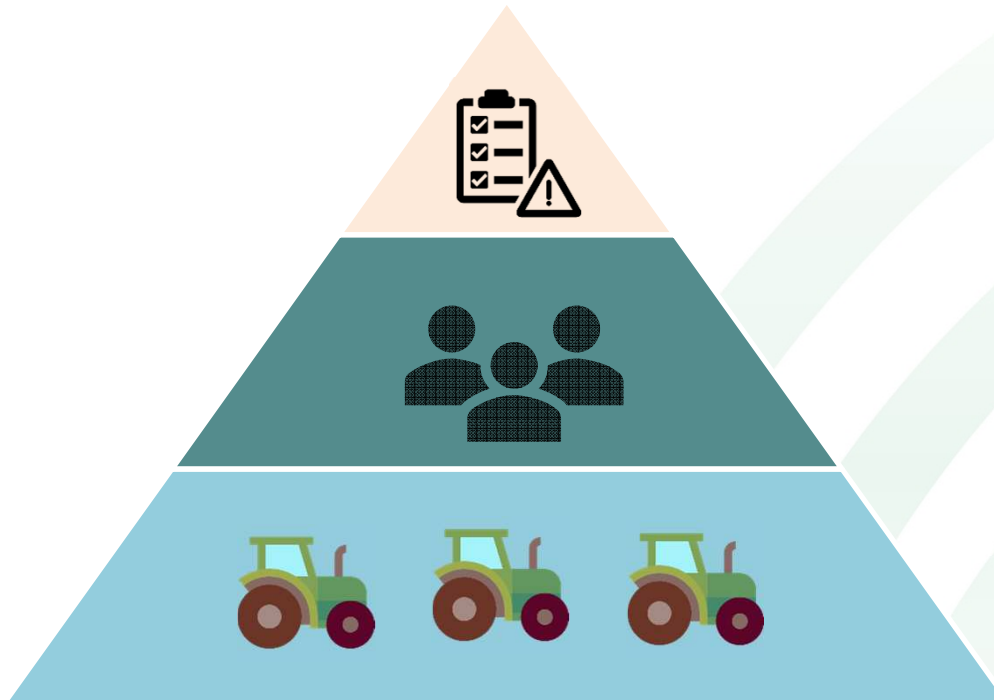


Key Planning Group Issues & Priorities

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



**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*

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