

# NFU Policy

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## Code of Conduct

Written by:  
Secretary of the National Farmers' Union

Department  
Compliance

Valid from:  
14 October 2025

To be reviewed by:  
15 October 2027

**Approved by the Governance Board on 14 October 2025**

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## The voice of British farming

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NFU SUPPORTED BY  
**NFU Mutual**

The purpose of this Code of Conduct is to set out the standards of behaviour expected from elected, appointed or nominated representatives of the National Farmers' Union (**NFU**) (**NFU Representatives**).

All NFU Representatives should ensure that they have read and comply with this Code of Conduct.

As an NFU Representative you are expected to maintain the highest standards of behaviour in the performance of your duties.

You must observe this Code of Conduct:

- Whenever you represent, conduct the business of, or are present at a meeting or event of the NFU;
- Whenever you act, claim to act or give the impression you are acting in the role to which you were elected or appointed;
- Whenever you act, claim to act or give the impression you are acting as a representative of the NFU, for example when you have been approached by a third party for a comment or quote;
- In all your dealings with NFU staff and members.

## 1. Equality and Respect

You must:

- Treat all people fairly and carry out your duties and responsibilities with due regard to the principle that there should be equality of opportunity for all people, regardless of their gender, race, disability, sexual orientation, age or religion;
- Show respect and consideration for others at all times;
- At all time act with integrity and avoid any acts, omissions or practices which harm the NFU, the governing body on which you sit, the region or commodity which you represent, the members of the NFU or the general public;
- Act at all times in an honest and trustworthy manner;
- Promote an inclusive environment that is free from harassment, bullying and discrimination;
- Not use bullying behaviour or harass any person; and
- Not do anything which compromises, or which is likely to compromise, the impartiality of those who work for, or on behalf of, the NFU.

## 2. Confidential Information

You must :

- comply with the requirements of all relevant data protection legislation;
- keep confidential and not disclose any confidential information or information which should reasonably be regarded as being of a confidential nature, without the express, prior consent of the NFU;
- Seek advice or appropriate support if required



### 3. Social Networking Websites

You must not:

- Post social media communications (including, for example, Facebook, LinkedIn, Twitter, Instagram, WhatsApp, Telegram) which could damage the NFU's business or reputation, whether directly or indirectly;
- Use social media to defame, disparage, harass, bully or unlawfully discriminate against the NFU, its staff or any third party;
- Upload or publish recordings, photographs or videos of NFU events or members without prior consent;
- Post comments about sensitive business-related topics, such as draft proposals or information belonging to any organisation belonging to, or in partnership with, the NFU;
- Include the NFU's logos or other trademarks in any posting or in your profile on any social media platform;
- Express opinions on the NFU's behalf, unless expressly authorised to do so.

### 4. Reputation

- You must always act in a way that supports and upholds the reputation and values of the NFU;
- You must not conduct yourself in a manner which could reasonably be regarded as bringing your office or the NFU into disrepute;
- You must not make vexatious, malicious or frivolous complaints against other members of the NFU or NFU employees.

### 5. Resources of the NFU

- You must not use, or authorise others to use, the resources of the NFU:
  - imprudently;
  - unlawfully;
  - other than in a manner which is calculated to facilitate, or to be conducive to, the discharge of the functions of the NFU or of the office to which you have been elected or appointed;
  - improperly for political purposes; or
  - improperly for private purposes.

### 6. Conflict of Interests

- You must not, in your official capacity or otherwise, use or attempt to use your position improperly to confer on or secure for yourself, or any other person, an advantage or create or avoid for yourself, or any other person, a disadvantage;
- Where your role requires you to record any conflicts of interests in the Register of Interests, you must complete the forms promptly and notify the Board Secretary or NFU Secretary (as applicable) of any changes in a timely manner.
- When participating in meetings or reaching decisions regarding the business of the NFU you must do so on the basis of the merits of the discussion and the information presented.

- You must promptly declare at the start of any meeting any personal interest in the matters to be discussed at the meeting any matter which is or may be perceived as a conflict by yourself or others.
- If you are unsure as to whether or not a matter would be regarded as a conflict of interest, you should contact your Board Secretary or Regional Director for advice.

## 7. Expenses

- You must observe the law and the NFU's rules governing the claiming of expenses and allowances in connection with your duties as a member (please refer to the Members' Expense Procedure for the NFU's rules on claiming expenses);
- When carrying out your role as NFU Representative you must comply with the NFU Gifts and Hospitality Policy.

## 8. Commitment

- You must ensure that you have sufficient time to discharge your duties as an NFU Representative, including attending meetings;
- You are expected to attend all meetings.
- You should let the Chair and the organiser of the meeting know in advance if you cannot attend a meeting for personal or professional reasons, and, where permitted, arrange an alternate to attend in your place.
- You should prepare fully for all meetings you attend as an NFU Representative, reading papers distributed in advance and attending prepared to contribute to Board discussion;
- You should participate constructively in discussions at meetings, but should not seek to challenge or undermine decisions when they are properly taken.

## 9. NFU Values

All NFU staff and Officeholders are expected to uphold the NFU's Values and to conduct themselves in line with the NFU's Values and the Nolan Principles (in so far as they would apply to a membership organisation):

### Inclusive

- Supported - We support all colleagues to reach their full potential
- Equally valued - We value all individuals and ideas
- Championing diversity - We actively seek opportunities to foster diversity
- A sense of belonging - We create a positive environment where everyone can bring their true self to work



**Professional**

- Trustworthy and honest - We are transparent in our dealings and tell the truth
- Act with integrity - We set a good example and deliver on our promises
- Respect for others - We treat people how we expect to be treated

**Resourceful**

- Creative - We think up new ideas
- Innovative - We put in place new ideas and methods
- Competent and knowledgeable - We have the skills and knowledge to enable us to do our job well
- Agile - We respond positively and flexibly to change

**United**

- Collaborative - We act as one NFU to achieve our goals
- Share - We share knowledge, experience and decisions
- Celebrate success - We celebrate great work

**The Nolan Principles - The Seven Principles of Public Life**

1. Selflessness
2. Integrity
3. Objectivity
4. Accountability
5. Openness
6. Honesty
7. Leadership

Further information about the Nolan Principles can be found here: [The Seven Principles of Public Life - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/publications/the-seven-principles-of-public-life)



## 10. Breach

Any person who considers that there has been a breach of the Code of Conduct may make a complaint to the *Regional Director or Secretary*. The matter will be dealt with in accordance with the NFU's Disciplinary Process.

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