

**IMPLEMENTATION PLAN – JUNE 2010
LINCOLNSHIRE FORUM FOR AGRICULTURE AND HORTICULTURE**

TITLE	ACTION POINTS	COMMENT ON TASKS
<p>Big Issues</p> <p>(Rural Development)</p>	<p>Influence Champion Lincolnshire as a county of food producing excellence and utilise connections Forum members have to shape future direction of local, county, regional and national policy on:</p> <ul style="list-style-type: none"> ▪ Flood protection for people, property and land ▪ Utilities ▪ Infrastructure (Transport, Broadband) <p>Support</p> <ul style="list-style-type: none"> ▪ Initiatives that have the potential to make a difference to Lincolnshire's agriculture and horticulture economy ▪ Research and Development <p>Monitor and promote rural development initiatives and identify how Lincolnshire can benefit from them and how Lincolnshire's wider rural community can contribute to these initiatives.</p>	<p>Locally influence LAA, LDF, Economic Assessments as well as Regional policy, programmes and National strategy</p> <p>Support PGI (or similar) status for Lincolnshire producer groups applying for protection</p> <p>Changes to CAP funding and EU Development priorities</p> <p>Aim to stimulate rural prosperity by influencing and encouraging access in Lincolnshire to RDPE and Leader Programmes</p>

<p>Climate Change and Sustainable Energy</p>	<p>Promote and support the reduction of Lincolnshire farming's Carbon Footprint. Utilise farm model approach.</p> <p>Water Management and in particular winter water storage initiatives embracing social, economic and environmental benefits that support the wider rural economy including tourism</p> <p>Energy from the farm. Biomass, Encouraging the production as well as research aimed at increasing yields of miscanthus and short rotation coppice on poorer soils. Environmental Stewardship and Biodiversity.</p> <p>Renewable Energy, Anaerobic Digestion (AD), gas and heat production. Identifying land management options that reduces agriculture's carbon footprint</p> <p>Local authority role to ensure alternative energy is considered in planning applications including opportunities with affordable homes, use of redundant farm buildings, district heating systems</p>	<p>Likely to be of growing importance to Lincolnshire. Help raise awareness amongst agricultural community.</p> <p>Identify areas for mitigation and adaptation.</p> <p>Establish links between housing developers bringing forward developments involving district heating systems and the farming community</p> <p>Promoting:</p> <ul style="list-style-type: none"> • Lincolnshire as a renewable energy county • new technologies connected to renewable energy • examples of good practice connected to land management <p>Raise awareness of business potential of Gas and heat production as likely to come in behind AD.</p> <p>Ask LAs to feed back to farming communities highlighting carbon reduction benefit. Forum to lobby and influence.</p>
<p>Engaging People</p>	<p>Promote Lincolnshire as a Centre of Excellence</p> <p>Education and training Linking education with farms by utilising all available funding</p> <p>Attract and encourage retention of young people by making agriculture attractive. Promoting that wages in agriculture have improved and that there are now technical/ professional category jobs with very good wages.</p>	<p>Work closely with the University towards establishing Lincolnshire as the best place to become a professional in agricultural.</p> <p>Supporting initiatives to encourage children to learn about farming and careers on farms</p> <p>University Chair could be critical in developing centre of excellence in biological sciences, food and agriculture and crop science</p>

<p>Business Development</p>	<p>Encourage and promote</p> <ul style="list-style-type: none"> ▪ New Business development ▪ New product development ▪ New Market development <p>Website Development</p> <p>Knowledge transfer - crucial role of University and others in providing business studies support (i.e. sales and marketing) as well as land based tuition.</p> <p>Develop programmes around innovation, efficiency and Lincolnshire produce grower/added value sector intersection</p> <p>Planning guidance – maximise the potential benefits of the Taylor Review and PPS4 to rural businesses and the rural economy.</p> <p>Maintain e-mail cascade system, e-newsletter and annual printed newsletter</p>	<p>Employer engagement really important. Farm business development, consumer studies, marketing and sales, importance of website selling etc.</p> <p>Encourage businesses to take a step in expanding their buyer base by promoting themselves on the website</p> <p>Host section on website where we can utilise case studies to promote success stories and transfer good practice and ideas, e.g. sustainable packaging</p> <p>Work with funding/advice providers, Skills Board, IAG Providers and private sector to target relevant support to food and farming businesses.</p> <p>Improve co-ordination and co-operation between these two stages of the produce chain.</p> <p>Help business understand changes in planning legislation and planners understand the needs of farming businesses.</p> <p>Continue to promote services and offer information cascade facility</p>
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<p>Supply Chain Initiatives</p>	<p>Engage with Lincolnshire's primary production and packaging/ processing industries and local distribution networks/hubs. Promoting manufacturing excellence and efficiency.</p> <p>Support both public and private sector procurement</p>	<p>Influence and facilitate local and regional distribution initiatives that will support logistics solutions for businesses. Brokerage role.</p> <p>Encourage buyers to choose Lincolnshire produce and services through Meet the Buyer/Chef and similar initiatives.</p> <p>Work with Lincolnshire Procurement and the Procurement training initiative (TiPPS)</p>
<p>Select Lincolnshire Branding</p>	<p>Promote Select Lincolnshire brand Raise the profile of Lincolnshire produce with buyers and consumers.</p> <p>Work with sector Ambassadors to help promote the brand and quality produce.</p> <p>Long term aim for a unified brand right across Lincolnshire.</p>	<p>Promote quality produce to buyers including wholesale, retailer and trade buyers e.g. Chefs.</p> <p>Increase consumer awareness to encourage support for Lincolnshire produce</p> <p>Electronic newsletter for known electronic links</p> <p>Already started by others, but setting in stone recognisable strap line of Select, Visit, Invest, Taste Lincolnshire on standard background used by everyone, would really help establish Lincolnshire in the minds of the rest of the UK.</p>
<p>Public/Private Sector Links</p>	<p>Develop local authority / private sector links Articulate and promote links between economy, environment and agriculture.</p> <p>Exchange of Information and linking together initiatives</p>	<p>Chairman/Deputy to exchange information with relevant local and regional bodies.</p> <p>Monitor initiatives emerging from support organisations and help promote to agricultural/food businesses.</p>

Lincolnshire Forum for Agriculture and Horticulture

'A partnership between farming, food and local government focussing on the future sustainability of agriculture and horticulture in the County and its continued input to the economic, social and environmental well being of the Lincolnshire countryside.'