

# Tried & Tested Delivery Plan 2018-19

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## Contents

Tried & Tested Delivery Plan 2018-19 .....	1
Introduction .....	1
Key Benefits of Tried & Tested.....	2
Delivery .....	3
Tried & Tested Delivery on Policy Areas .....	4
25 Year Plan for the Farmed Environment .....	5
Water Quality.....	5
Agri-Environment.....	5
Governance and Partners .....	6
Tried & Tested Governance 2018/19 Group.....	6

## Introduction

Tried & Tested is a partnership initiative of the National Farmers Union (NFU), Country Land and Business Association (CLA), Agricultural Industries Confederation (AIC), British Grassland Society (BGS), Linking Environment and Farming (LEAF) and Catchment Sensitive Farming (CSF), working together as the Professional Nutrient Management Group (PNMG) to deliver tools on crop nutrient management in printed format and via the website [www.nutrientmanagement.org.uk](http://www.nutrientmanagement.org.uk) including:

- the Tried & Tested Nutrient Management Plan
- New to Nutrient Management guide;
- Nutrient Management Plan Field Record Sheets;
- ThinkManures;
- Feed plan for cattle and sheep;
- Soil Nutrient Supply (SNS) calculator;
- Value of Manures postcards
- Guidance on soil analysis
- Cab cards on fertiliser use, manure use and soil management
- USB sticks with all these resources plus The Nutrient Management Guide (RB209)

The PNMG publishes regular reports including:

- Soil analysis report by PAAG laboratories (annual)
- The Nutrient Management Planning reports (review of farm practices on nutrient management)

The mission behind the project was to provide a simple paper-based nutrient management plan aimed primarily at livestock farmers in response to nutrient management planning becoming increasingly complex and expensive and having a wider adverse impact on the environment,

particularly on water. We are committed to ensuring that our resources remain FREE to all as they continue to be needed and well received by farmers, advisers and agricultural colleges. Generating attention at workshops, seminars and events, Tried & Tested has built a reputation to provide best practice guidance and compliance information to ensure a profitable farm business whilst promoting good environmental practice.

Tried & Tested promotes a very practical way to plan and record nutrient use, e.g. through the Tried & Tested paper-based nutrient management plan. We also provide our publications and other guidance in printed form, electronically on-line and on USB.

As well as introducing the concept of nutrient planning and helping farmers meet regulatory requirements, good nutrient management will help to reduce diffuse water pollution in order to meet the objectives of the Water Framework Directive.

The wider project provides links to industry advisers including FACTS Qualified Advisers and has established of a Proficiency Testing Scheme for UK soil laboratories (PAAG).

Tried & Tested works in partnership with Campaign for the Farmed Environment (CFE). The CFE is an industry-led initiative which helps farming businesses by signposting to best practice in soil management; crop nutrition and pesticide use and helps farmers support the natural environment, whilst farming productively. Our tools are used by regional CFE co-ordinators, many of whom are FACTS qualified advisers, at events and workshops.

Tried & Tested also collaborated with CFE to produce an introduction to nutrient management, Nutrient management for your farm business, which helps to introduce the principles behind good nutrient management and the Tried & Tested toolkit. Latterly, guidance on ammonia has been produced between the two initiatives.

When CSF took the decision to discontinue Defra funding of Tried & Tested in April 2017, it was agreed with the PNMG partners that the group would continue continuing as a technical group providing time in kind and that the resources, postage and role of Project Officer would be supported by the NFU. The PNMG partnership still hold meetings quarterly either face to face or via con-call, to set objectives to maximising influence and resource distribution.

Local delivery of Tried and Tested has been primarily driven by contributions in kind from partners and via CSF officers and CFE local coordinators.

All Tried & Tested partners have recognised the value of the initiative, and support other initiatives delivery on topical legislative issues such as ammonia mitigation and farming rules for water. Defra Ministers are mindful of the value of voluntary action by farmers to enhance the environment

## **Key Benefits of Tried & Tested**

- Despite the different policy positions of all partners, Tried & Tested focusses solely on delivery of agreed best practice to improve nutrient management planning through a toolkit.
- This adds value to regulatory requirements, as well as signposting to further advice, testing laboratories and case studies relevant to nutrient management planning.
- All partners agree the delivery messages nationally, ensuring this is relevant to existing policy areas and a productive business.
- Tried & Tested supports Defra policy on water quality and air quality,

- For the farmer, Tried and Tested focusses on:
  - Basic best practice guidance on nutrient management on farm – good nutrient management will help to improve farm business efficiency and reduce diffuse water pollution in order to meet the objectives of the Water Framework Directive.
  - Enables the farmer to demonstrate compliance within a Nitrate Vulnerable Zone (NVZ) and adds environmental value through regulatory measures.
  - Promotion of additional productivity and efficiency benefits through changes in nutrient management planning.
  - Promotes voluntary environmental management on farms.

## Delivery

The NFU will employ the Tried & Tested coordinator (part-time) and host the Tried & Tested website [www.nutrientmanagement.org.uk](http://www.nutrientmanagement.org.uk)

In 2018-19 the main delivery of Tried & Tested via the coordinator will include:

- Distribution of Tried & Tested materials on request
- Developing a communications plan
- Organising the PNMG steering group meetings
- Planning Tried & Tested delivery
- Liaising with key partners and supporters
- Maintaining the website

In 2018-19, Tried and Tested will make efficient and effective use of PNMG partner's time and costs to promote the initiative without a budget.

An illustration of this is:

- Partner and project officer attendance to shows and events.
- Internal promotion of the resources and via partner networks .
- Offering Tried & Tested materials to demonstrate NVZ compliance.
- Referring members to the information on the website.
- Maintaining regular contact with supporters.
- Encouraging communications via twitter to engage users and a wider audience.
- Providing articles and links to relevant information for the website
- Providing direction to the Tried & Tested coordinator

Tried & Tested also adds value to delivery by taking the lead on networking with a wide range of industry partners, government agencies, environmental NGOs, water companies, soil laboratories and chemical companies at both a local and national level. This joint working wouldn't happen in the same way without the PNMG steering the initiative.

## The Communications Plan

The communications plan (see appendix) is built around the delivery objectives and forecasts key events to be attended by the Project Officer and PNMG partner businesses as well as addressing key themes in the farming calendar and trade press throughout the forthcoming year.

From this we can plan events to attend and associated planning and communications both prior to, and after, the events. This will include web articles, monthly themes around the T&T tools and information and possible news articles or promotions via trade press and supporter networks.

Twitter communications will aim to promote the T&T materials by driving web traffic to news articles relevant to the seasonal activities. They will also promote event attendance, partner's news, newsletters, key dates in the farming calendar, website messages and links to relevant articles and Tried & Tested tools.

The aim of the communication plan is:

- To raise brand awareness as to how T&T can help farmers with compliance issues and engage with voluntary initiatives,
- To engage and build relations with our target audience of farmers / advisers and, increasingly, universities that provide the industry workforce of the future,
- To make accessibility to Tried & Tested information and tools quick and easy, through various media channels within a small annual budget,
- To show farmers and advisers we are in tune with their planning and anticipate their needs,
- Direct farmers and advisers to our tools and information and external supportive information,
- Gain credibility to enhance wider industry relations,
- Provide good practice messages to farmers and benefit - economic benefits,
- To improve our existing supporter relations and widen the network where appropriate.

## **Tried & Tested Delivery on Policy Areas and the UK Crop Nutrient Management partnership**

On all Defra policy areas, Tried & Tested will work with partners and supporters, including CFE and AHDB and the UK Crop Nutrient Management Partnership on The Nutrient Management Guide (RB209).

Tried & Tested will:

- Investigate ways to develop resources and communications in line with RB209.
- In 2018/19, Tried & Tested will be a key source for RB209 revision communications e.g. twitter and supporters lists.
- During 2018/19, Tried and Tested will investigate a more collaborative working partnership with CFE, VI & wider industry partners, identifying joint messaging opportunities, implications and benefits of change and future plans and funding
- In 2018/19, Tried and Tested will produce, where possible case studies demonstrating the impacts on good nutrient management to farm businesses.
- Continue to develop the relationship with the CFE and VI to promote their messages.
- Provide information or links on the website to new farming policy areas including Farming Rules for Water, Code of Good Agricultural Practice for reducing ammonia emissions and Nitrate Vulnerable Zone (NVZ emissions)

Work with Tried & Tested partners, supporters group and the wider agricultural industry to promote good practice and sustainability within the industry through:

- Communicating to farmers the benefits of using nutrient management plans for compliance, cost saving, water quality and air quality benefits and the added value of demonstrating responsible environmental management.
- Further developing the industry approach to enhancing nutrient management in farm businesses.
- Demonstrating the value of these measures to the farming businesses, for example by maximising productivity through nutrient management, focussing efforts on cost economic benefit and the benefits of cover crops to soils, water quality and production.

## **25 Year Plan for the Farmed Environment**

Tried & Tested is an initiative with a long term plan:

By being an industry led initiative with well qualified and trusted partners, Tried & Tested will add value by connecting commercial farmers with the existing expertise in best practice management for nutrient management and resource protection on farmland.

Tried & Tested will continue to build a network that is industry led, independent and sustainable. By working closely with partners to agree an ambition for embedding environmental management as an essential factor of an efficient productive farm business, Tried & Tested will be mindful to align future messages with Defra's 25 year environment plan.

Tried & Tested aims to make farmers think about the long term effectiveness of nutrient management, engaging them on why they are implementing measures, and looking forward to how nutrient management is built into a sustainable farm management plan.

## **Water and Air Quality**

Tried & Tested will support Water Framework Directive, Bathing Water Directive and Air Quality targets in 2018/19 by:

- Promoting information on legislation that affect farming practices.
- Communicating changes to directives. Eg: the addition of the Farming Rules for Water within the Water Framework Directive.
- Using the Tried & Tested resources to demonstrate compliance: Tried & Tested has produced a range of guidance literature to help farmers implement nutrient management and best practice on farm. These include the New to Nutrient Management guide; Nutrient Management Plan; Field Record Sheets; ThinkManures, Feed plan for cattle and sheep; Soil Nutrient Supply (SNS) calculator; Value of Manures postcards and the USB sticks with all these resources plus The Nutrient Management Guide (RB209)
- Using Tried & Tested voluntary measures to encourage best practice. By coordinating the advice of the industry initiatives to deliver best practice guidance for the farmer on nutrient, soil and crop protection management. In 2017/18, Tried & Tested distributed 1,914 items.
- CFE are currently the strongest, most informed and interactive supporter of Tried & Tested, accounting for 39% of the total literature that has be requested by supporters.

This approach will deliver multiple economic and environmental benefits and contributie to the WFD and Clean Air Strategy.

## **Integration with farm advice and Agri-Environment**

In 2018/19 Tried and Tested will:

- Proactively ensure that other initiatives with an interest in influencing farmers are integrated with their messages.
- This will include national and local coordination with partners, supporters and more widely, water companies on future agri-environment policy such as environmental land management schemes
- Tried & Tested will work, at a higher level to ensure that nutrient management in any future scheme aligns with the Tried & Tested vision, message and tools.
- Tried & Tested will try to convey a message at a local level to encourage farmers to retain the use of nutrient management plans and preserve the value invested by government, taxpayers and farmers.
- This will ensure a true legacy for the land management practices implemented under the new environmental land management scheme.
- Where appropriate Tried & Tested will encourage farmers to apply for nutrient management options within schemes and signpost to relevant advice on how to enter the scheme.

Tried & Tested will support Agri-Environment objectives by:

- Promoting CFE voluntary measures,
- Providing the various Tried & Tested guides and resources: Tried & Tested has produced a range of guides on best practice in nutrient management.
- Promoting best practice fertiliser and manure management.

## **Governance and Partners**

During 2018-19 Tried and Tested will continue to seek more efficient governance structure with the aim of continuing effective delivery of the initiative outside of a budget.

Tried & Tested partners will be expected to be committed to supporting the initiative by promotion through their membership and through dedicated help in kind. Tried & Tested will revisit this point as frequent agenda in future meetings to develop an on-going commitment.

## **Tried and Tested Governance 2018/19 Group**

### **Steering Group (PNMG):**

Jane Salter (AIC), Elaine Jewkes (BGS), Philippa Mansfield (CSF), Susan Twining (CLA), Sam Durham (NFU) and Caroline Drummond (LEAF)

*Membership: Office holders, Chief Executives and other Senior Managers within the partnership organisations.*

### **Project Officer:**

Philippa Arnold (NFU)

# Appendices

## 1. The Communications Plan

	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-18	Feb-18	Mar-18	Apr-18
<b>T&amp;T Tool to Promote</b>	<b>Nutrient Management Plan and New 2 Nutrient Management</b>	<b>Think Manures / Feed Plan</b>	<b>Feed Plan</b>	<b>Nutrient Management Plan and New 2 Nutrient Management</b>	<b>Think Manures</b>	<b>Feed Plan</b>	<b>Think Manures</b>	<b>Feed Plan</b>	<b>Nutrient Management Plan and New 2 Nutrient Management</b>	<b>Think Manures</b>	<b>Feed Plan</b>	<b>Feed Plan</b>
	12th-13th Nottinghamshire County Show	30th May - 2nd Royal Bath & West Show	10th -12th Great Yorkshire Show	8th Vale of Glamorgan Ag Show	1st -2nd Dorset County Show	3rd Welsh Dairy Show	7th Farm Business Innovation Show		17th-18th Lamma	6th Dairy Envi Issues Group - PA speaking		
	10th Grassland UK (CSF)	7th -9th Royal Cornwall Show	18th NSA Sheep, Three Counties (CSF)	14th-16th Pembrokehire Show	12th UK Dairy Day (CSF)	13th - Global Fert Day	10th -11th Anglesey Winter Show			7th Dairy-Tech, Stoneleigh Park (BGS)		
	15th - 16th British Pig and Poultry Fair (CSF)	7th -9th South of England Show	23rd -26th Royal Welsh	14th -15th Anglesey Show	15th -16th Royal County of Berkshire Show	20th - 21st Countryside Live	26th -27th Royal Welsh Winter Fair			20th - 21st NFU Conference		
	16th - 19th Balmoral Show	8th Open Farm Sunday	24th - 26th New Forest & Hamps County Show	23rd - Melplash Show			28th - 29th Crop Tech, Peterborough -					
<b>T&amp;T Event Presence (Red = PO Presence NFU / Green = Partner Presence / Yellow = Tentative, unconfirmed presence)</b>	17th -19th Devon County Show	13th -14th Cereals Event										
	19th -20th Royal Welsh Spring Festival	15th -17th Royal Three Counties										
	25th Beef Expo (Shrewsbury) (CSF)	20th -24th Royal Highland Show										
	26th -27th Hertfordshire County Show											
	30th - 2nd June Royal Bath & West Show											
<b>T&amp;T News, Tweets, Events Focus</b>	County show Refresher Open Farm Sunday, Cereals			30th July-5th National Countryside week / 26-31 World Water Week					2019 Year of green action / LAMMA Dairy Tech NFU Conference	Dairy Tech Stoneleigh NFU Conference	Farming Rules for Water / World Water Day / CFE Events	Farming Rules for Water
<b>Press Article / Updates / Tool / Event</b>	Reminder for online training Module	Phil Latham Case Study	Clean Air Strategy	NVZ maps published / Dry weather guidance / Close periods reminder	COGAP / SSAFO regulations reminder / Close periods			LAMMA	Compliance Dates / Lamma / Dairy Tech NFU Conference	Dairy Tech/ NFU Conference / Ammonia Events	Resource Reminders / Training Module update	Upcoming show attendance /
<b>CFE Events</b>							CFE enters 10th Year	NFU Environment Conference	Soil, Bio'd, Air, Water	Soil, Bio'd, Air, Water	Soil, Bio'd, Air, Water	Soil, Bio'd, Air, Water