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“Do One Thing for Wildlife!” and join FWAG in celebrating its 40th anniversary

“Farmers already make a significant contribution to the UK’s wildlife conservation but a special push for 2009 could see all the difference” was the message at the launch of the Farming and Wildlife Advisory Groups (FWAG) 40th anniversary campaign **“Do One Thing for Wildlife!”**

FWAG’s special birthday initiative is urging farmers and landowners and anyone who appreciates the countryside to **“Do one thing for wildlife!”** - an on-farm conservation activity additional to those already being implemented that will celebrate FWAG’s 40th year and also make a meaningful contribution to wildlife conservation. Suggested actions include ideas for habitat establishment or improvement through restoration or creation of new on farm features.

The winner of the 2008 FWAG Silver Lapwing Award for farm conservation – Richard Lobb of Kestle Farm, St Ewe, St Austell, Cornwall - yesterday launched the **“Do One Thing for Wildlife!”** campaign by planting some native trees to provide a habitat for song birds and other wildlife species.

The FWAG website – www.fwag.org.uk – has a special “pledge” page that lists possible conservation activities and allows farmers and landowners to register their own particular pledge. The campaign also gives non-farming members of the public the opportunity to make a donation towards the activities of FWAG and make the pledges become a reality.

“Do one thing for wildlife!” is being supported by many of FWAG’s partner organisations including the Barn Owl Trust, Bat Conservation, British Trust for Ornithology, Pond Conservation, Flora Locale, Woodland Trust and the Bumble Bee Conservation Trust.

Managing Director of FWAG, Andy Ormiston, said “FWAG’s 40th year campaign is a fantastic opportunity for farmers and landowners to demonstrate to the public that they are stewards of our countryside heritage. Even the simplest actions, such as planting an area of wildflower seeds or putting up a bird box, can have long standing beneficial effects. Since 1969 we have been helping tens of thousands of farmers with on farm conservation measures but just imagine if all the UK’s current agricultural holdings did just one extra thing for wildlife this year – what a meaningful statement of commitment that would be to farming and wildlife in the 21st century.”

At the end of 2009 FWAG will be compiling a case book of “wildlife pledges” that have taken place on farm as a result of the campaign, together with detailed case studies. This information will be used to present a collective message to Government, the wider public and the industry about all the good things that are happening on farms for the benefit of the wider environment.

Anyone who is interested in joining or supporting the 40th anniversary campaign should visit the FWAG website on www.fwag.org.uk and follow the link from the front page.

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Editors Notes:

1. For further information on FWAG please contact Jane Hampson on 024 7669 8702 or jane.hampson@fwag.org.uk
2. The Farming & Wildlife Advisory Group (FWAG) is an independent organisation with charitable status and the leading provider of farm conservation advice in the UK.
3. FWAG delivers face-to-face advice on all aspects of on-farm environmental and conservation management, as well as holding farm walks, demonstration days and training workshops on a range of topics that help farmers to keep abreast of issues and topics affecting their holding and the farmed environment.
4. The organisation operates through a network of over 30 local county groups each with voluntary committees throughout the UK. These supported by over 80 Farm Conservation Advisers and a network of farmers and landowners who guide and steer the groups.
5. 2009 is FWAG’s 40th anniversary year. FWAG is asking anyone who appreciates the countryside to “Do One Thing for Wildlife in 2009!” Pledges are available to view on the FWAG website www.fwag.org.uk/pledge