Raising awareness
Introductory Presentation Theme 1: Strategies and stakeholders involvement for reduction of diffuse pollution.

Rebecca Audsley, Climate Change Manager, SRUC
Diffuse pollution from agricultural activities

- Impact on Scotland's water quality

- No one wants to pollute...but diffuse pollution (DP) from agriculture is often ‘invisible’ and the impacts occur ‘off-farm’

- Farmers under other pressures – DP not top of their list

- DP GBRs - Need to make it easy to highlight how farmers stay within the rules and reduce pollution risks

- Further challenged by wet weather and farm finances
Information to support pollution reduction

- Diffuse Pollution General Binding Rules introduced in 2008
- Range of good practice information available
- Series of leaflets produced when GRBs introduced and campaign in farming press
- Still finding farmers who hadn't heard of them/didn't know about them

- How do you raise awareness and promote action?
Promoting ‘the rules’

• No single approach to influencing behaviour is likely to be sufficient (Blackstock et al, 2011)

• Need to identify and appeal to different motivational drivers, e.g.
  – Keeping on the right side of the regulations
  – Financial
  – Legacy
  – Environmental
  – Being seen as a ‘good farmer’
No two farms (or farmers) are the same

- I’ve never really been interested in sitting in front of a computer at the end of the day. My wife does the bookkeeping and any of the other admin work, so I don’t really have a reason to use the computer. I help the kids out with their homework but I don’t want to sit in front of the thing for any longer than I have to”

- “Farmers are using satellites, laptops and smartphones in their tractors and turning them into mobile offices. They’re tweeting with other farmers about plantings, crop yields and weather...”

(Stocks, 2011).
Reducing the risk of diffuse pollution

Farmers told us they ‘…just wanted to know what the rules were…’

How could we help with this?
Farmer events and workshops

Photo: Lucy Filby
Trials and demonstration events
Printed media

• 90% of farmers still rely on farming media for their information needs (Agridata, 2011).
• Simple reminder of the legal minimum working distances around watercourse

### Mind the Gap

**Minimum legal working distances from watercourses**

<table>
<thead>
<tr>
<th>Distance</th>
<th>Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>within 2m of a watercourse</td>
<td>2m, no application of inorganic fertiliser, no cultivation (2m from top of bank)</td>
</tr>
<tr>
<td>within 5m of a watercourse</td>
<td>5m, prevent significant poaching</td>
</tr>
<tr>
<td>within 5m of spring, well or borehole*</td>
<td>5m, no fertiliser application, no cultivation, no livestock</td>
</tr>
<tr>
<td>within 10m of a watercourse</td>
<td>10m, no slurry or manure application, no storage of fertilisers (including temporary field middens), no livestock feeders</td>
</tr>
<tr>
<td>within 50m of a spring, well or borehole*</td>
<td>50m, no storage of fertilisers (including temporary field middens), no slurry or manure application</td>
</tr>
</tbody>
</table>

* refers to any spring which supplies water for human consumption or any well or borehole that is not capped to prevent water ingress

in the event of a pollution incident, contact the SEPA Pollution Helpline on 0800 80 70 60

For more information on diffuse pollution and how you can reduce risks and benefit the farm business, see [www.farmingandwaterscotland.org](http://www.farmingandwaterscotland.org)

• Stick in tractor cab, office etc
<table>
<thead>
<tr>
<th>Distance from Watercourse</th>
<th>Minimum Legal Working Distance</th>
</tr>
</thead>
<tbody>
<tr>
<td>2m</td>
<td>5m</td>
</tr>
<tr>
<td>5m</td>
<td>10m</td>
</tr>
<tr>
<td>50m</td>
<td></td>
</tr>
</tbody>
</table>

- **Within 2m of watercourse**: No application of sewage slurry or manure. Prevent significant peeling. Prevent leaching of nutrients from fields into watercourses.
- **Within 5m of a watercourse**: No application of sewage slurry or manure. Prevent leaching of nutrients from fields into watercourses.
- **Within 5m of spring, well or borehole**: No application of sewage slurry or manure. Prevent leaching of nutrients from fields into watercourses.
- **Within 10m of a watercourse**: No application of sewage slurry or manure. Prevent leaching of nutrients from fields into watercourses.
- **Within 50m of a watercourse**: No application of sewage slurry or manure. Prevent leaching of nutrients from fields into watercourses.
- **Within 50m of spring, well or borehole**: No application of sewage slurry or manure. Prevent leaching of nutrients from fields into watercourses.

*Refers to any spring which supplies water for human consumption or any well or borehole that is not capped or screened to prevent water ingress.

In the event of a pollution incident, contact the SEPA Pollution Helpline on 0800 80 70 60

For more information on diffuse pollution and how you can reduce risks and benefit the farming business, visit www.farmingwithwater.scotland.org.uk
<table>
<thead>
<tr>
<th>No.</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Introduction to diffuse pollution – What is it and why is it a problem?</td>
</tr>
<tr>
<td>2</td>
<td>Steading drainage</td>
</tr>
<tr>
<td>3</td>
<td>Slurry and manures</td>
</tr>
<tr>
<td>4</td>
<td>Inorganic fertiliser</td>
</tr>
<tr>
<td>5</td>
<td>Poaching and erosion by livestock</td>
</tr>
<tr>
<td>6</td>
<td>Soils and cultivation</td>
</tr>
<tr>
<td>7</td>
<td>Purchase and storage of pesticides</td>
</tr>
<tr>
<td>8</td>
<td>Pesticide use</td>
</tr>
<tr>
<td>9</td>
<td>Sheep dip</td>
</tr>
</tbody>
</table>
Farming & Water Scotland

Our website provides ideas, information and contacts to help you reduce diffuse pollution risks from your farm and benefit the farm business.

Reducing diffuse pollution risks can benefit your business in a number of ways, for example making better use of nutrients in slurry and manure or an improvement in livestock health through cleaner drinking water supplies.

It can also help you to stay on the right side of the Regulations and protect farm payments, whilst protecting surrounding water quality.

Further information and links.
Diffuse pollution reduction

- Still a lot to do
- What other strategies and tools can we consider?
- How do we increase stakeholder involvement?
rebecca.audsley@sac.co.uk

SAC Consulting is a division of SRUC

Leading the way in Agriculture and Rural Research, Education and Consulting