

Horticulture

For horticulture and potato members of the NFU



Media Pack
2024

 **NFU**

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MEDIA INFORMATION

NFU Horticulture has a well-earned reputation as the authoritative publication for the horticulture industry.

Published four times a year it is circulated nationally to the horticultural members of the National Farmers' Union.

These members are the top professional growers of field

vegetables, potatoes, protected crops, ornamentals, plant raisers, soft and top fruits.

As members of the NFU they tend to be the larger, progressive growers.

NFU Horticulture is more than the voice of NFU policy, each issue contains news, views and analysis across the sector plus interviews with



key figures and a balanced insight into the industry.

This publication is an exclusive benefit of membership and provides advertisers with an unparalleled opportunity to reach an exclusive cross section of the entire horticultural market.



It's the only magazine out there that covers the whole potato and edible and ornamental horticulture industry from a growers perspective, and it's current format means it gets passed around and read by several people in the business. It's good to have an informative publication that you can sit down and read, with a cup of tea, away from the computer screen

Guy Poskitt



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Price negotiations

Inside the retailer's mind

Supermarket buyers are doing all they can to keep prices down, but as retail expert Geod Futter tells **Michael Barker**, well-prepared suppliers may now hold the aces

At a time when suppliers could hardly have more on their plates, dealing with stubborn retail buyers who are determined to keep their price down is the last thing they need.

That's why it's more important than ever to be prepared and understand how to tackle those complex negotiations, and one consultancy is offering growers a crash course in how to survive and prosper in this most stressful of situations.

Geod Futter has more than 26 years' top-level experience in retail, having been a senior buying manager at Asda.

"Growers are being hit by three things in particular right now – labour, fuel and fertiliser," Mr Futter says, "and the increases are at a scale that have never been seen before".

He adds: "It's important that costs are realised further up the supply chain, particularly with the retailers, because growers cannot absorb those levels of cost. If they're not realised, what we'll end up with is growers choosing not to plant, and then we'll be facing an even bigger crisis."

Retailers can't fail to acknowledge that costs are going up, but that doesn't mean to say they will hand out increased returns without a fight.

negotiation. "What we do is we demystify what it's like being a buyer, and we demonstrate where the power actually sits," he says.

"It's a process that anybody can follow. It's not about huge amounts of documents, but if you do the preparation and the planning beforehand then you are going to be more successful getting the inflation that you need."

If price negotiations feel like a case of David versus Goliath, Mr Futter has a surprising message for UK growers right now. With energy costs in Europe going through the roof – and gas even being rationed in some countries – alongside huge transport cost increases, supermarkets simply don't have the option of importing cheaper produce from abroad.

That means domestic growers are ideally placed to achieve the increases they need. The situation may even lead to more of the longer-term, three-to-five year contracts that are starting to be handed out in categories including potatoes and eggs.

Quite simply, Mr Futter says price rises are on the way – and he doesn't have much sympathy for retailers who are posting hundreds of millions, or

I can't live w

THREE THINGS

I can't live without...

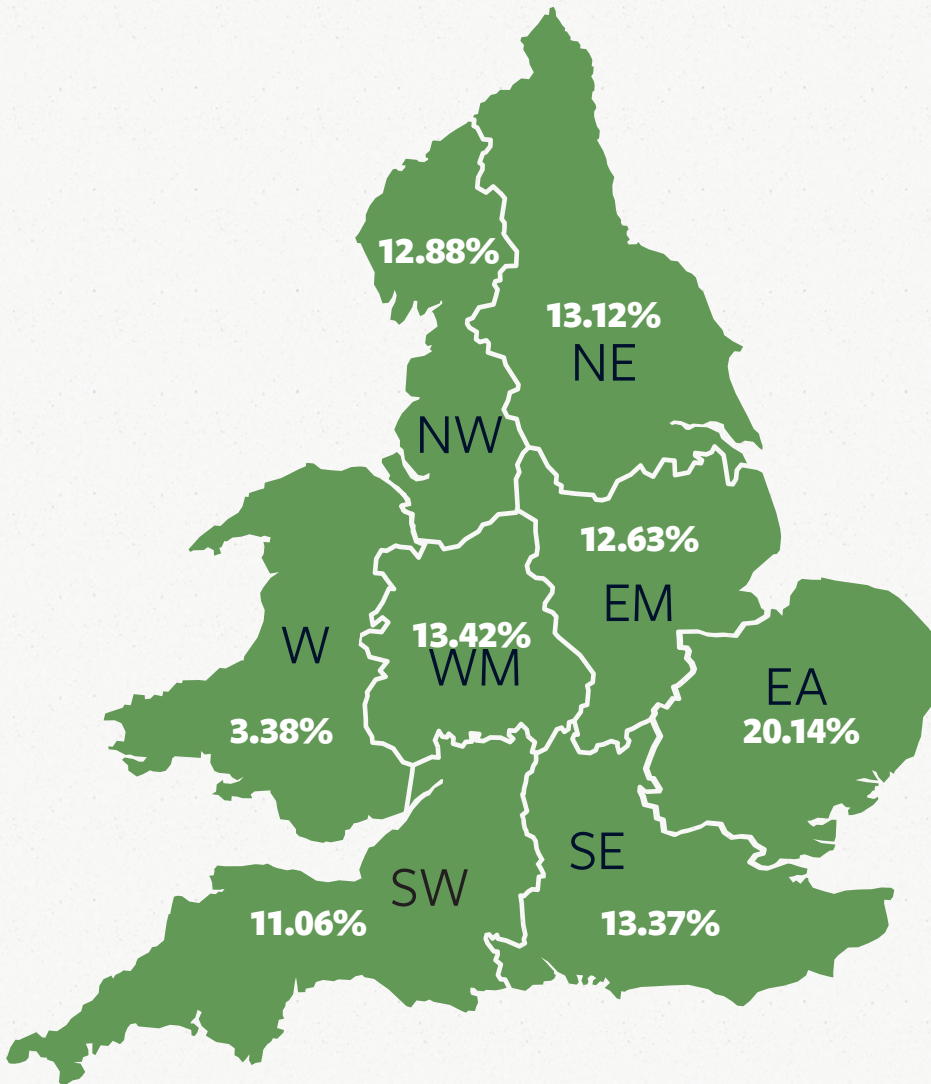
Since returning to the industry in 2013 after a successful career outside of agriculture, NFU Horticulture and Potatoes Board member **Leusie Wright** has been a key part of the Knapton family farm team, growing 120 acres of packing potatoes and arable crops on the edge of the Lincolnshire Wolds

HORTICULTURE MEMBERS BY SECTOR

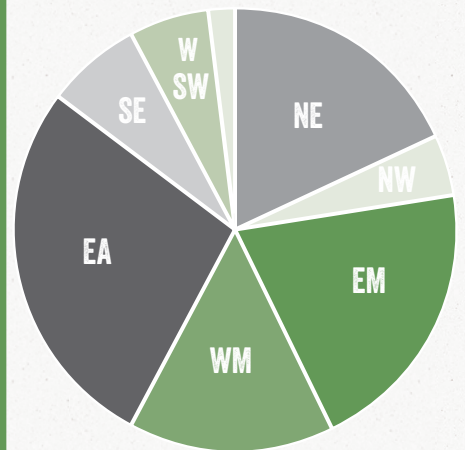
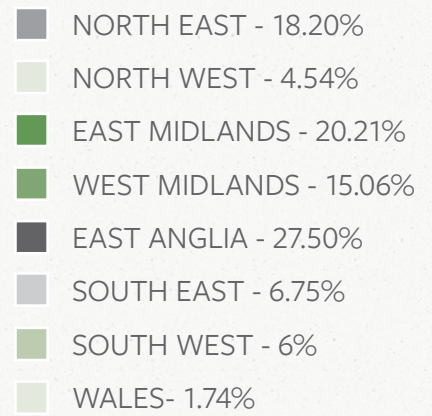


NATIONAL COVERAGE

– MEMBERS BY REGION



ACRES BY REGION



4,500

MEMBERS RECEIVE
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Rate information

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TECHNICAL SPECIFICATION

Double page spread

Type: 240mm (h) x 390mm (w)
Trim: 280mm (h) x 420mm (w)
Bleed: 286mm (h) x 426mm (w)

Full page

Type: 240mm (h) x 175mm (w)
Trim: 280mm (h) x 210mm (w)
Bleed: 286mm (h) x 216mm (w)

Half page horizontal

117mm (h) x 175mm (w)

Half page vertical

240mm (h) x 85mm (w)

Quarter page horizontal

57mm (h) x 175mm (w)

Quarter page vertical

117mm (h) x 85mm (w)

Eighth page

57mm (h) x 85mm (w)

DEADLINE AND PUBLICATION SCHEDULE

ISSUE	AD BOOKING DEADLINE	COPY DEADLINE	INSERTS BOOKING	INSERTS DELIVERY	WITH MEMBERS FROM
SPRING 24	25-Jan-24	31-Jan-24	01-Feb-24	05-Feb-24	16-Feb-24
SUMMER 24	02-May-24	08-May-24	08-May-24	13-May-24	24-May-24
AUTUMN 24	01-Aug-24	07-Aug-24	08-Aug-24	12-Aug-24	23-Aug-24
WINTER 24	24-Oct-24	30-Oct-24	31-Oct-24	04-Nov-24	15-Nov-24

PLEASE SEND ALL FILES TO:

email: horticulture@atgraphicsuk.com
tel: 01733 362700/701

FILE DETAILS

PDF, TIFF, JPEG, EPS – all 320dpi CMYK high resolution formats.

Please ensure that all fonts are either embedded or outlined. All picture/graphic files should be scanned at a resolution of 320 dpi and converted to CMYK format.

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Meet the grower

MEET THE GROWER

This is Thanet Earth

Growing three different crops under glass on a huge scale takes a lot of manpower and energy, not to mention knowledge says technical director **Rob James**

Words by: Lorna Mayberry
Photos by: Julie Cottin

What do you grow?
We grow cucumbers, tomatoes and peppers under 45 hectares of glasshouses.

Do you grow your crops all-year-round?
Tomatoes are all-year-round. We need to grow a range of tomatoes, so we can access different selling opportunities and meet the diverse needs of the UK market. We concentrate on premium tomatoes on the vine. UK-wide, there is big demand for Foccos, which is the premium cherry on the vine variety on the supermarket shelves. For cucumbers, we start at mid-to-end of January and go right through to November. We use the lighting know-how gained from our year-round tomato growing to extend this season. We use artificial lights, when light levels are low outside, so we can start crop early and with a higher plant density than usual. We don't use lights for the peppers, though. We all plant them just after Christmas and will start harvesting from the end of March into April, as it takes that long for the crop to be harvestable. With peppers, it's one crop all year, whereas with cucumbers you will inter-plant and change crops because they run out of season as they grow so fast.

What growing medium do you use for your crops?
We grow using hydroponics, without soil. We use rockwool on a hanging gutter system, which is like a felt insulation. The plants are in the gutter and the nutrient needed by the plants. It has two rows, four nutrient and the fibre blocks allow us to provide the roots with the right air to water ratio. The rockwool is changed every year to ensure that next season's crop starts in a totally clean environment with no carry-over of pest or disease.

Glasshouses need a lot of water. How do you supply this?
When we developed this site, we deliberately thought about how to be efficient with water as possible. So any rainfall falling on any building is collected and stored for when it is needed in large reservoirs. Each greenhouse has its own reservoir and we also have a very small borehole.

inherited from the brassica farms that was here before, so we also use that. Because we grow out of the ground, any water we need the plants can be recycled, so any water the plants don't use up, and that includes our fertigation we put in with that water, gets recirculated. We even collect the condensation from inside the glass when it's hot inside and cold outside, this is collected in a double gutter system. So this, combined with the small borehole, means we are probably around 80% self-sufficient in water. The final 20% comes from a water company transfer main in water. We have a tank across the site, which is from a borehole site they use, so it's straight out of the ground and also supported.

What other big challenges do you face as a grower?
One challenge is having the ability to grow a crop to a high standard and finding the people with the capability to do this. As a sector, we struggle to bring the right people in and train and develop them, as people don't

Specialist labour shortages have been the bane of growers' existence in recent years, with an annual struggle to convince the government to give the industry the resources it needs to pick and pack the nation's crops. Finally, things have taken a turn for the better, but before Christmas, Defra announced that 45,000 seasonal workers would be available for business this year, with the potential to increase by further 50,000 if required. Then, at the NFU Conference in February, farming minister Mark Spencer confirmed that seasonal workers will be paid the Living Wage, and not a higher minimum specifically

for seasonal labour as had previously been proposed. While the Living Wage requirement will pass the minimum hourly wage of from £10 to £10.50, growers would have been looking at a minimum level of cover of £10 for this year. A further success came after NFU lobbying helped secure a provision that allows returnee workers from asia to come back sooner to work. It means that workers can now return to the UK after five months, rather than waiting the full six months from the end of their asia visa.

The NFU had been pushing for a visa cover to recognise the true impact of the Ukraine war on the availability of seasonal labour, and while only six extra months has been gained, that will

still prove valuable to many growers. It also represents an important concession from the Home Office, leaving the door open to make the case again should the industry face similar challenges in the future.

Then, at the Farm to Fork Summit in May, government confirmed that next year would again see 45,000 visas made available under the scheme, with the potential for 50,000 more.

The work goes on
Being in the NFU isn't just about meeting its needs. "We are still pushing to make sure that the scheme is made longer term, because, as it stands, it's still due to finish at the end of the 2024 season and there's no commitment

Labour

Labour of love

Even before the announcement on next year's visa allocation at the Food Summit, NFU lobbying had secured a number of improvements to the Seasonal Worker Scheme. **Michael Barker** reports

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