

# STAY SAFE STAY SECURE

EXCLUSIVE  
**DISCOUNTS**  
TO PROTECT YOU AND YOUR FARM







"Farming is an incredibly rewarding way of life, but it's also one of the most dangerous sectors to work in. Every year, too many lives are lost or changed forever by preventable accidents. That must change.

Farm safety isn't just about ticking boxes: it's about making sure everyone gets home safely at the end of the day. Tiredness, stress and financial pressures can all lead to risk-taking or cutting corners. A clear head and a culture of safety on your farm can help prevent life-changing accidents.

In 2024, nearly a quarter of farmers surveyed by the NFU said their mental health had changed in the past year. That's why looking after your physical and mental health is so important.

Take five minutes today to think about how you can improve safety on your farm. It could save a life, including your own."

#Take5StayAlive

**David Exwood**  
Deputy President



**Incidents with all-terrain vehicles or ATVs (both sit astride and side-by-side) are one of the leading causes of transport and machinery related fatalities within agriculture.**

Everyone must wear a suitable helmet to help prevent head injuries, the most common cause of death associated with their use<sup>1</sup>.

Our partners offer NFU members discounts on a range of safety devices and equipment to help you and your employees stay safe.

## **Got a question about ATVs and quad bikes?**

Our easy-to-navigate guides can help you quickly find important information on licensing, training, and tax requirements.

**Visit [nfonline.com/ATV-guide](https://nfonline.com/ATV-guide)**



Access exclusive discounts on a range of safety devices, including the award-winning app, which can easily transform any smartphone into a lone worker alarm.



Get a **25% discount** on ATV helmets that are affordable and comfortable. Stay safe while operating farm vehicles with high-quality, impact-tested gear.

"We are our farms' biggest asset, and we are so much more to our loved ones. You deserve to be home safely every night – please wear a helmet."

**Hannah Jackson, NFU member**



Get a **5% discount** on selected new sit-astride and side-by-side ATVs. Plus a voucher of up to £250 to spend on genuine accessories and a voucher for ATV training with the European ATV Safety Institute (EASI).

## As part of its Responsible Rider programme, Can-Am encourages users to:

- Wear appropriate safety gear (helmet, boots, long sleeves, trousers)
- Share your route with colleagues, friends or family before setting off
- Follow the manufacturer's safety guidelines and maintenance instructions
- Check your vehicle is in good working order before use
- Carry communication devices and breakdown equipment
- Respect wildlife and avoid damaging natural habitats



Visit [nfuonline.com/securitydiscounts](https://nfuonline.com/securitydiscounts)



Browse your discounts on the **NFU app**



Contact **CallFirst 0370 845 8458** for more information

**Better manage safety and mitigate risks on your farm with essential training and the right equipment.**

Plus take steps to ensure you can act fast in an emergency with these member savings.

Agriculture suffered **27 fatalities** between 2023-2024<sup>2</sup>

## Defib + Plus

CPR and a defibrillator can buy you extra, crucial minutes in an emergency. **Save 10%** on a fully automatic Public Access Defibrillator including battery and pads.



Increase your awareness of health and safety and better identify and manage risk with free health and safety training for NFU members.

"We took advantage of the NFU's **10% discount with Defib Plus** and have a full service package with them. This includes monthly maintenance. We carry out monthly checks as part of our health and safety requirements, but it just provides us with peace of mind. Plus, if you ever need any replacement parts, they're covered too."

**Philip Rowbottom, NFU member**





4x4/SUV tyres – **Save 5%\*** on selected tyre patterns from leading brands including General Tire and BF Goodrich. Find your nearest retailer and order online at [nfuonline.com/4x4tyres](http://nfuonline.com/4x4tyres)

\*Double discount promotions may apply throughout the year.



Cashback available\* on agricultural tyres from Michelin and Kleber.

\*Terms and conditions apply.



PTO shafts with damaged or missing guards pose a significant risk of life-changing, life-threatening and fatal injuries. **Save 10%** on PTO guards from Agriline plus next day delivery to the UK mainland.



Visit [nfuonline.com/safetydiscounts](http://nfuonline.com/safetydiscounts)



Browse your discounts on the **NFU app**



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**Farming can be stressful—long hours, financial pressures, and isolation can take their toll.**

Your health is a valuable asset – access support and discounts that could help your wellbeing.



Free, confidential debt advice and financial guidance from PayPlan. If financial worries are affecting your wellbeing, support is available—don't hesitate to seek help.



When you get ill or injured, what matters most is getting back on your feet and back to the farm as quickly as possible. NFU members can access **20% discount\*** on Bupa By You health insurance or **25% discount\*** on Bupa Select small business health insurance.



Life is busy and sometimes a well-earned break can help you recharge and improve your wellbeing. NFU members can **save 10%\*\*** on participating properties from cottages.com and Hoseasons.



Visit [nfuonline.com/wellbeingdiscounts](https://nfuonline.com/wellbeingdiscounts)



Contact **CallFirst 0370 845 8458** for more information

\*Member eligibility and terms and conditions apply. Private Health Insurance – Discounted small business and personal health cover. Ensure you have access to private healthcare when you need it most. \*\*Terms and conditions apply.



## Knowing where to find help and support and having someone to talk to is the first step in dealing with stress and other issues.

A survey conducted in June 2023 found **24% of NFU members<sup>3</sup>** don't know where to go for mental wellbeing support.

These organisations can support you, both nationally and locally. Knowing where to find help and support, and having someone to talk to is the first step in dealing with stress and other issues.

### **Royal Agricultural Benevolent Institute (RABI)**

0800 188 4444 - [help@rabi.org.uk](mailto:help@rabi.org.uk)

Young people support: [kooth.com/rabi](http://kooth.com/rabi)

Adult support: [qwell.io/rabi](http://qwell.io/rabi)

### **Farming Help (FCN, Addington Fund, Forage Aid)**

0300 0111 999 - [help@fcn.org.uk](mailto:help@fcn.org.uk)

### **The Man Down Project**

Facebook community

[Themandownproject@gmail.com](mailto:Themandownproject@gmail.com)

### **Accidental Counsellors**

[accidentalcounsellors.co.uk](http://accidentalcounsellors.co.uk)

### **Andy's Man Club**

[andysmansclub.co.uk](http://andysmansclub.co.uk)

### **The Patients Association**

Support for patients with diagnoses, accessing healthcare and assisting with treatment travel reimbursement.

0800 345 7115 - [patients-association.org.uk](http://patients-association.org.uk)

### **Addington Fund**

01926 620135

[enquiries@addingtonfund.org.uk](mailto:enquiries@addingtonfund.org.uk)

[www.addingtonfund.org.uk](http://www.addingtonfund.org.uk)

### **Forage Aid**

01926 620135

[forageaid@addingtonfund.org.uk](mailto:forageaid@addingtonfund.org.uk)

[forageaid.org.uk](http://forageaid.org.uk)

### **Agricultural Chaplains Association**

01935 488564 - 07966 754110

[info@agr chaplains.org.uk](mailto:info@agr chaplains.org.uk)

[agr chaplains.org.uk](http://agr chaplains.org.uk)

### **ACRE (Action with Communities in Rural England)**

01285 653477 - [contact@acre.org.uk](mailto:contact@acre.org.uk)

Mental health and farm safety training 16-40 years

### **Farm Safety Foundation (Yellow Wellies)**

[farm\\_safety\\_foundation@nfumutual.co.uk](mailto:farm_safety_foundation@nfumutual.co.uk)

[yellowwellies.org](http://yellowwellies.org)

### **Gamekeepers Welfare Trust**

0300 123 3088 - 01677 470180

[enquiries@thegamekeeperswelfaretrust.com](mailto:enquiries@thegamekeeperswelfaretrust.com)

[thegamekeeperswelfaretrust.com](http://thegamekeeperswelfaretrust.com)

### **Perennial**

0800 093 8543 - [info@perennial.org.uk](mailto:info@perennial.org.uk)

[Perennial.org.uk](http://Perennial.org.uk)

### **Just Talk Agri**

Just Talk Agriculture | Facebook

[justtalkagri@gmail.com](mailto:justtalkagri@gmail.com)

### **Papyrus HOPELINE**

08000 684141 - [pat@papyrus-uk.org](mailto:pat@papyrus-uk.org)

Text 88247

[papyrus-uk.org](http://papyrus-uk.org)

### **Samaritans**

Freephone 116123 - [jo@samaritans.org](mailto:jo@samaritans.org)

Online or face-to-face chat: [samaritans.org/](http://samaritans.org/)

[contact-samaritan](mailto:contact-samaritan)

### **Mind**

0300 123 3393 - [info@mind.org.uk](mailto:info@mind.org.uk)

[mind.org.uk](http://mind.org.uk)

### **Shout**

24/7 Text service - Text "shout" to 85258 Text

"Hawkstone" to 85258 specifically for farmers.

[Giveusashout.org](http://Giveusashout.org)

There are lots of local organisations that also provide support in your area. Visit [nfuonline.com/wellbeing](http://nfuonline.com/wellbeing) for details.

"Farmers are bearing the brunt of rural crime – from the theft of essential equipment and livestock to fly-tipping and hare coursing – and it's devastating for farm businesses, families and the wider rural community.



We need more investment in rural policing, tougher penalties and consistent sentencing for those who target our communities, as outlined in the government's own rural crime strategy.

Farmers deserve to feel safe – and while we continue to push for action, you can take advantage of a range of NFU security discounts to help protect your business."

**Rachel Hallos**  
Vice President

**48%**

of NFU members have said that rural crime has a **negative impact** on their mental health<sup>4</sup>.

**84%**

of NFU members have experienced **fly tipping** on their farm<sup>5</sup>.



**Save up to 25%** on asset marking system, including GPS security marketing system. Mark your assets with the UK's most trusted forensic marketing system with cutting-edge identification technology to deter theft and improve recovery rates.

# Reolink

Protect your land, property, and assets—wherever you are. NFU members **save 20%** with Reolink, offering 4K surveillance, smart AI detection, and flexible power & connectivity options including WiFi, solar, battery, and 4G/LTE. Ideal for rural or remote sites, Reolink helps deter theft and enhance safety.

# Tracker<sup>TM</sup>

Protect your machinery with Tracker, the UK's no.1 stolen vehicle recovery company and increase the chances of recovering stolen machinery. You can save up to £410 on a range of Thatcham-approved Tracker solutions.



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# TOGETHER, WE'RE STRONGER.

Visit [nfonline.com](https://nfonline.com)

Contact CallFirst: 0370 845 8458



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Sources:

1. [www.hse.gov.uk/agriculture/topics/machinery/farm-vehicles-3.htm](https://www.hse.gov.uk/agriculture/topics/machinery/farm-vehicles-3.htm)
2. [www.hse.gov.uk/statistics/assets/docs/agriculture.pdf](https://www.hse.gov.uk/statistics/assets/docs/agriculture.pdf)
- 3 & 4. [www.nfonline.com/updates-and-information/no-one-should-feel-alone-nfu-shines-spotlight-on-rural-mental-health/](https://www.nfonline.com/updates-and-information/no-one-should-feel-alone-nfu-shines-spotlight-on-rural-mental-health/)
5. [www.nfonline.com/updates-and-information/fly-tipping-survey-results/](https://www.nfonline.com/updates-and-information/fly-tipping-survey-results/)



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