

NFU Successes

Beef & Sheep

- **'Why Beef and Sheep Farming Matters'**
Following the success of the "Why Beef and Sheep Farming Matters" campaign the NFU continues to communicate key messages to consumers about the importance of livestock farming.
- **Promotion of Environmental Benefits**
The NFU works hard to promote the environmental benefits of livestock production. In conjunction with EBLEX we have recently produced the Beef and Sheep production roadmap which tackles the issue of livestock in climate change.
- **Sheep EID**
The NFU lobbied successfully to achieve a delay in the implementation of individual recording of sheep using EID from 1st Jan 2008 until 31st Dec 2009. We have also secured a number of derogations and flexibilities such as the introduction of the electronic slaughter tag and the provision of central point recording, which has the ability to greatly reduce the financial and regulatory impact on many keepers.
- **Sheep Movement Reporting**
The NFU identified concerns with DEFRA regarding the individual recording requirements for moves to temporary grazing under the new EID regulations. As a result we have successfully lobbied for the introduction of a robust interim batch movement reporting system.
- **Red Tractor**
The NFU continues to promote the use of and the values associated with the Red Tractor. Following recent discussions with ASDA we have seen them increase the size of the red tractor logo on their fresh beef packaging.
- **Reduced Inspections**
The total number of RPA cattle ID inspections has been reduced from 10% to 5% following concerted and prolonged pressure from the NFU.
- **Combined Inspections**
The NFU has successfully reduced the burden of inspections on farmers by ensuring that where possible LVI TB Tests are combined with cattle identification inspections. This will minimise the burden and costs on livestock farmers.
- **Bluetongue**
The NFU has been a major stakeholder within the Joint Campaign Against Bluetongue (JAB). The campaign combined with NFU communications has kept farmers fully informed of the Bluetongue situation and encouraged vaccine uptake. As a result we have seen the UK remain BT free throughout 2009.
- **Deadweight marketing**
The National Livestock Board successfully lobbied the EU commission to improve transparencies in the deadweight marketing of beef. As a result we have seen the approval of 3 standard carcass specifications.
- **Strict controls on export conditions**
The NFU continues to monitor the standards of red meat imports into the EU and lobby for strict controls on export conditions. This follows prolonged lobbying which highlighted concerns over traceability, assurance, record keeping and animal health standards of Brazilian Beef and resulted in dramatically reduced import levels.
- **Access for overseas shearers**
The NFU identified an issue with the availability of foreign shearers entering the country as a result of the new Home Office points based immigration system in 2009. The NFU successfully lobbied government for a relaxation of the rules which enabled shearers to enter the country.
- **Fallen Stock – Over 48 month cattle subsidy**
Along with the NFSCo the NFU successfully lobbied government for £2million to subsidise the collection of fallen stock over 48 month cattle.

- **TSE Rules**

The NFU successfully lobbied the FSA and DEFRA to increase the TSE testing age of bovines from 30 to 48mths as recommended by the Commission. We continue to lobby for further relaxations to the TSE rules at an EU level.
- **Fair deal for hill farmers**

The NFU has fought to get a fair deal for hill farmers after Defra announced plans to introduce an Upland Entry Level Scheme to replace the current Hill Farming Allowance during 2010. The new scheme comes after two years of detailed negotiations with Natural England and Defra. Defra is to introduce the Upland ELS as a 'supplement' to the current Entry Level Scheme from July 2010. It will offer annual payment in return for continued farm and landscape management.
- **Funding approved for TB advisors project in South West'**

The NFU applied for and has recently received approval for funding of £1.3 million from the South West RDA to deliver an on farm advisory and training project for farmers affected with TB in the South West of England. Not detracting from NFU policy strategy, the project aims to assist farmers in dealing with everyday practical TB issues such as business advice, trade solutions, environmental issues, bio security and more. Advisors are expected to be in position by March 2010.

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