

How can influence of HNV farming & farmers in N uplands be increased?

- Make effort on moorland basic payment rate by 21st March deadline
 - N Upland partnership should put in a letter
- NELMS consultation...
- Group of farmers working together
 - to discuss and agree key issues to take to NE, starting with farmers
 - to deliver schemes
- Collaborate with similar areas in *long term* relationship
 - In England (a national uplands federation?)
 - Transnationally
 - Need to get start-up funding for collaboration, and working to next CAP
- Bring English & EU bureaucrats onto farms
- Influence local MPs at least by direct discussion
- Increase PR (as opposed to lobbying..?)
 - Meat quality & provenance (slow grown, science-based claims on quality). Levy boards doing more?
 - Ecosystem services, with aim of getting paid for them
 - Tackle mainstream media
 - Get onto influential panels
- Increase opportunities for getting farming into schools and pupils and teachers onto farms (Nat. Curr.)

Practical steps to make HNV farming in N uplands more efficient & profitable?

- Agri-env:
 - More flexibility in AE prescriptions where they shown not to have worked
 - Delivery of mutually-agreed outcomes
 - More support for walls
 - More support for cattle
 - Proper reward, incl all farmer's costs
 - Need to pilot some new approaches
- Active farmers...
- More joined up thinking (environment in a context..)
- Better understanding of farm economics and *variability* in it, best practice with livestock
- Encourage new blood
 - Succession planning
 - Longer-term tenancies (perhaps with tax incentives)
 - Partnership farms
 - Retirement incentives
- Renewables, insulation...
- Appropriate investments in holdings (and % which reflects tenancies)
- Getting money from visitors – local tax?
- Collaborative buying
- Long-term approach to advisory system for upland farmers