

# Horticulture

For horticulture and potato members of the NFU



Media Pack  
**2024**

NFU

# Horticulture

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# MEDIA INFORMATION

**N**FU Horticulture has a well-earned reputation as the authoritative publication for the horticulture industry.

Published four times a year it is circulated nationally to the horticultural members of the National Farmers' Union.

These members are the top professional growers of field

vegetables, potatoes, protected crops, ornamentals, plant raisers, soft and top fruits.

As members of the NFU they tend to be the larger, progressive growers.

NFU Horticulture is more than the voice of NFU policy, each issue contains news, views and analysis across the sector plus interviews with



Price negotiations

## Inside the retailer's mind

Supermarket buyers are doing all they can to keep prices down, but as retail expert Ged Futter tells Michael Barker, well-prepared suppliers may now hold the aces

**A**t a time when suppliers could hardly have more on their plates, dealing with stubborn retail buyers who are determined to keep their price down is the last thing they need.

That's why it's more important than ever to be prepared and understand how to tackle those complex negotiations, and one consultancy is offering growers a crash course in how to do just that in this most stressful of situations.

Ged Futter has more than 26 years' top-level experience in retail, having been a senior buying manager at Asda.

"Growers are being hit by three things in particular right now – labour, fuel and fertiliser," Mr Futter says, "and the increases are at a scale that have never been seen before".

He adds: "It's important that costs are realised further up the supply chain, particularly with the retailers, because growers cannot absorb those levels of cost. If they're not realised, what we'll end up with is growers choosing not to plant, and then we'll be faced with a surplus."

Retailers can't fail to acknowledge that costs are going up, but that doesn't mean to say they will hand out increased returns without a fight.

negotiations. "What we do is we demystify what it's like being a buyer, and we demonstrate where the power actually sits," he says.

"It's a process that anybody can follow. It's not about huge amounts of documents, but if you do the preparation and the planning beforehand then you are going to be more successful getting the inflation that you need."

If price negotiations feel like a case of David versus Goliath, Mr Futter has a simple message for the growers right now. With energy costs in Europe going through the roof – and gas even being rationed in some countries alongside huge transport cost increases, supermarkets simply don't have the option of importing cheaper produce from abroad.

That means domestic growers are ideally placed to achieve the increases they need. The situation may even lead to more of the longer-term, three-to-five year contracts that are starting to be handed out in categories including potatoes.

Quite simply, Mr Futter says price rises are on the way – and he doesn't have much sympathy for retailers who are posting hundreds of millions, or

“

It's the only magazine out there that covers the whole potato and edible and ornamental horticulture industry from a growers perspective, and it's current format means it gets passed around and read by several people in the business. It's good to have an informative publication that you can sit down and read, with a cup of tea, away from the computer screen

Guy Poskitt



Supply chain

### Corporate climate targets explained

#### Know your scopes

Greenhouse gas emissions are categorised into three groups or 'scopes' under the widely-used 'greenhouse gas protocol', the international standard for calculating and reporting emissions.

Scope 1 includes direct greenhouse gas emissions from sources owned or controlled by the company.

Scope 2 includes indirect greenhouse gas emissions that occur in the value chain but are not owned or controlled by the company.

Scope 3 includes all other indirect greenhouse gas emissions that occur in the value chain but are not owned or controlled by the company.

The Science-Based Targets Initiative (SBTi) recognises the importance of setting science-based climate targets for companies to help them set and track progress towards limiting global warming to 1.5°C.

The SBTi is a partnership between the UN Global Compact, CDP, the World Resources Institute and the World Wildlife Fund for Nature (WWF). It is supported by leading investors, including the Calvert Impact Capital, Domini Social Investments, and the Interfaith Center on Corporate Responsibility.

Net zero

Greenhouse gas emissions are projected into the future based on current trends and policies, and are measured against a baseline projection.

There are two types of net zero: net zero by 2050 and net zero by 2100.

Net zero by 2050 is the most common target, and is often referred to as 'ambitious'.

Net zero by 2100 is often referred to as 'ambitious'.

#### Carbon neutral

Carbon neutral products can either be carbon neutral or

carbon neutral by offsetting.

Carbon neutral by offsetting means that the product is offset by the same amount of greenhouse gases as it emits.

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## HORTICULTURE MEMBERS BY SECTOR



**35%**  
POTATOES



**22%**  
FIELD  
VEGETABLES



**15%**  
ORNAMENTALS



**10%**  
SOFT FRUIT



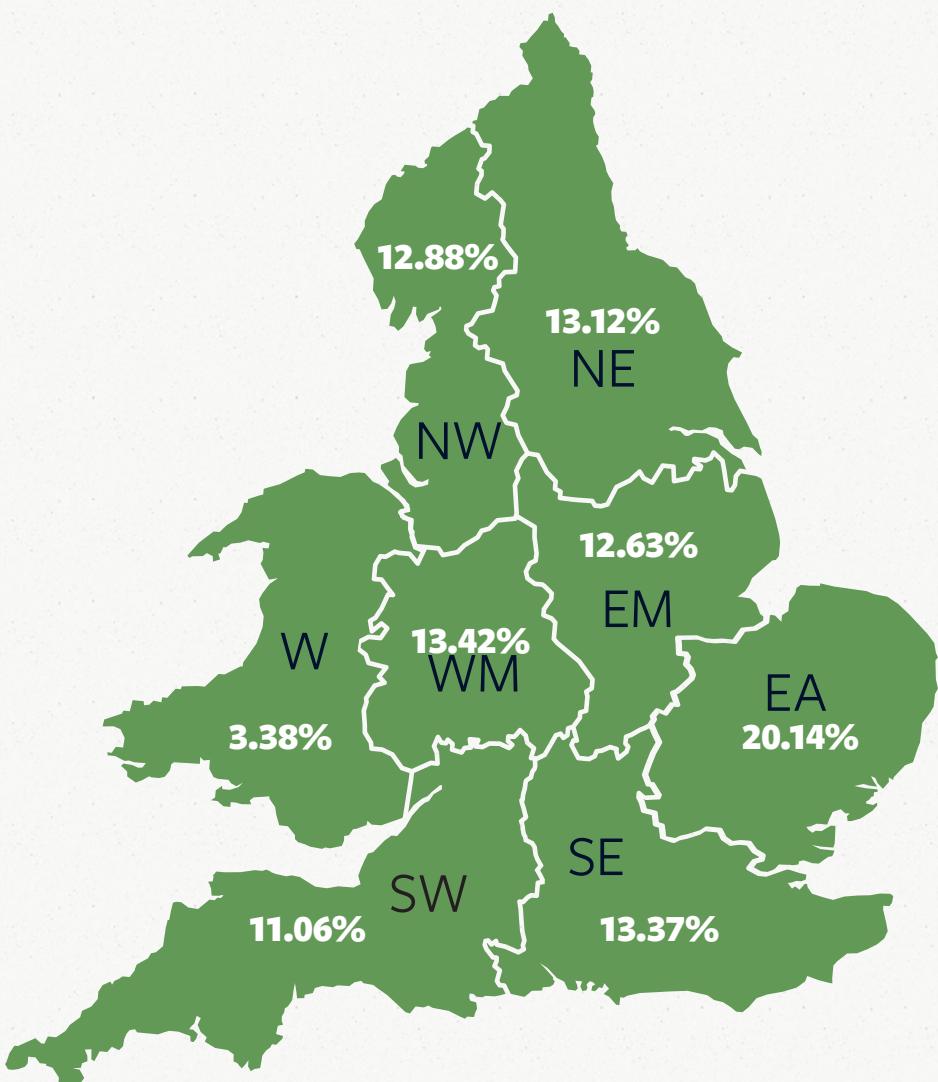
**10%**  
TOP FRUIT



**7%**  
SALAD

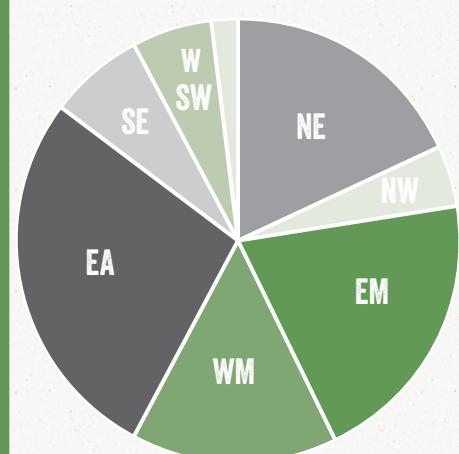
## NATIONAL COVERAGE

- MEMBERS BY REGION



## ACRES BY REGION

NORTH EAST - 18.20%
NORTH WEST - 4.54%
EAST MIDLANDS - 20.21%
WEST MIDLANDS - 15.06%
EAST ANGLIA - 27.50%
SOUTH EAST - 6.75%
SOUTH WEST - 6%
WALES- 1.74%



**4,500**

MEMBERS RECEIVE  
HORTICULTURE  
QUARTERLY

# ADVERTISING RATES

<b>DPS:</b>	£1,000
<b>BACK COVER:</b>	£825
<b>INSIDE BACK:</b>	£720
<b>FULL PAGE:</b>	£515
<b>HALF PAGE:</b>	£310
<b>QUARTER PAGE:</b>	£185
<b>EIGHTH PAGE:</b>	£115
<b>CLASSIFIED SCC:</b>	£8.50

# DEADLINE AND PUBLICATION SCHEDULE

ISSUE	AD BOOKING DEADLINE	COPY DEADLINE	INSERTS BOOKING	INSERTS DELIVERY	WITH MEMBERS FROM
<b>SPRING 24</b>	25-Jan-24	31-Jan-24	01-Feb-24	05-Feb-24	16-Feb-24
<b>SUMMER 24</b>	02-May-24	08-May-24	08-May-24	13-May-24	24-May-24
<b>AUTUMN 24</b>	01-Aug-24	07-Aug-24	08-Aug-24	12-Aug-24	23-Aug-24
<b>WINTER 24</b>	24-Oct-24	30-Oct-24	31-Oct-24	04-Nov-24	15-Nov-24

# PLEASE SEND ALL FILES TO:

email: [horticulture@atgraphicsuk.com](mailto:horticulture@atgraphicsuk.com)  
tel: 01733 362700/701

## FILE DETAILS

PDF, TIFF, JPEG, EPS – all 320dpi CMYK high resolution formats.

Please ensure that all fonts are either embedded or outlined. All picture/graphic files should be scanned at a resolution of 320 dpi and converted to CMYK format.

## Rate information

# INSERT RATES

As an additional way of getting your selling message across why not consider leaflet inserts in Horticulture?

Guaranteed to reach all Horticulture subscribers. Please call Jas on 02476 858 952 for further information.

# TECHNICAL SPECIFICATION

## Double page spread

Type: 240mm (h) x 390mm (w)  
Trim: 280mm (h) x 420mm (w)  
Bleed: 286mm (h) x 426mm (w)

## Full page

Type: 240mm (h) x 175mm (w)  
Trim: 280mm (h) x 210mm (w)  
Bleed: 286mm (h) x 216mm (w)

## Half page horizontal

117mm (h) x 175mm (w)

## Half page vertical

240mm (h) x 85mm (w)

## Quarter page horizontal

57mm (h) x 175mm (w)

## Quarter page vertical

117mm (h) x 85mm (w)

## Eighth page

57mm (h) x 85mm (w)

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CALL  
JAS SAIKHON ON:  
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858 952**

Meet the grower

## MEET THE GROWER

### This is Thanet Earth

Growing three different crops under glass on a huge scale takes a lot of manpower and energy, not to mention knowledge says technical director Rob James

Words by: Lorna Moyley  
Photos by: John Cottle

We grow all year-round. We tend to grow a range of vegetables, we have a large number of selling opportunities and meet the consumer market. We concentrate on premium vegetables on the shelves. UK consumers are asking for Piccolo, which is the variety they are asking for. We have a variety on the supermarket shelves.

For cucumbers, we start at mid-late March and finish at the end of November. We use the lighting know-how gained from our own research and development over so many years. We use artificial lights when light levels are low. We have two early crops early and with a higher plant density than usual.

We use LED lights for the peppers, though. We will plant them just after Easter and finish at the end of April. It's taken that long for the crop to establish and then we will pick all year, whereas with cucumbers we will inter-plant and change varieties from season to season as they grow fast.

What growing medium do you use for your crops? We grow using hydroponics, without

**Thanet Earth produces around 400 MILLION tomatoes each year**

soil. We use a nutrient solution with a hanging gutter system.

What do you grow? Tomatoes are all-year-round. We tend to grow a range of vegetables, we have a large number of selling opportunities and meet the consumer market. We concentrate on premium vegetables on the shelves. UK consumers are asking for Piccolo, which is the variety they are asking for. We have a variety on the supermarket shelves.

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What other big challenges do you face as a grower? When we developed this, we deliberately thought about how to deal with water. We have to deal with any rainfall falling on any building is going to go into the ground and need to be collected in large reservoirs. Each greenhouse has its own reservoir and we also have a very small borehole

inherited from the previous farmer that we have to deal with. Because we grow a lot of the ground, anything that goes into the ground can't be recycled, so any water the plants don't use up, and that includes any fertilizer we add, goes down the drain. We collect this; this is collected in a double gutter system and then it goes into the small borehole, because we are probably around 80% self-sufficient in water.

The other challenge is that our company transfer man we have been working with for 15 years has a borehole site they use, so it's straight out the ground and also unrecycled.

What other big challenges do you face as a grower? When we developed this, we deliberately thought about how to deal with water. We have to deal with any rainfall falling on any building is going to go into the ground and need to be collected in large reservoirs. Each greenhouse has its own reservoir and we also have a very small borehole

## Labour of love

Even before the announcement on next year's visa allocation at the Food Summit, NFU lobbying had secured a number of improvements to the Seasonal Worker Scheme. Michael Barker reports

**S**easonal labour shortages have been the bane of horticulturalists' lives in recent years, with an annual struggle to source the government to release the resources it needs to pick and pack the nation's fruit and veg.

Finally, things have taken a turn for the better. Just before Christmas, DEFRA announced that seasonal workers would be available for horticultural work in the UK after January, rather than waiting until February. This follows a February meeting prodding for a visa reset in recognition of the impact the Ukraine war or the availability of migrant workers had on the industry.

For seasonal labour in agriculture, it will prove valuable to growers. It also represents an important opportunity for the industry, leaving the door open to make the case again should the industry face similar challenges in the future.

That, at the Food to Fork Summit in March, was the message from NFU members who were told that the new visa would again see 45,000 visas made available under the scheme, with an additional 10,000 available.

**The plan goes on**

Despite the wins, the NFU is calling on the government to still push to make sure that the scheme is a much longer term, because, as it stands, it's not clear if the visa reset will last another month and there's no commitment

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Summer 2023 23

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