

WHY JOIN US?

CAMPAIGN DRIVER

The future prosperity of our local food, drink and rural businesses depends on working together to grow, thrive and meet local people's expectations.

THIS REQUIRES

A progressive & resilient food and farming sector competing in an uncertain world.

A drive to champion all that's great about our farming, food and environmental heritage.

An ongoing commitment to value, protect and enhance our environment.

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FIND OUT MORE LOG ON TO:
nfuonline.com/provenance/
or call: 01904 451550



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Shouting about the strength
and value of **Yorkshire's**
agri-food sector

KEY MESSAGES



**WE ARE PROUD TO PRODUCE
FANTASTIC QUALITY FOOD
AND DRINK WITH REAL
PROVENANCE.**



**WE MAKE A MAJOR
CONTRIBUTION TO
THE LOCAL ECONOMY.**



**WE ARE INNOVATIVE
AND EMBRACE NEW
IDEAS & TECHNOLOGY.**



**WE OFFER EXCITING
OPPORTUNITIES FOR
YOUNG PEOPLE.**



**WE WORK HARD
TO ENHANCE OUR
ENVIRONMENTAL
SUSTAINABILITY.**



**ROOTED IN TRADITION,
WE ARE COMMITTED
TO BUILDING A STRONG
FUTURE FOR OUR LOCAL
COMMUNITIES.**

GET INVOLVED

BECOME A CAMPAIGN SUPPORTER

Logos and company names will be added to all campaign elements.

PARTICIPATE IN CAMPAIGN ACTIVITY

Lobbying, agricultural shows and events, public facing food events.

PARTICIPATE IN THE CAMPAIGN'S SOCIAL MEDIA ELEMENT

Reference it on social media channels and provide case studies or video clips to demonstrate key campaign messages.

PROVIDE ANONYMISED INFORMATION ON STAFF EMPLOYED/TURNOVER

To help build the 'economic impact' argument.

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