



A large yellow sticky note pinned to the background with a green pushpin. It features the NFU logo (a rainbow arc above the letters 'NFU') and the text "2019-20 YEARBOOK" in large, bold, green letters.





MEETING THE CHALLENGE

A message from NFU President Minette Batters

There is no doubt that 2020 has subjected our families and our farms to enormous challenges. From the unexpected and wide-reaching impacts of a global health pandemic, combined with the added effects of extreme weather and the uncertainty we face as we leave the European Union, farming has met these challenges head on.

Under the umbrella of the NFU, your membership has meant that farming has stood united, proving that our one voice can be the driving force for change.

We have carried on feeding a nation under the most difficult of circumstances, working around the clock to ensure our supermarket shelves remained stocked with increasingly climate-friendly food produced to the highest animal welfare standards.

Every single member played a part in uniting our rallying call on food standards. By harnessing people power, galvanising support from across the industry, as well as backing from the public, food lovers and celebrities alike, Government took note and listened, launching a Trade and Agriculture Commission.

We have always been clear: to sign up to a trade deal which results in opening our shelves, fridges and homes to food which would be illegal to produce here would be morally bankrupt.

Our high-profile campaign saw more than one million people draw a line in the sand on food standards, with half of those signing up to become a Back British Farming supporter, poised and ready to champion agriculture when we need them most. They leapt into action when more than 78,000 emails were sent to MPs, encouraging them

to back British food and farming standards.

It doesn't stop there. From securing compensation for flood-hit members and saving farmers more than £450 for every 1,000 litres of fuel bought for the farm, to securing support packages for dairy, horticulture and ornamental growers, our focus has always been about achieving results. In this vein, we have secured emergency authorisations to help sugar growers, launched campaigns to help livestock and uplands farmers get a fair price for wool and protect cattle with new vaccination trials, and arable farmers have helped convince the government to introduce E10 petrol in 2021. The NFU Tenants Conference looked ahead to a bright future after sector reform proposals were announced.

None of this would have been possible without our 55,000-strong membership.

As we head into a new era for British agriculture, there has never been a stronger case to ensure we are united. Beyond the horizon lies the uncharted waters of agricultural transition, combined with new future trade and environmental policies. This is why your continued membership of the NFU is vital.

You have my word that your NFU will continue to do all it can for your farming business. We will continue to drive change, voicing the issues affecting you, your business and your local area.

Together we have the chance to ensure farming's future is brimming with opportunity and that food production gets the recognition and reward it rightly deserves.



WHAT'S INSIDE?

The past 12 months

NFU by numbers

Around the regions

Member benefits

Story key



Farming Britain



Horticulture



Combinable Crops



Livestock



Dairy



Poultry



Sugar



Cymru



**"I FEEL VERY
FORTUNATE TO
BE GIVEN THIS
CHANCE TO MAKE
A DIFFERENCE."**

Gethin Johnson, on being selected on to the first NFU Student & Young Farmer Ambassador Programme

**SEPTEMBER
2019**

**NFU CALLFIRST HELPED
18,500+
NFU MEMBERS THIS YEAR**

Urgency encouraged over beef prices



Then Farming Minister George Eustice met with the NFU to discuss the urgent crisis in beef prices and reiterate a strong call for transparency in a properly-functioning supply chain.



Speaking afterwards, NFU President Minette Batters said the minister had been “receptive”. He agreed to look at how the voluntary beef industry code could move to a statutory footing through powers under the Agriculture Bill, and to consider improvements to the grading system to reward farmers for the quality and meat yield of carcasses.

Mrs Batters said: “Government must assess whether the legal framework is fit for purpose and if risk and fairness is balanced in the supply chain.”

AWARENESS AROUND FALLS FROM HEIGHT

The industry’s Farm Safety Partnership (FSP) continued its drive to halve deaths in agriculture by the end of 2023 with a focus on the sector’s third-biggest killer – falls from height.

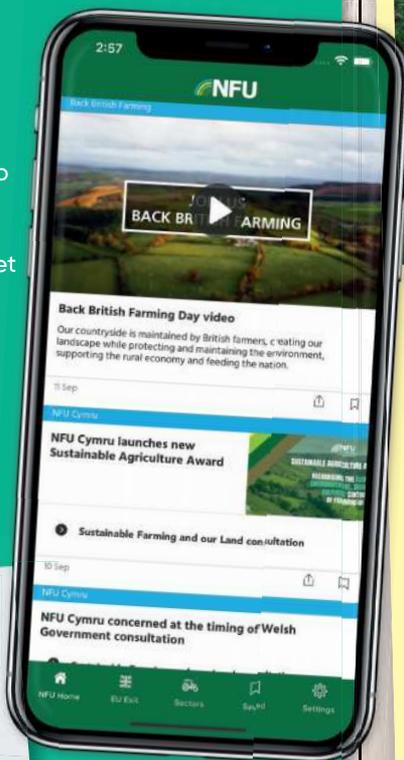
The FSP, which the NFU leads, launched a targeted campaign with a new guide, following on from work around vehicles and children on farms.

Then NFU Vice-President Stuart Roberts said: “A safe workplace is not only crucial for our welfare and the welfare of our employees, but for the sustainability of our businesses.”



MEMBERS GET APPDATED

An updated and improved version of the NFU App was launched – a free tool to help members stay abreast of the latest NFU news, advice and information. Mobile and tablet users can customise what they see by farming sector, download stories to read later without an internet connection, and choose to receive notifications when important content is added.



3,000 MEMBERS HAVE DOWNLOADED OUR UPDATED NFU APP



FARMERS HEARD OVER GENERAL LICENCES

North Devon NFU member Graham Mcleod rallied his fellow farmers to “get their act together and reply” to a collective response the NFU compiled to Defra, by sharing grisly photos of attacks on lambs by crows. The call came as part of a new government consultation reviewing general licences for wild bird control.

The aim was to replace temporary measures after significant disruption in April and May 2019, when three licences were withdrawn at just 48 hours’ notice and farmers suffered damage to crops and livestock.

DIRECT TO POLITICIANS AT PARTY CONFERENCES

The NFU drove home the values of British agriculture during party conference season. It urged MPs to pledge their support for British farming, with a strong lobbying presence at the Conservative, Labour and Liberal Democrat conferences, including stands and fringe events with political front benchers.

NFU President Minette Batters said: "There has never been a more important time to highlight how much farming delivers for the nation. I am proud to shout about it at the party conferences."

And NFU member Jonathan Hewitt of Red House Farm in Altrincham said: "The NFU is leading the industry and is trying its hardest to get a better deal for farming from the heart of government. Minette continually drives home the message to politicians about what's required if we're to have a positive future."



Then Shadow Defra Secretary Sue Hayman addressed Labour delegates at the NFU stand (left) and the Conservative Party Conference saw thousands visit the award-winning stand

MORE THAN 1,000 CONSERVATIVE AND LABOUR DELEGATES SIGNED THE BACK BRITISH FARMING PLEDGE



EFRA told peat funding needed

M easures to restore peatlands as part of the fight against climate change must be properly funded under future farm

support schemes, and carefully managed.

And they must not compromise farm profitability, or key food-producing areas. That was the view from the NFU in its response to an EFRA Committee inquiry in September.



Uplands Forum Chairman Thomas Binns (above) said: "A realistic approach needs to be established that will allow for sustainable management of peatlands alongside viable farm businesses."

"FARMERS DELIVER FOR NATURE" – NFU

"Caring for the environment and food production go hand-in-hand," said NFU President Minette Batters as the organisation made farmers' voices heard in response to the Glover report.

It contained plans for the biggest shake-up of National Parks and Areas of Outstanding Natural Beauty (AONB) in 70 years, including proposals that would see farmers facing tougher planning rules, increased public access and beefed-up environmental laws.

"For years farmers have delivered for nature and wildlife," Mrs Batters added. "It is our firm belief that National Parks and AONB need to work with them to develop policy suited to the specific landscape."

She said the NFU would seek meetings with Defra ahead of the government's response to the report.



NET ZERO FUTURE AMBITIONS SECURED

The farmers of the future will hold a vital role in reducing the effects of climate change. And the UK Farming Unions Next Generation event, organised by the NFU, proved that with fresh thinking and the right support they can rise to the challenge.

Of more than 60 young farmers from England, Wales, Scotland and Ireland, only 35% went into the conference believing agriculture could reach net zero by 2040 – the NFU's ambitious target. However, after animated discussions and workshops that explored ideas to reach the NFU's 2040 target, just 9% believed achieving net zero wasn't possible.



CHANCELLOR TOLD ABOUT FARMING'S 'CRITICAL' ASKS

The government must back British farming with investment and trade measures after the UK leaves the EU, the NFU told then Chancellor Sajid Javid ahead of the spending review.

In a letter, NFU President Minette Batters reminded the Chancellor that farming provides the raw ingredients for the UK's largest manufacturing sector, food and drink, which is worth £122 billion to the economy and employs four million people. And she called on the new government to confirm its support for a pledge in the Conservative manifesto to deliver the same levels of farm support until 2022.

FOOD AND DRINK ADDS £122BN TO THE ECONOMY

COUNTRYFILE COMMUNICATING CONCERNS

NFU Horticulture Board member Antony Snell featured on Countryfile, and talked about the prospect of farmers facing more costs for checks to reservoirs that pose little risk and are already designed to a high standard, following calls for mandatory inspections after the recent floods in Whaley Bridge.

THE AVERAGE COUNTRYFILE AUDIENCE OF MORE THAN 6 MILLION VIEWERS HEARD WHY FARMERS NEED SUPPORT TO TACKLE FLOODING

SUGAR CONTRACTS CONFIRMED

NFU Sugar Board Chairman Michael Sly said new one-year and three-year beet contracts agreed in September better recognised "the risks and costs now associated with growing the crop".

He added: "Growers will receive a greater benefit from any uplift in sugar prices, and our agreement ensures that these bonuses will not be compromised by Brexit."

"We are committed to improving transparency in the supply chain and ensuring growers are paid fairly for their produce."



Introducing the Ambassadors

The NFU's ground-breaking Student & Young Farmer Ambassador Programme kicked off in fantastic fashion when the 10 young farmers visited the NFU for media training and an induction. Designed to highlight how engaged the younger generation is, the programme sees ambassadors from all English regions and Wales reach out to others of their age group to promote the benefits of farming and the NFU. They also act as spokespeople for the organisation on different subjects, and they can help educate young farmers around the country.

Poppy Burrough is an apprentice at JCB based in the South West, and she said: "The induction to the NFU's Student & Young Farmer Ambassador Programme really opened my eyes to the amount of diversity there is in the industry."

Representing NFU Cymru, lecturer Gethin Johnson said: "If the first introduction meeting is anything to go by, then the next year is going to be excellent for the future of British farming."

And PhD student from the East Midlands Georgina Barratt said: "The tour of NFU HQ really made me appreciate the breadth of the work the NFU does, from the policy teams to the legal experts."



The average NFU
member saved

£150

on help and advice
while using the NFU
Employment Service

**"WITH ALL THE
UNCERTAINTY
AROUND BREXIT,
WE DON'T QUITE
KNOW WHAT IS
GOING TO HAPPEN"**

Bruce Starkey spoke about labour concerns
after the UK leaves the EU. The NFU
has regularly updated its Brexit Toolkit
available at NFUonline.

**OCTOBER
2019**

ANTIBIOTICS USE HALVED

News that sales of antibiotics for use on UK farms had halved in just four years gave UK farmers a powerful story about standards to tell, both to shoppers and trading partners, the NFU said.

A conference heard how the startling reduction had been achieved not through regulation, but by voluntary efforts under the industry's Responsible Use of Medicines in Agriculture.

The NFU sits on the RUMA board, and the NFU's Chief Animal Health Adviser Catherine McLaughlin is now its chairman.

"RUMA HAS WRITTEN A FANTASTIC NEW CHAPTER FOR PEOPLE LIKE ME WHO PROMOTE BRITISH FARMING. WE NEED TO GET THE MESSAGE OUT - WHERE WE ARE ON ANTIBIOTICS IS VERY DIFFERENT TO ELSEWHERE IN THE WORLD."
Then NFU Vice-President Stuart Roberts

PRODUCTIVE WORK REWARD

All 3,600 eligible applicants to a productivity-boosting grant scheme were offered money for innovative new kit in October.

The NFU helped to ensure extra items were added to the second round of the Countryside Productivity Small Grants Scheme, and pushed for the pot to be increased from £15 million to £22m, after the initial round was oversubscribed.

THE NFU HELPED INCREASE THE PRODUCTIVITY GRANT SCHEME FUNDING POT BY £7 MILLION



Storming into action

NFU experts set out key asks of government, the Environment Agency and the RPA - and advised hundreds of members - after parts of the country saw double the normal amount of rainfall in late September 2019 and early October. The picture above shows the colossal impact of the problem on a member farm in Lincolnshire.

AFTER ON-FARM VISITS WITH THE SECRETARY OF STATE AND OTHER MINISTERS, THE FARMING RECOVERY FUND WAS EXTENDED BY £2 MILLION WITHIN ONE WEEK

TB policy backed by science

"There should now be no doubt in anyone's mind that this policy works."

After years of work by farmers in the most challenging of circumstances, that was the message from the NFU in October when peer-reviewed science proved the effectiveness of badger culling in reducing TB in cattle. Research from epidemiologist Sara Downs et al showed a 66% reduction in new TB breakdowns in cattle in Gloucestershire and a 37% reduction in Somerset, compared to carefully-matched control areas with no culling.

It also found no evidence badgers were spreading the disease by moving because of culling, the oft-cited 'perturbation effect'.

The NFU has worked steadfastly for a strategy that uses all the possible tools, including badger culls where bTB is endemic. An 'email your MP' tool, launched in October, helped hundreds of members urge the government to stick to its 25-year strategy.



"AFTER MANY YEARS OF HARD WORK, WE SEE THE FRUITS OF OUR LABOUR. WE NOW HAVE HOPE WHERE THERE WAS ONLY DESPAIR."
David Barton, NFU member and Gloucestershire beef farmer

Advert prompts NFU action

A Tesco 'food loves stories' advert that saw a child tell her father "daddy, I don't want to eat animals anymore" prompted a strong NFU response to the supermarket's senior management – and a pushback that saw NFU staff and members reach millions across the media.

Concerns about the advert were featured in *The Times*, the *Daily Telegraph* and on BBC Radio 4's news bulletins. Then NFU Vice-President Stuart Roberts appeared on Jeremy Vine's Channel 5 programme, telling half a million viewers that the ad had "demonised" meat and misrepresented the superb standards of British producers, while NFU member and dairy farmer Abi Reader featured in a debate on ITV's *This Morning*.



THE NFU APPEARED IN 2,980 MEDIA PIECES IN OCTOBER PROMOTING THE POSITIVE ANIMAL WELFARE ON BRITISH FARMS



"THIS IS AN AMAZING OPPORTUNITY TO SHOW PRIDE IN OUR INDUSTRY. SAFE, TRACEABLE AND AFFORDABLE FOOD PRODUCED TO HIGH STANDARDS IS A RIGHT FOR ALL OF US – AND IT MAKES ABSOLUTE SENSE THAT BRITISH FARMERS ARE THE NUMBER ONE SUPPLIERS."

NFU President Minette Batters

Show pride, NFU tells UK food review

A landmark UK food strategy must see the government back British farming in its public procurement policies, in the trade deals it strikes, and through fairer supply chains, the NFU has said.

It used feedback from Farmer & Grower members to respond to a call for evidence from the Leon restaurants chain co-founder, Henry Dimbleby, the businessman appointed to lead the first major review of UK food production systems in 75 years.



SENDING A STRONG MESSAGE ON WORKERS

Millions of apples went unpicked in their orchards in the autumn, the NFU said as it issued an urgent call for an expansion of the seasonal workers pilot scheme.

Ahead of the National Fruit Show, it revealed new findings from the NFU Labour Providers Survey, which put seasonal worker shortages in horticulture at 16%. Added to staff who were recruited but failed to arrive, the industry was missing one in five of the pickers it needed, the survey suggested. And of those it did have on farm, 8.4% left early.



"BRITISH HORTICULTURE IS A REAL SUCCESS STORY; IT DELIVERS ALMOST 20% OF AGRICULTURAL VALUE FROM LESS THAN 2% OF THE UK FARMED AREA. IF WORKER SHORTAGES CONTINUE TO BITE, WE PUT THAT IN DANGER."

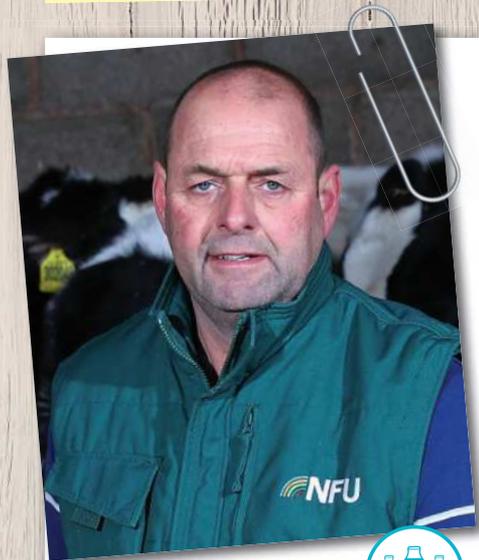
NFU Horticulture and Potatoes Board Chairman Ali Capper



Act now on beef, NFU tells MPs

MPs heard how low prices had left some beef farmers considering their futures, and that the government needs to support the sector. Then NFU Vice-President Stuart Roberts highlighted the concerns when he appeared before the EFRA Select Committee.

Mr Roberts said that there was an urgent need for improved end-to-end supply chain transparency; for an urgent modernisation of the carcass grading system; for the voluntary beef industry code of practice to become mandatory under the Agriculture Bill; and for investment in promotion to drive demand at home and abroad.



MPS URGED TO PROBE MILK MARKET

The NFU asked the EFRA Select Committee to launch an urgent investigation into the liquid milk processing sector after a tough month which saw scores of members affected when Welsh business Tomlinson's Dairies went into administration. NFU experts helped to find new markets for farmers' milk and supported them through the administration process.

"The Tomlinson's collapse brought into sharp focus some of the issues in the liquid milk market," NFU Dairy Board Chairman Michael Oakes told the EFRA committee chairman.

"IT'S CLEAR THE SECTOR IS NO LONGER FUNCTIONING PROPERLY."

NFU Dairy Chairman Michael Oakes

NFU net zero media coverage reached a potential audience of 30.4 MILLION

Safe in winter

Winter farm maintenance became the focus for the NFU, as the then Vice-President Stuart Roberts – who sits as the Chairman of the Farm Safety Partnership (FSP) – urged greater vigilance in the darker nights.

The FSP launched a targeted campaign that recommended farmers avoid work at height, use professional contractors with the right kit and experience, plan ahead and use the right equipment, and ensure staff are trained.

Mr Roberts said: "Even if we've always done something a certain way, we need to take the time to consider the safest course of action."

"A safe workplace is not only crucial for our welfare and the welfare of our employees, but for the sustainability of our businesses too."

PATRICK IS OUR 2019 FARMING CHAMPION

Norfolk poultry farmer Patrick Joice was posthumously named NFU Farming Champion of the Year. Before Patrick Joice died from cancer, he spoke out after he realised first-hand how debilitating mental health issues can be following his diagnosis.

He shared his experiences with candour, organised a charity cricket match that raised more than £50,000 for the charity YANA (You Are Not Alone), and became involved with the global 'Naked Farmer' social media movement, which aims to smash stigmas around mental health issues in the industry.

His wife, Zanna, was presented with the award by NFU President Minette Batters.

Mrs Batters said: "While this is an incredibly sad time for Patrick's family and everyone who knew him, it's important to acknowledge and celebrate the incredible leadership he demonstrated raising awareness of, and funds for, mental health issues."



HELPING MEMBERS BREXIT

British Farmer & Grower magazine, which is sent to more than 48,000 NFU members, produced a 16-page special on how to navigate Brexit. This coincided with a major update of the NFU's Brexit Toolkit, and a ramp-up of activity advising members to ensure Britain's farming business were as prepared as possible for all eventualities.

The document was updated for a tenth time before the end of the year, to ensure members were constantly informed regarding the latest advice for your farm businesses.

NOVEMBER 2019

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THE STUDENT &
YOUNG FARMER
AMBASSADOR
PROGRAMME HELPED
ATTRACT MORE THAN

600

NEW MEMBERS, SUCH
AS JESS FAULKNER, TO
THE NFU IN 2019-20



The NFU launched its General Election Manifesto before any major political party



Its aim was to ensure the value of British food and farming was heard loud and clear ahead of the December 2019 General Election.

The national media heard NFU President Minette Batters say: "British farmers are already world leaders in our standards of animal welfare, environmental protection and food safety, providing the nation with a trusted supply of safe, traceable and affordable food while caring for our iconic countryside.

"However, with the right political environment we believe that we can

deliver even more. From our ambitious vision for net zero agriculture by 2040 to increasing our self-sufficiency by producing more high-quality, British food at home, British farmers are up for the challenge.



The NFU Manifesto pledged farmers will deliver more...

**FOR THE ENVIRONMENT
FOR THE CONSUMER
FOR THE ECONOMY**

147 NFU QUOTES HELPED ENSURE FARMING'S VOICE WAS LOUD AND CLEAR IN THE MEDIA



NFU LEADS THE CLIMATE CHANGE FIGHTBACK

The NFU welcomed university decision-makers to London to shut down any misconceptions around emissions in the livestock industry, and created direct impact as some establishments rolled back the decision to remove red meat from their menus, after originally citing concerns over emissions.

Delegates from top academic institutions across England and Wales heard how the UK livestock sector contributes to sustainable, healthy and climate-friendly diets. Experts and farmers showed how grass-based systems in the UK act as a carbon sink and produce meat that is more efficient than the global average. One university that attended, the University of East Anglia, later overturned a decision to ban red meat from campus canteens following a student council vote.

The NFU also produced a suite of infographics to help bust myths on social media and led a strong response to the misleading BBC documentary, 'Meat: A threat to our planet?'.

"FOR UNIVERSITIES, THE QUESTION THEY SHOULD BE ASKING IS NOT WHETHER THEY SHOULD BE SERVING MEAT OR NOT, BUT WHERE HAS IT BEEN PRODUCED, AND TO WHAT ENVIRONMENTAL AND ANIMAL WELFARE STANDARDS?"

NFU President Minette Batters at the London event



Millions see best of British farming

The NFU's new Student & Young Farmer Ambassadors took the best of British to the streets of London and a television audience of millions at the Lord Mayor's Show.

They shared their passion for farming as the NFU teamed up with Massey Ferguson, Red Tractor and Surrey Docks City Farm to support the Worshipful Company of Farmers at the annual parade.

The entry included a Massey Ferguson tractor and a British farmers' market stocked full of seasonal, assured food, which was later distributed to charities.

"THERE WAS SUCH A POSITIVE REACTION FROM THE PEOPLE ON THE STREETS. THERE WAS A GREAT AMOUNT OF INTERACTION WITH THE PUBLIC, WHO LOVED GIVING HIGH FIVES AND CHEERING FOR BRITISH FARMING."

NFU Student & Young Farmer Ambassador
Poppy Burrough



MEASURES ON ILLEGAL CAMPS

NFU member views and consultation responses highlighted the impacts of illegal encampments on farms to the Home Office, which returned positive results when the government set out proposals for new powers to tackle the problem.

The plans included making trespass a specific criminal offence, rather than a civil matter, and amending the Criminal Justice and Public Order Act to allow police to intervene when encampments lead to serious disorder.

"THE IMPACT OF UNAUTHORISED ENCAMPMENTS ON FARM BUSINESSES CANNOT BE UNDERSTATED."

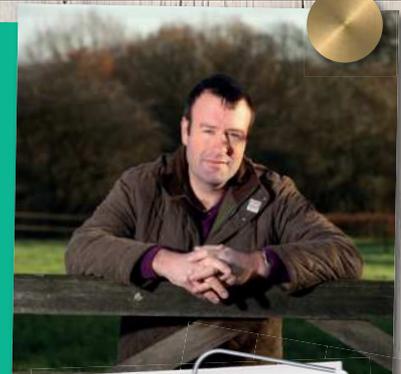
Then NFU Deputy President Guy Smith

FARMERS MUST BE HEARD BY FLY-TIP UNIT

Farmers are forced to pay thousands of pounds in clean-up costs because of fly-tipping – and they must be heard by a new unit on waste crime, the NFU said in November. Then NFU Vice-President Stuart Roberts called for strong private landowner involvement in the partnership, which includes the Environment Agency, police and HMRC. He spoke out as updated Defra figures showed local authorities in England dealt with more than 1 million fly-tipping incidents in 2018/19, an 8% increase on the year before.

"THESE FIGURES HIGHLIGHT A SITUATION THAT CONTINUES TO SPIRAL OUT OF CONTROL. FARMERS MUST BE CONSULTED AT EVERY STAGE – THEY ARE THE ONES AT THE SHARP END OF THIS BLIGHT."

Then NFU Vice-President Stuart Roberts



1 MILLION FLY-TIPPING INCIDENTS HIGHLIGHTED TO DEFRA

Spreading the Back British message

The NFU regularly meets with the supermarkets to promote British sourcing and it welcomed “a boost for the sheep sector at an uncertain time” when Waitrose vowed to source all its own-label lamb from British farmers by the summer of 2021.



OUR
CALLFIRST
ADVICE LINE
CELEBRATED
20 YEARS
AT THE HEART
OF THE NFU'S
SERVICES FOR
MEMBERS IN
NOVEMBER

INTERVENTION SECURES TARIFF PAYMENTS

After the NFU stepped in, farmers affected by the collapse of electricity supplier Solarplicity learned that they would be paid thousands of pounds of outstanding Feed-In Tariff money.

Regulator Ofgem previously said that customers who switched away from the green energy company before its insolvency in August would not receive their tariff payments, leaving at least one NFU member owed more than £100,000. A strong case from the NFU legal team led to a rethink.

£225K
OF MONEY OWED TO
MEMBERS WAS SECURED

COLMAN'S THROWS SUPPORT BEHIND FARMING

Nine NFU members across the country took a star turn in a high-profile campaign from condiment kings Colman's in November. Colman's says Red Tractor British meat is crucial to its success – and it shared that message with 3 million readers of *The Sun* on Saturday in a four-page advertorial at the start of each month. A series of articles on subsequent weekends featured farmers, including those who grow the company's mint and mustard. The NFU's input ensured all the pieces drove home the high standards of British farmers and showed *The Sun* readers how to sign up to the Back British Farming campaign.

Teaching farming

The first farmers on the NFU's Speakers for School programme told teenage pupils their stories, and countered misconceptions about the industry.

An initial crop of 100 NFU members volunteered for the initiative, receiving coaching from teacher training expert Paul Taylor-McCartney. The then Dairy Board Vice-chairman Paul Tompkins (right) and award-winning Lancashire farmer John Alpe took part in the first event at Kenilworth School, in Warwickshire.



“IT HAS BEEN HUGELY EXCITING; THIS NEW INITIATIVE WILL EQUIP FARMERS WITH THE RESOURCES, CONFIDENCE AND ABILITY NEEDED TO EXTEND THE NFU'S VOICE TO YOUNG PEOPLE.”

Then NFU Dairy Board Vice-chairman Paul Tompkins

100 FARMERS TOOK PART IN OUR FIRST SPEAKERS FOR SCHOOLS TRAINING



**"WHEN THE NFU
LAUNCHED THE
SAFETY CAMPAIGN
IT WAS SOMETHING I
DEFINITELY WANTED
TO GET BEHIND. I'M
PROUD TO PUSH IT."**

Sheep farmer **Hannah Jackson**
on why wearing a helmet on quad bikes
should no longer be negotiable

**DECEMBER
2019**

No let-up on bird control



Feedback from hundreds of members helped the NFU make a compelling case when it responded to a consultation on the long-term future of General Licences. With temporary measures due to expire within weeks, the NFU called for a "fit-for-purpose, robust regime".

"WE ARE CLEAR THAT FARMERS ACROSS THE COUNTRY NEED EFFECTIVE GENERAL LICENCES. WE URGE DEFRA TO INTRODUCE A SYSTEM THAT REFLECTS THE IMPORTANT ROLE THEY PLAY IN PROVIDING FOOD FOR THE NATION."

NFU Director General Terry Jones

2,500 USED THE NFU TURKEY FINDER...



... and NFU posts with the hashtag #buymyturkey appeared in 45,000 timelines on 'Buy My Turkey Day' on 6 December.

MP QUESTION TIME ON FARM

NFU members put agriculture on the General Election agenda by organising scores of on-farm meetings with candidates and driving home key asks from the NFU Manifesto.

"I WANTED TO KNOW HOW MUCH FOCUS HE WILL BE PUTTING ON ENVIRONMENT PAYMENTS VERSUS PRODUCTION."

Nottinghamshire member David Rose had Liberal Democrat David Watts on farm

"SHE WAS SINGING THE PRAISES OF THE NFU. AS DEFRA SHADOW SECRETARY SHE'S ONE OF THE BEST PEOPLE TO HAVE THE EAR OF."

Cumbrian dairy, beef and arable farmer Ian Bowness welcomed Labour's Sue Hayman

"THERE WERE SO MANY PEOPLE HERE, LOCAL PEOPLE THAT HAD A LOT OF LAND FLOODED. HE PROMISED TO PUT OUR COMPLAINTS TO GOVERNMENT."

Crop protection and flooding asks were heard when East Yorkshire's John Sowersby hosted Conservative candidate Sir Greg Knight on his arable/sheep farm

Back British farming like never before



The NFU hit the ground running with the new government in December, after a strong NFU Manifesto and meeting scores of candidates laid the groundwork to building relationships.

Responding to the election result, NFU President Minette Batters said work would begin immediately to ensure "all areas of Westminster and Whitehall understand and value the importance of British food and farming". Days later, a busy NFU reception welcomed new MPs, who were urged to recognise and safeguard Britain's high farming standards in future trade deals, and to keep the nation's £122 billion food and farming sector in mind when crucial legislation came before them.

"BRITAIN NEEDS THE NEW GOVERNMENT TO BACK OUR FARMERS LIKE NEVER BEFORE."

NFU President Minette Batters to the new government

NFU challenges TB decision

The NFU launched a judicial review in December challenging the government's eleventh-hour refusal to grant a licence for a badger cull in Derbyshire.

Then Defra Secretary of State Theresa Villiers intervened to prohibit Natural England from issuing a licence just three days before operations were due to start.

"WE BELIEVE WHAT THE SECRETARY OF STATE DID WAS UNLAWFUL."

Then NFU Vice-president Stuart Roberts

800 LETTERS SENT CALLING FOR SKY LANTERN BAN

A digital tool launched by the NFU made it easier than ever to call time on sky lantern launches.

Members of the public and farmers who visited the NFU's Countryside Online website could personalise the messages, which were sent to local councils. They set out how lanterns can cause gruesome injuries to animals, represent a fire-risk to farm buildings and become litter even before the fizz has gone flat on the season's celebrations.

2,465 EMAILS SENT TO CANDIDATES

145 CANDIDATES ATTENDED NFU-ORGANISED HUSTINGS

RPA ups game after NFU efforts

After what then NFU Vice-president Stuart Roberts said had been "years of hard work from the NFU, liaising with the RPA", 2019 ended with welcome news that 92% of English farmers had received their BPS money within two weeks of the payment window opening.

Compelling NFU pressure on agri-environment payments also saw a much-improved performance, with more than £80 million issued under a new system in which farmers received a single, total payment.



92% FARMERS PAID WITHIN TWO WEEKS

Gathering the banks

Major banking firms were assembled by the NFU at Stoneleigh HQ as we highlighted the long-term impacts of wet weather and flooding on farm. The NFU Banking Forum aimed to promote a strong relationship between farming and finance and included specialist representation from Barclays, Clydesdale Bank, HSBC, Lloyds and NatWest, who were informed that flood-hit farmers would need ongoing support. Attendees at NFU HQ scanned the outlook for agriculture and explored options to support businesses as they recovered from the rainfall.

"THIS HAS BEEN A FANTASTIC OPPORTUNITY TO BRING TOGETHER THE MAJOR BANKS AND UPDATE THEM ON THE ISSUES FARMS ARE FACING."

Then NFU Deputy President Guy Smith



Defra urged to deal with knock-on OSR impacts

How can oilseed rape survive as a commercial prospect, and what are the options for UK rotations where it is not viable? These were the questions posed to Defra when the NFU brought the government together with farmers and experts to highlight the effect that the neonicotinoid ban has had on the crop.

The first in a series of meetings put forward two policy asks: Underwrite the risk of OSR, and target support for open-flowering crops.

"ACTION IS NEEDED TO STABILISE THE OSR AREA; IT IS SUCH A VITAL CROP FOR UK FARMING. WE STAND TO LOSE SOME GREAT BENEFITS TO COUNTRIES WHERE NEONICOTINOIDS CAN STILL BE USED."

Then NFU Combinable Crops Board Chairman Tom Bradshaw

Fly-tip idea gains support

NFU member Tom Martin hit the headlines after a social media post. He urged McDonald's to print its customers' car number plates on their drive-through fast food packaging, to prevent a "constant tide" of litter in the countryside. The post was shared thousands of times and the story was picked up by the *Daily Telegraph*. It came as fly-tipping incidents reached a new high. The offence would become a key part of the NFU's rural crime work.

ENERGY EVIDENCE GATHERED

The NFU and NFU Energy began gathering evidence from farmers who had experienced delays to payments under the Renewable Heat Incentive.

NFU: A YEAR IN NUMBERS

Please
**RESPECT, PROTECT
AND ENJOY THE
COUNTRYSIDE**

TAKE YOUR LITTER HOME
LEAVE GATES AS YOU FIND THEM

CLEAN UP AFTER YOUR DOG
BAG IT AND BIN IT



FOLLOW THE PATH



NO FIRES OR BBQS

Thank you



The NFU worked closely with Defra to confirm the wording to be used on gatepost signage, to allow for temporary diversions during the Covid-19 lockdown.

**8,427 free
GATEPOST SIGNS
WERE SENT OUT TO**

1,076 members
to promote the safe use of
footpaths while on farmland.

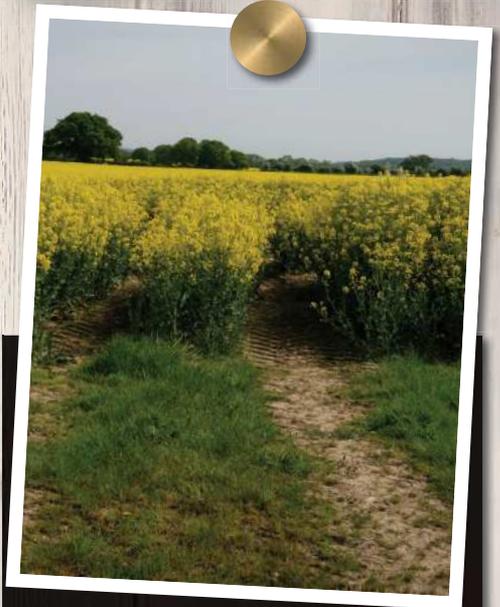
**INTENSE NFU
CAMPAIGNING RESULTED
IN THE GOVERNMENT
INCREASING ITS FARM
RECOVERY FUND POT BY**

£6million

**TAKING THE TOTAL
FUNDING AVAILABLE TO**

£10million

**TO HELP FARMERS
AFFECTED BY
TORRENTIAL RAIN IN
FEBRUARY 2020.**



**Following the wet
autumn and winter
of 2019/20, NFU
lobbying led to the
relaxation of the
three-crop rule.**

The NFU supported 11 new badger cull licence applications for 2020, covering an additional 6,000 km² in order to continue the science-backed success of culling as part of the TB toolbox.

NFU RESEARCH HAS CARRIED OUT MORE THAN 40 PROJECTS TO COLLATE EVIDENCE USED TO INFORM AND LOBBY GOVERNMENT WITH THE AIM OF SECURING THE BEST POSSIBLE OUTCOMES FOR NFU MEMBERS AND THE WIDER INDUSTRY.

USING OUR NEW EMAIL YOUR MP TOOL, WE REACHED

102 MPS



to ask them to support the mandating of E10 bioethanol, which will help to secure the future of the UK biofuel industry.

"We need the support and help of the general public to help us catch and prevent rural crime."

NFU member **Charlie Beaty** in her column on the NFU's public-facing campaigns magazine and website *Countryside*

**JANUARY
2020**



NFU sets direction for 'monumental' year

"Reset, re-energise and then get Brexit right" was the message from NFU President Minette Batters in her New Year address to members.

For the NFU, that meant working with government to ensure British farming can thrive after Brexit and capitalising on every opportunity to champion some of the best farming standards in the world.

The NFU President highlighted the need for a trade deal with the EU by the end of the year, and she called for government backing of the industry's net zero ambitions, access to a competent, reliable workforce, a home-grown horticulture revolution to boost healthy eating, a radical approach to water management, and a commission on food standards to scrutinise trade deals.

"If 2019 was big, this year will be monumental," Mrs Batters said.

"Be under no illusions, we as farmers face the greatest reset in agricultural policy since the 1940s."

"THIS IS A TIME FOR US TO BE AMBITIOUS. THIS IS A TIME FOR US TO GET IN FRONT OF MPS AND IN FRONT OF THE PUBLIC LIKE NEVER BEFORE BECAUSE WE HAVE A FANTASTIC STORY TO TELL."

Minette Batters at the Oxford Farming Conference on 4 January, 2020



NFU UNITES DIVERSE VOICES ON STANDARDS

As the clock ticked down to Brexit Day on 31 January, 2020, the NFU rallied a broad coalition of farming, environmental and public health organisations to call for legal safeguards to protect the UK's food production standards.

In total, 62 groups joined the NFU in signing a letter from President Minette Batters to Prime Minister Boris Johnson, timed to coincide with the Withdrawal Agreement Bill completing its parliamentary journey. While recognising "intense pressure" on UK negotiators, diverse voices, including the RSPB, RSPCA, Greenpeace, the CLA and the Royal Society for Public Health, urged the government to properly value UK food and farming in trade talks.

"IT IS VITAL THAT WE HAVE MORE THAN JUST VERBAL ASSURANCES TO ENSURE OUR STANDARDS ARE PROPERLY SAFEGUARDED."

- Letter to the PM

Prioritise net zero

NFU Environment Forum Chairman Phil Jarvis called upon net zero policies to "be coherent and practical and should integrate biodiversity recovery and food production" at the Real Oxford Farming Conference.

He said that agriculture is a source and sink of emissions, and that must be part of the solution to climate change.



PUBLIC BACKS BRITAIN'S FARMERS

In a matter of hours, more than 600 members of the public signed up as Back British Farming supporters, after an NFU Facebook post urged them to act to protect British farm standards in future trade deals – and to help keep chlorinated chicken and hormone-treated beef out of the UK. At the time of writing, they are among 500,000 subscribers who signed up to support British farming and receive regular campaign news to champion British food.

MORE THAN 500,000 MEMBERS OF PUBLIC RECEIVE THE NEWSLETTER

Saving money, saving lives

Social media star Hannah Jackson, also known as the Red Shepherdess, launched the NFU's new member offer of 25% off the entire range of Spada quad bike safety helmets.

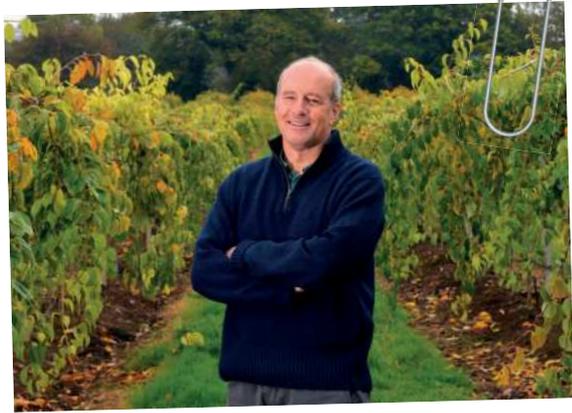
"Many quad bike fatalities in the UK have been caused by head injuries and safety helmets would have prevented most, if not all, of these deaths," said then NFU Vice-president and Farm Safety Partnership Chairman Stuart Roberts. "I just hope every farmer takes advantage of this offer."



NFU BACKS FRUIT FARM IN HIGH COURT

NFU members Withers Fruit Farm overturned a decision that would have blocked the installation of new polytunnels, thanks to support from the NFU Legal Assistance Scheme (LAS).

Withers won a High Court battle in the case after our LAS provided financial support and the NFU panel firm Thrings offered advice.



The Herefordshire business successfully saw off a judicial review led by the Campaign to Protect Rural England (CPRE). It had sought to overturn permission for 11 blocks of polytunnels – a key part of a plan to extend the growing season for British fruit. But the High Court rejected the CPRE challenge on all three grounds.

"WE ARE DELIGHTED WITH THE RESULT. IT WAS PARTICULARLY REASSURING TO SEE EVERY SINGLE POINT IN THE JUDICIAL REVIEW REJECTED BY THE JUDGE."

NFU member and LAS subscriber George Leeds (pictured)

PASSPORT PRAGMATISM



Concerns raised by the NFU made Defra and the Animal and Plant Health Agency promise a pragmatic, 'stepped approach' to new, Europe-wide traceability rules in the horticulture sector.

The NFU also pushed for important clarifications on how the rules will work for farmers and growers.



NFU pressure makes advertisers withdraw

Pressure from the UK farming unions and members led motor giant Mitsubishi to pull its branding from a Channel 4 documentary that showed activists stealing pigs and harassing livestock producers.

The NFU, NFU Cymru, NFU Scotland and the Ulster Farmers Union said the decision to commission *How to Steal Pigs and Influence People* was "astonishing", adding that Channel 4 had been contacted by "those in the farming industry who know only too well the impact that this kind of criminal behaviour has on farmers, their families and the health and welfare of their animals".

Then NFU Vice-president Stuart Roberts highlighted that Channel 4 had invested more than £1 million in an 'alternative meat start-up' just four months before they aired the documentary, in January, and another programme, *Apocalypse Cow*, the month before.



FARMING ON QUESTION TIME



The NFU made its debut appearance on BBC *Question Time* after it was chosen to represent the farming industry. On the day the UK officially left the EU, 31 January, NFU President Minette Batters used the platform to question why the government did not legislate within the Agriculture Bill to protect British food standards in future trade deals. Elsewhere, NFU Director of EU Exit Nick von Westenholz explained to Channel 4 News why farmers wanted to see food production and environment goods go hand in hand, to continue producing affordable food for the nation while also safeguarding our countryside.



THE NFU WAS FEATURED 2,333 TIMES IN THE MEDIA IN JANUARY

NFU influence clear in Ag Bill

The Agriculture Bill was reintroduced to Parliament in January, and it included changes as a direct result of campaigning from the NFU and its supporters.

Those included recognition that food production and caring for the environment go hand-in-hand, pledges on supply chain fairness, farm productivity and food security, and longer-term budget-setting.

NFU President Minette Batters said the government had "clearly listened".

But she added: "Farmers across the country will still want to see legislation underpinning government assurances that it will not allow imports of food in future trade deals produced to standards that would be illegal here."

The NFU was active at every step of the development of the landmark legislation and continued to fight for British farmers as it went through parliament.



MORE THAN 400 MEMBERS USED AN NFU ONLINE TOOL TO EMAIL THEIR MPS AND TO CALL FOR CHANGES TO THE AGRICULTURE BILL TO PUT FARMING AT ITS HEART

MORE THAN 40 MPS ATTENDED A DROP-IN SESSION AT NFU WESTMINSTER AHEAD OF THE BILL'S SECOND READING



HUNDREDS MAKE CASE ON CLOGGED MACHINERY

The NFU's transport experts were able to make the strongest of cases to the government and the fuel industry after an NFU digital survey heard from more than 500 members who had experienced problems with clogged fuel filters in farm machinery, thought to be linked to a reformulation of the renewables content in diesel.

Fighting for better broadband

The NFU delivered results from its annual broadband and mobile survey to the UK Government and the telecommunications industry, highlighting the improvements required in better connectivity.

The organisation showed that broadband and mobile connectivity must be a priority in 2020 to ensure farm businesses can reach their full potential, based on a survey featuring submissions from more than 800 NFU members.

"It is completely unacceptable that in this digital age we appear to have a two-tier system of haves and have nots," said then NFU Vice-president Stuart Roberts. "We will continue to campaign for investment in the country's digital infrastructure so that farm businesses can meet their huge potential."



36% OF FARMERS SAID THEY HAD THE BROADBAND THEY NEEDED TO RUN THEIR BUSINESSES

41% SAID THEIR MOBILE SIGNAL WAS INSUFFICIENT

**FEBRUARY
2020**





NFU Conference puts food and farming firmly on the government's agenda

NFU President Minette Batters kicked off a hugely successful NFU Conference by challenging the government to show global leadership and insist that British farm standards are the benchmark for food imports in future trade deals.

"This isn't just about chlorinated chicken," she told 1,500 farmers and industry decision-makers. "This is about a wider principle. We must not tie the hands of British farmers to the highest rung of the standards ladder while waving through imports that may not even reach the bottom.

"If the government is serious about animal welfare and environmental protection and doing more than any previous government, it must put legislation into the Agriculture Bill."



CONFERENCE IN NUMBERS

1,500
FARMERS AND
STAKEHOLDERS

650,000
MENTIONS ON TWITTER
TIMELINES

7,000
CUPS OF TEA AND COFFEE

10,000+
PEOPLE WATCHED
SESSIONS ONLINE, EITHER
LIVE OR ON CATCH-UP

£100,000+
IN SPONSORSHIP
AND EXHIBITOR FEES TO
OFFSET COSTS



NFU SUGAR SECURES DEADLINE DELAY



NFU Sugar won vital flexibility for weather-hit farmers with a week-long extension to the campaign and a reduction in slice rates at the Wissington factory.

BACK OUR POTENTIAL, NFU TELLS CHANCELLOR



The NFU urged Chancellor Rishi Sunak to deliver a Budget that allows farming to rise to the challenges of the Brexit transition, to make strides towards the industry's net zero ambitions and to "unleash its full potential". Its official submission to the Treasury set out specific measures to achieve the aims.

NEW TEAM TO RISE TO CRUCIAL CHALLENGE

There was change at the NFU's top table in February – but no let-up in the mission to make the voice of farmers heard during a crucial time. NFU President Minette Batters was joined by Deputy President Stuart Roberts, who was previously the vice-president. That role was taken up by former Crops Board Chairman Tom Bradshaw.

Speaking after the votes, Mrs Batters said the farming industry must speak with one voice.

She paid tribute to outgoing NFU Deputy President Guy Smith for his incredible service.

"I AM DETERMINED THAT THE NFU WILL DO EVERYTHING IN ITS POWER TO LEAD OUR INDUSTRY INTO A PROFITABLE, PRODUCTIVE AND THRIVING FUTURE."

NFU President Minette Batters

"I HAVE SEEN FIRST-HAND THE INCREDIBLE WORK THE NFU DOES. FROM TRADE STANDARDS TO WATER MANAGEMENT, FARMING IS FACING CHANGE AND CHALLENGES. WE MUST DEMONSTRATE THAT BRITISH AGRICULTURE CAN BE PART OF THE SOLUTION TO THESE ISSUES."

NFU Deputy President Stuart Roberts

"I LOOK FORWARD TO WORKING ALONGSIDE MINETTE AND STUART TO BUILD A THRIVING FOOD AND FARMING LANDSCAPE THAT WILL SERVE GENERATIONS TO COME."

NFU Vice-president Tom Bradshaw

Act now on crop rule, Eustice told

In a lively exchange with Defra Secretary of State George Eustice at NFU Conference, NFU President Minette Batters strongly reiterated calls for an extension of the Farming Recovery Fund to cover new areas affected by flooding, and an urgent relaxation of the 'three-crop' rule.

With thousands of acres inundated in the wake of storms Ciara and Dennis, she said she was surprised he hadn't "shredded" the requirements, and pressed for a "seismic investment" in water infrastructure and joined-up strategic thinking on water management.

Mr Eustice also faced calls for an inquiry into flooding in the countryside, and for changes to Treasury flood funding allocations, which favour built-up areas. As its regional teams helped members on the ground, the NFU had earlier rallied agricultural organisations across the UK to call for help for flooded farmers facing an "unprecedented situation".



Above: Department for Food, Environment, Food and Rural Affairs Secretary George Eustice during a press conference with NFU President Minette Batters on the second day of NFU Conference



EDUCATING POLITICIANS

NFU Education highlighted the importance of teaching agriculture and farming to school pupils. The NFU team that took farming into the classroom with the Farmvention competition and STEMterprise resources for teachers met with the Department of Education to talk future tactics.



Farmvention's winning school enjoyed a trip to Westminster

HS2 FARMERS KEPT ON TRACK

Prime Minister Boris Johnson was told loud and clear that signing off on HS2 could only be done with fast-track compensation and a full understanding of the needs of farm businesses affected by the line.

When Mr Johnson gave the green light to the landmark rail project, NFU President Minette Batters recognised the importance of transport infrastructure, but said land removed from food production should be kept to a minimum and farmers' business flexibility must be factored into the works - especially as we prepare for life outside of the EU.

"ONCE THE CONSTRUCTION OF THE LINE HAS BEEN COMPLETED, FARM BUSINESSES MUST BE LEFT IN A STRONG, VIABLE CONDITION."

Moving magazines

The February edition of Countryside - the NFU's public-facing magazine - achieved its highest ever news stand sales.

It featured a beautiful highland cow on the front cover and had a massive section promoting Britain's world-leading livestock sector.



THOUSANDS STAND UP FOR BRITISH FARMERS



The NFU drive to ensure British farmers are not undercut by food imports produced to standards that would be illegal here gained 10,000 advocates in less than a week at the end of February.

The NFU Food Standards Petition reached a five-figure tally less than seven days after it was launched at NFU Conference, but increased to 23,000, reiterating the strong support that the public have for British food and farming.

MORE THAN 10,000 MEMBERS OF PUBLIC JOINED THE CAMPAIGN IN LESS THAN SEVEN DAYS

Farming delivers on climate change

Farmers and climate experts drove home the credentials of the UK's grass-based livestock and dairy systems at an NFU seminar for industry delegates and the media.

Representatives from leading universities and across the media heard how greenhouse gasses from UK beef production are about half of the global average, with grazing land acting as an important carbon sink. They also heard how the NFU wants farming to be 'net zero' on greenhouse gas emissions by 2040 – 10 years earlier than the government's cross-industry target.

NFU NET ZERO TARGET 10 YEARS EARLIER THAN GOVERNMENT

A VIDEO OF MINETTE BATTERS' OPENING SPEECH AT NFU CONFERENCE WAS VIEWED MORE THAN 70,000 TIMES IN 24 HOURS TO BECOME ONE OF THE NFU'S MOST POPULAR FACEBOOK POSTS TO DATE.

FARMERS HEARD ON BIRD CONTROL



Hundreds of NFU members helped the organisation make the strongest of cases in a Defra consultation that saw general licences for bird control extended.

The NFU made sure farmers were heard in the long-running wrangle, sparked when the licences were withdrawn in April 2019 ahead of a legal challenge by campaigners. It said the extension to the end of July should precede a new, fit-for-purpose permanent regime.

"THE NEXT FEW MONTHS WILL SEE VULNERABLE LIVESTOCK IN FIELDS AND CROPS EMERGING. IT WAS CRUCIAL THESE LICENCES WERE EXTENDED."

Then NFU Deputy President Guy Smith

BBC POLITICS INTERVIEWED NFU PRESIDENT MINETTE BATTERS ABOUT HER SPEECH AT NFU CONFERENCE 2020, HIGHLIGHTING HER COMMENTS AROUND AVOIDING TRADE DEALS THAT WILL IMPORT FOODS ILLEGAL TO PRODUCE HERE. SHE ALSO CALLED FOR THE THREE-CROP RULE TO BE DEROGATED AS A RESULT OF EXTREME WET WEATHER ACROSS THE COUNTRY.

CBI BACKS NFU COMMISSION

Dame Carolyn Fairbairn, the Confederation of British Industry Director General, threw her weight behind the NFU's calls for a food standards commission to advise government during post-Brexit trade talks.

Speaking at NFU Conference, she said discussions with business leaders, consumers and industry experts must feed into the negotiations or the UK will "not get the right kind of deals". She added: "If you look at what characterises a good trading set-up, it's really close engagement. When the NFU talks about the need for an expert commission, the CBI absolutely supports the principle behind that."

SAWS pilot extension a 'big NFU win'

A lengthy NFU campaign secured a "very big, very important NFU win" for growers when Defra announced pilot arrangements for seasonal workers in the fruit and veg sectors would be extended from 2,500 to 10,000 places.

However, the fight to secure the workforce needed for British fruit and veg produce continued when there was no movement on the pilot becoming a fully-functioning scheme when EU transition arrangements end.

"We know this sector needs around 70,000 seasonal workers each year," said NFU board chairman Ali Capper. "British horticulture is a real success story; it delivers almost 20% of agricultural value from less than 2% of the UK farmed area. It is essential we maintain access to our workforce."

PILOT SCHEME INCREASED TO 10,000 WORKERS



MARCH 2020

A 'WIN-WIN' ON THE FORECOURTS

E10 fuel could be introduced as early as 2021 after the government launched a consultation in March.

The NFU had long backed a doubling of the amount of biofuel in the standard grade of petrol, which would be a huge win for farming, the environment and the bioethanol industry, and could help agriculture reach net zero by 2040.

A determined lobbying effort across government departments was ramped up and MPs heard from hundreds of members who used the NFU's 'email your MP' tool.

E10 will provide a key domestic market for surplus feed wheat, cut the reliance on grain exports to the EU – and displace a significant proportion of soya imports for animal feed through the protein by-products of the manufacturing process.

"E10 IS A WIN-WIN FOR THE GOVERNMENT, FARMERS AND THE PUBLIC."

NFU Vice-President Tom Bradshaw



NFU campaigning reflected in water strategy

The NFU noted an "important step" and highlighted the need for the Environment Agency to work with farmers when the government published a landmark water strategy to 2050.

The National Framework for Water Resources blueprint reflected many elements of NFU campaigning, including recognition of the need for large-scale infrastructure investment, a push towards water storage and redistribution, and specific reference to agricultural needs.

The strategy aims to halve leaks and to improve water efficiency across all business sectors. It says it must become easier to move water around the country and to develop new supplies through reservoirs and reuse schemes. Without action, the EA estimates that the nation could need an extra 3.4 billion litres each day by 2050 due to population growth and climate change.

"WITH THE COUNTRY EXPERIENCING MORE FREQUENT AND EXTREME WEATHER EVENTS, IT'S VITAL WE HAVE A WELL THOUGHT-OUT, PRACTICAL AND EFFECTIVE FRAMEWORK TO MANAGE THIS VITAL RESOURCE."

NFU Deputy President Stuart Roberts



Biggest ever bird count

More than 1,500 farmers across Britain spotted through the storms to make the 2020 Big Farmland Bird Count (BFBC) a record-breaker.

The superb turnout returned dividends when the results of the Game & Wildlife Conservation Trust (GWCT) exercise, sponsored by the NFU, showed more than 120 species were seen across 1.4 million acres.

MORE THAN 67,000 RED-LISTED FIELDFARES, STARLINGS, LINNETS AND LAPWINGS WERE SEEN



#LockdownLearning tops the class

With millions of parents home-schooling children during the coronavirus lockdown, the NFU made food and farming a fun part of those lessons.

Alongside EatFarmNow, the NFU launched #LockdownLearning – a set of online resources and videos using British farming and growing to teach core science and technology subjects. Countryfile's Adam Henson, TV presenters Jimmy Doherty and James Wong, comedian Charlie Baker and Farming Today journalist Anna Jones all joined in the (educational) fun.

PUSHING TOWARDS BETTER TENANCIES

Defra picked up on several elements of the NFU's work for tenant farmers when it unveiled plans for a major modernisation of the sector.

It plans to use powers under the Agriculture Bill to give farmers more flexibility on how they run their businesses and when they retire, and to slash red tape and boost productivity. The department promised an Agricultural Holdings Act "fit for the 21st century".

Many proposals echoed campaigning by the Tenancy Reform Industry Group, which includes strong NFU representation. NFU Tenants' Forum Chairman Chris Cardell (pictured above) vowed to keep up the pressure.

The voice of farming during Covid-19

March saw the life-changing impacts of coronavirus take effect and the government turned to the NFU as the voice of farming.

It became the link between Whitehall and the UK's primary food producers, briefing Number 10 and offering rapid-response advice on hundreds of subjects as farm businesses faced daunting challenges.

Thousands of members worked on in difficult circumstances to keep the shelves stocked, and the NFU's expert staff rose to the challenge, despite coronavirus restrictions, to ensure the voice of farming never faltered.



"I AM EXTREMELY PROUD OF OUR FARMERS AND GROWERS."

NFU President Minette Batters

STATS

300 MEMBERS HELPED BY NFU CALLFIRST EACH DAY

601 DOWNLOADED THE NFU APP IN MARCH, WHICH NOTIFIED USERS OF CRUCIAL NEW INFORMATION

36,000 VISITED ONLINE CONTENT FOR THE NFU'S 'ESSENTIAL JOURNEY CERTIFICATE'

5,858 APPEARANCES BY THE NFU IN THE MEDIA IN MARCH

HUNDREDS OF STAFF SWITCHED FROM OFFICE TO HOME WORKING

Pressure pays for flood-hit farmers



Intense NFU campaigning won through in March with news the government would relax the 'three-crop rule' under BPS and extend the Farming Recovery Fund to cover new areas, making £6 million available for farm businesses hit by storms Ciara and Dennis.

With hundreds of acres inundated for weeks, NFU President Minette Batters said the suspension of the crop diversification rule for 2020 would "make a huge difference to thousands of farmers in England". NFU Deputy President Stuart Roberts said the recovery fund money would come as a "huge relief" to many in the worst-hit areas.

All tools retained in TB eradication battle

The government strategy to eradicate bovine TB will see a ground-breaking cattle vaccine trial, more badgers vaccinated against the disease and improved testing. Importantly, Professor Sir Charles Godfray's review of policy also reported that badger culling had led to "significant reductions" in bTB and would remain part of the mix.

"THE NFU HAS ALWAYS BEEN CLEAR THAT WE MUST USE EVERY AVAILABLE OPTION - CATTLE TESTING, MOVEMENT CONTROLS, BIOSECURITY, VACCINATION IF AVAILABLE AND WHERE APPROPRIATE, AND CONTROL OF THE DISEASE IN WILDLIFE IN AREAS WHERE IT IS ENDEMIC."

NFU Deputy President Stuart Roberts



RELIEF FOR FARMERS ON FUEL

Persuasive work by the NFU was directly referenced by Chancellor Rishi Sunak at the despatch box when he retained the 80% agriculture tax relief on red diesel in 2020's Budget.

The concession appeared under threat as part of measures to help the government meet environmental targets. But Mr Sunak said he had listened hard to the concerns of the farming sector, name-checking the NFU.

The Budget also saw an increase in the annual rate of the structures and buildings allowance from 2% to 3% per annum – an issue raised in the NFU's Treasury submission. And it featured money for rural broadband, a £5.2 billion cash injection into flood defences and repairs, and £2 million to support innovative approaches to tackling fly-tipping – all raised by the NFU.

Aphid action

NFU SUGAR AND BRITISH SUGAR ACTED TO HELP BEET GROWERS FACING A HIGH THREAT OF VIRUS YELLOWS, WINNING EMERGENCY APPROVAL FOR THE USE OF BISCAYA IN MARCH.

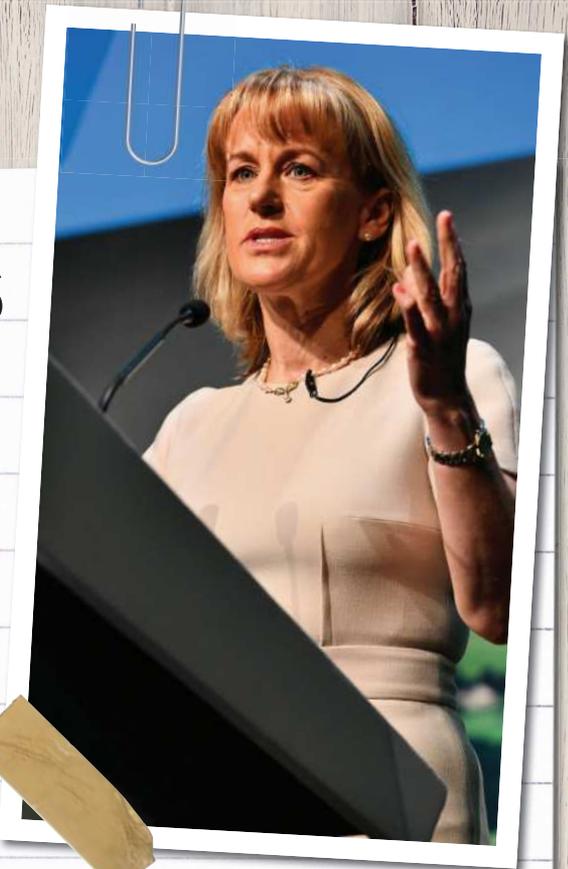


APRIL 2020

President pushes for more British on the menu

Post-coronavirus food must have a more British flavour, NFU President Minette Batters told an inquiry from the influential EFRA Select Committee.

She urged MPs to push for 100% British sourcing across the public sector, and to encourage retailers to continue promotions on home-grown produce, with the addition of clear branding of British products on online shopping platforms.



"GOVERNMENT BACKING BRITISH IS ESSENTIAL TO THE RECOVERY."

NFU President Minette Batters

Covid-19: Keeping farming top of the agenda

Throughout the pandemic, the NFU took part in daily coronavirus impact meetings with the highest levels of government – often representing the whole farming industry. These meetings included:

- Food Industry Resilience Forum
- CBI Trade Association Group
- Food & Drink Sector Council
- 10 Downing Street
- Labour Shadow Cabinet
- Efra Select Committee
- Treasury Committee
- Minister for Business and Industry Nadhim Zahawi
- Hundreds of MPs across all regions in a series of briefings
- 30 peers from House of Lords
- 24 MPs to highlight impacts on the ornamentals sector
- Defra Secretary George Eustice
- Farming Minister Victoria Prentis
- UK Farming Roundtable

and many more...

THOUSANDS TELL MPS TO BACK BRITISH DAIRY



Passion for the British dairy industry inspired more than 2,400 people to use an NFUonline tool to write to their MPs and urge action.

The email could be personalised if required and called for specific measures to help ease the impacts on British farming families.

Messages from NFU members and the public went to more than 400 MPs.

2,400 PEOPLE WROTE TO MPS



Garden centres re-open

Following weeks of NFU lobbying, it was announced garden centres would be among the first businesses to reopen as lockdown restrictions were lifted.

NFU President Minette Batters said:

"On behalf of its members, the NFU has raised this issue with MPs across parliament, stressing the need for garden centres to be allowed to reopen as soon as it was safe to do so. We are pleased the government has concluded now is the right time."



Farms protected from lockdown lanterns

A manufacturer's plan for the public to release sky lanterns every Sunday to support the NHS came with serious risks to the countryside.

And thousands agreed with the NFU in recognising the potential for fires and gruesome injuries to livestock and wildlife. More than 4,750 members of the public used an NFUonline tool to email their councils and call for a ban on releases. Farmers' concerns were echoed by the National Fire Chiefs' Council.

"WE ARE IN CONTACT WITH THE COMPANY ABOUT THIS WELL-INTENTIONED BUT CONCERNING INITIATIVE."

NFU Deputy President Stuart Roberts



Standards in focus as US talks begin



NFU Director of EU Exit and International Trade Nick von Westenholz said the government had set out "clear parameters" on protecting British food standards that must hold during one of the first big tests of the UK's post-Brexit global ambitions. Trade talks began with the USA via video conference between UK Trade Secretary Liz Truss and US representative Robert Lighthizer, with more than 100 negotiators from each country dialling in.

NFU TEACHING RESOURCES GO VIRAL

JIMMY DOHERTY'S #LOCKDOWNLEARNING VIDEO ON THE NFUONLINE FACEBOOK PAGE REACHED MORE THAN 200,000 PEOPLE IN APRIL.



NFU Student & Young Farmer Ambassador Programme

The NFU kicked off recruitment for its successful Student & Young Farmer Ambassador Programme for the second year, looking for young people from across England and Wales to make a mark on British farming in 2020.

10 Ambassadors represented the NFU in 2019-20

"I AM THRILLED AT THE SUCCESS OF OUR STUDENT & YOUNG FARMER AMBASSADOR PROGRAMME IN 2019 AND HAVE BEEN INCREDIBLY PROUD TO SEE OUR AMBASSADORS REPRESENTING THE NEXT GENERATION, WHO ARE GOING TO BE CRUCIAL IN CHAMPIONING FARMING IN THE YEARS TO COME."

NFU President Minette Batters



Member offer for Cereals

NFU members who planned to attend the Cereals Live online event would be eligible for a free ticket to next year's more conventional show, it was announced in April.

The arable sector's biggest get-together of the year ran on 10-11 June, but due to coronavirus, the virtual format for 2020 was web-streamed, complete with a strong NFU presence.

Bridging payments secured

The NFU said the decision to release bridging payments for overdue agri-environment scheme money would bring "much-needed relief", covering 75% of sums owed to farmers in outstanding 2019 Environmental Stewardship and Countryside Stewardship claims.

It had urged action for weeks and the move came at a critical time in the farming year.

Scheme participants had been funding 2020 environmental work without having been paid for 2019, the NFU noted.

BPS session a big hit

More than 250 members tuned in to the NFU's first-ever webinar on BPS applications.

It proved so popular that the session delivered by NFU BPS experts Richard Wordsworth and Anna Logan was made available to watch again, with a summary of 100-plus questions.

MORE THAN 250 MEMBERS TUNED IN

A man with glasses and a white t-shirt with the 'british' logo stands in a greenhouse. He is holding two bunches of cherry tomatoes. The greenhouse is filled with rows of tomato plants, many of which have clusters of ripe red tomatoes. The background shows the structure of the greenhouse and more plants.

MAY 2020

"NFU ENERGY CONSISTENTLY HELPS OUR BUSINESS TO BECOME MORE EFFECTIVE AND SUSTAINABLE THAN EVER BEFORE. ITS ENERGY CONSULTANCY HAS BEEN INVALUABLE, ALLOWING US TO REVIEW WHAT WE DO AND RUN AS EFFICIENTLY AS POSSIBLE."

Roly Holt, horticulture, Vale of Evesham

NFU ENERGY

EACH YEAR NFU ENERGY HELPS NFU MEMBERS SAVE MORE THAN £1 MILLION ON THEIR BILLS AND SELLS IN EXCESS OF £30 MILLION-WORTH OF ELECTRICITY BACK TO THE GRID

A million reasons to back UK food standards

The UK Government was given a million reasons to safeguard British food standards in future trade deals following an enormous response to the NFU's food standards petition.

As the Trade Bill began its progress through Parliament, and after a key amendment on food imports was defeated at the third reading of the Agriculture Bill, farmers and members of the public stood up for British standards and made it clear to the government that lower standards of food would not be tolerated.

The NFU's petition urged government to "put into law rules that prevent food being imported to the UK produced in ways that are illegal here".

The nation's favourite chef Jamie Oliver, the Mail newspaper group, *The Guardian*, Jimmy Doherty and Sir Nicholas Soames, (former MP and grandson of Winston Churchill) urged people to sign.

Additionally, more than 74,000 people used an NFU tool to send a message to their MP – and 460,000 became NFU Back British Farming supporters, receiving ongoing campaign messages.

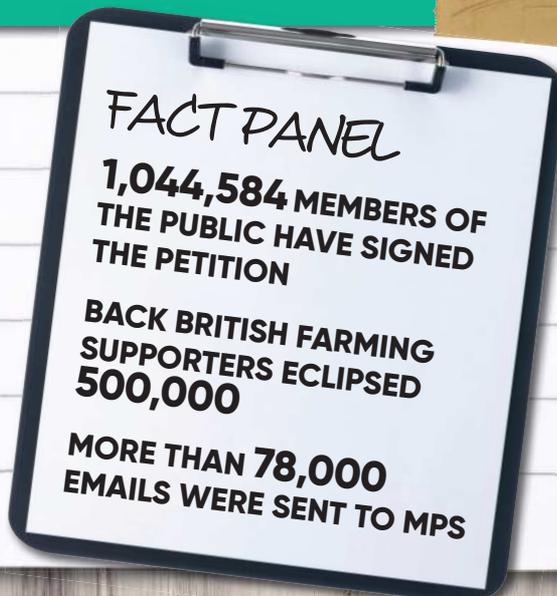


"IT'S BEEN REALLY POWERFUL AND WE PLAN ON KEEPING THIS MOMENTUM GOING. WE ARE TALKING RIGHT ACROSS NGOS, FARMING ORGANISATIONS AND WITH CONSUMERS TO MAKE THIS CASE. WE ARE PULLING ON EVERY LEVER ON BEHALF OF FARMERS."

NFU President Minette Batters

"THE UK IS BLESSED WITH SOME OF THE BEST FOOD PRODUCERS IN THE WORLD. IF YOU THINK ABOUT WHAT THEY'VE DONE IN THE PAST FEW MONTHS TO FEED US, IT'S INCREDIBLE. IF YOU BELIEVE THAT ANY FUTURE IMPORTS IN FOOD MUST BE TO THE SAME STANDARDS AS BRITAIN – THAT MEANS, NOT IMPORTING ILLEGAL FOOD – GO TO THE NATIONAL FARMERS' UNION PETITION."

Jamie Oliver



PRIME-TIME ADS AND ROYAL BACKING FOR PICK FOR BRITAIN

The pace picked up on the hard-won Pick for Britain drive by the NFU to help growers tap into millions of resident workers displaced by the Covid-19 crisis.

ITV and Waitrose (see below) produced a stylish television advert urging the public to get behind the scheme – and there was the royal seal of approval from HRH Prince Charles. As part of a major publicity drive, he released a video message, saying it would be “hard graft”, but that signing up was “of the utmost importance” to the national effort to beat the coronavirus pandemic. He called for “pickers who are stickers”.

Pick for Britain officially launched in May following weeks of work by the NFU.



TRAFFIC TO NFU ONLINE DOUBLED DURING THE FINAL WEEK IN MAY AS GROWERS AND MEMBERS OF THE PUBLIC FLOCKED TO THE SITE'S PICK FOR BRITAIN PAGES

Farmers 'finally rewarded' in £43m pay-out

The RPA paid out more than £43 million of outstanding 2019 agri-environment scheme money, after determined NFU campaigning. More than 3,800 Environmental Stewardship and Countryside Stewardship bridging payments were made, covering 75% of the sums owed.

The agency pledged to complete the work after the NFU ramped up its campaign on behalf of farm businesses hit by appalling weather and then Covid-19.

Media matters

NFU Vice-president Tom Bradshaw (right) and NFU Horticulture Chairman Ali Capper were interviewed by Sky News, BBC News and ITV News. They set out how farmers were using the Pick for Britain scheme to recruit fruit and vegetable sector staff from the UK this year. They stressed the hard work involved but were impressed with the huge interest from the public.



NFU STANDS UP FOR UK FARMERS IN NEONICS CASE

The NFU told the EU's highest court that the European Commission's 2013 neonicotinoid restrictions are not lawful, and that they have had a significant impact on farmers' livelihoods. Our legal team was in action in June as part of an appeal by crop protection giant Bayer and said the decision had “far reaching consequences” for future crop protection regulation. Bayer argued the restrictions came about following a flawed process.

Opening up the beet seed market



British Sugar, NFU Sugar and the British Beet Research Organisation (BBRO) announced that they would collaborate on a major new field trials programme.

The three-year project will provide growers with impartial information across the commercially-available seed technologies and assess their performance in UK conditions for the first time. “The Seed Working Group has an ambition to provide every UK grower, in the short and long term, with the best processed seed for their conditions,” said NFU Sugar Board Technical Seed Lead Mark Fletcher.

Backing the science to speed climate-friendly farming

Changes to the Agriculture Bill on gene editing could help to put UK farming at the "forefront of sustainable, climate-friendly farming," the NFU said.

It backed proposals from MPs and Lords for an amendment that would allow the UK to break with EU rules blocking access to precision breeding tools. It would enable the UK to make a distinction between adding DNA from outside sources and editing existing genes using targeted, 'molecular scissors' techniques.

Allowing the latter could speed disease or climate-resistant plants and animals, increase the UK's farm productivity, and boost food security and sustainability – putting Britain on a level footing with rivals in countries including the USA, Argentina, Brazil, Australia and Japan.

The amendment from the All-Party Parliamentary Group (APPG) on Science and Technology in Agriculture was also supported by NIAB, a dozen UK agricultural research organisations and the British Society of Plant Breeders.



Making Covid-19 support fit for farming

The NFU was in direct contact with the Treasury to win important changes to the government's Covid-19 support for businesses. It helped to ensure furloughed workers could take on work for different employers, allowing them to Pick for Britain, and lent its weight to successful efforts to streamline the application processes for the Coronavirus Business Interruption Loan Scheme and the Bounce Back Loan Scheme.

The NFU also called on the government to increase loan repayments times from six to 10 years – and won important clarifications on support for self-employed workers.

Safer shearing

The NFU worked with the National Association of Agricultural Contractors to issue guidance helping sheep shearers to stay safe and to meet Covid-19 social distancing requirements while they worked.



SUPPORTING THOSE WHO SUPPORT US

The NFU's *Countryside* magazine joined 'Project Wingman' to help hospital staff with their own health and welfare during the pandemic. The magazine was added to hospital wellbeing hubs for staff to take and enjoy at home.

A member of the team at King's College Hospital in London described it as "perfect timing and a much-needed break from work".

Countryside editor Martin Stanhope said: "The NHS and its care for our friends and relatives makes it a treasured institution, and we're happy – in a small way – to be able to thank the doctors, nurses and support staff, who have worked so hard this year."



Working for potato growers

A substantial Covid-19 impact assessment went into government after the closure of out-of-home outlets caused one of the biggest shake-ups in the potatoes sector in memory.

With some growers left with tens of thousands of tonnes of produce in store and with limited markets, the NFU pressed for specific financial support. It also supported efforts by the National Federation of Fish Friers to safely reopen chip shops, with an estimated 60% of outlets reopening in May. And it liaised with the AHDB on a portal to connect growers with excess stock to buyers, and with Defra to make the case for growers struggling to clean still-full stores of CIPC residues, ahead of new maximum limits for 2020.



WITH 189,000 TONNES OF CHIPPING POTATOES IN STORE, THE NFU WORKED ACROSS THE INDUSTRY

'Small abattoirs are important'

Small abattoirs boost competition, allow the public to access 'local' food and provide crucial jobs in rural economies, the NFU told an enquiry by the All-Party Parliamentary Group (APPG) for Animal Welfare. The APPG was investigating a decline in the sector of 34% between 2001 and 2017. Its report set out several measures to help safeguard small abattoirs.



**JUNE
2020**



"THE NFU'S WORK ON FOOD STANDARDS IS VITAL TO HELP ENSURE WE DO NOT GET IMPORTS PRODUCED IN WAYS THAT WOULD BE ILLEGAL HERE. DECISIONS ARE BEING MADE THAT WILL AFFECT MY SECTOR FOR DECADES TO COME."

Alicia Parker, poultry, Herefordshire, pictured with her father Nigel

STANDARDS

NFU lands trade commission

After 18 months of hard campaigning, and the NFU's food standards petition securing more than one million signatures, Trade Secretary Liz Truss pledged to create a Trade and Agriculture Commission in a "hugely important" win for the NFU. It will help to ensure British food standards are safeguarded in post-Brexit deals around the world.

Ms Truss said the new commission would report on "policies UK government should adopt to ensure that UK farmers do not face unfair competition and that their high welfare and production standards are not undermined".

NFU President Minette Batters praised a superb effort across the NFU and its membership. But she added that the commission's terms of reference and powers would be vital to ensuring it was heard by parliament.



And she said there would be no let-up in the bid to secure legal safeguards.

"LET ME BE VERY CLEAR: THIS IS ONE VERY SIGNIFICANT STEP IN THE RIGHT DIRECTION BUT THERE IS STILL MUCH WORK TO DO."

NFU President Minette Batters

BIRD CONTROL EXTENDED

Feedback from hundreds of NFU members helped convince Defra to extend six temporary licences for the control of wild birds for a second time in June.

It meant that farmers could continue to protect livestock and crops from carrion crows and wood pigeons until the end of 2021, after a legal challenge forced the withdrawal of the original licences in 2019. Time-limited replacements were introduced – but had been due to expire at the start of August. Defra is working on a more permanent solution, due in 2021.

"THE NEW REGIME NEEDS TO BE FIT-FOR-PURPOSE, MORE TRANSPARENT AND ACCESSIBLE FOR FARMERS."

NFU Deputy President Stuart Roberts

'ONCE-IN-A-LIFETIME' CONSULTATION

Significant efforts by the NFU have shone a light on imbalances of power in the dairy supply chain in recent years. Defra responded with a consultation on contracts that could herald real change. Two years after the Grocery Code Adjudicator found that there was an uneven distribution of power and risk in the sector, and after the Covid-19 lockdown highlighted problems, NFU Dairy Board Chairman Michael Oakes rallied the industry and said: "Dairy farmers want to place themselves in a more sustainable position for the long term – contracts are at the heart of this."

Organic growth

The new NFU Organic Forum chairman was elected, and Andrew Burgess highlighted how the sector will be key in the future of agriculture. He said: "As we move towards net zero and payment for public goods, organics has a lot of knowledge and developments to share."



MAKING THE CASE FOR GROWERS

The NFU continued to help the horticulture sector to evidence the losses experienced during the coronavirus, which resulted in two industry reports for the government.

The virus meant ornamental growers lost, on average, nearly 60% of sales due to stock that had to be destroyed, with cut flowers (86%) and bedding plant (67%) businesses suffering even heavier losses. Meanwhile, labour costs had increased by up to 15%. The information is crucial evidence to use in engaging government.

"THESE STARTLING FIGURES DEMONSTRATE THE CHALLENGES GROWERS HAVE FACED DURING THE COVID-19 CRISIS, AT A TIME WHEN HOME-GROWN FRUIT AND VEG HAS NEVER BEEN MORE IMPORTANT TO THE PUBLIC."

NFU Horticulture and Potatoes Board Chairman Ali Capper

Fighting for farm staff

More than 650 NFU members helped shape its response to a quickfire consultation on the list from the Migration Advisory Committee, which told the government that crucial farm jobs must be recognised on the Shortage Occupation List (SOL) ahead of a new immigration regime due in 2021.

The design of the new points-based immigration system means the SOL could provide the only route for farmers to recruit overseas staff when EU free movement ends next year. But the list does not currently include any agricultural or horticultural occupations, many of which would not meet other criteria for the points-based approach, such as the £25,600 earnings threshold or academic qualifications requirements.

650 MEMBERS' VIEWS HEARD BY THE MAC



"BECAUSE OF THE OVERWHELMING RESPONSE FROM MEMBERS WE HAVE BEEN ABLE TO SUBMIT AN EXTENSIVE, EVIDENCE-BASED REPORT, WHICH SHOWCASES THE VALUE OF OVERSEAS WORKERS. IT IS ESSENTIAL THESE ROLES ARE RECOGNISED AS BEING IN SHORTAGE."

NFU Vice-president Tom Bradshaw

SECTOR SHOWCASED



A suite of shareable NFU infographics showcased the British poultry industry on social media, highlighting the many ways the sector contributes to the nation and the standards it adheres to. "These splendid statistics are great ambassadors for us, demonstrating what poultry meat and eggs businesses deliver for the economy, for employment

and for the health of the nation," said NFU Poultry Board Chairman Thomas Wornham.



THE RIGHT TRACK TO NET ZERO

Designed to inspire and inform, in June the NFU launched a new online booklet showcasing farmers' net zero work.

The collection of case studies, drawn from the NFU's membership, highlights the contribution each farm is making towards the NFU goal of a net zero industry by 2040, some ten years ahead of government targets for all sectors.

It shows how they are improving productive efficiency, storing carbon in soils and on-farm vegetation and boosting renewable energy and the bio-economy to avoid emissions from fossil fuels.

"BRITISH FARMERS WANT TO LEAD THE WAY IN CLIMATE-FRIENDLY FOOD. AS WE CONSIDER THE RECOVERY STAGES OF CORONAVIRUS, THIS IS THE TIME TO TURBO CHARGE A TRANSFORMATION IN POLICY."

NFU Deputy President Stuart Roberts

MOS SUPPORTS THE NFU'S STANDARDS CAMPAIGN

The *Mail on Sunday* featured a run of substantial articles focused on food standards ahead of international trade agreements, in addition to its Save Our Family Farms campaign and Jamie Oliver's open letter asking the Prime Minister not to allow imports that would undermine British farmers. NFU President Minette Batters was quoted across coverage asking that any future trade policy ensures that any agri-food imports meet our own food production standards, which all helped top the one-million signatures mark in the NFU's food standards petition.



SPECIES REINTRODUCTIONS 'HIGH-RISK, HIGH-COST'

Plans to reintroduce certain species to the British countryside are high-risk, high-cost, and money in many cases would be better spent on existing wildlife, the NFU told a Defra probe.

Strong member feedback helped shape a powerful submission on a government document that will set out good practice for future reintroduction and relocation projects.

The NFU highlighted potential risks to farmed animals and crops. It called for consultation beyond the immediate release sites and a requirement for Natural England, rather than the project team, to consult on more controversial plans, such as the reintroduction of lynx in Northumberland or sea eagles on the Isle of Wight.

MEMBER FEEDBACK: "LEGISLATION TO COVER COMPENSATION AND CONTROL MUST BE IN PLACE."

NFU Deputy President Stuart Roberts was interviewed by Sky News and highlighted why getting the right trade deals will be paramount in helping the industry achieve net zero emissions by 2040.

MEDIA COVERAGE ON CLIMATE CHANGE FEATURING THE NFU REACHED A COMBINED AUDIENCE OF AROUND 35 MILLION PEOPLE IN JUNE.

NFU Sugar targets tariffs



NFU Sugar vowed to target changes to the government's UK Global Tariff, after the list of rates that will apply to imports from 2021 gave an extra 260,000 tonnes of duty-free access to the UK market, outside of preferential agreements.

"It means growers would have to compete with more sugar entering the UK market grown in ways that would be illegal here," said NFU Sugar Board Chairman Michael Sly.

"We've expressed to government our deep concerns about the impact this would have on domestic sugar beet growers – this is an on-going priority."



NFU AND WRAP TARGET WASTE

Work with the Waste and Resources Action Programme resulted in more than 35 of the meat industry's biggest players vowing to halve waste in the supply chain, improve productivity and cut emissions after the NFU helped design *Meat in a Net Zero World*.

"THIS COLLABORATION WILL GO A LONG WAY TO SUPPORTING THE NFU'S VISION OF NET ZERO AGRICULTURE BY 2040 AND BRITISH LIVESTOCK FARMERS ARE READY."

NFU Livestock Board Chairman Richard Findlay



Farm deaths lowest on record

Farm Safety Partnership chairman and NFU Deputy President Stuart Roberts heralded the "important progress" being made in health and safety on farm, but urged the agriculture industry to do more, as the sector recorded its fewest workplace deaths on record in 2019. According to statistics from the Health and Safety Executive released in June, a toll of 20 deaths was 12

fewer than in 2018 and seven below the five-year average.

The NFU has made reducing deaths in the industry a priority and, through its work with the FSP, aims to halve such tragedies by the summer of 2023. Hundreds of farmers have attended NFU safety events across the country and many regions continued the push during the lockdown, using digital streaming to highlight risks going into harvest.

"WE NEED TO SEE LONGER, SUSTAINED IMPROVEMENT BEFORE WE CAN SAY THAT FARM SAFETY HAS FUNDAMENTALLY CHANGED."

NFU Deputy President Stuart Roberts

FARM DEATHS DOWN BY MORE THAN

1/3 THAN 2019



**JULY
2020**

**UK FARMERS LIKE
AMBER PARTNER HAVE
CONTRIBUTED TO
PLANTING WILDFLOWER
HABITAT THE SIZE OF
10,000
FOOTBALL PITCHES TO
PROVIDE HOMES AND
FOOD FOR BEES**

JOIN THE CLIMATE CHANGE CHALLENGE

The NFU and Championing the Farmed Environment (CFE) partnered with The National Federation of Young Farmers' Clubs (NFYFC) for a new competition that challenged young farmers to take a leading role in mitigating climate change by suggesting actions that could help achieve net zero by 2040.

"Our young farmers are going to be crucial in helping to steer the industry and the country towards a net zero future," said NFU Deputy President Stuart Roberts.

"More than ever we need new ideas and we need to create an environment for everyone's voice to be heard."

**WILDFLOWER MEADOWS, WIND
TURBINES, SOLAR PANELS, NEW
TECHNOLOGY, UPDATED
FARMING SYSTEMS**

**Just some ideas suggested by the
Climate Change Challenge entries**



NFU joins Trade and Agriculture Commission

After years of campaigning, and securing more than one million signatures from the general public to support Britain's food and farming standards, the UK Government invited the NFU to be a member of the Trade and Agriculture Commission. The platform was set up by Trade Secretary Liz Truss, who said: "We are putting British farming first and giving our producers the best opportunity to export their world class food abroad and to grow their businesses. Our high food and animal welfare standards won't be compromised."

NFU President Minette Batters said: "The Trade and Agriculture Commission is a hugely important development in our campaign to ensure UK farming's high standards of animal welfare and environmental protection are not undermined in future deals. However, it is part of a broader challenge our farmers face in ensuring the UK's trade policy delivers a prosperous and sustainable future."

The NFU and NFU Cymru are joined on the advisory panel by the National

Farmers' Union of Scotland, the Ulster Farmers' Union, the Farmers' Union of Wales, the British Retail Consortium, UK Hospitality, and the Food and Drink Federation. The commission is chaired by food safety expert Tim Smith, who previously held top posts in the Food Standards Agency and Tesco.

"I REMAIN AMBITIOUS AND OPTIMISTIC ABOUT THE FUTURE OF FARMING IN OUR COUNTRY. WE PRODUCE TO SOME OF THE HIGHEST STANDARDS IN THE WORLD, OUR UNIQUE SELLING POINT AS WE OPEN UP MARKETS OVERSEAS."

NFU President Minette Batters



Feeding into the Food strategy

The NFU fed into the first part of a new National Food Strategy, after it asked members to respond to a call for evidence last October.

The strategy is an independent review that will inform government for the next 75 years, and NFU President Minette Batters is part of its advisory panel.

Part one calls for the adoption of a statutory duty that would allow parliament to scrutinise new trade deals. The report also includes three recommendations to improve the diets of children.

"WE WELCOME THE RECOMMENDATION THAT FUTURE TRADE DEALS ARE SUBJECTED TO PARLIAMENTARY SCRUTINY. WE LOOK FORWARD TO WORKING WITH THE NATIONAL FOOD STRATEGY TEAM FURTHER AHEAD OF PART TWO BEING PUBLISHED NEXT YEAR."

NFU President Minette Batters



NEXT GEN STEPS UP

New Next Generation Forum Chairman David Ractliffe believes his generation is up for the challenge of leading the industry through challenges and changes. He will serve a two-year term and said the industry was on the brink of "immense change".

He added: "Whether it's the Agriculture or Trade Bills, which are currently working their way through parliament, the more immediate impacts of Covid-19, or longer-term climate change issues, UK agriculture is likely to look very different in even a few years' time."

"I WANT THE FORUM TO EMPOWER THEM AND HELP THEM GAIN THE SKILLS AND CONFIDENCE NEEDED, NOT ONLY TO ONE DAY TAKE THE REINS OF A FARM BUSINESS, BUT TO PLAY A LEADING ROLE IN SHAPING THE FUTURE OF FARMING IN BRITAIN."

Next Generation Forum Chairman David Ractliffe



WELCOME NEWS ON BOVINE TB

Field trials for bovine TB vaccination in cattle will begin in England and Wales in 2021, a move that the NFU welcomed.

It follows what Defra says is a "major step forwards" by government scientists in the development of a means to differentiate between vaccinated and infected animals – a DIVA test.

The green light from the Veterinary Medicines Directorate begins a process that could see the existing CattleBCG vaccine deployed by 2025.

NFU President Minette Batters said: "We eagerly await the outcome of the trials to further understand the potential role of cattle vaccination as part of a complete bTB eradication strategy. The NFU continues to support a comprehensive strategy and we must use every available option."



NFU calls for better hort policy

The NFU vowed to work to ensure the £24 billion ornamentals sector gets the recognition it deserves in future policy-making, after Defra ruled out compensation for plants and flowers that were wasted during Covid-19 market closures.

The NFU drove home the need for fit-for-purpose legislation on immigration, education and skills, border control and future trade, and urged government to engage with the industry.

It asked for fiscal policies that cut VAT on British plants and flowers, planning rules that support site development, and supply chains that better spread risks.

And it highlighted the importance of growers to the government's 'green recovery' plans, and the need for improved access to future agri-environment schemes.

The calls came after Defra minister Lord Gardiner said that offering compensation would not deliver 'value for money for the public'.

The UK industry had made a compelling case and a survey coordinated by the NFU, the Horticultural Trades Association and

AHDB showed average sales losses due to the disposal of ornamentals stock during lockdown were around 60%.

NFU Horticulture Board Chairman Ali Capper said: "It is very disappointing that the government has decided the sector needs no further support other than loans that will leave businesses in debt for many years to come.

"And that it feels that support for an industry worth £24.2bn, employing 568,700 people, and contributing £5.4bn in tax revenue, does not deliver value for the public.

"At the same time, our key competitors are being given a package that not only helps them survive but gives them the confidence to invest for the future."

"THE NFU WILL WORK TO ENSURE THIS DECISION DOES NOT UNDERMINE THE VIABILITY OF THE SECTOR AND THAT THE INDUSTRY IS RECOGNISED AND SUPPORTED BY FUTURE POLICY."

Sector board chairman Ali Capper

SHOPPERS URGED TO LOVE LAMB



The NFU pitched in when the UK's three meat levy boards launched a joint campaign to promote British lamb, as the country emerged from the Covid-19 lockdown.

The AHDB, Quality Meat Scotland and Hybu Cig Cymru aimed to reach 75% of those aged 15 to 64 in Britain through on-demand video, radio, digital and social media advertising and local news partnerships. Celebrity chef and presenter John Torode fronted the drive, which encouraged shoppers to 'make it' with lamb.

The NFU made sure its 500,000 Back British Farming supporters heard the call.



MEMBERS LEAD ELMS RESPONSE

Vice-president Tom Bradshaw said strong member feedback through NFUonline and a series of virtual meetings had helped to shape the NFU submission to the Environmental Land Management Scheme (ELMS) consultation. The response urged the scheme to be accessible to all farm types and to have productive agriculture at its heart, with fair rewards for farmers' environmental achievements under the scheme's 'public money for public good' ethos.

"IT MUST BE SIMPLE, FLEXIBLE, ACCESSIBLE TO ALL FARMERS AND FARM TYPES ACROSS THE COUNTRY."

"Farms are dynamic businesses and the new ELMS must embrace that," said Mr Bradshaw.

350+ TUNED IN LIVE, AND MORE USED THE 'WATCH AGAIN' TOOL

Retailers back British values

Aldi became the latest retailer to vow it will back British standards regardless of future trade deals when UK CEO Giles Hurley ruled out selling chlorinated chicken or hormone-treated beef.

Mr Hurley said the chain would only ever sell fresh chicken and beef from British farmers.

The commitment follows similar reassurances on post-Brexit trade from Tesco and Morrisons and strong backing from Waitrose for the Trade and Agriculture Commission, won after the NFU's food standards petition achieved a million signatures.

"Aldi is a great supporter of British farmers and it is clear from this announcement that they feel passionately about the high standards to which our farmers and growers adhere," said NFU President Minette Batters.

"This announcement demonstrates another great example of leadership on behalf of customers who care about our food values."

She also said that other retailers, restaurants and takeaways "faced a similar choice" regarding the quality of food they offer.



RECORD NUMBERS BACK UK FARMERS



Public support for the industry hit a record high in July after farmers kept the nation fed throughout the coronavirus pandemic.

The 2020 NFU-commissioned Farmer Favourability Survey found 75% of people had a positive view of UK agriculture, the highest figure since independent pollsters started carrying out the annual probe in 2012.

In the past two years, that number has increased by 11%. Most respondents this year cited the work of Britain's farmers during the lockdown as influencing their view.

"LIKE THE REST OF THE NATION, OUR FARMERS HAVE HAD A CHALLENGING YEAR AND IT'S FANTASTIC TO SEE THAT THE GENERAL PUBLIC HAS RECOGNISED THEIR EFFORTS."

NFU President Minette Batters

86%

agreed that British farms should grow as much food as possible to provide national food security

88%

said it is important Britain has a productive farming industry – the highest figure for three years

89%

felt farming is 'fairly' or 'very' important to the UK economy, a 4% increase on 2019

72%

said farmers have a beneficial impact on the countryside

77%

agreed that farmers should continue to receive financial support after Brexit – up 9% since 2017.

TAX: NFU HOLDS GOVERNMENT'S DIGITAL RECORD TO ACCOUNT

The government must deliver on its manifesto commitment to improve rural broadband before extending digital VAT reporting requirements to all businesses, the NFU said.

In July HMRC said all businesses will have to keep records digitally and submit income and expenditure for VAT directly from software, regardless of turnover, from April 2022.

It hopes the 'Making Tax Digital' drive will cut errors, streamline reporting and provide the data to make better policy decisions.

The NFU has repeatedly raised concerns about the timescales, the likelihood of IT expenses, arrangements for areas with poor digital signals and the ability of smaller businesses to adapt.

NFU President Minette Batters said: "The government has set an ambitious timescale but we believe changes are needed first to simplify the way in which income is reported, given the extent to which our members have diversified.

"We will continue to work with government on the design of the scheme to ensure any new system does not increase burdens on farmers, for example, by requiring multiple returns."

"WE BELIEVE GOVERNMENT MUST DELIVER ON ITS MANIFESTO COMMITMENT TO BOOST RURAL DIGITAL INFRASTRUCTURE SO THAT RURAL BUSINESSES CAN COPE WITH, AND THEN TAKE ADVANTAGE OF, DIGITAL TAX REPORTING."

NFU President Minette Batters



MEDIA HIGHLIGHTS

The Sunday Times profiled NFU President Minette Batters' months in lockdown. It covered the NFU response to persistent rumours that the government will allow low quality meat imports into Britain as part of a trade deal, the NFU's work to keep the food supply chain – and member's businesses – going during the Covid-19 crisis, and the implications for farmers as we leave the Common Agricultural Policy.

Elsewhere, NFU Deputy President Stuart Roberts and NFU Vice-president Tom Bradshaw were both interviewed on Sky News to explain the impact of rural crime on farmers' mental wellbeing and finances, following the publication of NFU Mutual's rural crime report, which showed that the cost of rural crime had reached £54 million, its highest level for eight years.

AUGUST 2020



"IT'S INCREDIBLY SATISFYING TO LOOK INTO THE SHED AT THE END OF A DAY DURING HARVEST AND SEE THE CROP THAT I HAVE BEEN GROWING AND WORRYING ABOUT FOR THE PAST 12 MONTHS."

Members like **Ed Horton** feed into the annual NFU Harvest Survey, which compiles data and information that is used to campaign for greater government support

Reminding the public about safety on farmland

The NFU has designed a new sign for members to use on public rights of way that reminds people to stick to the Countryside Code.

It comes after concerns when the easing of the lockdown brought an influx of visitors to rural areas.



CLARITY OVER BPS GREENING RULES

Farmers will no longer need to comply with complex rules around crop diversification, Ecological Focus Areas (EFAs) and permanent grassland from 2021, following the removal of greening requirements from next year's BPS regime, which will see 30% of BPS payments associated with the conditions reallocated.

NFU Vice President Tom Bradshaw said: "The NFU has sought clarification around crop diversification for many months, so that our members can plan their cropping for harvest 2021."

Getting prepared for Back British Farming Day

The plan for Back British Farming Day 2020 was to give the event new life on social media.

NFU members were encouraged to make posts, share pictures and record videos, explaining why they are proud to produce food for the nation, while using the #BackBritishFarming hashtag to make it a moment MPs can't ignore.

MPs and peers were contacted ahead of September, asking them to post pictures of themselves wearing the badge and explain what our industry means to them.

We produce a new report on food standards to underline UK farmers' commitment to their production values and the need for those standards not to be undermined by imported food that would be illegal to produce here.



Agricultural driving free from red tape



A strong case from the NFU and the UK farming unions gave agriculture exemption from the Driver Certificate of Professional Competence requirements.

UK agriculture, horticultural and forestry businesses will now be exempt, provided driving does not constitute more than 30% of the driver's principle role and they are driving as part of their own entrepreneurial activity.



#YourHarvest



Hundreds of arable members used the NFU's new infographics and animations on social media to reach their MP as part of the #YourHarvest campaign to highlight the importance of a thriving UK crops sector.

They also filmed videos and pictures of their farm, demonstrating how the sector puts food on plates, cash into the economy and delivers for the environment.

"This year's #YourHarvest campaign could not have come at a more critical time," said NFU Combinable Crops Board Chairman Matt Culley.

"OUR GOVERNMENT IS IN THE PROCESS OF DEVELOPING A NUMBER OF KEY POLICIES THAT WILL CHANGE HOW OUR INDUSTRY WORKS AND WE NEED TO MAKE SURE OUR VOICES ARE HEARD."

It came at a time when the NFU was conducting our annual harvest survey.

Farming hits the headlines

The Sunday Times profiled NFU President Minette Batters. Mrs Batters used the platform to highlight the NFU's work challenging the government over persistent rumours that it will allow American meat imports into Britain as part of a trade deal. She also raised the impacts of the Covid-19 crisis and the winding down of the Common Agricultural Policy.

NFU Deputy President Stuart Roberts and NFU Vice-president Tom Bradshaw were interviewed on Sky News to explain the impact of rural crime on farmers' mental wellbeing and finances, following the publication of NFU Mutual's rural crime report, which showed that the cost of rural crime has reached £54 million, its highest level for eight years.

COVERAGE ON RURAL CRIME, INCLUDING FLY-TIPPING, REACHED A COMBINED AUDIENCE OF AROUND 50 MILLION VIEWERS



Weekly watching

NFU President Minette Batters began a weekly video blog series when Covid-19 restrictions forced the country into lockdown. By August, Mrs Batters had recorded 20 vlogs that averaged more than 1,500 views each time. This quick and easy way to get the latest political, Covid-19 or NFU news was made available on the NFU YouTube page.

NFU ON YOUTUBE HAS MORE THAN 4,000 SUBSCRIBERS

Petition to protect wool prices

The price of wool crashed this year after being struck by the closure of markets due to the Covid-19 outbreak. The NFU said that "innovation is necessary" to avoid complete collapse and backed a petition to create new markets.

NFU Livestock Board Chairman and North Yorkshire sheep farmer Richard Findlay said: "We are pleased to support a much-needed campaign to find new and alternative uses for British wool. It is a natural, sustainable product and is suitable for a range of uses from carpets, textiles and clothing as well as housing insulation." The signatures will be delivered by hand to the Chancellor at Downing Street.

New ambassadors revealed

After the roaring success of inaugural Student & Young Farmer Ambassador Programme, the NFU selected 11 new faces from a pool of more than 130 applicants for 2020-21.

NFU President Minette Batters said: "We were delighted with the first year of our Student & Young Farmer Ambassador Programme. Those taking part played a vital role in helping us tell the incredible story of British farming at public events, in magazines and across national, regional and trade media and on social media."



Zoe Legg (left) and Cameron Knee (right) are excited to take on the role of ambassador. Other ambassadors: South West – Zoe Legg, North West – Matthew Rollason and Joe Bramall, West Midlands – Katie Smith, South East – Karl Franklin, NFU Cymru – Nia Borsey and Lauren David, East Anglia – Eveyy Hunter, North East – Cameron Knee, East Anglia – Harriet Bartlett, East Midlands – Josie Troop.



FARMING MUST BE PROPERLY VALUED IN FLOOD PLAN

The government introduced a multi-billion pound investment in setting out a new long-term plan to tackle flooding in the national Flood and Coastal Erosion Risk Management Strategy. The NFU is currently developing its own strategy to showcase how farmers can best improve their resilience to water-related risks, and has told Defra that farmers and growers need to be at the heart of future flood management policy. NFU Deputy President Stuart Roberts said: "We are pleased to see the government recognise the vital role of farmers in managing floods, as well as the importance of an integrated water management strategy." "Farmers understand they have a significant role to play in preventing floods reaching towns and cities, but the strategy needs to ensure we have resilient businesses that can withstand these events in the first place and then quickly recover to return to our core business of producing food for the nation."

NFU calls for greater coordination

Organised criminal gangs targeting valuable farm machinery and livestock have pushed the cost of rural crime up to its highest level in eight years. Figures from rural insurer NFU Mutual's 2020 Rural Crime Report show that in 2019 the cost of countryside crime rose to £54 million, up almost 9% in just 12 months.

NFU Deputy President Stuart Roberts said: "Rural crime has devastating impacts for farm businesses and those living in rural communities. These figures confirm what we have been hearing from members; this problem is getting much worse. It is becoming increasingly clear the current police strategy to combat rural crime is not working."

"We want to see increased funding from the Home Office for rural policing and a more co-ordinated approach between police forces to tackle the serious issue of rural crime and reverse this current trend."



FARMERS COULD BENEFIT FROM £200 MILLION FOR "INNOVATIVE SOLUTIONS"

AROUND THE REGIONS

EAST MIDLANDS

LINCOLNSHIRE WATER GROUP

In July, the NFU organised the first meeting of the Lincolnshire NFU Water Group, made up of members with water expertise, to address strategic issues following 12 months of flooding and water availability problems in the county. The first success for the group has been securing an invitation to the Lincolnshire Flood Risk and Water Management Partnership to represent farmers and landowners.

WORKING WITH THE POLICE TO COMBAT SHEEP ATTACKS

The NFU liaised with Northants Police and NFU members in the county to catch and successfully prosecute three criminals involved in illegal sheep butchery. The case set a national

precedent for the length of jail time sentenced for an animal welfare offence.

WAINFLEET FLOOD BANK BREACH

Following a breach in the flood bank of the River Steeping near Wainfleet, Lincolnshire, flooding impacted more than 2,000 acres of farmland. The NFU was represented on a steering group that developed an action plan to better protect Wainfleet in the future. In April, 2020, the group published its plan. It includes improved maintenance and refurbishment of flood defences, improved resilience and measures to set up compensated flood storage areas in the catchment, and to slow the flow off the Lincolnshire Wolds.

WEST MIDLANDS

CALLING ON THE CABINET

Staffordshire NFU members held a meeting with politicians, including a cabinet minister, the day after landmark legislation was introduced.

Farmers joined Stafford MP Theo Clarke and the Secretary of State for International Trade Liz Truss MP in January, the day after the Agriculture Bill was announced by the government. The group from the Mid Staffs branch held the meeting at a dairy farm at Hopton, Stafford, courtesy of the Brandon and Muir farming families.

REGIONAL GRANT FUNDING SECURED

NFU Worcestershire secured grant funding to help farmers in the wake of the Covid-19 pandemic.



In August, it was announced that capital grants between £2,000 and £10,000 would be made available to farms looking to innovate and invest in their businesses to help drive economic growth.

WORKING EARLY FOR SUPPORT

The NFU began talks with Worcestershire County Council in April to ensure Covid-19 recovery funding included farm businesses, and NFU members spoke about this with the media (left, above).

The funding aims to kickstart the county economy and help build future resilience and the grants will support Worcestershire agricultural and horticultural businesses to increase mechanisation on their holdings.

NORTH EAST

FINDING THE NEXT GENERATION

A priority in the North East is to work more closely with younger farmers across the region and to encourage them to develop successful farming careers. A new nine-month development programme was launched in July, offering an exciting, fully-funded NFU experience for 12 Student & Young Farmer members.

FARM SAFETY FOCUS

North East members have had multiple opportunities to brush up on their safety knowledge and understanding. First, well-known livestock handling expert Miriam Parker ran a practical workshop for more than 50 members. Meanwhile, a webinar focused on delivering a successful and safe harvest.

BUILDING NHS RELATIONSHIPS

Following a meeting at the Great Yorkshire Show in 2019, the region is building strong links with the NHS in Bradford, where life expectancy can be lower than average. The aim is to reconnect residents with local food and home cooking with a food and farming event in the city's most disadvantaged ward.

NORTH WEST

CHESHIRE PTO CAMPAIGN ACHIEVES AMAZING FIGURES

NFU Cheshire's PTO safety campaign is making a real difference and is definitely making farms safer.

An amazing 809 shafts have been made safe – a tremendous result. Every year people are seriously injured in accidents involving PTO shafts.

THE GREAT LANCASHIRE LITTER HUNT

The NFU Lancashire Farming Ambassadors launched The Great Lancashire Litter Hunt with the aim of clearing up 500 miles of the Red Rose countryside in aid of charity.

NW SUPERMARKET BACKS BRITISH

The North West team persuaded regional retailer Booths to be the first supermarket to back the NFU food standards petition, sending a letter to its loyalty cardholders supporting the region's farmers.



SOUTH EAST

RURAL POLICE WIN

More than four years of lobbying by the NFU finally resulted in additional resources for Sussex Police (pictured below) and a new rural police team, based on a model advocated by the NFU. The team is made up of two sergeants, eight constables and six policy community support officers.

BRIDGING THE GAP

Around 10 members from South East were badly affected when a local authority used a Temporary Traffic Regulation Order (TTRO) to close a vital access bridge. Helped by their county adviser, the group secured backing from our Legal Assistance Scheme (LAS).

The LAS instructed NFU Panel Firm Thrings, which secured the withdrawal of the TTRO and an agreement that

funds would be made available to reinstate this vital farm access. The work also benefited a number of other businesses.

#KEEPKENTCLEAN

Staff from the NFU Kent team are to feature in an educational film that aims to reduce incidences of fly-tipping in the county.

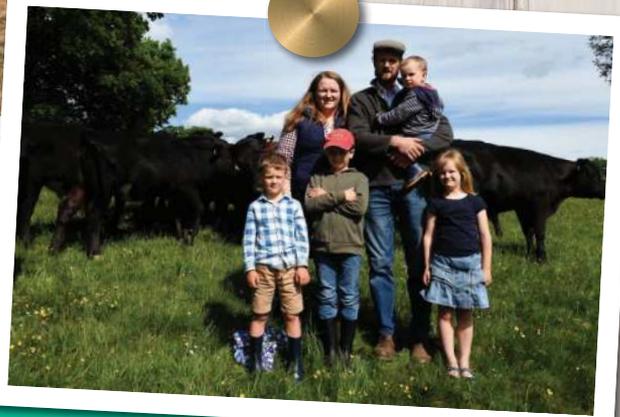
The Kent Councils' initiative involves the production of an informative film that will appear on YouTube, with clips released on social media along with the campaign's hashtag #KeepKentClean, reminding residents to use a registered waste carrier. Former Kent chairman James Smith, of Loddington Farm near Maidstone, was also interviewed for the film. Its recording took place over the summer at a social distance.



EAST ANGLIA

CHALLENGING RED MEAT MYTHS IN EAST ANGLIA'S UNIVERSITIES

NFU pressure, including through media interviews, helped persuade the student union at the University of East Anglia to repeal a ban on beef being served on campus, a month after it was introduced. NFU East Anglia advisers also spoke at a Cambridge University meeting, challenging its decision to ban beef and lamb from its menus.



MEMBERS STAR IN VIRTUAL SHOW VIDEO

The best of Hertfordshire's food and farming featured in a video produced by the NFU for the virtual Herts Show in May. More than 30 NFU members appeared in the video (pictured above) to promote the county's agricultural activity and thank the public for their support. It had been viewed more than 20,000 times by the end of July.

BACKING BRITISH FARMING DURING THE ELECTION

The NFU East Anglia team arranged meetings with 35 parliamentary candidates ahead of the election in December, meeting representatives from all the main parties (pictured left). Engagement afterwards included letters to all the region's 58 new MPs, on-farm meetings, and a series of virtual MP meetings during lockdown, as the Agriculture Bill passed through parliament.

SOUTH WEST

FUNDING SECURED FOR PIONEERING SCHEME

The NFU has worked with key partners to gain the funding required to develop the Poole Harbour Nutrient Management Scheme to its next stage. This unique nutrient trading programme will help avoid the need for damaging legislation, which would adversely affect members' businesses.

COVID-19 RECOVERY PLANS

As the industry looks to recover from lockdown, NFU South West produced a report setting out how the region's farmers can 'build back better' and worked with local authorities and enterprise partnerships to secure the resources needed.

LIVESTOCK FARMING CELEBRATED

In the face of attacks from activists, a major regional conference outlining the benefits of livestock farming to health and the environment, held at Sandy Park, was attended by delegates from across the region and achieved widespread coverage.



Celebrating Welsh food at the Senedd

NFU Cymru members joined members of the Senedd to celebrate the role that Welsh farmers play in producing nutritious, high-quality, safe and affordable food during an event at the Senedd on World Food Day in October. NFU Cymru Deputy President Aled Jones was joined by Plaid Cymru AM and event sponsor Llŷr Gruffydd and NFU Cymru President John Davies

Support for dairy farmers

Continued lobbying by NFU Cymru helped to secure a Welsh Government funding package for those dairy farmers that had been hardest hit by the exceptional market conditions brought about by Covid-19.

WE ARE ENHANCING THE ENVIRONMENT

#NiYwFfermio Cymru



NFU CYMRU ENGAGED WITH 85 SENEDD MEMBERS AND 55 MPS

OUR LOBBYING HELPED TO DIVERT OR CLOSE PUBLIC ACCESS TEMPORARILY DURING COVID-19

WE SENT MORE THAN 7,000 CAR STICKERS TO MEMBERS AND STAKEHOLDERS

#We Are **FEEDING A NATION** 

Industry gathers for NFU Cymru Conference

Members were once again treated to a stellar line-up of speakers at the annual NFU Cymru Conference in November, with sessions focusing on politics, policy, trade and technology.



NFU: A YEAR IN NUMBERS

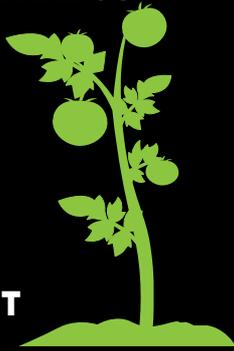
AFTER MUCH LOBBYING WORK FROM THE NFU, THE RPA MADE BRIDGING PAYMENTS WORTH AROUND

£43million
PAID TO MORE THAN 3,800 FARMERS.

THE NFU WORKED WITH DEFRA AND OTHER INDUSTRY STAKEHOLDERS TO DELIVER THE

PICK FOR BRITAIN CAMPAIGN

WHICH HAS SUPPORTED THE RECRUITMENT OF THOUSANDS OF UK WORKERS ON FARM.



We delivered when farmers faced becoming uncompetitive due to the threat of an increased fuel duty. Our lobbying **SAVED MEMBERS MORE THAN £450 FOR EVERY 1,000 LITRES** of fuel bought for the farm

IN FOUR MONTHS OF LOCKDOWN, THE NFU SET UP

67

PRIVATE VIRTUAL MEETINGS WITH 53 INDIVIDUAL MPS, AND HOSTED 25 CONFERENCE CALLS FOR CROSS-PARTY GROUPS OF MINISTERS, MPS AND PEERS



Our vehicle discount scheme saved NFU members more than **£12 MILLION** in the past 12 months – an average of **£4,600**

More than one million people have signed our petition

to say that they back British farmers and the world-leading and climate-friendly food they produce, and **MORE THAN 500,000** signed up to be a British farming supporter.

A NEW ONLINE ACTIVITY TRACKER SET UP IN MARCH REACHED

1,000

PIECES OF CONTENT IN AUGUST

MORE THAN 1,000 TEACHERS ARE NOW TRAINED TO USE OUR NEW EDUCATION RESOURCES...

20,000 parents accessed the #LockDownLearning resources and more than **2,500** schools registered to receive our updates and resources.

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