

**“To increase the competitiveness and sustainability of the land-based sector by supporting diversification and developing the skills of the workforce”**

Farming and the Fens are inseparable. It was the prize of farming the Fens nutrient-rich soils which led the original adventurers to invest their capital into making the Fens what they are today – a powerhouse of agricultural production. Farms in the Fens exemplify modern and sustainable farming. With exceptional production techniques these farms make a significant contribution to the local economy. FARDP wants to enhance increase the competitiveness of existing farm operations through supporting more efficient processing techniques and marketing initiatives that add value to produce and improve the sustainability of farms through diversification. In financial terms, this priority is the most the important for the programme, with the majority of the programme’s investment budget channelled into the three measures that directly benefit farmers.

**Measure 111 - Vocational training & information for agricultural and food sectors**

Through this measure the LAG will wants to help raise the overall level of skills in the farming, food and forestry sector as a means of improving the competitiveness of these industries and the contribution they can make to a better environment and prosperous communities. This will be achieved through funding for training programmes for a range of non-statutory training requirements, such as management skills, benchmarking and animal health and welfare. In general most farmers interested in this measure will be signposted to the regional [Landskills East](#) programme. This will leave training programmes that are specifically relevant to farmers in the Cambridgeshire & West Norfolk Fens accessing support through FARDP.

**Measure 123 - Adding value to agricultural & forestry products**

Through this measure the LAG wants to improve the processing and marketing of primary agricultural products, with the result being an increase in the profit margin to the producer for this product. Examples of supported activities could be beef producers who want to develop their own beef products and then market these through branding the end product.

**Measure 311 - Diversification into non-agricultural activities**

Through this measure the LAG wants to support farmers who wish to restructure their business through the development of alternative farm income sources from diversification. The new business must create or sustain a job for a member of the farm household. There will be many examples of farm diversification initiatives that can be supported, from on farm butchery facilities to farm shops.

**Measure 421 - Implementing co-operation projects**

Through this measure the LAG wants to support farmers already delivering projects through FARDP to link with similar projects within the UK or EU to share knowledge and learn best practice. Support will generally be towards the facilitation of this joint working, so will cover travel and other associated costs. Examples of initiatives supported through this measure could be farmers who have received FARDP funding towards innovative added value processing operations and would like to learn from another farmer within the EU that is using a similar operation.

Farming has always been at the heart of the Fens and the Fens Adventurers LAG see that Farming will be at the heart of this programme. Though the majority of the FARDP

investment budget will be channelled directly to farmers through the above measures the LAG is still keen to see farmers engage with all the programme priorities. For a general overview of the opportunities available to farmers through FARDP, please download the Farming flier from the section resources and downloads.