

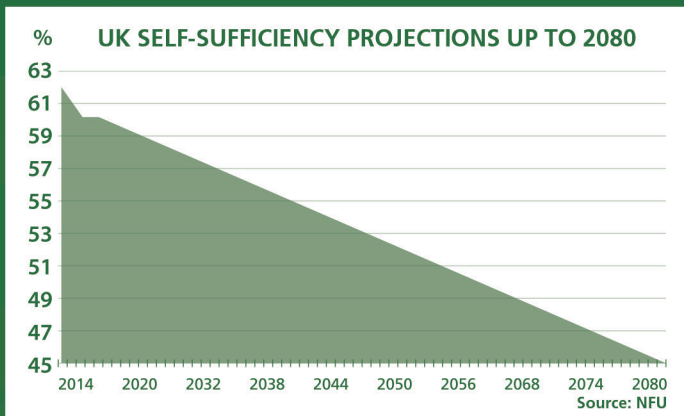
**WANT GREAT  
BRITISH  
FOOD  
TOMORROW?  
BUY GREAT  
BRITISH FOOD  
TODAY**



**Food self-sufficiency in the UK is in an alarming downward trend.  
Our current rate of self-sufficiency is just 62%.**

**Official figures predict that by the mid-2040s the UK will be the most populous country in the EU at 77 million people. If nothing changes, we would meet just 53% of the nation's needs in British food.**

**British farmers want to reverse this trend.  
But everyone needs to play their part.**



# IT'S TIME TO BACK BRITISH FARMING







## Reasons to Back British Farming

British farmers provide a huge variety of quality British food for us all to enjoy. But farming is about much more than growing great food. It contributes to the economy, helps to create our environment and produces renewable energy.

- 75% of Britain is farmland, looked after by generations of farmers to create some of our most beautiful landscapes. Farmers work hard to look after soils, water and protect wildlife.
- The farming and food sectors provide more than 3.5 million jobs.
- Agriculture's contribution to the UK economy increased by 35% between 2008 and 2013 to £9.4 billion.

## How to Back British Farming

- Challenge your local supermarket, shop, café or restaurant by asking them what are they doing to back British farming?
- Ask for great British food to be given pride of place on shelves.
- Buy British food.



Looking out for the Red Tractor logo is one way to make sure you are buying quality food and drink. The Union flag in the logo shows it can be traced back to British farms.



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