

A large, stylized graphic on the left side of the slide. It features a blue shape that resembles a speech bubble or a microphone, with a white microphone icon inside. The shape is layered over a green background, creating a 3D effect. The overall design is modern and clean.

BRIAN BARKER

E J Barker & Sons



The Next Generation

‘A Farmers eye is the best fertiliser’

Pliny the Elder (Roman author, naturalist and philosopher)



**Brian Barker – E. J. Barker & Sons
AHDB Strategic Farm (EAST)**





A bit about us farmers!

- We're gamblers.....
- We invest money into growing crops.....
- We sometimes apply too much....
- We can't control the weather.....
- We don't know how much it will produce.....
- We can't control how much we get paid for it.....



High Risk



What is your attitude to risk in a changing industry?

“Risk seeking – Actively seek risk, in the belief that higher the risk equals higher the returns”

“Risk Averse – Seeking to avoid risks and withdraw from risky situations”

Sit on fence

Short term, High stakes for high return?



Long term, Lower stakes for less return?



Current Policy – BPS

‘Crop production’



‘E.J. Barker & Sons’



‘Environmental protection’



‘Get out of your bubble and look at the bigger picture!’



What impact is our current system having?



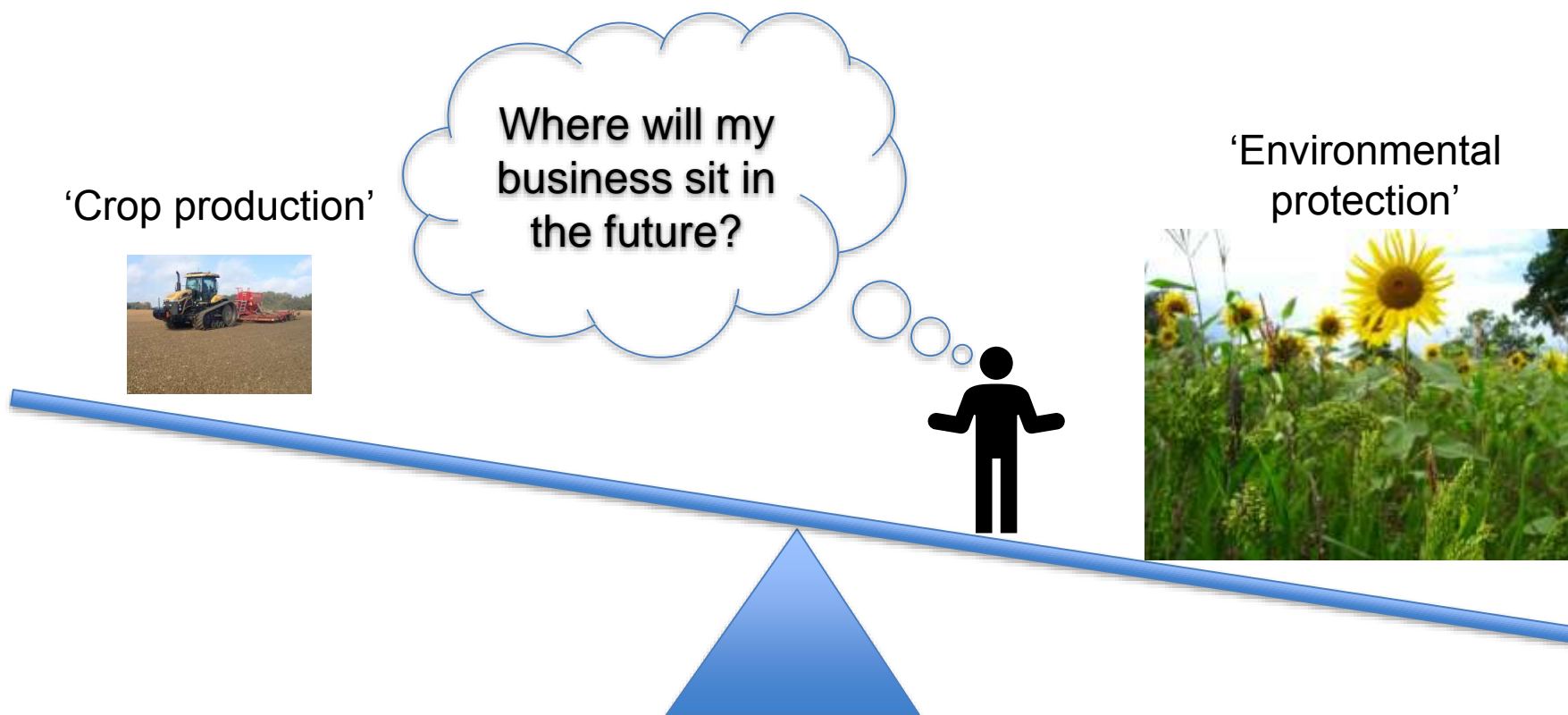
Removal of pesticides from drinking water costs the UK taxpayers
£92million
per year and rising!

Soil erosion and sedimentation of waterways costs the UK taxpayers
£305million
per year and rising!

Removal of Nitrate from drinking water costs the UK taxpayers
£170million
per year and rising!



Future policy – ELM's





Get smart...

Don't be a 'More-on' farmer!!!

We need to produce more by applying less!



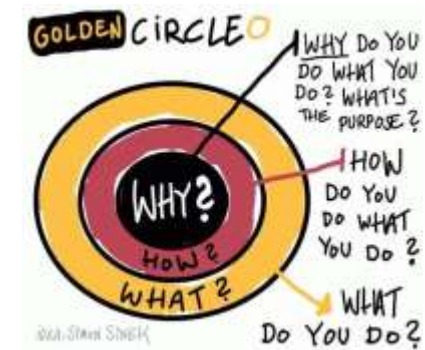
Why do I farm the way I do?

'Definition of insanity is doing the same thing over and over and expecting a different result'

Albert Einstein



No Silver bullet



Ask the difficult questions...

- Why are we moving millions and millions tons of soil per year?
- Why are we throwing so much fertiliser around knowing ~50% is what we get back?
- Why do I have 5 tractors and only 3 people to drive them?
- Why are we losing active ingredients due to environmental concerns?
- Why is soil running off my fields?



Soil Management

“A recent change of farming system has been invested in looking long term with a more regenerative system to benefit soil.”

Revitalise our biggest farm asset

A change/reprogramming of our soil management

Improve the biology, improve the chemistry and improve the physics – #soilscience



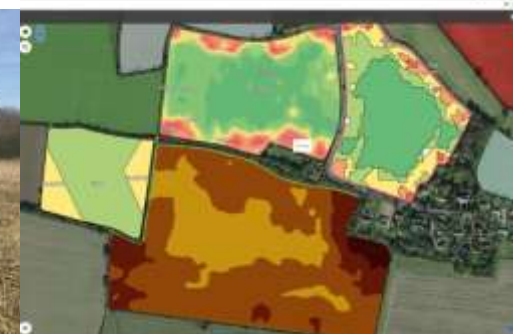
Farm Technology

“Do what is right for the field; flexible rotation, flexible establishment, a long term strategy using technology to support our farming system.”

Every day is a learning day – **Identify marginal land**

Long term thinking, cultural controls and risk management

GPS Guidance, Variable Rate, Yield mapping, Soil scanning, Drone mapping.



Straight line farming – Worst thing a farmer can farm is a triangle!



1992



2012



2022?



Crop health and Protection

“Farming to potential not hope; Crop benchmarking, detail analysis with seasonal conditions and cost scrutiny.”

Benchmarking critical

Pest and disease thresholds closely monitored

Biomass weights and tissue analysis



Water & Pollution Control

“A sympathetic farming approach where every possible created to reduce any adverse effect on our local landscape and biodiversity.”

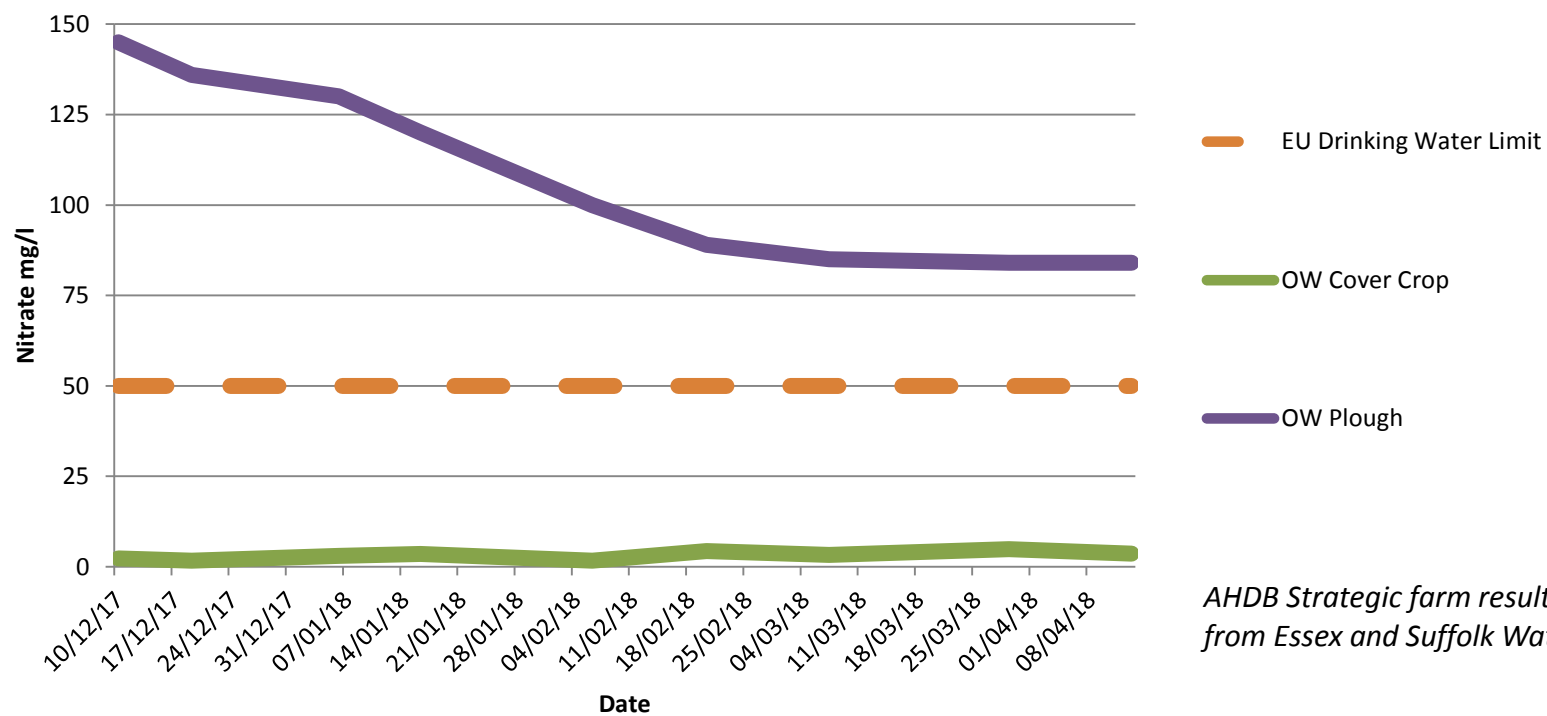
Protection of water courses

Staff training

Over winter cover crops to reduce soil and nutrient run off



Nitrate levels of field drain through winter 2018/19 (Over winter plough v's Over winter cover crop)



AHDB Strategic farm results with help from Essex and Suffolk Water



Landscape and Nature

“Biodiversity in our countryside is how many people outside the industry judge us, we can show nature and farming thriving side by side.”

Full ecosystem approach

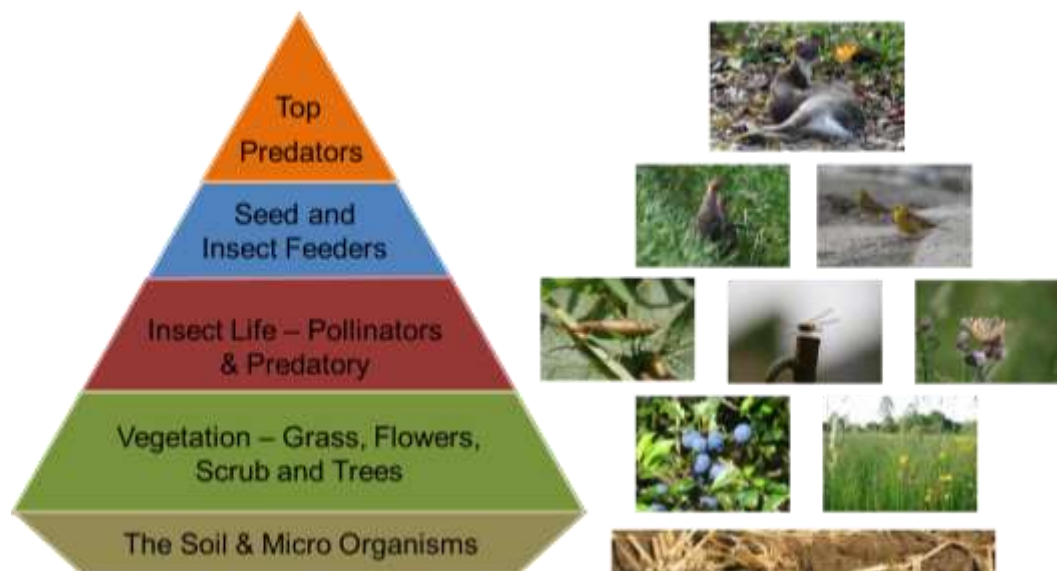
Nature responds if given a chance

Big 3 – All year round food, correct breeding habitat & protection



The full ecosystem gets a helping hand

‘Farming has the ability to make landscape changes, if we start to work together and look at the bigger picture.’



Wider community

“The general public are our end market, we want them to buy British so we have to show them why they should.”

Knowledge exchange – farmer led, open and honest

Look to the next generation

Power of Social media @the_barker_boys #strategicfarm

#soilmyundies #farmwildlife



#farmwildlife



1 Tweet a day
Species seen or activities
done on farm to benefit
wildlife.

Over 1,250,000+ views
in 12 months

Positive stories only!

Don't get drawn into
arguments



‘A Farmers eye is the best fertiliser’

Pliny the Elder (Roman author, naturalist and philosopher)

We have to challenge our mind set.....

We have to value our soil even more.....

We have to embrace new technology.....

We have produce more by applying less.....

We need to show our worth to politicians and the general public!

