

Strategic Farm East Launch Event

1st November 2017

Wyverstone Village Hall and Lodge Farm



Before we start...













@AHDB_Cereals
#strategicfarm



Before we start...







Agenda



10:00	Welcome and Introductions	Teresa Meadows
10:35	Designed for farmers: The AHDB Farm Excellence Platform	Susannah Bolton
10:50	What is a Strategic Farm?	Emily Smith
11:10	The First Strategic Farm: An Introduction	Brian Barker
11:30	BREAK	
11:50	Your Direction: The Strategic Farm Questions	Group Discussion
12:45	LUNCH	
13:30	Farm Tour of E.J. Barker & Sons	
14:30	DEPART	





"What gets measured, gets managed."
Peter Drucker



Designed for farmers: The AHDB Farm Excellence Platform

Susannah Bolton, AHDB Head of Knowledge Exchange





AHDB Strategic Objectives



- 1. Inspiring British farming and growing to be more competitive and resilient.
- 2. Accelerating innovation and productivity growth through coordinated research and development (R&D) and knowledge exchange (KE).
- 3. Helping the industry understand and deliver what consumers will trust and buy.
- 4. Delivering thought leadership and horizon scanning.



KE Excellence Programme



Themes	Programmes	Platforms	
Realising genetic potential	Network building	Farm Excellence Platform	Communications
Building sustainable plant and			
animal health	Supply chain integration		
Managing resources			
efficiently and sustainably			jc
Driving precision technology	Business	Digital Platform	nur
into practice	development		Comr
Facilitating wholesome and			
trusted food in the supply chain	Intelligence gathering		
Honing business and technical skills			
Focus	Coordinate	Accelerate	

Reach



Farm Excellence Platform



Development
of business
leaders who
inspire
improvements
for the whole
industry



Accelerated uptake of technical tools linked to increased productivity

Increased numbers benchmarking and using it to drive business improvement



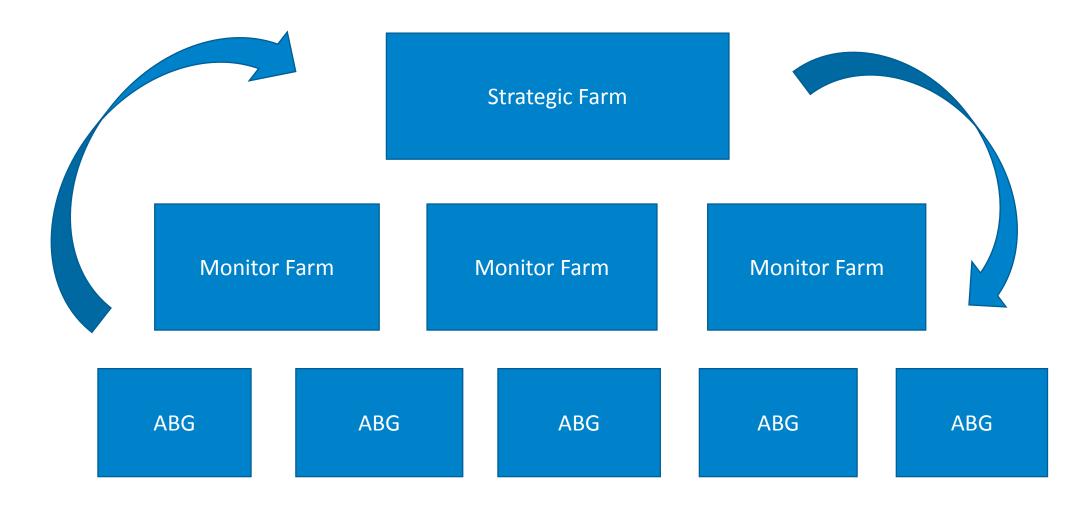


Targeted improvement in key areas of technical importance



Farm Excellence Platform







Current Arable Network







Strategic Farm - East





Brian Barker

E.J. Barker & Sons

Lodge Farm, Westhorpe, Suffolk





Thank you.





What is a Strategic Farm, how does it differ from a Monitor Farm and why it could benefit you?

Emily Smith, Knowledge Transfer Manager



Spot the difference?











Monitor Farms – Farmer Led, Farmer Driven

- Aimed at business, technical and personal development.
- 4 to 6 open meetings per year over 3 years, plus closed benchmarking sessions.

Strategic Farms Putting research into practice

- Focus on improving arable productivity through the formal testing and demonstrating of innovative practices on a field or farm scale.
- Aim to drive the adoption of innovation.
- 3 open meetings per year over 6 years, plus closed group visits.



Steering Group



- Brian Barker
- Tom Jewers
- Philip Partridge
- Roger Steed
- David Lord
- Andrew D'Angibau
- Toby Clack
- Ian Robertson
- Teresa Meadows
- Emily Smith





How can we be prepared for the future?

1. Know that a change will be required. **Knowing something will force a change prepares you for a shift**, even if you don't know what the shift will be.

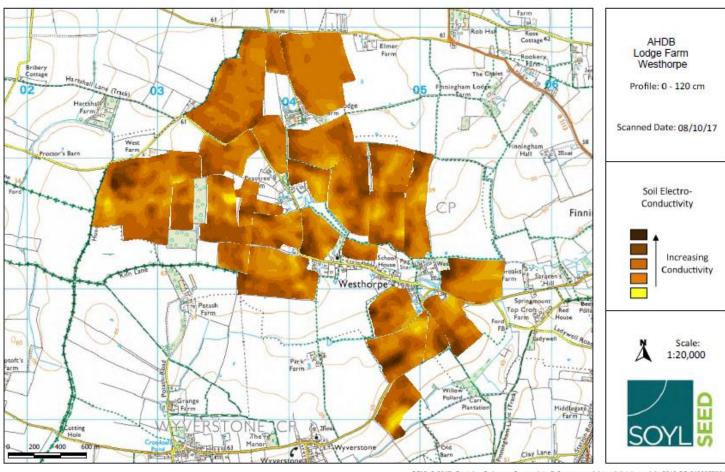
2. Prepare for change, to reduce your risk and increase your confidence.



Baselining – soil physical, chemical & biological properties











Putting research into practice

"....it is the activity rather than biomass of soil organisms that is responsible for shaping improvements in structure...."

Project Report No. 576



Earthworms





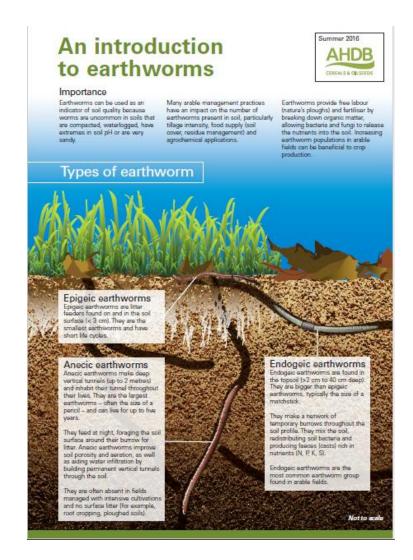


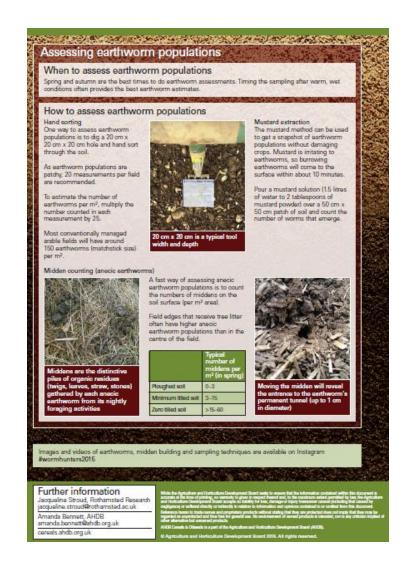


AHDB

At the core of the programme: practical messages









At the core of the programme: fully costed demonstrations









At the core of the programme: You!











Thank you. Any questions?







E. J. Barker & Sons Lodge Farm, Westhorpe





"A farming business aiming to produce high-quality, high-yielding crops, using a progressive farming system to benefit our local landscape and biodiversity."

513ha (485ha is cropped)

Contract farming – Stubble to stubble and niche operations

AHDB Monitor Farm 2014 to 2017

LEAF Demonstration Farm

Farmland Conservation Silver Lapwing Award Winners





Soil Management

"A recent change of farming system has been invested in looking long term with a more regenerative system to benefit soil."



- Controlled traffic wherever practical
- A change/re-programming of our soil management
- Over-winter cover cropping introduced





Crop Health and Protection

"Farming to potential not hope; crop benchmarking, detailed analysis with seasonal conditions and cost scrutiny."



- Full field by field in-depth cost of production
- Pest and disease thresholds closely monitored
- Biomass weights and tissue analysis





Farm Technology

"Do what is right for the field; flexible rotation, flexible establishment, a longterm strategy using technology to support our farming system."



- Every day is a learning day
- Long-term thinking, for cultural and cost controls
- RTK, Variable Rate, yield mapping, soil scanning, drone mapping.





Water & Pollution Control

"A sympathetic farming approach to reduce any adverse effect on our local landscape and biodiversity."



- Protection of watercourses
- Rain water harvesting for sprayer
- Green tramlines to reduce run off





Landscape & Nature

"Biodiversity in our countryside is how many people outside the industry judge us, we can show nature and farming thriving side by side."



- Full ecosystem approach
- Nature responds, if given a chance
- Big 3 All-year-round food, correct breeding habitat and protection





Wider community

"The general public are our end market, we want them to buy British so we have to show them why they should."



- Knowledge exchange farmer-led, open and honest
- Look to the next generation
- Power of Social media @the_barker_boys #strategicfarm #soilmyundies



Next Steps



Join us in 2018....

10th May Field Walk

7th June Open Day

Winter Results Meeting

Opportunity for group visits available.

*Provisional dates

Stay in touch:

