



## **Campaign for the Farmed Environment - Survey of land managed voluntarily in the 2014/15 farming year (England)**

This release presents estimates of areas of land under voluntary environmental management. It also presents responses to questions on farmers' awareness of and attitudes to the Campaign for the Farmed Environment (CFE) and the farmed environment. The results have been raised to represent all lowland farms with at least 10 hectares of crops and/or grassland. The key findings are highlighted below.

Land use and crop area results from the June Survey of Agriculture help put these results into context. Latest estimates from the June survey can be found [here](#).

### **Areas of land under voluntary environmental management**

- Almost 269 thousand hectares of land were under voluntary environmental management in the 2014/15 farming year, a decrease of 41% on the 2013/14 area (Table 7).
- The most popular features were fertiliser free permanent pasture (84 thousand hectares) and over-wintered stubbles (58 thousand hectares).
- The 2014/15 area comprises 250 thousand hectares of land managed voluntarily under the Campaign for the Farmed Environment (Table 6) and 18 thousand hectares of land classed as enhancements to basic Ecological Focus Area (EFA) fallow land requirements (Table 4).

### **Ecological Focus Areas (EFA)**

- 35% of farmers reported they are required to meet the new CAP Greening requirements for Ecological Focus Areas (EFAs) (Table 1).
- Of these farmers, 47% have EFA fallow land (Table 2) and 43% have implemented additional voluntary enhancements to these areas (equating to the 18 thousand hectares mentioned above) (Table 3).

### **Understanding and awareness of the Campaign for the Farmed Environment**

- 51% of farmers consider they have either a "good" or "some" understanding of the campaign (Table 8).
- Their main sources of information about the campaign are the farming press (37%) and the CFE leaflet (23%) (Table 9).

## Background

The Campaign for the Farmed Environment (CFE) is an industry-led partnership to improve the environmental condition of agricultural habitats and landscapes throughout lowland England. The aim is for good environmental management to be a core principle of farm businesses, empowering farmers and land managers to understand and address local environmental priorities. CFE provides coherent and consistent advice to farmers by coordinating with other industry initiatives (Greenhouse Gas Action Plan; Tried & Tested nutrient management; pesticides Voluntary Initiative). More specifically, CFE promotes the uptake of specific agri-environment scheme options and similar unpaid, voluntary land management. This survey has collected information about the areas under unpaid voluntary land measures as well as farmers' attitudes to and awareness of the Campaign and wider environment. Uptake of agri-environment options will be measured directly from Natural England scheme records.

Between 2009 and 2012, CFE activity was specifically focussed towards arable land<sup>1</sup>. During this period the monitoring survey covered all lowland farms<sup>2</sup> with at least 10 hectares of arable crops (including temporary grassland). In 2013 the scope of the Campaign widened such that the 10 hectares threshold applied to either crops or grassland. In addition, a simplified list of voluntary measures was introduced. For these reasons, the results presented here are not always directly comparable to previous results. Further details about the list of voluntary management measures can be found at [www.cfeonline.org.uk](http://www.cfeonline.org.uk).

## Notes on the 2014/15 survey

- Respondents interpret for themselves what land under environmental management should be recorded as CFE voluntary measures.
- The survey questionnaire this year included an additional section to collect data on the voluntary enhancement of EFA fallow land, a requirement of CAP Greening.
- The introduction of CAP Greening and the change from Environmental Stewardship to Countryside Stewardship may have influenced how farmers view their land under environmental management.

---

<sup>1</sup> The Campaign's goal was to retain and exceed the environmental benefits of land previously required to be set aside under the Single Payment Scheme.

<sup>2</sup> Outside the Severely Disadvantaged Areas (SDA).

## CAP Greening and EFA Fallow Land

Table 1

Survey question: 1a) Do you have to meet the CAP Greening requirements for Ecological Focus Areas (EFA)?

---

2015 Response	% of holdings
Yes	35
No	65

---

*Based on responses from 2,395 holdings.  
All confidence intervals are within the range of  $\pm 0$  to  $\pm 2$ .*

---

Table 2

Survey question: 1b) Do you have any EFA fallow land?

---

Based on those who ticked "Yes" to Q1a	% of holdings
Yes	47
No	53

---

*Based on responses from 1,297 holdings.  
All confidence intervals are within the range of  $\pm 0$  to  $\pm 4$ .*

---

Table 3

Survey question: 1c) Do you have any Voluntary Measures in place on this EFA fallow land?

---

Based on those who ticked "Yes" to Q1b	% of holdings
Yes	43
No	57

---

*Based on responses from 440 holdings.  
All confidence intervals are within the range of  $\pm 0$  to 5.*

---

Table 4

Survey question: CFE Voluntary Measures that enhance basic EFA fallow land requirements

Voluntary Measure		Area (Ha) unless stated	95% Confidence Interval (CI)
1	Grass strips next to a watercourse or pond	5,180	+/-1,736
2	In-field grass strips to avoid erosion	921	+/-535
6	Wildflower mix	1,158	+/-591
7	Pollen & nectar mix	1,707	+/-809
8	Legume and herb rich temp grass	--	--
9	Ryegrass seed for birds	--	--
10	Wild bird seed mix and maize-free game strips	3,161	+/-1,166
12	Lapwing plots	692	+/-525
14	Cultivated margins	671	+/-591
17	Field corners	3,977	+/-1,360
18	Beetle banks	142	+/-179
<b>Total area of enhanced EFA fallow land</b>		<b>18,226</b>	<b>+/-2,908</b>
<b>Total EFA fallow land</b>		<b>65,852</b>	<b>+/-8,904</b>
<i>-- values suppressed due to low number of non-zero responses</i>			

Table 5

Survey question: 2. Do you have any land under any form of voluntary environmental management which you have not recorded in the table above?

	2015 % of holdings
Yes	22
No	78
<i>Based on responses from 2,397 holdings. All confidence intervals are within the range of <math>\pm 0</math> to <math>\pm 2</math>.</i>	

Table 6

Survey question: CFE Voluntary Measures on land other than EFA fallow land

	<b>Voluntary Measure</b>	<b>Area (Ha) unless stated</b>	<b>95% CI</b>
1	Grass buffer strips next to a watercourse or pond	7,447	+/-2,617
2	In-field grass strips to avoid erosion	855	+/-362
3	Management of maize fields to avoid erosion	19,558	+/-11,692
4	Watercourse fencing	4,480 km	+/-1,001
5	Winter cover crops	26,454	+/-3,499
6	Wildflower mix	2,177	+/-1,794
7	Pollen & nectar mix	1,819	+/-1,872
8	Legume and herb rich temp grass	--	--
9	Ryegrass seed for birds	--	--
10	Wild bird seed mix and maize free game strips	2,377	+/-731
11	Skylark plots	2,701 plots	+/-1,794
12	Lapwing plots	245	+/-227
13	Unsprayed and / or unfertilised cereal headlands	1,431	+/-945
14	Cultivated margins	319	+/-294
15	Over-wintered stubbles	58,070	+/-15,802
16	Supplementary winter feeding for wild farmland birds	1,550	+/-1,121
17	Field corners	4,713	+/-1,308
18	Beetle banks	229	+/-140
19	Fertiliser-free permanent pasture	83,953	+/-24,158
20	Arable land reverted to grass	8,037	+/-4,274
21	Selective use of spring herbicides	13,958	+/-8,039
22	Brassica fodder crops	14,781	+/-5,497
	<b>Total</b> <i>(excluding skylark plots and fenced watercourses)</i>	<b>250,305</b>	<b>+/-35,877</b>
-- values suppressed due to low number of non-zero responses			

## Total areas of land under voluntary environmental management

Table 7

Total areas of land under unpaid environmental management (the total of areas reported in Tables 4 and 6 above)

	2013	2014	2015	2014-2015
Voluntary Measure	Area (Ha) unless stated	Area (Ha) unless stated	Area (Ha) unless stated	Change
1* Grass buffer strips next to a watercourse or pond	17,197	17,000	12,627	-4,373
2* In-field grass strips to avoid erosion	3,752	4,562	1,776	-2,786
3 Management of maize fields to avoid erosion	20,799	22,221	19,558	-2,663
4 Watercourse fencing	6,781 km	7,387 km	4,480 km	-2,907
5 Winter cover crops	22,543	28,472	26,454	-2,018
6* Wildflower mix	2,401	5,657	3,335	-2,322
7* Pollen & nectar mix	2,222	1,401	3,526	+ 2,125
8* Legume and herb rich temp grass	2,394	1,102	1,691	+589
9* Ryegrass seed for birds	3,367	3,052	1,255	-1,797
10* Wild bird seed mix and maize-free game strips	8,097	5,631	5,538	-93
11 Skylark plots	6,778 plots	9,760 plots	2,701 plots	-7,059
12* Lapwing plots	1,130	2,140	937	-1,203
13 Unsprayed and/or unfertilised cereal headlands	6,778	6,709	1,431	-5,278
14* Cultivated margins	740	1,007	991	-16
15 Over-wintered stubbles	265,697	108,783	58,070	-50,713
16 Supplementary winter feeding for wild farmland birds	5,368	3,591	1,550	-2,041
17* Field corners	13,371	10,782	8,690	-2,092
18* Beetle banks	1,185	806	372	-434
19 Fertiliser-free permanent pasture	231,673	160,705	83,953	-76,752
20 Arable land reverted to grass	18,475	18,028	8,037	-9,991
21 Selective use of spring herbicides	34,474	30,118	13,958	-16,160
22 Brassica fodder crops	15,045	21,171	14,781	-6,390
<b>Total</b> <i>(excluding skylark plots and fenced watercourses)</i>	<b>676,705</b>	<b>452,939</b>	<b>268,531</b>	<b>-184,408</b>

\*Voluntary measures that include voluntary enhancement of EFA fallow land

## Understanding of CFE

Table 8

Survey question: 3. How well do you feel that you understand the Campaign for the Farmed Environment (CFE)?

	% of holdings
I have a good understanding	12
I have some understanding	39
I have limited understanding	32
I have little or no idea	17

Based on 2,195 responses.

All confidence intervals are within the range of  $\pm 0$  to 2.

## Sources of information

Table 9

Survey question:

4. a) Have you had any information about CFE from any of the sources below?

4. b) Did you find the information about CFE from the sources listed useful?

	Q4a % of holdings	Q4b Of which % useful*
CFE leaflet	23	91
CFE website	5	82
CFE event	7	87
Farming press	37	90
CFE coordinator or farm advisor / agronomist	11	92
Social media e.g. Twitter	2	--

Based on at least 120 responses.

\*Due to changes to the wording of the question these results are not directly comparable with previous years.

All confidence intervals for Q4a are within the range of  $\pm 0$  to  $\pm 2$ .

All confidence intervals for Q4b are within the range of  $\pm 0$  to  $\pm 8$ .

Table 10

*Survey question: 4c) Did any of the information received:*

<b>2015</b>	<b>Yes %</b>
Lead you to newly implement any of the voluntary measures in tables 1 and/or 2	12
Change the way you manage any of the voluntary measures in tables 1 and/or 2	14

*Based on at least 890 responses (those farmers who received information).  
All confidence intervals are within the range of  $\pm 0$  to  $\pm 3$ .*

### **Attitudes to farming and the environment**

Table 11

*Survey question: 5. How important do you feel it is to consider the issues below when taking decisions about your land, crops and livestock?*

	<b>Very important</b>	<b>Fairly important</b>	<b>Not very important</b>	<b>Not at all important</b>
	% of holdings			
Efficient use of inputs	76	21	3	1
Protecting/benefiting farm wildlife	59	38	3	1
Protecting soil and water	75	23	1	1
Reducing greenhouse gas emissions	30	49	16	4

*Based on at least 2,214 responses.  
All confidence intervals are within the range of  $\pm 0$  to  $\pm 3$ .*



Table 12

Survey question: 6. How important do you feel it is to consider the issues below when implementing the listed unpaid environmental measures?

	Very important	Fairly important	Not very important	Not at all important
	% of holdings			
Following environmental management guidelines	40	51	7	2
Fitting existing farming practice (e.g. rotation)	49	42	6	3
Responding to conditions on the land	68	29	2	1
Focussing primarily on environmental outcomes	19	64	14	3

Based on at least 1,988 responses.

All confidence intervals are within the range of  $\pm 0$  to  $\pm 3$ .

## Agri-environment Schemes

Table 13

Survey question 7. Are you currently in an agri-environment scheme?

	2015 % of holdings
Not in agri-environment scheme	47
Entry Level Stewardship (ELS)	47
Organic Entry Level Stewardship (OELS)	3
Higher Level Stewardship (HLS)	13
Environmentally Sensitive Area (ESA) scheme or Countryside Stewardship (CS) Scheme	1

Based on 2,397 responses.

## Survey details

### Survey methodology

The results provided in this release are based on the questions asked in the Campaign for the Farmed Environment survey of land managed voluntarily in the 2014/15 farming year, sent to a representative sample of holdings across English regions and farm sizes. The results provide a reliable estimate for all farms now within scope of the Campaign; approximately 69,122 farms with a total of nearly 7.3 million hectares of arable crops and grassland. The survey was sent to 7,500 holdings with at least 10 hectares of arable crops and/or grassland (defined as land under crops, uncropped arable land, temporary or permanent grassland). Holdings in an area classed as a SDA (Severely Disadvantaged Area) were excluded from the survey. The survey was voluntary and had a response of 2,397 forms, an overall rate of 32%. Many thanks to all of the farmers who completed a survey form.

A breakdown of the number of holdings within the population and the sample are shown below.

Region	Size band	No. eligible holdings	Sample size	No. responses	Response rate %
North East	1	1,079	75	28	37%
	2	805	99	38	38%
	3	462	90	32	36%
North West & Merseyside	1	3,599	249	67	27%
	2	2,020	249	72	29%
	3	1,591	310	90	29%
Yorkshire & The Humber	1	3,695	254	77	30%
	2	2,488	305	118	39%
	3	1,427	278	100	36%
East Midlands	1	3,965	275	96	35%
	2	2,570	317	107	34%
	3	1,539	300	89	30%
West Midlands	1	4,722	328	96	29%
	2	2,619	322	96	30%
	3	1,715	335	93	28%
Eastern	1	4,240	294	85	29%
	2	2,853	353	115	33%
	3	1,614	316	104	33%
South East & London	1	5,510	386	125	32%
	2	2,175	269	91	34%
	3	1,334	262	79	30%
South West	1	9,216	641	225	35%
	2	4,749	585	194	33%
	3	3,135	610	180	30%
<b>Total</b>		<b>69,122</b>	<b>7,500</b>	<b>2,397</b>	<b>32%</b>

### Data analysis

Results have been produced using a standard methodology for stratified random surveys to generate national (England) estimates. Using this method, every farm in the sample is assumed to represent several other farms that were not in the sample.

### Accuracy and reliability of the results

We show 95% confidence intervals against the results. These show the range of values that may apply to the Tables. They mean that we are 95% confident that this range contains the true value. They are calculated as the standard errors (se) multiplied by 1.96 to give the 95% confidence interval (95% CI). The standard errors only give an indication of the sampling error. They do not reflect any other sources of survey errors, such as non-response bias.

### Comparability with previous surveys

The scope of the Campaign widened in 2013 from arable land to include all of lowland England. In addition, a simplified list of voluntary measures has been introduced. For these reasons, the results presented here are not always directly comparable.

### Definitions

Where reference is made to the type of farm, this refers to the 'robust type', which is a standardised farm classification system. Farm sizes are based on the estimated labour requirements for the holding, rather than its land area. The farm size bands used within the detailed results tables which accompany this publication are shown in the table below. Standard Labour Requirement (SLR) is defined as the theoretical number of workers required each year to run a holding, based on its cropping and livestock activities.

<b>Farm size</b>	<b>Definition</b>
Very small	Less than 2 SLR
Small / medium	2 to less than 3 SLR
Large / very large	At least 3 SLR

The Severely Disadvantaged Areas (SDA) are more environmentally challenging areas. They are largely upland in character and together with Disadvantaged Areas (DA) form the Less Favoured Areas (LFA) classification established<sup>3</sup> in 1975 as a means to provide support to mountainous and hill farming areas.

### Availability of results

Other Defra statistical notices can be viewed on the Defra website at:

<https://www.gov.uk/government/organisations/department-for-environment-food-rural-affairs/about/statistics>.

---

<sup>3</sup> Council Directive 75/268/EEC.