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

• Make effort on moorland basic payment rate by 21\textsuperscript{st} 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 \textit{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