



**Devon
Rural
Network**

Sustainable Farming and Food A Draft Action Plan for Devon

January 2005

Prepared by the Devon Rural Network Sustainable Farming and Food Action Group

Sustainable Farming and Food

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Devon Rural Network

The Devon Rural Network is a partnership of voluntary, statutory and private sector organisations from grass roots up to regional level that have come together to promote the rural interests of Devon. The Network exists under the auspices of the Devon Strategic Partnership which was formed as a requirement of the Local Government Act 2000.

Devon Rural Network (DRN) is guided by its Chair Professor Michael Winter (University of Exeter, Centre for Rural Research), Vice Chair Professor Ian Mercer (South West Forest) and a steering group of DRN members representing a cross-section of interests.

Farming and Food

A significant proportion of DRN members indicated farming and food as an interest area and priority for action as part of the development of the DRN action programme. In order to address the relevant issues identified in the Devon Rural Strategy and to further focus the ambitions of the Regional Delivery Plan for Sustainable Farming and Food, the task was established to produce the Sustainable Farming and Food Action Plan for Devon.

To focus efforts a time-limited action group was formed, Chaired by Prof. Ian Mercer and facilitated by Devon County Council's Sustainable Farming and Food Coordinator.

The members of the Action Group were selected to provide the widest possible representation of interests including smaller and larger farming, tourism, environment, landscape, community, health, forestry, rural professionals, etc. Details of the group are listed at the end of this document.

Terms of Reference

The Group adopted the following terms of reference:

"The purpose of the SFF Action Group is to produce an Action Plan. This will identify those actions that can be worked upon by existing and potential organisations operating in Devon to make a difference to the causes of, or effects of, the present unsustainable Farming and Food 'system'. The group does not wish to limit its consideration of those actions to any particular subjects at the outset but will seek to engage comprehensively with the economic, environmental and social challenges involved."

Policy Background

Foot and Mouth Disease acted as a poignant reminder of the inextricable links that farming in Britain has, not only with rural communities, but the entire population. Diversification on farms has forged strong links with the tourism industry whilst adding value to primary produce has brought farmers much closer to the market. Government has recognised this both in its Rural White Paper and the Strategy for Sustainable Farming and Food.

Consumers are now much more aware of food standards, animal health and welfare and the topical issues of health eating and obesity. Much more is now demanded from farmers - high standards of environmental and landscape management, access to the countryside and the availability of quality food but at an affordable price. At the same time there is a strong consensus against subsidising production with no direct benefit to the taxpayer.

Reform of the Common Agricultural Policy is an attempt to address some of these problems. It aims to deliver multiple benefits to society whilst allowing farmers to compete in the global economy. Whether this is a realistic agenda or not, it will mean a significant change to farming in the UK. It provides both opportunities and threats to all farming businesses and how these are met will largely determine success or failure.

Sustainable Farming and Food

The Regional Delivery Plan for Sustainable Farming and Food (Making a Difference) is the South West's response to the Policy Commission on a Sustainable Future for Farming and Food chaired by Sir Don Curry. Under 5 broad theme headings (knowledge, the food chain, the environment, broadening the economic base, and human and animal health) it aims to cover all aspects of the industry from climate change opportunities to planning and business development. This document together with the Devon Rural Strategy formed a starting point for this action plan.

Whilst funding to deliver the regional plan is limited it allows pilot projects to be developed, research to be carried out and an opportunity to address some of the priority issues.

The Devon Action Plan aims to build on the work of the Regional Delivery Groups highlighting the particular issues within Devon and identifying the actions that need to be delivered at a local level.

Developing the plan

Having taken into consideration the recommendations from the Strategy for Sustainable Farming and Food, the Devon Rural Strategy and the plethora of local and regional projects and initiatives, the action group set about determining the priorities for Devon.

During the development of the DRN SFF Action Plan a number of strong themes emerged which have been developed to form the structure of the plan. These action themes are:

Local Food

Supporting local food businesses through increased consumption of local food, improving the infrastructure and adding value. Developing a Devon food culture to support local food including fish and organic produce.

Collaboration

The value of collaboration through machinery, labour, information, facilities and technology sharing and integrated marketing solutions.

Sustainable Landscapes

Exploring opportunities for forestry and woodlands, renewable energy, impacts of climate change and the future of farming in upland areas post-CAP reform. Proactive environmental management can increase profitability through agri-environment schemes, reduced costs and as a marketing tool.

Quality

Ensuring producers are market focused and adding value through promoting high quality products. Quality can be linked to high welfare standards, location, environment, and production methods. Encourage optimum performance through benchmarking, demonstration and sharing of best practice.

New Opportunities

Providing opportunities for all people & businesses wishing to enter, exit or explore new areas within the industry.

Co ordination and promoting understanding

Improving communication and co ordination within the industry. Raising awareness of food, farming, the environment, landscape and the particular issues facing farming and rural communities.

Key Criteria

Throughout the process a number of key criteria were applied

- The Devon SFF Action Plan is to compliment other strategic plans and avoid duplication
- To identify and where possible build on best practice and pilot projects
- To harness the strengths, successes, enthusiasm and commitment of those involved in Devon's agricultural industry
- Where possible to work in collaboration with partners to ensure delivery
- The underpinning strands of sustainability to be evident throughout

Social

- Well-being of the community
- Support for all
- The benefits of a healthy lifestyle including a balanced diet
- Opportunities for everyone
- Professional development
- Working together

Economic

- Business Development and Support
- Striving for quality
- Exploring opportunities
- Making use of technology and information
- Recognising the economic potential of all those involved in the industry
- Performance monitoring
- Planning for the future

Environmental

- Harnessing the potential of our natural assets
- Recognising the difference between preservation and enhancement
- Promoting the links between farming, the environment, landscape, heritage and culture
- Recognising the economic gains from positive environmental practices.
- Minimising the threats from climate change
- Exploring the opportunities presented by climate change

There is also a context of action at a sub-county level which needs to be considered. The Market and Coastal Towns Initiative (MCTi) and the Countryside Agency's "Land Between the Moors" Strategy represent opportunities for creating links and mutual support that should not be discounted. Developing projects should look to such schemes in their development to identify possible collaborative action.

The plan has been divided into three sections. Section one addresses the issues around each theme from which an aim and a number of priority actions have been developed.

Section two is the action programme detailing a timetable for delivery with priority actions highlighted in bold.

Section three provides additional information on possible delivery partners, potential sources of funding, policy drivers and relevant links to each of the six action themes.

Funding opportunities

Whilst no single funding stream has been identified to deliver all of the actions within this plan there are multiple funding opportunities for individual or groups of projects. These include the following;

- Objective 2 funds for those parts of Devon within the EU Objective 2 area, in particular focusing on improving traditional economies.
- DEFRA's England Rural Development Programme through the Rural Enterprise Scheme, Processing and Marketing grant, Energy Crop Scheme and agri-environment schemes
- Sustainable Communities - a Rural Renaissance programme (when approved) - To build sustainable communities by developing key economic sectors to raise incomes, employment levels and identities of rural areas in a suitable manner.
- RAFAEL (Renaissance of Atlantic Food, Authenticity and Economy Links) - Devon County Council have been successful with their application to this Interreg project and will be receiving in the region of £150,000 to develop projects that will achieve the following
 - o Develop high quality promotional materials and campaigns for local food
 - o Develop local supply chains to schools within Devon
 - o Develop interregional supply chains for local food systems

Process and Delivery

Following adoption of this action plan by the Devon Rural Network, Devon County Council's Sustainable Farming and Food Co-ordinator will support a wide range of individuals, organisations and groups in taking forward the priorities to delivery. It is proposed that a new interest group of the Devon Rural Network be formed to monitor performance and guide delivery.

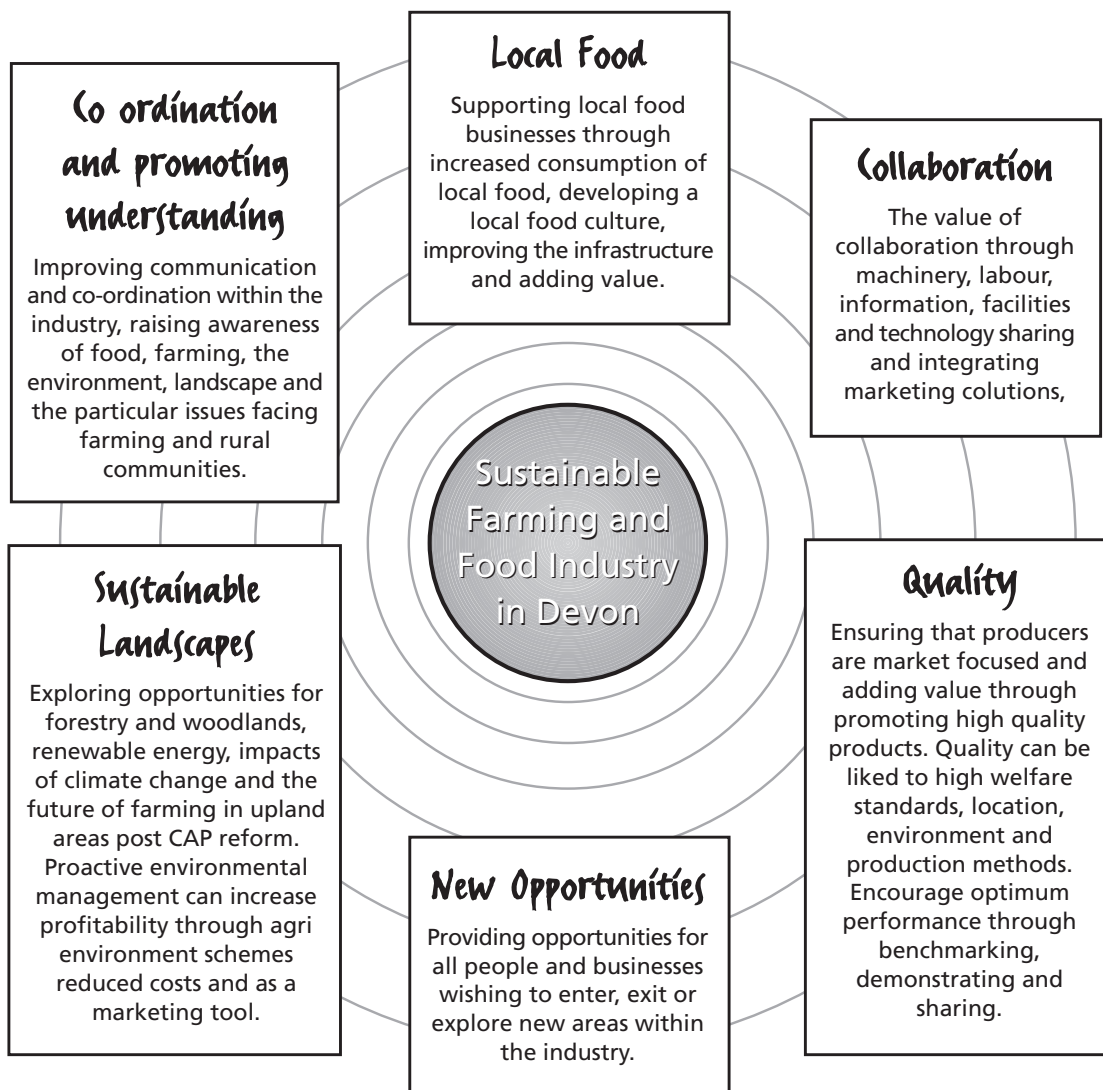
The role of the Sustainable Farming and Food co-ordinator will be to ensure that those projects identified as priorities for year one are actioned. Assistance can be given with forming working groups, developing project plans, identifying funding opportunities and facilitating where necessary.

Six-monthly reviews of the plan will assess delivery progress and focus future priorities. The full effects of CAP reform are as yet unknown - review of the action plan will allow opportunities and issues to be addressed.

Cross Cutting Principles

Each project will endeavour to;

- Raise public awareness of farming and food issues and the connection with health, community, environment, and local economy
- Reduce the threat of, and adapt to, climate change
- Protect and enhance the environment
- Enable professional and skills development
- Learn from experience, locally and elsewhere
- Develop solutions based on collaboration
- Create economic opportunities for all
- Promote healthy living
- Fill gaps and not duplicate existing or planned national, regional or local initiatives



Section 1: Issues, aims and actions

1. Local Food

Issues

- Long term trend of farmers capturing less of the retail spend on food
- A high proportion of local food businesses are organically certified with Devon being the leading County in terms of production and consumption
- Disconnection across the food chain - farmers from consumers, consumers from the countryside, basic skills in decline (e.g. cooking)
- Limited amount of local food available locally through retailers, caterers, schools and restaurants
- Availability and affordability of healthy, fresh, quality food for all
- Developing a local food culture that values farming, landscapes, environment, and healthy eating
- Purchasing habits of key sectors have not favoured local producers
- Inadequate infrastructure for local food producers and processors
- Cheaper imports competing with locally produced food
- Diet related ill health

Aim

A sustainable, dynamic local food economy.

Priority actions for project development

- 1.1 Explore the obstacles and issues surrounding the procurement of local food by key sectors: tourism and hospitality, public sector, domestic and local retail. Encourage these sectors to change their purchasing habits to support local producers and develop actions to overcome barriers to local purchasing.
- 1.2 Investigate the adequacy of the current infrastructure in Devon to support the supply of local food to key sectors. Any shortfall in production, processing and distribution capacity must be addressed and where possible a coordinated local approach taken to solving the issues.
- 1.3 Explore the range of marketing opportunities for local produce and provide adequate support and assistance to ensure local produce meets consumer demand. Local brands, food festivals, farmers markets and local food directories are good examples of collaborative marketing adding value to local produce and these must continue to be supported and promoted.
- 1.4 Ensure adequate connection and communication across the food chain to reduce costs, improve quality and close the gap between the consumer and producer.
- 1.5 Develop an education and awareness campaign to promote the benefits to the local economy, health and the environment of purchasing and cooking local food. Promote seasonality, the diversity of local food, 'Slow Food', healthy eating and cookery skills.
- 1.6 Work towards a sustainable future for Devon's organic sector. Explore opportunities for new and expanding product ranges and provide coordinated assistance and support for marketing, training, business development and collaboration.

2. Collaboration

Issues

- Collaboration is not as well developed as in other industries
- General lack of awareness of benefits of joint working and successful examples
- Increasingly competitive market following CAP reform
- Opportunities to add value through joint marketing activities

Aim

To increase collaboration between businesses and so improve the economic viability of farming, food and land based enterprises.

Priority actions for project development

- 2.1 Investigate the demand and viability of collaboration within Devon for farming and land based businesses to share machinery, labour, resources and facilities in order to reduce costs, increase productivity and share best practice.
- 2.2 Explore opportunities for businesses across sectors (e.g. local food, tourism, local timber) to market their products collaboratively through joint branding ventures. Explore the most appropriate branding units and opportunities for adding value through location, the environment, quality etc.
- 2.3 Promote the South West Rural Enterprise Gateway as a mechanism for linking existing projects and initiatives and as a disseminator of information to farming and land based businesses. Link to the above two objectives through the promotion of the Gateway's Group Development element.

3. Sustainable Landscapes

Issues

- CAP reform could threaten sustainable management of some landscapes, such as upland areas due to changes in farming systems
- Environmental management - positive land management in line with CAP reform, cross compliance, soil management and agri-environment
- Traditional woodland management for timber production becoming less economically viable
- Increased citizen awareness as to the links between farming, food, the environment and landscape
- Farm businesses don't always receive an economic return to reflect the wider value (for tourism etc.) of the landscapes they manage
- Climate change driving changes in species, habitats, landscapes and farming systems creating opportunities and threats
- Renewable energy not growing in line with opportunities and targets
- Changes to agri-environment regulations and funding schemes
- New regulations potentially increasing the cost of farm waste management

Aim

A Devon landscape that offers opportunities to explore diverse profitable land use that delivers sustainable economic, social and environmental benefits for all.

Priority actions for project development

- 3.1 Explore the diversification opportunities available to farming and land based businesses around renewable energy. Examine and address the barriers and issues around developing this sector and ensure clear guidance and information is made available.
- 3.2 Explore opportunities for economic and environmentally sustainable farm waste management practices following the implication of Agricultural Waste Regulations. Reduction and re-use of waste can be carried out on-farm, however opportunities for recycling of some waste in the SW is limited. Further investigation into opportunities and issues surrounding waste recycling is required.
- 3.3 Research the effects of climate change on farming and land based businesses. Explore the opportunities such as new crops and longer growing seasons and address potential threats including flooding, soil fertility and new pests and diseases.
- 3.4 Improve citizen awareness by promoting a better understanding of how farming practices are intrinsically linked to landscape, food production, the environment and local culture and heritage. This could be achieved through a programme of education and interface between school children, communities and visitors to the countryside.
- 3.5 Work with key stakeholders to ensure a sustainable future for less productive areas such as Devon's uplands by managing the impacts of CAP reform on the viability of farming businesses in these areas.
- 3.6 Ensure a coordinated and comprehensive approach to promoting and supporting applications to agri-environment schemes.
- 3.7 Explore the potential of farm woodlands as a source of income and employment. Examine it's potential for recreation, tourism, sustainable construction, local crafts and wood fuel.

4. Quality

Issues

- Ad hoc diversification with little information available as to the supply and demand issues and little guidance as to quality standards
- Production subsidies have detracted from delivering specifically for the market
- CAP Reform brings significant changes to the industry - farming and land based businesses will need to be increasingly competitive and market focused
- Economic benefits of positive animal health and welfare not widely publicised
- Lack of awareness amongst consumers as to the high standards of animal welfare in Devon and its contribution to the quality of the end product
- Little co-ordination or clear understanding of the 'Devon Brand'

Aim

For all farming and land based businesses to be aware of the market, to produce to the highest quality and to make use of tools such as benchmarking, demonstration and best practice to ensure a viable future for their enterprises and to contribute to the Devon Brand.

Priority actions for project development

- 4.1 Encourage key stakeholders to work together to further promote the benefits of positive animal health and welfare in line with current regulations. Promote high standards and a positive approach to animal health and welfare as a key marketing tool.
- 4.2 Ensure quality, appropriate benchmarking tools are available to all farming and land-based businesses. Demonstrate and promote the benefits to businesses of benchmarking as a management tool to optimise performance.
- 4.3 Demonstrate the importance to farming and land based businesses of researching market demand and the need to produce quality products for targeted markets. Presentation and quality assurance are key marketing tools and, when used effectively, can significantly add value.
- 4.4 Work closely with the regional delivery bodies to develop and utilise demonstration businesses and best practice to disseminate information and optimise business performance.

5. New Opportunities

Issues

- Lack of opportunities for new entrants to enter the industry
- CAP reform is likely to encourage a number of farmers to cease actively farming
- Farmers and farm workers possess a number of skills that could be applied to trades outside farming such as plumbing, engineering and construction
- Young people moving away from farming and rural areas due to lack of opportunities
- Traditional skill may be lost if they are not passed down through generations
- Fewer opportunities for women to find employment in rural areas due to lack of support such as child care, transport, training, and flexible working times
- Lack of awareness as to the most appropriate sources of business support and advice
- CAP reform brings opportunities and threats to farming businesses - diversification and alternative employment on and off farms
- Lack of understanding as to the benefits of using ICT
- Lack of awareness as to the opportunities for skills and professional development
- Women are often the drivers behind farm diversification
- Subsidised training and advice available

Aim

Ensure a diverse, vibrant and economically productive farming and land based industry in Devon by providing opportunities for all people.

Priority actions for project development

- 5.1 Promote the benefits of ICT to improve efficiency and profitability of farming businesses. Ensure advice and training is available to all farming and land based businesses that meet their needs.
- 5.2 Explore the opportunities arising from CAP reform for new entrants to the industry whilst offering those in the industry the option to consider the future development of their business. Promote farming as an exciting and attractive career option and provide appropriate support to those considering entering and exiting the industry.
- 5.3 Develop a network of support specifically for women in rural areas to explore opportunities, overcome constraints and develop their role in farming and land based businesses.
- 5.4 Explore opportunities for those looking to earn an income away from agriculture through developing skills in sectors such as engineering and construction.
- 5.5 Determine, through research, the supply of and demand for business premises on farms. Consider the physical, planning, legislative and fiscal implications of farm based employment opportunities, especially micro-development for individual micro-businesses in the locality.
- 5.6 Explore the types of 'lost products' from the chain such as wool, blood and bone and hide. Determine the possibility for producers to re capture some of the value of these products.

6. Co ordination and promoting understanding

Issues

- Certain issues within farming have given it a negative public image such as FMD, BSE, GM crops and subsidised production payments
- There has generally been a lack of communication between the agricultural industry and the public
- Lack of communication between farmers and key bodies such as planning authorities
- Increasing number of support services, advisors and rural professionals but little co ordination of projects
- Particular social issues within the farming industry e.g isolation, stress, access to or knowledge of services and limited opportunities
- Lack of awareness of the issues surrounding the fishing industry and opportunities to integrate with other sectors.

Aim

Efficient systems enabling the farming industry to share information and to enable the industry to communicate with the rest of the community.

Priority actions for project development

- 6.1 Develop farmer's forums across Devon to discuss current issues, address particular threats and opportunities within the industry, share best practice, disseminate information and engage with people outside the industry. Learn from current successful forums and build on their success in other areas of the county.
- 6.2 Raise the profile of farming and improve citizen awareness and understanding of the issues facing farming businesses. Develop a programme of positive publicity, ensure transparency and encourage integration between farming and non farming communities.
- 6.3 Work with existing networks to promote a better understanding of the particular issues facing farming communities, particularly financial and emotional difficulties.
- 6.4 Work with key stakeholders to consider the issues surrounding planning policies and diversification opportunities. Determine whether there are conflicts and if so work towards resolving them.
- 6.5 Undertake regular monitoring of the impact of CAP reform on Devon's farming and land based businesses. Key research activities to be carried out and recommendations followed up.
- 6.6 Promote awareness and understanding as to the issues surrounding the fishing industry in Devon. Ensure a co-ordinated approach to promoting sustainable fishing and the consumption of local seafood and freshwater fish.

Section 2: Action Programme

Project proposals highlighted in bold text in the table below are indicated as priorities for action in year one. Priorities have been determined through a process of consultation and consideration of other work happening at a local and regional level as well as the current viability of each project. Full project plans will be developed by delivery groups and progress reported back through the Devon Rural Network. A review of this action programme will take place on a six monthly basis to re assess and focus future priorities and monitor progress to date. Those projects listed as a medium term priority will be actioned in year two unless deemed a priority following the first review.

Action Theme	Project proposal	Action	Milestones
1. Local Food	1.1 Procurement of local food by key sectors	Work with key sectors to determine barriers to local procurement. Develop a project plan to address the issues	Plan developed by May '05
	1.2 Adequacy of infrastructure	Work with key organisations to consider current activities within Devon around local food infrastructure. Form working group to consider the adequacy of the current infrastructure in Devon to ensure capacity for increased supply of local food. Develop plan to overcome any shortfall.	Research completed by April '05 Plan developed by April '05
	1.3 Marketing opportunities for local produce	Build on existing initiatives and provide support to food businesses	Medium term priority
	1.4 Connection across the food chain	Improved communication links along the food chain and between producer and consumer	Medium term priority
	1.5 Raise consumer awareness	Work with key stakeholders to develop an education and awareness campaign around local food.	Initial meeting held by April '05
	1.6 Devon's organic sector	Developing and supporting Devon's organic sector	Medium term priority
2. Collaboration	2.1 Collaboration around machinery, labour, facilities etc	Determine current levels of activity in this area. Determine gaps and demand for such a service and develop project plan.	Preliminary studies carried out by March '05
	2.2 Joint branding and marketing opportunities	Work with regional and local organisations to ensure effective collaborative branding and marketing opportunities are available to all producers in Devon.	Initial meeting held by April 05
	2.3 Promote SW Rural Enterprise Gateway	Using existing DRN network to promote SWREG and develop links between existing organisations, projects and initiatives.	Medium term priority

3. Sustainable landscapes	3.1 Renewable Energy Opportunities	Investigate current levels of activity in Devon. Meet with interested DRN members to develop project plan around opportunities from renewable energy	Preliminary studies carried out by April '05
	3.2 Farm Waste Management	Investigate current activity in Devon, the South West and nationally Form DRN working group to consider regulations and implications for farmers and develop project plan	Preliminary studies carried out by March '05 Initial meeting of working group held by May '05
	3.3 Effects of climate change	Investigate opportunities and threats to farming and land based businesses of climate change	Medium term priority
	3.4 Citizen awareness	Education and awareness-raising programme around the links between farming, landscape, the environment, local culture and heritage.	Medium term priority
	3.5 Sustainable future for less productive farming areas	Work with key stakeholders to continue to monitor the effects of CAP reform on farming business in upland areas.	Meeting of key stakeholders by May '05
	3.6 Agri-Environment Scheme take up	Determine the level and coverage of support for those wishing to enter agri-environment schemes	Initial studies carried out by June 05
	3.7 Woodland and forestry potential	Explore the potential of farm woodlands as a source of income	Medium term priority
4. Quality	4.1 Positive animal health	Ensure a proactive approach to animal health and welfare and consider opportunities to add value.	Medium term priority
	4.2 Use of benchmarking in farming and land based businesses.	Evaluate current benchmarking schemes. Explore gaps in availability and opportunities to demonstrate and promote benchmarking.	Preliminary studies carried out by April '05
	4.3 Quality standards and market demand	Demonstrate the importance of market demand and producing for the chosen market	Medium term priority
	4.4 Demonstration businesses and best practice	Work with key organisations to develop a network of demonstration farming and land based businesses	Medium term priority

5. New opportunities	5.1 Use of ICT	Demonstrate the use of ICT and it's potential impact on efficiency and profitability.	Medium term priority
	5.2 Opportunities for entry to and exit from the industry	DRN members meeting to discuss issues of entry and exit in farming within Devon. Hold key stakeholders meeting to discuss fresh start programme in Devon to include representatives from national scheme and pilot schemes	Meeting held by March '05 Meeting held by April '05
	5.3 Role of women in farming and rural communities.	Co ordination of existing research, organisations and networks across Devon	Meeting held by May '05
	5.4 Skills development	Explore opportunities for employment outside mainstream agriculture through skills development	Medium term priority
	5.5 On-farm business premises	Research the supply of and demand for business premises on farms	Medium term priority
	5.6 Lost products	Explore the range of products 'lost' from the food chain and determine the possibility of recapturing some of their value for the producer	Medium term priority
6. Co ordination and promoting understanding	6.1 Farmers Forums	Hold meeting of key stakeholders to discuss the development of farmers forums /discussion groups across the county building on best practice and current activities	Initial meeting to be held by April 2005
	6.2 Raise profile of farming & 6.3 Rural Wellbeing	a) Discuss with 'education' stakeholders the opportunities to develop an awareness programme at primary, secondary and FE/HE levels through existing networks b) Explore with media representatives the way in which rural/farming issues are portrayed	Initial meeting to be held by May 05 Initial meeting to be held by May 05
	6.4 Planning issues surrounding diversification opportunities on farms	Hold meeting of key stakeholders to continue work from regional seminars and engage all parties in discussions.	Initial meeting to be held by April '05
	6.5 Monitoring effects of CAP reform	Work with key stakeholders to commission research	Initial meeting to discuss possible research areas in May 05
	6.6 Co-ordination and promotion of understanding of fishing industry.	Investigate current activity in Devon, the South West and nationally. Work towards a promotional campaign to highlight the issues surrounding sustainable fishing and the consumption of locally produced fish.	Medium term priority.

Section 3: Project Links

Policy drivers

Agricultural Waste Regulations - www.environment-agency.gov.uk
 Devon Community Strategy - www.devonsp.org.uk
 Defra National Organic Action Plan - www.defra.gov.uk
 Devon Renewable Energy Strategy - www.devon.gov.uk/renewable_energy
 Devon Rural Strategy - www.devon.gov.uk/rural
 Government Renewable Energy Targets - www.dti.gov.uk/energy/renewables
 Government Strategy for Sustainable Farming and Food - www.defra.gov.uk/farm/sustain
 Public Health White Paper - www.dh.gov.uk
 South West England draft Fisheries Strategic Action Plan, Jan 2005. - www.southwestrda.org.uk
 South West Food & Drink Strategy - www.southwestfoodanddrink.com
 South West Regional Delivery Plan for Sustainable Farming and Food - www.swcore.co.uk
 South West Regional Woodland and Forestry Framework www.gosw.gov.uk

Potential sources of funding

DEFRA - England Rural Development Programme	Rural RAFAEL project
DEFRA Rural Stress Action Plan Funding	Rural Renaissance 'Sustainable Communities'
Health Sector	SW Enterprise Gateway
Learning and Skills Council	SW Objective 2 programme
Local Authorities	SWRDA
Princes Trust	Rural Stress Action Fund
Private Sector	

Possible delivery partners

Agri BIP	Devon Wildlife Trust
Bicton College	District Councils
Business Link	English Farming and Food Partnership
CLA	English Nature
Clinton Devon Estate	Environment Agency
Community Council of Devon	Farm Crisis Network
County Farms Estate	Forestry Commission
Countryside Agency	Health and Social Services - rural stress and wellbeing
Dartmoor Hill Farm Project	Land Heritage
DCC, Devon Food Links Phase 3	LANTRA
DCC - Education department	Learning and Skill Council
DCC Waste Management Service	Local Authorities
Defra	National Parks
Devon AONBs	NFU
Devon County Council	Meat South West
Devon Farms	MCTI Partnerships
Devon FWAG	Occombe Farm Project

Organics SW	South West Tourism
Public Sector Bodies	South West Wood Fuels
Red Meat Study Group	SWELBC
Ruby Country Initiative	SWREG
Renewable Energy Devon Rural Stress Information Network	TAG21
Small Farms Association	Taste of the West
Soil Association	Torbay Coast and Countryside Trust
South Hams Agricultural Forum	Wessex Reinvestment Trust
South Hams Food and Drink Association	Westcountry Rivers Trust
South West Food and Drink	West DEN
South West Forest	Woodland Renaissance
South West Rural Enterprise Gateway	

1. Local Food

Current activity

Local Food projects

West Devon Environmental Network (West DEN) - aim to encourage more people to produce, sell, buy and eat healthy local food.

TAG21 (Torrige Agenda 21 group) - Local Food for Local Schools Project, investigating the barriers to small growers and producers supplying schools, identifying models of good practice and investigating possible linkages and brokerage systems between producers.

South Hams Food and Drink - promoting food and drink within the South Hams area, membership includes producers, hoteliers, restaurateurs, publicans and retailers. Contact Carol Trant, carol.trant@southhams.gov.uk

Other food projects

Meat South West - encouraging reconnection of the food chain and promoting quality in meat production. www.southwestfoodanddrink.com

Devon Food Links project - local food sector development project, hosted by Devon County Council and funded until 31.3.05. Proposal for next phase being developed

Devon Food Forum - new group formed to link local food with health. Coordinator Ian Tearle, RDE Health Care Trust; ian.tearle@rdehc-tr.swest.nhs.uk

National Healthy Schools Scheme - delivering personal, social and health education in schools.

South Devon Community Supported Farming - community planting and harvesting on a range of sites in Devon. Christian Taylor, coordinator; christian@sdcfs.flife.co.uk

RAFAEL (Renaissance of Atlantic Food, Authenticity and Economy Links) - An Interreg Project That looks at three main areas: promotion of local food, developing local supply chains into schools & developing interregional supply chains for local food systems

Discover Devon Naturally - promoting local food and drink as part of a quality tourism brand, led by Devon County Council with Objective 2 funding. Contact; Sandra Collins, sandra.collins@devon.gov.uk

Ruby Country Initiative - destination branding, producer network, food events, and food and drink publications - www.therubycountry.com

Devon County Council Primary School Meals Review

South West Food and Drink Delivering Regional objectives for Sustainable Farming and Food Delivery Plan under Food Chain heading www.southwestfoodanddrink.com

English Farming and Food Partnership - improving competitiveness, profitability and sustainability through collaboration and market focus. www.effp.com

Blackdown Hills local product strategy - food and drink producers group and Freddie the Food detective raising awareness of healthy eating amongst children. www.blackdown-hills.net

Countryside Agency - Eat the View campaign linking food with the landscape and environment. www.countryside.gov.uk

Western Morning News Buy Local Campaign - promotes local food and drink and encourages its readers to support local producers - www.westernmorningnews.co.uk

Red Tractor logo campaign - currently being re launched to bring farmers and consumers closer together. www.littleredtractor.org.uk

Land Heritage - Organic Farming - support, promotion and development, in particular focusing on small family farms. www.landheritage.org.uk

Red Meat Study Group - group of key stakeholders looking into capacity for processing red meat locally

Occombe Farm Project - involved with numerous elements of food chain including consumer awareness, processing capacity, producer collaboration, environmentally-linked branding and stimulating the organic sector. www.countryside-trust.org.uk/occombe

2. Collaboration

Current activity

South West Rural Enterprise Gateway - launched December 2004 - working with groups of farmers and land based business offering training, advice, support and funding. www.swgateway.com and www.effp.com

Cornwall Machinery and Labour Ring - member-owned co-operative aiming to reduce costs through machinery and labour sharing. www.cklring.co.uk

SW Regional Delivery Plan - research into demonstrations of successful machinery rings and the demand for expanding the current number within the region. Promoting collaborative working through workshops etc. www.swcore.co.uk. Contact: David Crabb, david.k.crabb@defra.gsi.gov.uk

Community Council of Devon - Agriculture and Community. Project looking at the sharing of skills in farming and rural communities. www.devonrcc.org.uk

Blackdown Hills AONB - collaboration around facilities for processing local food. www.blackdowns-hills.net

Exmoor Farm Services - buying group, livestock marketing, machinery ring and exchange, training, labour pool and office services. www.exmoorfarmservices.co.uk

Ruby Country Initiative - created producer networks, local food and drink directory, The Real Ruby Breakfast and Ruby Country Food Safari. www.therubycountry.com

South West Wood Fuels Machinery Ring - hire of wood chipping equipment and training in its use. www.swwf.info

South Hams Agricultural Forum - successful forum disseminating information and encouraging discussions amongst farmers. Contact Carol Trant carol.trant@southhams.gov.uk

FARMS (Farm Asset Resource Management) - Locally organised groups of farmers meeting on a regular basis for farm walks, discussion groups, social events etc to share ideas, broaden outlooks and learn from others. Devon contact - Rev. David Ursell, Dartmoor Hill Farm Project, Ursell@farmersweekly.net

3. Sustainable Landscapes

Current activity

SW Forest Woodfair - promoting wood, woodland and woodland products. www.southwestforest.org.uk

Greater Exmoor Network for Renewable Energy - exploring the potential for local supply to wood fuelled heating

Agricultural Waste Stakeholders Forum - National group looking into options for farm waste management. www.defra.gov.uk/environment/waste/agforum

Somerset FWAG Pilot Scheme for the collection of farm waste plastic in Somerset. somerset@fwag.org.uk

SW Forest - covering North Devon and North Cornwall looking at the economic and other benefits of woodlands. Offers advice, training and education and is currently developing its delivery plan for the next phase from 2005-2008. www.southwestforest.org.uk

AONB's - targeting take up of agri-environment schemes. www.aonb.org.uk

Blackdown Hills AONB Local Products Strategy - aims to stimulate new activity and growth in four key product sectors including woodland and forestry. www.blackdown-hills.net

Renewable Energy in Devon (RED) - South West Wood Fuels - increase economic activity associated with the production, processing, promotion, marketing and utilisation of wood fuels. www.swwf.info

Bical - South West farmer co-operative based around production and use of Miscanthus. www.bical.net

4. Quality

Current activity

Benchmarking Schemes:

Red Meat Industry Forum - On-farm benchmarking programme www.redmeatindustryforum.org.uk

Hort bench - benchmarking service for growers and packers www.hortbench.com

Milkbench - National dairy benchmarking system www.milkbench.org.uk

Grassland Challenge - benchmarking for grass based enterprises

Other schemes of note :

SW Tourism - looking into benchmarking for tourist accommodation www.swtourism.co.uk

EBLEX Better Returns Programme - practical advice for farmers on securing better market returns. www.eblex.org.uk

South West Regional Delivery Plan - animal health and welfare projects including SW pilot around developing a National Livestock Register.

Tarka Country - Promoting tourism business within a natural unit area www.tarka-country.co.uk

South Hams Green Tourism - collaborative promotion and marketing of quality, environmentally sustainable tourism businesses www.somewhere-special.co.uk

Discover Devon Naturally - Objective 2 project developing a quality brand for tourism businesses, led by Devon County Council.

5. New Opportunities

Current activity

National Fresh Start Programme - launched with pilot scheme being developed in Cornwall, aims to assist entry and exit within the industry. www.defra.gov.uk/farm/freshstart.

West Devon Business Information Point - Agri BIP offer a wide range of flexible training courses, many of which are subsidised. Support available to assist land-based businesses develop business plans for activity on or off the farm. www.bipwestdevon.biz

SW Forest - Provide training in woodland skills, woodland management and other rural skills. www.southwestforest.org.uk

Community Council of Devon - Rural Womens' Research Project identifying and addressing the barriers to work and learning for women in rural Devon. www.devonrcc.org.uk/communitysupport

SW Rural Enterprise Gateway - A one stop shop for advice, support and training with signposting to existing organisations. www.sw-gateway.com

COBRA project - under development in Blackdown Hills

West DEN - Rural Skills Projects aimed at those over 30 who wish to develop their skills in order to earn a viable living. The Ley of the Land project offers advice and training to young people in west Devon. www.westden.co.uk

Women's Farming Union - nationwide group promoting British food and farming and working to link producers and consumers www.wfu.org.uk

Women in Rural Enterprise (WIRE) - national membership organisation offering business advice and support to women running rural businesses. www.wireuk.org

Women's Stress Network Project - three year project looking at the issues faced by women in rural areas and offering support through networks. www.rsin.org.uk

Ruby Country Initiative - offers training and business advice through existing network providers. www.therubycountry.com

Women on Top - membership based organisation for women in business. Encourages professional development through training, networking, seminars and workshops. www.womenontop.org.uk

Hidden Britain Centres - Rural Regeneration initiative to encourage visitors back to the lesser known parts of the countryside through the development of a network of community owned and led tourism project. Contact: Jeremy Martineau jeremy.m@tiscali.co.uk .

Vocational Training Scheme - DEFRA land-based training and development scheme delivered across the region by SWELBC. www.defra.gov.uk/erdp

6. Co ordination and Promoting Understanding

Relevant links to projects, groups, organisations and initiatives

South Hams Agricultural Forum - successful forum disseminating information and encouraging discussions amongst farmers. Contact Carol Trant carol.trant@southhams.gov.uk

South West Regional Delivery plan - county wide seminars aimed at improving the mutual understanding of planners and land based businesses. www.swcore.co.uk

Rural Stress Information Network - holding a series of county wide events to inform rural professionals as to the issues surrounding stress, isolation etc and highlighting the support available www.rsin.org.uk

FACE - Farming and Countryside Education, raising awareness of farming to young people www.face-online.org.uk

FFS - Farms for Schools - accreditation scheme for farms open to school educational visits www.farmsforschools.org.uk

Occombe Farm Project - aiming to reconnect people with farming, food and the countryside through a working organic farm. www.countryside-trust.org.uk

Land Heritage - Land Heritage Centre aiming to promote agriculture and educate the public. www.landheritage.org.uk

South West Tourism Campaign 'It's in our Nature' - opportunity to link local food with this campaign www.swtourism.co.uk

Community Council of Devon - Agriculture and community project 'farm and village action' programme proposed on skills brokering and identifying under-utilised skills and capacity in rural communities. www.devonrcc.org.uk

FARMS - Farm Asset Resource Management - Locally organised groups of farmers meeting on a regular basis for farm walks, discussion groups, social events etc to share ideas, broaden outlooks and learn from others. Devon contact - Rev. David Ursell Ursell@farmersweekly.net

Members of DRN Sustainable Farming and Food Action Group

Prof	Ian	Mercer	Chairman, South West Forest (chair)
Mr	Dominic	Acland	Director, Torbay Coast and Countryside Trust
Ms	Becky	Carmichael	Partnership Officer, East Devon Primary Care Trust
Ms	Melanie	Hall	Senior Food and Farming Advisor, NFU
Mr	Stewart	Horne	Manager, West Devon Business Information Point
Ms	Lynne	Kenderdine	Conservation Officer (rural policy), Devon Wildlife Trust
Ms	Lynn	Kettles	AONB Manager, Blackdown Hills AONB
Mr	John	Lee	Chairman, SW Rural Enterprise Gateway
Mrs	Mary	Talbot-Rosevear	Secretary, Small Farms Association
Mr	Jay	Talbot	Chief Executive, Community Council of Devon
Ms	Carol	Trant	Business Support Officer, South Hams D. Council
Revd	David	Ursell	Rural Officer, Diocese of Exeter
Mrs	Valerie	Wood	Chairman, Devon Farms

Sustainable Farming and Food Co ordinator - Charlie Taylor (to June '04), Kate Harris (from Sept '04)

Glossary

Agri BIP	Agricultural Business Information Point
AONB	Area of Outstanding Natural Beauty
BSE	Bovine Spongiform Encephalopathy
CAP	Common Agricultural Policy
CLA	Country Land and Business Association
DCC	Devon County Council
DEFRA	Department of Environment, Food and Rural Affairs
DRN	Devon Rural Network
EBLEX	English Beef and Lamb Executive
ERDP	England Rural Development Programme
FMD	Foot and Mouth Disease
FWAG	Farming and Wildlife Advisory Group
GM	Genetically Modified
ICT	Information and Communication Technology
MCTI	Market and Coastal Towns Initiative
NFU	National Farmers Union
RAFAEL	Renaissance of Atlantic Food, Authenticity and Economy Links
SFF	Sustainable Farming and Food
SWELBC	South West of England Land Based Colleges
SWREG	South West Rural Enterprise Gateway
TAG21	Torrige Agenda 21 Group
VTS	Vocational Training Scheme
West DEN	West Devon Environmental Network

