

FAR update

THE NEWSLETTER OF THE FEED ADVISER REGISTER SCHEME



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AIC Moves Forward with its First Sustainability Roadmap

In the quest for higher levels of sustainability in food production, it's clear that the feed industry has a vital role to play. Increasingly, food retailers are turning to us to help them deliver on their own sustainability targets, so the pressure is on to deliver secure and safe feed to UK farmers whilst lowering our environmental footprint.

So how do we do this? The sourcing of raw materials, feed mill operations and adopting FAR advice are all part of the solution. Success depends on an ongoing commitment with our partners and policy makers to stimulate and facilitate change.

To create the impetus for action, the AIC's first sustainability roadmap is a tool to support its members in making business plans for the future, to make clear our commitments and progress so far to government officials, MPs and partners.

During the process of compiling the roadmap, it became clear that the need for integration throughout the supply chain is paramount.

Animal feeding is complementary to medicine. FAR does not deliver for the whole farm without complementary FACTS advice linked to that of the vet. Going further, the land valuer can look at the carbon store opportunities on livestock farms to help off-set production emissions. Lower carbon footprints for animal feeds are not delivered without low emission fertilisers to grow the feed crop. And in grassland based systems, there is value in matching grass and forage varieties with feeds and breeds.

Sustainability is not something we can achieve in isolation; we need supporting

Welcome

This issue has a sustainability theme, we discuss the AIC Sustainability Roadmap which lays out our aspirations for the next 30 years, the recent launch of the FEFAC Sustainability Charter with our European partners, preparing for ELMs, the release of the CPD training on antimicrobial resistance and the role of good nutrition.

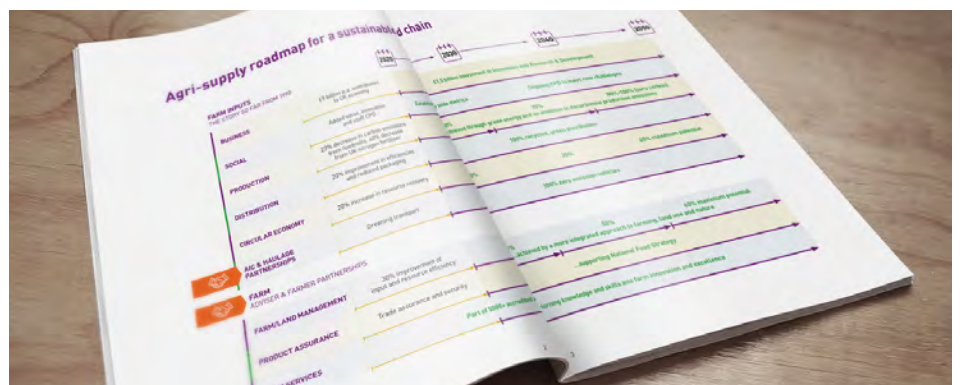
We do hope you find this issue informative, if you have any questions or suggestions for future editions please contact us via the details on the back page.



Sue Whittington
Technical Manager

government intervention, in terms of policy and research, alongside proactive support from others in the supply chain to progress our quest for sustainable, resilient food production.

<https://www.agindustries.org.uk/sectors/policy/resources/sustainability-roadmap.html>



AIC Contribute list of actions to European feed industry Sustainability Charter

A key business driver for the European feed industry is the sustainability of livestock and aquaculture production. To support the industry in this effort, FEFAC launched their Feed Sustainability Charter 2030 at their virtual Congress in September.

The Charter highlights five core ambitions which we, as FEFAC members, need to support:

1. Contribute towards climate-neutral feed, livestock and aquaculture production.
2. Foster sustainable nutrition through increased resource efficiency.
3. Promote responsible sourcing practices.
4. Contribute to farm animal health and welfare.
5. Enhance the feed industry best manufacturing practices contribution to healthy socio-economic environment in the rural area and an attractive employer.

After consultation with the AIC Sustainability Committee and approval at Feed Executive Committee, AIC have committed to a number of actions which are also identified in the recently published AIC Sustainability Roadmap.

Some of these actions are directly related to the development of FAR, such as:

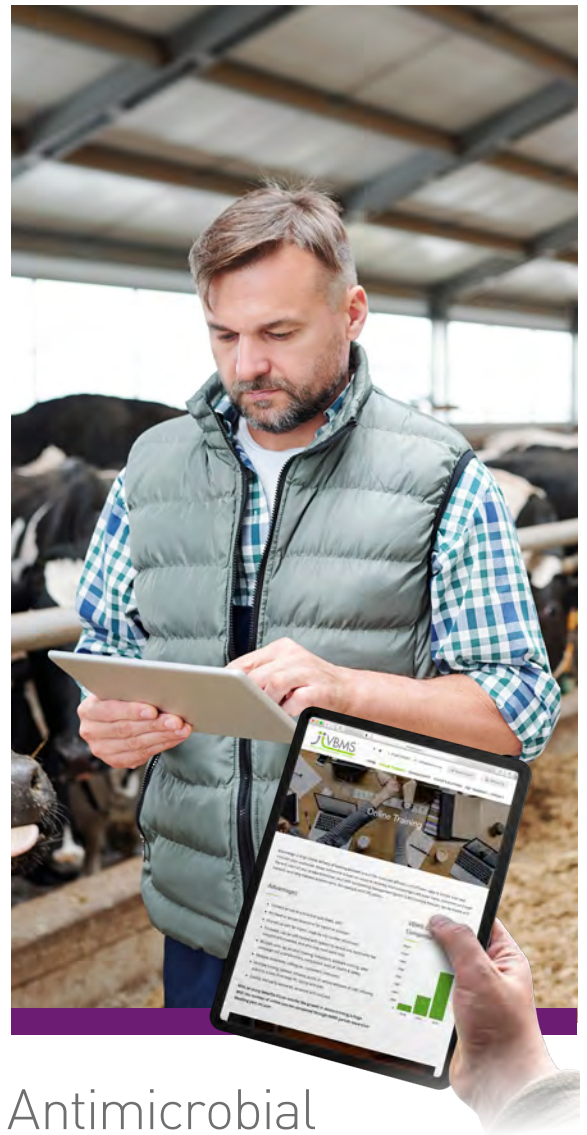
1. Deliver advice on-farm via qualified feed advisers to help farms improve productivity and reduce their environmental impact.
2. Provide accredited training and CPD for feed advisers.
3. Promote the role of nutrition in animal health and the fight against antimicrobial resistance through the development of a CPD module in the UK Feed Adviser Register.

A link to the full FEFAC Charter can be found here:

<https://fefac.eu/wp-content/uploads/2020/09/FEFAC-Feed-Sustainability-Charter-2030.pdf>



James McCulloch,
Head of Feed Sector

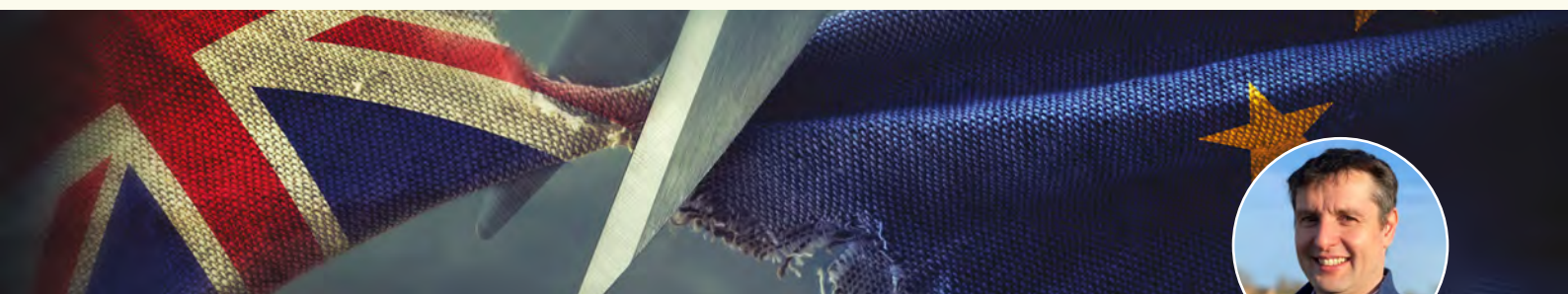


Antimicrobial Resistance CPD Course launched

Developed by industry experts (vets and nutritionists), this course explores how antimicrobial resistance develops, why it's a problem and how good nutrition can form part of the solution to reduce antibiotic use on farm, ensuring animals remain healthy and build up immunity to disease.

The course is delivered in two parts, part one considers the issues around antimicrobial resistance and part two looks at the individual livestock species, the challenges and solutions where good nutrition can play a part.

The course went live at the start of November on the VBMS system and is accessible through your individual dashboards.



Andrew Pearson,
Policy Manager

The Changing Face of On-Farm Advice

With the Agriculture Bill returning to the House of Commons, development of the Environmental Land Management scheme (ELMs) continuing at pace and George Eustice confirming last month that the Sustainable Farming Incentive SFI (Tier 1 prototype of ELMs) is likely to be rolled out in 2022 and 2023, now would be a good time for member businesses to look at how they provide advice during this transitional phase for agriculture and beyond.

There is considerable change coming to farm income streams; reductions to direct subsidies, a new style of regulation for agriculture and increases in public funding linked to sustainability. Opportunities for farm advisers will ensue but the advice needed will look very different.

Without doubt the existing advisory community is going to need to change to support farmers accessing new pots of funding. However, where there's change and opportunity, intense competition often follows. Funding that was once ring-fenced for farmers will be open to estate owners, foresters and even golf courses, so there are more people trying to get a slice of the pie. At the same time, to help these groups maximise on available funding opportunities, there is likely to be increased competition in the advisory sector too.

Considering these changes and new opportunities, we've posed some questions to challenge your thinking on how you fit into this new market:

- How will you change your advisory services to suit this new market?
- How will your services differ from others who are looking to enter the market?
- Do you know the monetary value of advice that you are providing at individual farm level?
- Do current charging models for the supply of farm inputs fit the bill?
- Can you account for the cost of advice from product sales?

At the same time as new Governmental policy and legislation driving change in the agriculture sector, we're also feeling the pressure from commercial partners who need to deliver on their own sustainability and environmental commitments. This in turn, being driven by consumer demand for change and pressure from investors to be more socially responsible.

Increasingly we're seeing the carbon footprint for the entire

supply chain being identified. By doing this suppliers set targets for reduced greenhouse gas emissions quickly to tackle problem areas. So agriculture is firmly under the microscope. For example, Tesco have identified that 70% of their supply chain emissions come from the agricultural sector so they will be looking to work with suppliers to radically reduce this. Similarly, M&S has eradicated the use of soya feed from the production of all its milk and has pledged to ensure that all soya in its products is sourced through approved or recognised sustainable soya schemes by the end of the year.

As feed advisers, are these issues on our radar? Do we consider these pressures when delivering our advice to our farm clients?

Change is afoot and we need to act to secure our position in the market.





Promoting FAR

With Covid-19 interfering with everyone’s event calendar, organisers have moved to virtual platforms. The latest event attended by FAR and FAA to be moved online was the NSA’s ‘Feeding the flock and getting it right’ on 20th -21st October.

<https://nsavirtualevent.org.uk/>

AIC Services are working with Red Tractor Assurance to bring recognition of FAR and the professional advice given to farmers within the revision of the current RTA livestock standards due for publication in 2021.

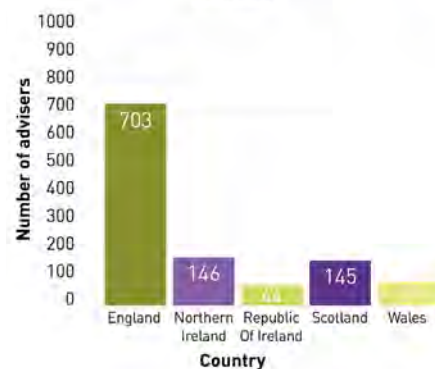
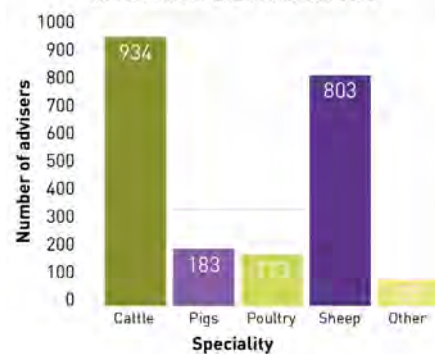
<https://assurance.redtractor.org.uk/>

Find a Feed Adviser

Having launched in June, the “Find a Feed Adviser” online search tool has proved popular. It adds value for feed advisers and help farmers locate professional advice quickly and easily. You can access the tool via the Feed Adviser Website: <https://www.agindustries.org.uk/feed-adviser-register/feed-adviser-checker.html>

Feed Adviser Statistics

Total number of active feed advisers on 1st October 2020 stands at 1107



Case Studies



Lorna MacPherson
Feed Adviser SAC Consulting

Lorna is a dairy adviser for SAC Consulting in Scotland. Her advice has led to a reduction in the incidence of transition diseases and improved cow performance in early lactation.

“By maintaining our CPD, we’re able to keep in line with current legislation and relevant topics affecting our customers,” says Lorna.



Davina Johnston
Feed Adviser SAC Consulting

Davina is a beef and sheep adviser also working for SAC Consulting. She has driven improvements in feed rations, animal health and welfare and increased profitability.

Davina claims that “Being FAR registered gives customers confidence that our advice is of a high standard.”

To read full case studies for Lorna and Davina, visit: <https://www.agindustries.org.uk/feed-adviser-register.html>



For further information on COVID-19 at: www.agindustries.org.uk/coronavirus/

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