Through future development and growth of WSF, we aim to:

- Work with farmers and land managers to ensure wider adoption of WSF in the Broadland Rivers and CamEO catchments.
- Inspire and facilitate collective action to demonstrate the benefits of cross-sector partnerships and the Catchment Based Approach (CaBA).
- Showcase land management best practice and demonstrate the positive impact of Water Sensitive Farming for the environment and business.
- Engage and educate local communities and future farmers about the benefits of sustainable farming practices.
- Contribute to the sustainability of both the water environment and the businesses involved by improving supply chain resilience, increasing efficiency and mitigating against risk.
- Contribute towards the Courtauld Commitment 2025's water ambition.

Benefits of the Water Sensitive Farming approach

- Trusted, independent and confidential farm advice – delivering bespoke and flexible solutions.
- Science and innovation – facilitating access to and the development of cutting-edge science and technology.
- Locally focused – bringing together local knowledge and expertise.
- Integrated catchment based approach - working in, and between, catchments as a partnership.
- Targeted approach – implementing a source-pathway-receptor approach based on a combination of local knowledge, modelling and mapping techniques.

A multi-award winning initiative that delivers trusted, bespoke advice to benefit soil, water, the wider environment, businesses and supply chain resilience.

For more information, please call Norfolk Rivers Trust on 01263 711299 or email: ed@norfolkriverstrust.org
June 2019
Water Sensitive Farming (WSF) emerged in 2012 as a collaborative initiative providing trusted farm support and advice. The aim is to encourage the delivery of practical on-farm measures that improve the quality and resilience of the surrounding water environment.

Operating at a catchment scale (mainly in the Broadland Rivers and Cam and Ely Ouse catchments), WSF advisors work closely with farmers to develop flexible and targeted soil and water focused solutions. These will also generate biodiversity benefits, help farmers reduce their greenhouse gas emissions, and deliver economic benefits to the farm business.

"WSF is a collaborative initiative between Norfolk Rivers Trust and the Broadland Rivers and Cam and Ely Ouse catchment partnerships.

Ambition and forward look

Collective action is required to achieve our shared ambition of resilient catchments supporting sustainable farming and a sustainable environment. The WSF initiative (integrated with the catchment partnerships) is a key mechanism for achieving this and the ambition is therefore to consolidate and build on the successes of the WSF work to date.

What has Water Sensitive Farming achieved so far?

From 2012 to date (Spring 2019):

- Over 140 farmers have received one-to-one farm advice (as well as follow-up visits)
- Over 2,250 ha of land use improvements delivered
- 73 silt-trap type interventions constructed
- 230 ha of tramline disruption trialled on arable land
- Promoted to over 4,000 farmers and agronomists at events
- Over 1.4 billion litres of water returned (replenished) to the environment; at least 470 Olympic-sized swimming pools!

Proudly supported and funded by Coca-Cola, Tesco and WWF and delivered by the Norfolk Rivers Trust