




# Jordans Farm Partnership

THE WILDLIFE TRUSTS IMPACT REPORT | 2017-18

Barn owl © Andy Rouse 2020/VISION





In 2018, Jordans oat growers  
farmed **over 15,500ha** of land  
providing almost **4,600ha** of  
**habitat** for farmland species like  
barn owl, brown hare, turtle dove  
and vital bees & pollinators.

## WELCOME

*“We believe that everyone has a part to play in achieving nature’s recovery. Jordans’ farmers are showing that we don’t have to choose between wildlife and profitable food production. We want this to inspire more farmers to create more wildlife habitats, and sustain soils and water courses. This is our life support system”*

Stephanie Hilborne OBE, Chief Executive, The Wildlife Trusts



## INTRODUCTION

# Wildlife in decline

Since the mid-20th century, changes in consumer tastes, food prices and the intensification of farming practices have had a huge impact on the wildlife that lives on farmland.

The loss of untidy field corners, hedges, ponds and an increase in the strength of pesticides has all left wildlife with less and less habitat in the countryside.

According to the State of Nature report 2016, over half of farmland species are decreasing.

The good news is that a partnership between Jordans farmers and The Wildlife Trusts is helping to change this and is enabling the farmers to become a positive force for nature's recovery. »



# Jordans Farm Partnership

## A positive force for nature's recovery

More than 40 passionate and dedicated farmers grow cereals for Jordans. Each has worked with an expert advisor from their local Wildlife Trust to meet an industry-leading standard for environmental farm management, developed in partnership between The Wildlife Trusts and Jordans.

10% of the land is managed for wildlife on farms that are part of the Jordans Farm Partnership (JFP). Hedgerows, field margins, woodland and waterways that are cared for can all enable wildlife to thrive, alongside fields of oats grown for Jordans cereals. The environmental plans for each farm also look at its location in the wider landscape and aims to link and connect areas of habitat between farms where possible.

STORIES FROM THE FARM

*“I am a happier person  
as I see wildlife  
increasing on the farm.”*

# Guy Tucker

Greenhil Farm Hertfordshire

## Giving back

A third-generation farmer, Guy didn't feel comfortable with the way that the farm was being managed. He felt it could do more to give back to the landscape that had given his family a livelihood for decades.

So in 2003, he began to farm in a more wildlife-friendly way; establishing grass margins around fields, restoring hedges, introducing crops to help feed wild birds and sowing pollen and nectar rich areas - all providing vital space for wildlife. As a result, Guy saw wildlife returning to his farm and he soon felt happier and more fulfilled farming in this way. »

## STORIES FROM THE FARM



### *The largest flock of linnets ever recorded in Hertfordshire*

As a natural next step, Guy became a supplier of oats to Jordans. This helped him to do even more for wildlife and feed his passion for the natural world.

All this has paid off for Guy - following a farmland bird survey, he was delighted to discover that over winter, his farm boasted the largest flock of linnets and bramblings recorded in Hertfordshire!



STORIES FROM THE FARM

*“The countryside means everything to me – not just growing crops but enhancing the environment for future generations.”*

# Stephen Honeywood

Halls Farm Suffolk

## As nature intended

Stephen is a farmer who loves the countryside where he lives and believes in enhancing it for future generations.

That is why he chose to manage Halls Farm in a way that gives nature the space to follow its own path. Stephen lets hedges thicken and spill out to create wonderful wide scrubby habitat and he sows large areas of farmland with cover crops for wild birds. He doesn't worry about being over-tidy. This approach has created more habitat and food for wildlife on his farm. »



Stephen Honeywood © Jordans



Silver Washed Fritillary © JIM HIGHAM

## *Stunning silver-washed fritillaries flourish in the dappled woodlands*

Stephen will happily take time out from farming to install barn owl boxes. He also hosts visitors and groups on his farm to help them understand his management style or to undertake wildlife surveys.

Stephen also manages the adjacent Little Haugh Farm where graceful silver-washed fritillary butterflies, a species of conservation concern, flourish in the woodlands. Thanks to the way that Stephen manages habitat on his farms, this species is now colonising Halls Farm next door. As it spreads, the population of this butterfly will become larger and less vulnerable.

# Expert advice

Every farm is different, whether that be its size, what it produces, or the landscape where it is situated. As such, each farm needs a bespoke approach to conservation management so the individual farm and the wildlife calling it home can live in harmony.

Farm advisors from 15 different Wildlife Trusts work closely with 42 Jordans farmers spread across the UK. Advisors share their conservation knowledge and expertise of the wildlife of each farm's local area. This ensures that the individual plans are meaningful and relevant to that farm and its location within the wider landscape. »

## WILDLIFE TRUST ADVISORS

*“Farms are an essential part of our landscape...they provide great opportunities to create habitat for wildlife as well as producing food for people.”*

*The Jordans Farm Partnership helps to create bigger, better and more joined up spaces for wildlife to thrive.”*

Sian Williams, Farm Advisor,  
Bedfordshire, Cambridgeshire and Northamptonshire Wildlife Trust

Farm wildlife plans have been prepared in two tranches. The majority of the plans in tranche two were completed and quality assured in 2018 and are now being implemented by the farmers on their land along with the plans from tranche one.

Advisors have commenced annual reviews with the farmers whose plans were completed in tranche one. This allows for the relationships between farmer and advisor to continue, giving the farmers an opportunity to discuss what measures are working well and highlight any having less success. The review process also allows the advisors to identify any opportunities for further enhancement.



# Conservation focus species

Each Jordans Farm Partnership (JFP) farm plan identifies at least four species (or group of species) as a focus for conservation management.

Here are some of the actions being undertaken by farmers:



## Bees & Pollinators

- Hedgerow flowers provide pollen and nectar
- Wildflower-rich field margins a good source of food

*"I've not seen barn owls use the barn for five years. This year they're back!"*

JFP Farmer, Norfolk



## Brown Hare

- Rough grassland provides shelter for leverets
- Overwinter stubbles are a good foraging resource



## Lapwing

- Fallow plots are ideal nesting areas
- Scrapes provide wet muddy food rich areas

## Grey Partridge

- Wild bird seed plots provide food for adults
- Insects in wildflower margins are food for chicks



## Bats

- Mature trees can provide roost sites
- Hedgerows provide routes for bats to fly and forage along



## Barn Owl

- Install barn owl nesting boxes
- Grass margins are good for hunting

## Yellowhammer

- Well managed hedgerows provide nest sites
- Tall hedgerow trees can be song-posts



ACTIONS ON THE GROUND

# Habitat management

In 2017-18, Jordans Farm Partnership (JFP) farmers managed more than 4,580ha of habitat to support wildlife on their farms. This included:

**954ha**  
of woodland

**94**  
ponds

more than  
**485ha**  
of field margins

**768km**  
of hedgerows

**131km**  
of waterways

*"The wildlife stuff  
is the best part  
of my job!"*

JFP Farmer, Hertfordshire

# Sharing the good news

During 2017-18, we've reached millions of people with news of the great work the Jordans Farm Partnership (JFP) is doing for wildlife.

*"The JFP is important for what it does and for showing what can be done."*

Simon Barnes, Wildlife Journalist

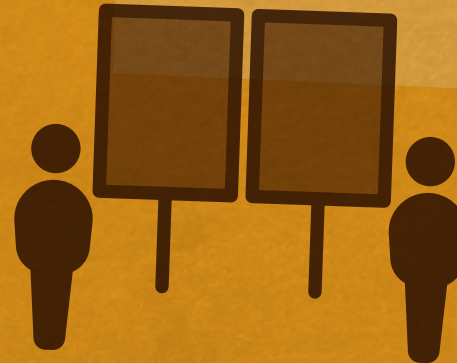
Attended Countryfile Live and spoke about partnership with visitors  
2-5/08/2018

Designed and installed a suite of interpretation boards at Jordans Mill Garden. Jordans Mill receives 40,000 visitors annually.



Used Twitter to talk about the JFP, Jordans International Dawn Chorus Day support and Countryfile Live. Each Tweet audience reach of 146,000 TWT Twitter followers

Countryfile interviewed TWT Senior Policy Manager on a JFP farm about the Government's new Agriculture Bill. 6 million viewers  
07/10/2018



JFP mentioned on Radios 4's Today programme with 1.1 million listeners  
21/07/2018

Watch, TWT junior members magazine, had double page feature on farm wildlife reaching 250,000 members. Competition to win Jordans goodies  
01/09/2018



Natural World, TWT's members magazine, had double page feature on a wildlife-friendly Jordans farmer  
01/11/2018





*“Getting up in the morning and seeing wildlife on the farm is enough to make the heart sing.”*

Graham Birch, Field Barn Farm, Dorset