

THE NFU. WE'RE HERE FOR YOU.

Join us. Become a Farmer and Grower member today!



MEURIG RAYMOND, NFU PRESIDENT

“ Farming is the bedrock of the UK’s largest manufacturing industry – food and drink – which is worth £108 billion and employs 3.9 million people. We are entering a critical time for farmers and growers where now more than ever we must work together to shape the future domestic agricultural policy that will impact our farm businesses for generations to come. This organisation has a leading role in ensuring policies are in place for a profitable, productive and competitive farming industry in the UK. The NFU is here for you, please join us and have your say. Together we are stronger. ”



TERRY JONES, NFU DIRECTOR GENERAL

“ The NFU is the voice of British farming. We’re your organisation, working for you, and with you, to protect and shape the future of agriculture in this country. It is vitally important for farmers to unite and have a voice now more than ever. Your membership will make our collective voice stronger with more influence where it counts. A highly skilled and professional team of staff, both in our Stoneleigh headquarters and across the regions, work tirelessly to put our members’ needs first. Become a member and join over 47,000 farmers and growers already showing their support. ”



THE VALUE OF NFU MEMBERSHIP

1

**PROTECT &
CONTRIBUTE**

to your future
in farming



2

BELONG

and be part of
your local NFU



3

CAMPAIGNING

for British food
and farming



4

KNOWLEDGE

to keep you informed



5

SUPPORT & SAVE

for your business and
your budget

PROTECT YOUR FUTURE

Who else would...

1

Influence, challenge and inform MPs, decision makers and stakeholders from grassroots through to Government in Westminster, Cardiff and Brussels.



2

Promote British farming and inspire public support for the issues affecting you as well as providing industry intelligence and insight for evidence based decision making.



3

Have negotiated the best possible CAP deal, BPS and stewardship schemes, and secured commitment from the treasury until 2020 post Brexit.



4

Hold retailers and the supply chain to account to get the best deal for farmers.



5

Have the significant quantity of skilled, qualified and expert staff required to work and advise members on the hundreds of issues facing farmers.



6

Drive the implementation of the 25-year TB eradication strategy.





7

Facilitate a post-Brexit consultation with farmer members to shape the future domestic agricultural policy to create a sustainable future for farming and food production.



8

Achieve regular broadcast and newspaper media coverage for farming issues both nationally and regionally.



9

Have the political weight and influence of 47,000 farmers and growers across England and Wales.



10

Nurture a unique relationship with NFU Mutual which supports 250 local offices across England and Wales and provides products and services for NFU members.



11

Deliver the 'Let's Talk Farming' roadshow that visits schools and events engaging with children (and adults!) about where our food comes from and the hard work British farmers do to produce food for the nation.



12

Conduct legal challenges on behalf of members and provide Legal Assistance Scheme funding of over £2 million in the last year towards legal costs incurred by individual NFU members.

HOW WE WORK FOR YOU



NFU Headquarters in Stoneleigh

“ The Food & Farming department has responsibility for the NFU’s policy work in commodity-specific areas and the food chain. We aim to make the legislative, business and policy environment a better place for farmers, where they can be more profitable, competitive and productive. ”

Phil Bicknell,
NFU Head of Food & Farming



NFU Westminster Office

“ With such political turmoil surrounding the EU referendum result, it is more important than ever to have a strong NFU lobbying voice in Westminster. Our job is to break through the noise and demonstrate the importance of UK agriculture. In a post-Brexit world there is no escaping the urgent need to plan and shape the future of a new domestic agricultural policy. We need to reiterate to all politicians the importance of farmers growing the raw ingredients which supply the largest manufacturing sector – food and drink – worth some £108 billion, and supporting jobs for more than 3.9 million people. We are therefore asking MPs and Lords to publicly sign our Back British Farming pledge, to show their support. ”

Matt Ware, NFU Head of Government & Parliamentary Affairs



“ At NFU Cymru we know that agriculture has provided the backbone for life in rural communities in Wales for generations and we want to make sure that way of life continues for many years to come. Farmers in Wales face some unique challenges, but with a dedicated team of staff based in Mid Wales and 36 local group offices across the country, NFU Cymru has the local knowledge and technical expertise to support members in Wales with all aspects of their farming businesses. Whether political decisions are taken in Cardiff, Westminster or Brussels, NFU Cymru is there fighting to secure a productive, progressive and profitable industry for the farmers and growers of today and tomorrow. Our members are at the heart of everything we do. ”

John Mercer, Director of NFU Cymru



British Agriculture Bureau (BAB) – Brussels

“ We have been your voice in the EU for over 40 years. Brexit means we are more important than ever. Decisions that impact on your farm are still being made in Brussels and until the UK leaves the EU, it is essential that we are here to shape these. Negotiations in Brussels will shape the terms of the UK's exit from the EU and vital decisions on issues such as trade and labour will be made here. We will build on our strong relationships with European partners which will be critical to ensuring a profitable, productive and progressive future for our industry. ”

Maeve Whyte, Director of BAB



Regional network

“ The extent and scale of the NFU's local and regional network is unrivalled. Our group secretaries and regional teams are the backbone of the organisation, supporting and representing members in their local farming communities. Thanks to the NFU's unique partnership with the NFU Mutual we have over 250 joint local offices across England and Wales. These offices are supported by 7 regional offices in England and NFU Cymru in Wales – a total of close to 500 staff working for our members at grassroots level. ”

Kevin Pearce, NFU Director of Membership & Regions



NFU Headquarters in Stoneleigh

“ The NFU's Policy Services department leads all the NFU's national cross sector policy work on behalf of our members. Made up of over 30 professional technical experts, the department is a fantastic resource for the NFU and supports our lobbying work across a broad portfolio including science and regulatory affairs, environment, economic and international affairs, climate change and renewables, taxation, legal affairs and land management. ”

**Dr Andrea Graham,
NFU Head of Policy Services**



WE'RE HERE FOR YOU NOW AND IN THE FUTURE

We've been there for you to...



“...work with Defra and the EU Commission to get the best possible deal from the EU Dairy Package for our dairy farmers.”

Sian Davies, NFU Chief Dairy Adviser



“...prevent the introduction of a ban on beak trimming in January 2016 thanks to NFU lobbying.”

Gary Ford, NFU Chief Poultry Adviser

Who is affected?

The changes affect cattle, sheep, goats and pigs in England.

What do the changes mean?

Farmers will be able to apply to register all land they use, permanently or on a temporary basis, within a 10-mile radius under the same County Parish Holding (CPH) number.

This will enable them to move animals around that land without the need to report and without triggering standstills.

The 10-mile radius is measured from the 'place of business' point of the CPH, usually the animal gathering point or correspondence address.

Livestock movements between different CPHs will still need to be reported and will still trigger standstills.

What are the timings?

The changes will be phased in over a year from July.

Defra will be writing to 2,500-3,000 farmers who could be affected from late July.

Ten-mile movement rule could cause cross-border issues

The letters will provide clear detail on what the changes mean, the options available to farmers and what actions they may need to take.

Defra expects it will take about 12 months to write to affected keepers and to have put these changes in place.

Keepers with Cattle Tracing System (CTS) links will be contacted first, according to NFU chief livestock adviser John Royle.

It will be the keeper's choice to merge some or all of their holdings. They can choose not to associate



“...achieve a major step forward in reducing red tape with the agreement of new rules enabling farmers to register all the land they use on a permanent or temporary basis within a 10 mile radius under a single County Parish Holding number, removing the requirement to report moves between those parcels of land.”

John Royle, NFU Chief Livestock Adviser

“...hold the fertiliser manufacturers feet to the fire by improving transparency and seeing EU import taxes removed from potash and some nitrogen products.”

Guy Gagen, NFU Chief Combinable Crops Adviser



“...undertake months of lobbying with MEPs and the EU Commissioner on Glyphosate reauthorisation resulting in last minute amendments to the resolution and finally approval of the reauthorisation on 29th June 2016 for an 18 month period. ADAS has calculated this to be worth up to £470/hectare.”

Emma Hamer, NFU Senior Plant Health Adviser

Glyphosate saga highlights wider EU farm chemical threat – NFU



“...get retailers to commit to treating suppliers fairly through the NFU's Fruit & Veg Pledge. Aldi and Lidl are the first to sign up with others expected to follow in 2016/17.”

Chris Hartfield, NFU Chief Horticulture & Potatoes Adviser





“...lobby for the Grocery Code Adjudicator to have increased powers. These were extended in April giving the GCA the power to fine retailers up to 1% of turnover if in breach of the code.”

Ruth Mason,
NFU Chief Food Chain Adviser



“...lobby Defra and the RPA on BPS payments and corrections to payments and push the RPA to deliver correct full 2016 payments to at least 90% of farmers by the end of December 2016.”

Richard Wordsworth,
NFU Senior BPS Adviser



“...achieve an increase in the maximum permitted weight and speed limit for single trailer combinations thanks to NFU lobbying.”

Tom Price,
NFU Farm Safety &
Transport Adviser

“...negotiate an annual 1 year and a multi-year 3 year contract with British Sugar, both of which incorporate a market linkage bonus payment, in addition to the guaranteed price for 2017/18.”

Pamela Forbes, NFU Chief Sugar Adviser



“...get the Government to consult on simplified planning rules for farming, for the first time in 20 years.”

Suzanne Clear,
NFU Senior Planning
& Rural Affairs Adviser



“...challenge the Environment Agency on a Climate Change Agreement reporting issue. A position was negotiated where four grower businesses are saving £131,000 in charges and are being credited with a bankable carbon surplus worth a further £131,000.”

Dr Jonathan Scurlock,
NFU Chief Renewable Energy &
Climate Change Adviser



“...achieve a win on 5 year tax averaging as credited by Chancellor of the Exchequer George Osborne in his 2015 budget. He followed this with commitment to the £200,000 Annual Investment Allowance.”

Michael Parker,
NFU Head of Taxation



“...lobby Government for a longer application window for mid and higher tier Countryside Stewardship applicants, helping applicants to avoid trying to complete the form during harvest.”

Claire Robinson,
NFU Countryside Adviser

BELONG

We're here for you

NFU Group Secretary

“ I’m usually the first port of call for members who have any queries they need assistance with or a second opinion on. I’d like to think members know they can speak to their local group secretary in the strictest confidence but hopefully benefit from the knowledge a group secretary builds up dealing with hundreds of farmers in the local area. If I don’t know the answer I can put the member in touch with someone who can give a qualified answer, such as one of the specialist CallFirst advisers in NFU head office. Being a farmer’s son does give me quite a unique insight too. ”

Stuart Chacksfield, NFU Group Secretary (Oswestry)



NFU County Adviser

“ My role in the county offers a central point of engagement for local members. The conversations I have on a daily basis are hugely diverse and if I can’t offer an on the spot solution, we can utilise the excellent support of NFU and local connections to successfully signpost our members. Often described as a local sounding board, we shouldn’t be surprised how influential local contact and communication can be because it’s used to underpin our lobbying priorities. The union is about grass root members working with us locally to make a difference nationally. ”

Samantha Davies, NFU County Adviser (North Durham and Northumberland)



NFU Regional Environment and Land Use Adviser

“ As an Environment and Land Use Adviser my role is focused on business critical aspects of a farming enterprise. This ranges from working with members on issues such as water quality (NVZs, phosphates and sediment), which is heavily regulated, through to advising on new agri-environment schemes or how to fill in a form for flood defence consent. I represent agriculture and our members on a number of boards and work to ensure that regulators, funders and policy makers understand the great work farmers already do and the role we have in growing food for our nation to eat. ”

Paul Cottingham, NFU South West Environment and Land Use Adviser



NFU Regional Communications Adviser

“ Communication is one of the NFU’s most important roles and as the voice of British farming, the NFU has many audiences: our members, politicians and industry stakeholders, retailers and processors, the press and media, and not forgetting the public, our customers. We work hard to ensure farming’s voice is heard loud and clear, whether it’s a message about fly-tipping or plant protection products, it’s our first priority to represent your industry. It’s what we do. ”

**Alison Pratt, NFU East Midlands
Regional Communications Adviser**

Events & Engagement

“ My role is to manage, develop and deliver the NFU’s annual conference, allowing members a unique occasion to interact with high calibre speakers on topical industry issues. In addition I organise the logistical elements of NFU trade stands at events such as LAMMA and Cereals, giving members the vital opportunity to speak to and question key NFU staff on the subjects that matter most, whilst enjoying some welcome hospitality. ”

**Chris Taylor, NFU Membership
Events Manager**



NFU Regional Director

“ I’m proud of the direct local contact and assistance my team and I can give your business, when it counts. My team of advisers, specialists and group secretaries can help you with technical issues, press enquiries or bespoke local lobbying – importantly we can do it face-to-face. I’m your voice in local Government and in the business community and I work to ensure the views of West Midlands farmers make it to the top table nationally. ”

Rob Newbery, NFU West Midlands Regional Director

NFU Regional Co-ordinator

“ As the North West Regional Co-ordinator my role is hugely varied, serving as support for the regional team, the group offices, office holders, board members and most importantly our diverse membership. Often as a first point of contact at regional office I signpost queries, organise events, along with admin, finance and budgets, managing the office, as well as making the odd cup of tea.... all in a day’s work! ”

Diane Swift, NFU North West Regional Co-ordinator

CAMPAIGNING

For British food and farming

IN THE MEDIA

“ The press team works with the media to ensure the NFU's key messages on issues, policy areas and sectors are heard or seen by the right audience. We monitor the news, horizon-scan and make sure that any opportunities for the NFU to be in the press, in a relevant and credible way, are maximised. ”

Georgia Brown,
NFU Media Manager



SOCIAL

“ Facebook, Twitter and Instagram are a big part of the NFU's communications plan as we keep members abreast of industry developments and commit to showcasing British agriculture and horticulture to the general public when they are on their mobiles, laptops and tablets. Combined, NFU social media accounts have more than 100,000 fans and our messages reach millions of people every week. ”

Simon Ashby, NFU Social Media Adviser





COMMUNICATIONS

“ Working across multimedia channels including press, social media, video, online and in magazines the communications team aims to ensure the NFU has a loud, proud voice on behalf of members. Together with our regional colleagues we help members to tell their story and reach those all-important audiences - politicians, retailers, food service and the public - with a Back British Farming message. Championing and supporting the policy and lobbying goals of the NFU and its members we develop and create communications to build a receptive environment where positive messages about what farming contributes to the nation are heard, and a favourable image of farming and farmers is received. ”

Sharon Hockley, NFU Head of Communications



LET'S TALK FARMING ROADSHOW

“ I manage and deliver the NFU's Let's Talk Farming roadshow, which is a central part of our educational offer. With a background in both farming and education, the roadshow offers me a unique opportunity to travel the length and breadth of England and Wales, talking to children (and their parents) about where their food comes from and what to look for on food packets so they can back British farming. Whether it's having fun with the children or chatting with their parents, the message is still the same – look for the Red Tractor logo and back British farming. ”

Adam Jones, NFU Roadshow Manager



KEEP INFORMED

Ensure your business decisions are informed by the latest news

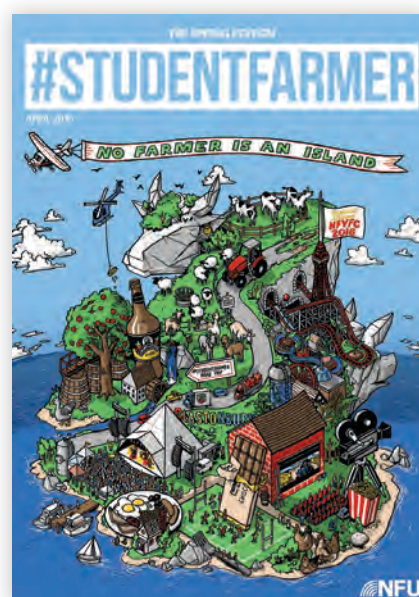
MONTHLY MAGAZINES

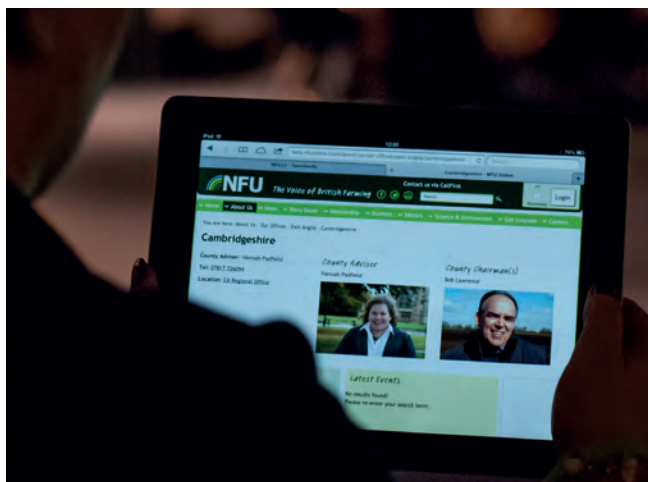
“With so much going on in the NFU, from the political world of Brussels and Westminster, to the grassroots lobbying in the regions, our digital and print publications keep members up to speed with all the information they need to know to run a profitable and productive business.”

Paul Bradley, NFU Chief Content Editor

“The NFU’s award-winning publications put members right at the very heart of their content. They’re all about getting news and views that directly affect farm businesses, as well as showcasing how the NFU is lobbying and working for you, right to the farmhouse doorstep. The farming landscape is constantly evolving, and that’s why our publications are a great source of information and factual business advice, all of which can help you evolve too.”

Victoria Wilkins, NFU Deputy Editor, Agricultural Publications (British Farmer & Grower), Editor of #studentfarmer and Horticulture

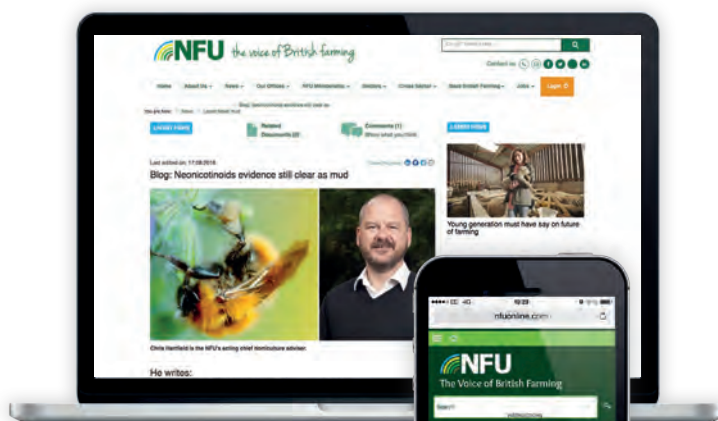




NFU WEBSITES

“ I manage the NFU’s websites, including NFUonline.com, the NFU’s flagship website for Farmer and Grower members. NFUonline has recently had a makeover, so that it’s fully viewable on mobiles and tablets. Our 60 web publishers add information daily on the full range of farming topics. And there’s a wealth of briefings and pages on the website only available for Farmer and Grower members. ”

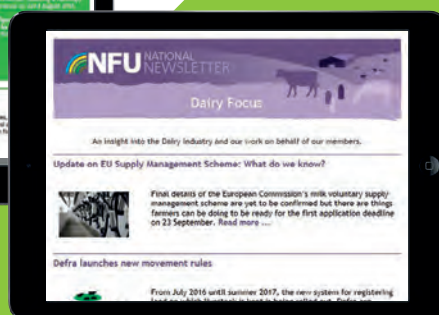
Helen Cotterill, NFU Digital Publications Editor



EMAIL NEWSLETTERS

“ It’s really important that we ensure our members hear about all of our hard work in a timely fashion. Our suite of national and regional e-newsletters aim to do just this. Each publication highlights the work we do and the successes achieved in key policy areas on behalf of our members. They also include articles of interest and critical information for our members’ businesses. ”

Danny O’Shea, NFU Membership Communications Manager



ACCESS BUSINESS SUPPORT

Specialist services exclusively for NFU members

NFU CallFirst - 0370 845 8458

“ NFU CallFirst is our Stoneleigh based telephone helpline for members. We take on average 250 calls a day and speak to over 1,000 different members a week. The team will assist members with their query or direct them to the correct specialist adviser, affinity partner or person who can help them in the NFU.”

Kirsty Kane, NFU Customer Service Manager, NFU CallFirst

NFU Specialist Advice

“ The Specialist Advice Team compliment NFU lobbying activity by providing legal and technical telephone advice to our members. Based at Stoneleigh, we handled just over 18,000 member calls during the last 12 months within our 15 person strong team of legal and technical advisers. The team's expertise covers a wide range of topics including Agriculture, Land, Transport, Employment, Environment, Consumer and Planning law and there is no limit on the number of calls members can make.”

Susan Archer, Solicitor and NFU Specialist Advice Team Manager



NFU Legal Support - Legal Assistance Scheme and Legal Panel Firms

“ The NFU's unique discretionary Legal Assistance Scheme provides financial support towards a subscriber's legal and other professional fees for a wide range of disputes relating to their farming and growing business. Our support to members also includes discounted rates from a panel of 16 selected legal firms chosen for their reputation and experience in agricultural and horticultural matters.”

Regina Owusu, NFU Legal Assistance Scheme Manager

NFU Business Guides & Model Clauses

“ The NFU produces over 150 legal guidance booklets as a valuable resource exclusively for members. The user-friendly and easy to understand guides are written to assist members with legal matters they may face when running a farming business. I often send guides out to members following advice given on the CallFirst Helpline which members find useful as it saves them writing lots of notes during the call! We also offer a range of model clauses which are contract templates members can utilise for formal business agreements.”

Priya Sheth, NFU Specialist Advice Team Leader



NFU Job Pages

“ NFU Job Pages is an NFU managed recruitment site targeting the rural and agricultural job sectors. It covers everything from pickers and labourers through to vets, tractor mechanics, and agricultural college lecturers. And it's free for NFU members to add their job vacancies. The site is part of the public facing area of NFUonline.com, so adverts reach the maximum possible audience. ”

Alan Brown, NFU Group Media Sales Manager



NFU Fly-Grazing Service

“ Fly-grazing, or the illegal dumping of horses on farmland, is not only a nuisance but it costs the agricultural industry considerably. To support members affected by this difficult problem, the NFU provides a fly-grazing information and guidance pack, and also offers a discount with a leading equine bailiff company. ”

Rupert Weaver, NFU Assistant Land Management Adviser



NFU Tenants' Service

“ We are constantly active on behalf of our tenant members and provide further support through the NFU Tenants' Service – a package of information resources including meetings to provide advice and guidance across a range of tenancy issues. ”

Louise Staples, NFU Rural Surveyor

NFU Audit Pack for Red Tractor Fresh Produce

“ The NFU Audit Pack was first launched in 2008 and has helped hundreds of members through the Red Tractor audit process ever since. Filled with templates, policies and supporting documentation, the pack can either be used as a standalone solution to many of the RTFP requirements, or as an additional resource to aid compliance with the RTFP audit. ”

Lee Abbey, NFU Horticulture Adviser

NFU Farm Energy Service

“ Here at FEC Energy, we are one of the UK's leading energy consultancies specialising in farming and horticulture and deliver the NFU Farm Energy Service for the NFU. We help thousands of farmers pay less for the energy they use and take the hassle out of the process by negotiating with energy suppliers directly. Where we really score is that we understand how farmers use energy, so we can tailor services to what's required. And that includes issues like renewables systems, energy efficiency, energy taxation, compliance and connection - all available through the NFU. ”

Andrew Kneeshaw, Managing Director of FEC Energy

MONEY SAVING

Product discounts for NFU members

“ We negotiate on behalf of our members to provide access to the best professionals and products in the marketplace at discounted prices. Our aim is that these benefits will help our members and their farming business, and further demonstrates the value of NFU membership. ”

Ben Coates, NFU Affinities & Services Manager



VEHICLES AND MACHINERY

Discounts on selected new vehicles from Ford, Isuzu, Jaguar, Land Rover, Mitsubishi, Nissan, Toyota and Volvo (available following 26 months of continuous membership)

Discounts on agricultural tyres from top brands. All discounts are in addition to the price you negotiate with the dealer directly

5% discount off the entire Kärcher Professional range

Save 5% on a new Polaris utility ATV or Ranger (available following 3 months of continuous membership)

BUSINESS ESSENTIALS

Huge **savings** on satellite broadband with Avonline Broadband

Save 10% on Dickies workwear and clothing at www.dickiesstore.co.uk

Save at the pump with the NFU Fuelcard (for businesses only)

Great deals on training for farmers - B+E trailer training and Certificate of Competence for the transport of animals

NFU exclusive - up to **25% off** Datatag products

Save up to £125 on GPS tracking systems from TRACKER

NFU Mutual Advantage - **enhanced benefits** with NFU Mutual

LIFESTYLE

Save 15% on airport parking with APH

Enjoy 10% off the cost of your holiday with Cottages.com

Save 15% on Land Rover experiences, factory tours and training courses

Enjoy 15% off with Mountain Warehouse

HOW TO JOIN THE NFU AS A FARMER & GROWER MEMBER

Contact your local Group Secretary

Phone the NFU recruitment line on **0370 428 1401**.

They will take your details and ask your local
NFU Group Secretary to contact you.

Alternatively you can fill in the enquiry form on the
website **www.nfuonline.com/membership**



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