

REEL COMPETITION 2026: TERMS & CONDITIONS

The prize draw is open to residents of Wales only, excluding NFU and NFU Cymru employees, their immediate family, agents or anyone else professionally connected with this promotion.

Entry to this competition is free.

Participants must be 16 years or over.

Only one entry per person is permitted. All entries are verified and duplicate entries will be removed.

In order to enter participants must enter between the Start and Closing Dates shown below:

[Start date: 8 June 2026 at 12 noon. Closing date: 29 June at 12 noon.

To enter the participants must submit a video reel via Instagram or Facebook, tagging the NFU Cymru page and using the hashtag #WelshFarmingWeek

The NFU and NFU Cymru accepts no responsibility for incorrectly completed, lost or delayed entries. By entering, all participants will be deemed to accept these terms and conditions.

The prizes are: 1st prize - Outback Outfitters smock and £200 voucher, 2nd prize - 2 week trial of a INEOS Grenadier: The Ultimate Commercial 4X4 for Farmers and Landowners 3rd prize - Ridgeline voucher, Runners up - Reolink doorbell camera and an NFU Cymru goodie bucket.

The prizes will be awarded to the entry deemed best to showcase 'What sustainable farming looks like to them and their farm' by the judges Abi Reader, NFU Cymru President and a guest judge, whose decision is final. No correspondence will be entered into regarding the selection of the winners.

The prize is non-transferable and there is no cash alternative.

The winner will be notified within 3 working days of the closing date.

Please note, we are required to make the name and county of residence of the winner available publicly. We may also ask you to take part in additional publicity connected with this prize draw.

The winners name and county will be available on request by writing to NFU Cymru and may also be published online and on social media.

The competition must be entered in each entrant's own name. You cannot enter the competition on behalf of anyone else.

Accessibility

If you have any difficulty accessing or entering this promotion, please contact us at NFU Cymru 01982 554 200 or email nfu.cymru@nfu.org.uk. If you would like these terms and conditions in another format (for example: audio, large print, braille) please contact us and we will endeavour to provide it.

Ownership of entries

Participants acknowledge that copyright (and any other applicable intellectual property rights) in submissions and in any modifications we make to submissions, will be owned by the promoter. Participants agree to assign to the promoter all intellectual property rights in the submission with full title guarantee and to waive their moral rights

By submitting your entry and accepting these terms and conditions, which you acknowledge will be equivalent to a physical signature, you confirm and agree that:

- (1) You assign the copyright and all other applicable intellectual property rights (in both cases, currently existing and future) in your entry to us; and
- (2) You waive your moral rights (including the right to be identified as the author) in your entry.
- (3) You confirm that your entry:
 1. is your own original work and does not breach any third party's intellectual property rights (for example, by including a company's trade mark without permission);
 2. is not defamatory, offensive, threatening, discriminatory, distasteful, pornographic or illegal;
 3. can be submitted to us and used without breaching any contractual obligation to any person; and
 4. does not contain anything which may be confidential or commercially sensitive.
- (4) If your entry contains photographs or video images of people, you must ensure that you inform them that you intend to use the material for the purposes of this promotion and obtain their consent.
- (5) We may ask you for evidence of any such consent and reserve the right to disqualify your entry if you are unable to provide it or if we have doubts about its adequacy.
- (6) Where entries contain music, audio or other third party content, participants are responsible for ensuring they have the appropriate rights and permissions for its use.
- (7) Due to copyright, licencing or social media platform restrictions, NFU Cymru reserves the right to edit, mute, replace or remove audio from any submitted reel for the purposes of resharing, promotional use, event display or publication across NFU Cymru and NFU channels.

The NFU reserves the right to amend these terms and conditions or to cancel, withdraw or amend the promotion at any stage, if deemed necessary in its opinion, or if circumstances arise outside its control

Participants personal data will be collected, held and processed by the NFU (as data controller) for the purpose of administering this prize draw. Please note, your name and county of residence may be disclosed if you win this prize draw. Our online privacy statement (www.nfuonline.com/privacy-policy) explains more about how we use your personal data.

By entering this promotion, the participant acknowledges that this competition is in no way sponsored,

endorsed or administered by, or associated with Instagram and/or Facebook and the participant hereby releases Instagram and/or Facebook of any claims relating to this promotion.

If any provision of these terms and conditions is held invalid by any law, rule, order or determination of any court of a competent jurisdiction, such invalidity shall not affect the enforceability of any other provision not held to be invalid.

This promotion is governed by English Law and is subject to the exclusive jurisdiction of the English courts.

The promoter is the National Farmers Union ("NFU"), Agriculture House, Stoneleigh Park, Stoneleigh, Warwickshire, CV8 2TZ