

## NFU Successes

## Horticulture & Potatoes

- **Plant Health**  
The NFU initiated a debate on emergency measures to safeguard the UK against Epitrix Potato Flea Beetle. As a result, stakeholders and Fera have agreed a number of measures to minimize the risk of this devastating pest spreading to the UK. The first steps have been to implement a voluntary notification system for imports.
- **Crop Protection**  
NFU lobbying convinced government that existing voluntary measures will largely meet the requirements of the European Sustainable Use Directive in the UK, saving the industry £100 million a year and avoiding one-off costs of £153 million. The decision avoids proposed compulsory buffer zones and bio beds for all farms using pesticides.
- **AWB**  
NFU lobbying secured a decision to abolish the Agricultural Wages Board. The NFU will continue to represent the industry on the Board until the AWB is dismantled in 2012. The NFU are negotiating the 2011 wages order with the employee representatives. We will also provide information and advice to members regarding future wage reviews.
- **Supermarket Ombudsman**  
Sustained NFU lobbying over 10 years secured a government decision to set up a supermarket 'adjudicator' to police the Grocery Supermarket Code of Practice introduced in February 2010. We are now working to secure the introduction of a robust and proactive enforcement mechanism as soon as possible.
- **Availability of seasonal labour**  
NFU lobbying has ensured that the importance of seasonal labour to the horticulture industry has been recognised by the new Coalition Government. The NFU is pressing for a long term strategy to ensure that the industry's labour needs are met.
- **Promotion of Horticulture**  
In 2010 our gold-medal winning stand at Chelsea Flower Show, and our seasonal display at the BBC Good Food Show, showcased British fruit, vegetables, plants and flowers to more than 250,000 visitors. The related media coverage at Chelsea alone reached hundreds of thousands more consumers. More than 10,000 visitors to Chelsea took away leaflets detailing all the produce on show, who grew it, and where they can buy it.
- **Bee Health**  
We continue to work with other bee industry bodies and Government to ensure policy and resources focus on tackling the most important issues facing honey bees and beekeeping – pests and disease. The NFU helped the CPA produce a 'Bee Safe Bee Careful when using insecticides' leaflet for farmers and growers.
- **Climate Change Levy Scheme**  
The NFU climate change levy (CCL) scheme for protected crops continues to help focus growers on cutting carbon emissions from their businesses. In doing so they secure a levy discount and reduce fuel bills – savings worth an average of £275,000 per site annually. The NFU is working to ensure real incentives for growers continue following reforms to CCL proposed in recent budgets.
- **Home Grown**  
'Home Grown' is a consumer-facing mark to identify plants and flowers grown on British nurseries. Conceived by NFU South East grower members, and developed with support from SEEDA and the HDC, the Home Grown scheme is now run by the BPOA - the specialist ornamentals branch of the NFU. The scheme is available FOC to BPOA members.
- **Fruit and Vegetable Task Force**  
The NFU was part of this Government-initiated task force that last year published its report and a practical set of recommendations to increase in the domestic consumption and production of fruit and vegetables (including potatoes). The NFU has led on a number of the recommendations, including that for a joined up approach to food production and

planning, and the development of a successor to SAWS to ensure the continued availability of seasonal migrant labour.

- **Accessing wholesale markets**  
The NFU successfully secured funding from the Greater London Authority to provide Business Development Managers at London's major wholesale markets, offering British growers the chance to sell more produce at these markets.
- **NFU Audit Pack**  
We launched our Audit Pack for Red Tractor Farm Assurance Fresh Produce (formerly Assured Produce) in 2010. The pack contains templates, policies and supporting documents designed to help farmers and growers with their audits. These packs, worth in excess of £400, are free to NFU members and over 600 have already been sent out to horticulture and potatoes businesses. Interactive versions of the pack are available online, enabling members to complete, save and print any of the pack contents electronically.

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