



Yr Amaethwr

# FARMING WALES

The publication which keeps our members in touch with Welsh news, policies and interests is Farming Wales. The magazine is published monthly offering members the opportunity to understand more of what NFU Cymru officials and staff are doing behind the scenes to ensure a première agricultural service.



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# WELSH FARMING IN THE MEDIA

Every month NFU Cymru secures positive media coverage on a variety of different platforms to ensure Welsh farming and the issues that matter to members in Wales the most remain in the media spotlight. Here's the top picks of coverage this month.

### Brexit's impact on food prices

NFU Cymru Deputy President John Davies and West Gwent Agricultural Policy Group Member Huw Parry were part of a debate on food prices on the BBC's *Countryfile* on BBC One.

The programme, presented by Tom Hogg, examined what Brexit and its implications could mean for the consumer. Jacob Rees-Mogg spoke about the opportunities Brexit offers, while Huw Parry and John Davies argued that the UK will be a 'cheaper Brexit' and that the UK's agricultural industry will be negatively impacted.

### Welsh Government boyne TB announcement

NFU Cymru officials and staff featured on a range of platforms to give their reaction to the Cabinet Secretary's boyne TB announcement in Cardiff Bay. Further details on pages 8 & 9.

NFU Cymru President Stephen Jones was featured on the Union on BBC Wales News, TV Wales News and News Wales. He was also featured on the *Countryfile* programme, where he discussed the implications of the announcement. NFU Cymru's Board Representative Gwilym Jones was also featured on the *Countryfile* programme, where he discussed the implications of the announcement. Further details on pages 8 & 9.

### SNMR consultation

NFU Cymru's comments on the Welsh Government's 'Taking Forward Wales' consultation were featured in the *Countryfile* programme. The programme, which was broadcast on BBC Wales, discussed the implications of the consultation. Further details on pages 8 & 9.

### A new domestic agricultural policy

Coverage of the Welsh Government's 'Taking Forward Wales' consultation was featured in the *Countryfile* programme. The programme, which was broadcast on BBC Wales, discussed the implications of the consultation. Further details on pages 8 & 9.

# AD DIMENSIONS & SPECIFICATIONS

**Double page spread**  
 Type: 263mm (h) x 396mm (w)  
 Trim: 297mm (h) x 420mm (w)  
 Bleed: 303mm (h) x 426mm (w)

**Acceptable Files**  
 PDF, TIFF, JPEG, EPS  
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**Full page**  
 Type: 263mm (h) x 181mm (w)  
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Quarter Page	£310
Eighth Page	£185
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## INSERT RATES

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Up to 40g	£130	£115

Minimum fee for inserts: £600  
 \*Farming Wales and British Farming & Grower combined

# PUBLICATION SCHEDULE & DEADLINES

2018 Issues	Booking Deadline	Copy Deadline	Inserts Deadline	Insert Delivery	With Members
Jan	29-Nov-17	04-Dec-17	06-Dec-17	12-Dec-17	23-Dec-17
Feb	03-Jan-18	08-Jan-18	10-Jan-18	16-Jan-18	25-Jan-18
Mar	31-Jan-18	05-Feb-18	07-Feb-18	13-Feb-18	22-Feb-18
Apr	28-Feb-18	05-Mar-18	07-Mar-18	13-Mar-18	22-Mar-18
May	04-Apr-18	09-Apr-18	11-Apr-18	17-Apr-18	26-Apr-18
Jun	02-May-17	08-May-17	09-May-18	15-May-18	24-May-18
July	06-Jun-18	11-Jun-18	13-Jun-18	19-Jun-18	28-Jun-18
Aug	04-Jul-18	09-Jul-18	10-Jul-18	16-Jul-18	26-Jul-18
Sep	08-Aug-18	13-Aug-18	15-Aug-18	21-Aug-18	31-Aug-18
Oct	05-Sep-18	10-Sep-18	12-Sep-18	18-Sep-18	27-Sep-18
Nov	03-Oct-18	08-Oct-18	10-Oct-18	06-Oct-18	25-Oct-18
Dec	31-Oct-18	05-Nov-18	07-Nov-18	13-Nov-18	22-Nov-18
Jan	28-Nov-18	03-Dec-18	05-Dec-18	11-Dec-18	22-Dec-18

## AD CONTACTS

**BERNADETTE DUTTON**  
 T: 01978 780 625  
 M: 07747 763 053  
 E: bernadette.dutton@nfu.org.uk

**ALAN BROWN**  
 Group Sales Manager  
 T: 02476 858 955  
 E: alan.brown@nfu.org.uk



### "I saw how the cows performed off grass in New Zealand and knew that was how I wanted to farm"

**Grow plus a huge part in his system**

It was a trip to New Zealand that inspired Alan Brown to change his farming system. He saw how the cows performed off grass and knew that was how he wanted to farm. He has since implemented a similar system on his farm in Wales, and the results have been fantastic. He has seen a significant increase in milk production and a reduction in feed costs. He is now a strong advocate for grass-based farming in Wales.

### "I think the dairy industry will do OK after Brexit. Two of our major milk buyers are European and they are invested heavily in the UK. They will make it work"

**WELSH DAIRY STOCKPERSON OF THE YEAR 2017**

Debra Jones, a dairy stock manager at Gwent Dairy, has been named the Welsh Dairy Stockperson of the Year 2017. She has been recognized for her exceptional skills and dedication to the industry. She has worked for Gwent Dairy for over 10 years and has been instrumental in the success of the farm. She is a role model for many young people in the industry.