



Hello... My Name is Robbie Daw, and I farm at Bridge Farm, All Cannings, located between Devizes and Marlborough in Wiltshire, England. This is a farm which has 150 north country mules (breed of sheep) and 50 red Devon suckler herd (breed of cattle). The cows are reared for beef whereas the sheep are reared for lamb. The aim of this leaflet is not just to promote my beef and lamb, but to illustrate how the management systems I use have significant benefits on the environment, the ancient landscape as an amenity, and the welfare of my herd .

Stewardship

Environmental stewardship schemes started in the UK 20 years ago. It is a choice for landowners to sacrifice the production of their land for environmentally sensitive management measures. Basically landowners are compensated for losing profits. We have prioritised the environment, and have taken advantage of the most effective environmental incentives possible, and this has resulted in an improvement of wildlife and ecology. Plus what we do enhances and extends the rich wildlife corridor which surrounds this parcel of land. For example we are located next to the biggest colony of tree sparrows in the world, and our stewardship continues and enhances this.

My motivation is not just to see a better environment, because I appreciate that by looking after the environment comes a long list of other benefits. For example, we use rare breeds which utilise the rough grazing better than modern continental breeds, and restrict grazing at certain times of the year to enhance the wildflowers... because by letting sheep eat with their scissor teeth close to the floor in the winter means grasses don't dominate the flowers, and leaving cows to eat the grasses in the summer with their big course tongues means that only tussocks of grasses are pulled from the cow's tongues, leaving wildflowers to thrive.... Now I like this because there are more flowers, bees and butterflies etc, but above all our animals enjoy a wider variety of natural herbs, flowers and different grasses other than just one type of grass - . I.e. better welfare and natural conditions for the animals. This is a good example of where an improved environment means better welfare standards.

Ancient heritage & UFO

Our farm is recognised for its ecology and its' amenity and is supported by a natural, self sufficient, sustainable approach to farming. To top all this off, this land is steeped in ancient history. Nobody can tell you exactly how long humans have been on these hills, but there are many scars from ancient settlements (5000 BC +) which have kept archaeologists fascinated and intrigued in its' mystery for years. To name a few, there is Rybury camp, the ancient midden and Tan Hill Fayre. And that is just on our parcel of land. Take a look at the surroundings and you will see an incredible amount of Ancient Monuments within only 4 miles. Silbury Hill, Kennet Long Barrow and Avebury. The land is in line with Avebury to Stonehenge and every May Day the The Sarsen trail walks over these very hills (get in touch for map) It could even be argued that this at a nodal point of this sacred lay line connected to the other ancient mysteries of the world! History stretches from ancient Iron Age, Roman, Vikings to the middle ages up until the Victorians, and even two years ago, my Uncle Tim recreated a long barrow just at the foot of the hill! This incredible amount of mysterious history could be the reason for UFO sightings and crop circles which are often spotted on these hills!

CALL TO ACTION

- *I sensitively, environmentally and ethically manage this landscape to preserve wildlife and its' beauty. As a by product we offer top quality, world class meat.*
- *We believe that by feeding the livestock a chemical free diet along with a great diversity of wild herbs, grasses and flowers, coupled with a natural, self sufficient, low intensity, happy, relaxed environment makes our meat a world beater.*
- *This livestock represents the landscape: sensitive, treasured and an asset to be culturally proud of. We challenge you to find anything better.*
- *Our land is criss crossed with foot paths from where the landscape can be enjoyed as part of short, or long walks along with (need to add) other sites to visit when you come, plus lots of great pubs in the close vicinity. We encourage and welcome you to come and visit to see with your own eyes.*
- *I am not sure whether the UFO and crop circles should make an impact on our management or the quality of meat, but I see our beef and lamb as sacred and I am sure you do too.*



Finally:

Here are some flowers to keep an eye out for in the summer: Orchids, Birdsfoot Trefoil and Wild Rosemary.

Here are some of the birds to look out for: Skylarks, Yellowhammer, Tree Sparrow, Corn Bunting, Barn Owl, Turtle Dove, Stone Curlew and Red kites.

If you're lucky Willow Tit, Lapwing

Here are some bats and butterflies to look out for: Duke of Burgundy, Marsh Fritillary, Lesser Horseshoe, Bechstein's Bat.

Designated Site - SSSI & AONB

The land indicated on this map indicates the location of a SSSI. This stands for 'Site of Scientific Special Interest'. It is chosen because of the unique geology. There are only a couple of special areas in Europe which has this habitat and so there is a special protection which the government has decided to use to preserve this unique ecosystem. The habitat is chalk downland and because of my management certain kinds of plants, grasses and herbs can grow here.

In addition to this scientific designation, the landscape is also protected for its amenity and aesthetics. Seen on the map the area has an AONB, and this stands for 'Area of Outstanding Natural Beauty'. This means that this area has been recognised as an area which needs to be protected for its beauty. There are only 33 sites in the UK and they are created, managed, monitored and reviewed by a number of interested groups, with the shared intention that the amenity and beauty of the landscape is preserved and enjoyed. Again my management is fundamental in helping to protect this.

Organic & Self sufficiency

The special protection from the SSSI and AONB stimulated a decision 10 years ago from us to farm organically, because managing the land organically and naturally helps the AONB and SSSI. We support organic and we are proud to be organic, but we know organic can sometimes just be a label, so in addition to being certified organic we take as many steps where possible to farm sustainably. My management philosophy is that we think about the entire life cycle. To illustrate this here are just a couple of examples of my own management plan which is designed to be as self sufficient as possible and farming in harmony with nature, for example:

1. We take our cattle on the complete life cycle. From start to end and then to the beginning again. Every spring we rear our own calves so we minimise the need to buy in livestock into the farm.
2. Our lambs are 100% pasture finished, i.e. all on grass and turnips and no concentrate food, as they utilise the waste grass from local dairy farms the sheep are not registered as organic.
3. When it comes to winter cattle feeding, we grow our own organic barley to feed the cows. The organic straw is used to feed them.
4. When it comes to fertilising the land, the waste produced naturally from sheep and cows is left on the land which naturally replenishes the land with an organic manure.