





















#### What we know - Farmed assets

- A farmers most important asset is their soils
- It is estimated the soil erosion moves some 2.2 million tonnes of arable topsoil annually
- 17 percent of soils nationally show signs of erosion
- Over 40% percent of South West soils are degraded



### What we know - Farm business impacts of poor soils

- A reduction in yield and income crop, sward or livestock
- Increased costs in ditch and drain clearance
- Loss of river banks through erosion
- Increased droughtiness leading to a decline in water holding capacity of the soil
- Decline in nutrient storage capacity resulting in increased nutrient costs
- Reduction in quality of soil structure
- Decrease in soil depth
- Loss of substrate for soil fauna and microflora

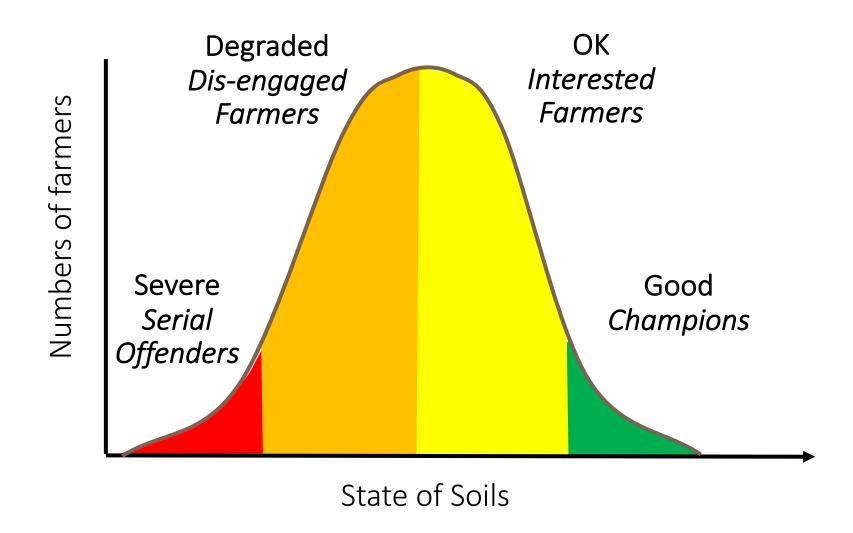


### What we know - External impacts of poor soils

- Soil removal from roads, houses and sewers is expensive
- Wild life habitats are being lost due to deposition of soils
- Muddy polluted watercourses lead to movements of pollutants of nitrates and phosphates in suspension
- Water clean up costs are estimated at £10 for every water consumer
- An estimated £46 million per year is spent on nitrate removal costs



### Using information with different farm businesses

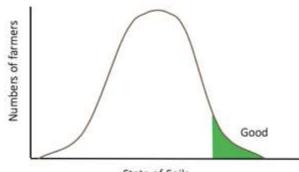




# **Champions**

Trial sites **Publicity** 

## Demonstration



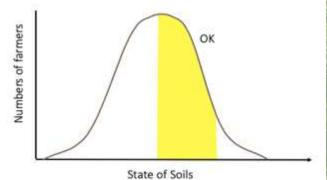
State of Soils





### **Interested**

Engagement<br/>Involvement<br/>Facilitation





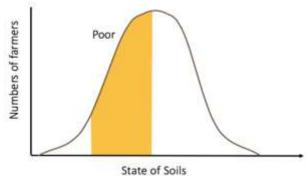


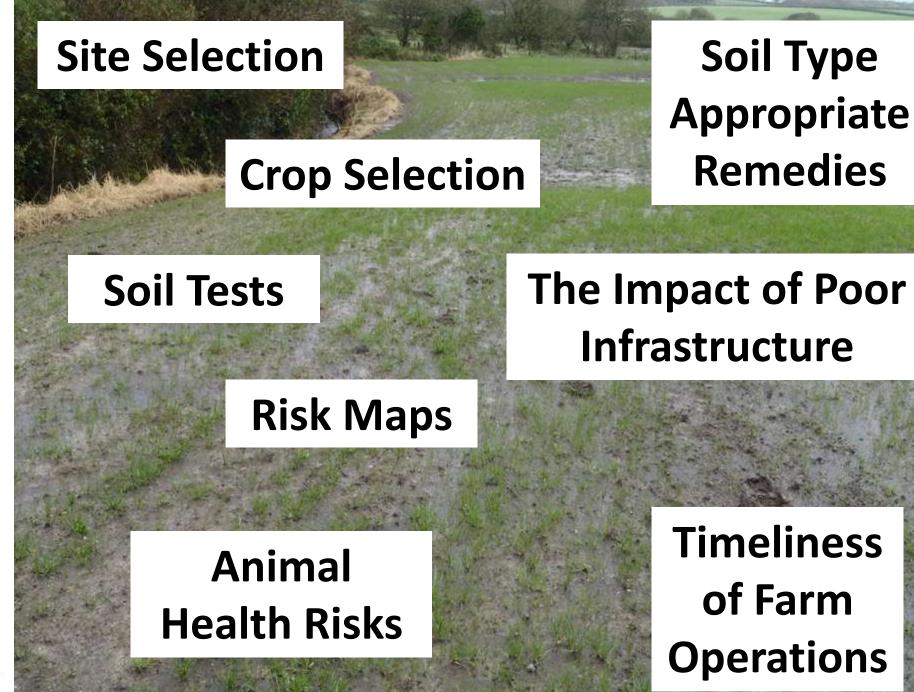
**Dis-engaged** 

Costed

1 to 1 Personal

Relevant

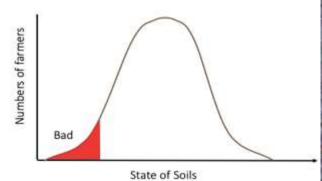






# **Serial Offenders**

Regulation
Peer Pressure
Linked Advice







- Promote the champions
- Continue to encourage the interested
- Encourage the dis-engaged with relevant costed advice
  - Regulate the serial offenders

