

NFU Successes

Poultry

- **Welfare of Laying Hens**

The NFU have led two delegations to Europe to call for measures to ensure illegally produced eggs do not enter the UK market after 1st January 2012. The first meeting involved Peter Kendal and Charles Bourns meeting the deputy director general of DG Sanco, then in January 2011, Charles Bourns gave evidence before a multi stakeholder meeting in Brussels organised by the commission at the NFU's request.
- **Poultry meat marketing regulations**

Recent transposition of the poultry meat marketing regulations has seen the inclusion of derogation for small and seasonal producers following NFU lobbying. This means that producers under 10,000 birds for local supply and those producing traditional delayed evisceration turkeys need not apply to Defra to use special marketing terms, and do not need to be audited by government.
- **IPPC assurance scheme**

NFU lobbying has seen the creation of an assurance scheme audit which can replace one official EA inspection per year. The saving is around £500 per year for eligible farmers, plus one less inspector on the farm.
- **IPPC directive recast**

Lobbying by the NFU within Brussels and Defra led to plans to reduce thresholds for permitting for layers, ducks and turkeys, being dropped in latest regulation drafts. The changes would have meant hundreds of smaller and free range farms facing the burden of stricter regulation and thousands of pounds in licensing costs.
- Following NFU lobbying we successfully secured a derogation from operator testing under the National Control Plan for Salmonella for our seasonal turkey producers. This exemption means that member producing a total of between 500 and 10,000 fattening turkeys, kept in any 12 month period at the holding and are able to demonstrate that they only supply turkey meat locally do not have operator test three week prior to slaughter.
- **Fresh Poultry Meat Regulations**

The NFU lobbied in Europe to ensure poultry meat preparations are marketed under the same rules as poultry meat. This will prevent previously frozen poultry meat being sold alongside fresh poultry meat. Furthermore the NFU has lobbied that poultry meat products must be processed to the core, to prevent frozen imports from third countries displacing British poultry meat.
- **Poultry Meat Training Initiative**

The NFU are cofounders of the Poultry Passport scheme. The scheme managed by Poultec is a central database of training certification for poultry workers. This will aid transparency of skills in the sector, help with Red Tractor compliance, and aid compliance with the 2010 Broiler Welfare Directive.
- **Poultry Promotional Activities**

The NFU has launched the Love Chicken promotional campaign. The campaign aims to promote whole chicken and stimulate sales and consumption of British chicken. The campaign has meant a redesign of the website www.greatbritishchicken.co.uk, Furthermore the NFU's farm fresh turkeys site www.ukturkeys.co.uk has been redesigned and updated. The site promotes farm fresh local turkeys to consumers at Christmas. Along with the site the NFU has designed promotional and packaging material for sale to NFU members.
- **Waste exemption charges**

Successful lobbying by the NFU retained an exemption for the land spreading of ash diluted with manure. The Government had been proposing that this activity would require a permit to which a fee would apply.
- **NFU Climate Change Levy Scheme savings for members**

The total savings on CCL rebate made by the two poultry sectors over the last 8 years are;
Meat-£1.95 million
Eggs-£2.1 million

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