



NFU weekly news briefing

Newspapers...radio...TV...online...digital media

January 26 - February 1 2012

Headlines:

The latest on Schmallenberg virus, Welfare of Laying Hens Directive, 'ugly' fruit, pesticides blamed for bee decline and sheep worrying were just some of the main stories hitting the news this week.

Radio 4 Farming Today carried an update on Schmallenberg reporting that there are now 11 confirmed cases in the UK. New NFU Cumbrian county chairman Alan Dickinson appeared on ITV Border to explain more about the new virus.

Elsewhere, NFU poultry board member Duncan Priestner was interviewed by John Craven for BBC Countryfile as the programme asked whether there is anything that can be done about European countries failing to keep up with Britain on new rules on animal welfare. According to Cranswick, the largest British-owned pork processor, pork is taking over from beef as shoppers' meat of choice after good Christmas sales – the story was picked up by several newspapers this week including The Times, Daily Telegraph and Independent.

And MP Laura Sandys calls for misshapen fruit and veg to be specially promoted and sold in supermarkets, an idea she has discussed with the NFU, was covered by the Daily Telegraph.

Watch, listen and read again:

'Pesticides blamed for bee decline' was headline in Independent on Sunday - Read more [here](#).

NFU poultry board member Duncan Priestner appeared on BBC Countryfile on Sunday in a feature on the Welfare of Laying Hens Directive that highlighted which countries have adopted the new EU legislation - Watch again [here](#).

The story about pork taking over from beef as shoppers' meat of choice was picked up by several newspapers this week including The Times, Daily Telegraph and Independent - Read more [here](#).

A group effort to crackdown on corporate late payments, including support by the NFU, was picked up by Daily Telegraph – Read more [here](#).

The One Show on BBC1 had a feature on the Chernobyl nuclear disaster and its effect on farming here in the UK. Several farmers were interviewed who explained what it means now with restrictions lifted. Watch again [here](#).

South East MP wants to set up a company specifically to sell "ugly" food. Read more on this story [here](#).

Notable NFU mentions in the media this week:

[Final two animal health board members revealed](#)
Farmers Guardian

[Livestock chairman stepping down](#)
Farming UK

The voice of British farming

NFU, Agriculture House, Stoneleigh Park, Warwickshire CV8 2TZ
Tel: 02476 858500 Fax: 02476 858501





NFU weekly news briefing

Newspapers...radio...TV...online...digital media

January 26 - February 1 2012

[MP to set up 'ugly' food firm](#)

Daily Telegraph

[Pollution plans set to cost farmers millions](#)

Farmers Weekly

[Farmers defend Gloucestershire badger cull trials](#)

Gloucester Citizen

[Tributes following death of former NFU President NFU President Sir Richard Butler](#)

East Anglian Daily Times

Social media:

It's been a busy week on Twitter with the NFU tweeting all the main news including stories about Schmallenberg virus, the winter weather, Farmhouse Breakfast week, metal thefts, latest on the HS2 rail link and climate change.

Farmers Weekly tweeted updates of Peter Kendall's speech to the Reading agriculture conference and has been promoting its latest poll on Twitter – are you worried about Schmallenberg virus?

A reminder that social media will be used widely throughout NFU Conference this year with members and staff on Twitter encouraged to tweet using hashtag #NFU12

There were a total of 90 NFU mentions in the media this week, with coverage worth £73,633.

This weekly news briefing is written by the NFU's press office and is published every Wednesday and sent to NFU members via Bulletin. Call 02476 858686 for more information.

The voice of British farming

NFU, Agriculture House, Stoneleigh Park, Warwickshire CV8 2TZ
Tel: 02476 858500 Fax: 02476 858501

