

Whole Farm Approach

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Charles R McCall
Programme Manager

WholeFarmApproach

Helping to take the paperwork out of farming



What's key?

- Awareness – of what needs to be done.
- Understanding – of how to achieve desired outcomes.
- Flexibility - to do what meets the business need.
- Evidence - of the above and achievement.
- Compliance – through “normal” business processes.

The vision

- Achieving outcomes through “light touch”.
- Improving the environmental and health and safety record of farming, by encouraging better farm practices.
- Streamlining and targeting enforcement activity on the basis of risk.
- Fostering a new, customer-focused relationship with farmers.

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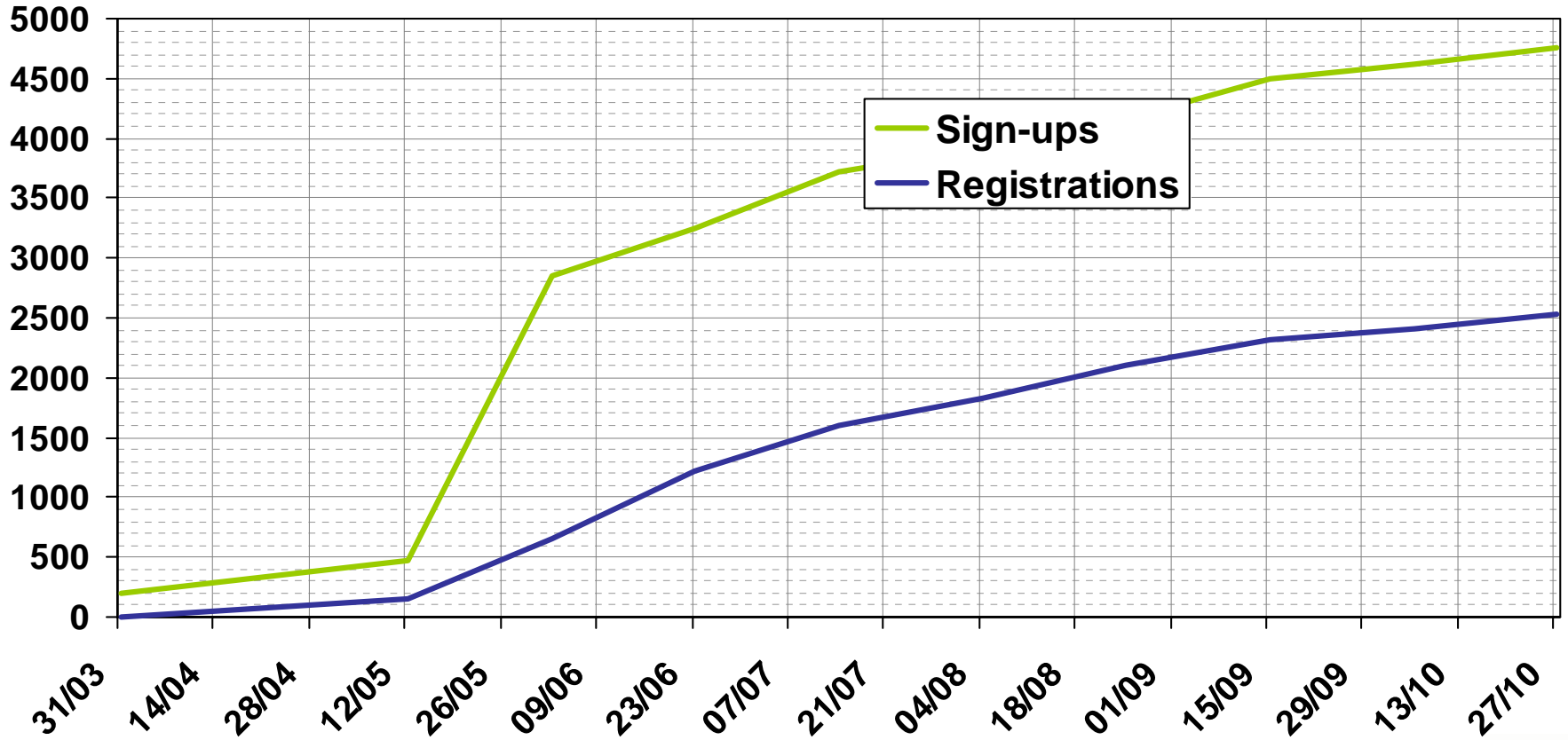
The Whole Farm Approach Challenges

- Share information.
- Building trust industry/intermediaries/regulators.
- Use of ICT -

Early aims

- To deliver services to farmers that help them understand regulations and adopt good farming practices as well as reduce time spent filling in forms
- Test out the effectiveness and cost efficiency of various take-up strategies
- Obtain feedback on customer experience to improve the services offered

Take-up Since 28 March



And for 2007.....

- Implementing the outcomes of our review of the live service and customer reaction
- Enhancements to improve the value for customers and deliver greater benefits
- Identify and deliver the key services that farmers want
- Maintain development in line with the aims of transformational government