



JOIN THE NFU

**BECOME A FARMER AND
GROWER MEMBER TODAY!**

2018

A MESSAGE FROM THE PRESIDENT

THESE ARE CHALLENGING TIMES FOR FARMERS AND FARMING NEEDS TO SPEAK WITH A UNITED VOICE. I AM DETERMINED THAT THE NFU IS THAT UNITED VOICE AND TOGETHER WE ENSURE FOOD AND FARMING IS CENTRAL TO THE GOVERNMENT'S PLANS FOR BREXIT, THE ECONOMY AND COUNTRYSIDE.

My mission is to prove the relevance of the UK farming industry to the country and its people. We need new alliances to show just how vital farming is to our people, our culture, and our economy. I want my leadership to bring people together to realise the pride and passion that we as farmers and growers have in producing food and shaping the iconic countryside that we all enjoy.

Back in March, Michael Gove published his green paper of future agricultural policy. We have an urgent task to shape his thinking as the outcome will affect generations to come. But while looking to the future we will not ignore what matters today. The impact of rural crime, the delivery of BPS and Countryside Stewardship payments, supply of farm labour and the need for tools to tackle plant health, Bovine TB and other animal diseases were concerns long before Brexit. However, I am absolutely certain that 'team NFU' has the strength in depth to deliver on these and others in the future.

Through all these challenges my aim is to create the conditions in which farming can thrive, where farmers can be more productive and profitable, respected for what they deliver for the nation whether that is great food, great landscapes or great jobs and careers.

It is going to be an important few years, a time when we will both exert and grow our representative power, a time for a strong NFU.

I hope you will consider joining us.



Minette Batters
NFU President



10 REASONS TO BECOME AN NFU MEMBER:

1. Benefit from the support and knowledge of the NFU team on your doorstep – your local Group Secretary, County Adviser and experts at your regional office.
2. Access to NFU CallFirst, our Stoneleigh based telephone helpline exclusive to members. Answering general membership enquiries and providing specialist legal and technical advice.
3. Receive the latest news and regular briefings relevant to your farming sector produced by our policy experts.
4. Attend local NFU meetings and industry debates on current issues and farming priorities.
5. With more than 100 policy and lobbying experts working on your behalf your voice will be heard where it counts.
6. Join more than 46,000 farmer and grower members and make our collective voice even stronger.
7. Only members can have a say and contribute towards the future of agriculture and horticulture.
8. Monthly British Farmer & Grower or Farming Wales magazine delivered to your farm plus weekly national email bulletins and regional email updates covering more local issues.
9. A range of specialist services available to support your business covering topics such as tenancy, energy, employment, contract checking, fly grazing and tax.
10. Save money across a huge range of products including vehicles, agricultural tyres, health insurance, GPS tracking systems, secure storage boxes, satellite broadband, building materials and training courses.





OUR SCALE & INFLUENCE

WE'RE HERE TO GIVE YOU A VOICE AND PROTECT YOUR WAY OF LIFE NOW AND IN THE FUTURE. OUR PURPOSE IS TO CHAMPION BRITISH AGRICULTURE AND HORTICULTURE, TO CAMPAIGN FOR A STABLE AND SUSTAINABLE FUTURE FOR FARMERS AND GROWERS, AND TO SECURE THE BEST POSSIBLE DEAL FOR OUR MEMBERS.


OUR TEAM PROVIDES A SCALE OF KNOWLEDGE AND SERVICE NO OTHER AGRICULTURAL ORGANISATION CAN MATCH – GIVING OUR MEMBERS A STRONGER VOICE ON THE POLITICAL STAGE.

NFU Headquarters

Stoneleigh Park in rural Warwickshire is the nerve-centre of our member support services. It houses our 100 strong national policy and lobbying teams, our press, publications and communications department, our legal teams and our CallFirst helpline.

Westminster office

Just a stone's throw away from the Houses of Parliament, our External Affairs team are perfectly placed to meet with MPs and other policy-makers. They continually promote your interests, shape the food and farming debate and anticipate the political developments that will affect you.



"The NFU keep me informed and they run regular seminars and meetings that are very informative on the sector that relates to me."

"I feel that as a member we get great lobbying at Westminster or Government level and the NFU champion UK farmers so it's great!"



Brussels office

With an NFU membership, you can be sure we are representing your interests at the highest possible European level. Our British Agricultural Bureau (BAB) policy team in Brussels monitors all agricultural discussions and defends our members' interests. BAB is also an active member of Copa-Cogeca, the umbrella organisation for farmers' unions across the EU. With Brexit on the horizon this presence becomes ever more critical.

NFU Cymru

Based in Builth Wells, our NFU Cymru office supports members in Wales and represents their interests to the Welsh Government, Westminster Government and European Union.

Regional offices

The teams at our seven regional offices ensure national policy has local benefits. They also raise regional issues affecting our members to local MPs, district authorities, and at a national level.



"I view the NFU as there to help when needed. There is nobody better to lobby on our behalf."

WE'RE LOCAL TO YOU

AS THE LARGEST AGRICULTURAL TRADE ASSOCIATION IN THE UK WE SUPPORT FARMERS ON ANY FARMING ISSUE, IN EVERY SECTOR AND IN EVERY AREA OF ENGLAND AND WALES.

250 local offices

Our local offices are managed by NFU Group Secretaries. Friendly and knowledgeable, they are pillars of their rural communities and important personal contacts for our members. Your local NFU Group Secretary is always on-hand to offer you advice and support, feeding back your opinions to important influencers.

Supplementing this effort are your local:

Environment and Land Use Advisers, offering expert advice on issues such as water management, soil and agri-environment schemes.

Local Advisers

As well as your local Group Secretary, you'll have access to one of 40 County Advisers. They provide local knowledge, guidance on matters of policy and NFU membership and help feed local views into central lobbying campaigns.

Communications Advisers, working with the local press to secure coverage of NFU news stories and raise the profile of farming in the media.



"The NFU branch is located so conveniently to us – 5 minutes away – in the market doing business. It's conveniently where a lot of farmers are at any one time."



"I get a good service at local level if I need it. They've always been there to help. The NFU is a very important part of the industry and we couldn't do without them to represent us."



"Our local NFU representative has taken a lot of time and trouble to make sure we're kept up to date and have any information we require. It's very personal to what we do, which means they understand what we're talking about and what our needs are."

COMMUNICATIONS AND CAMPAIGNING

EVERY DAY YOU'LL FIND US ENGAGING WITH INDUSTRIES, POLITICIANS, COMMUNITIES AND CONSUMERS TO COMMUNICATE THE ISSUES OUR MEMBERS CARE ABOUT, AND WE'LL KEEP YOU INFORMED THROUGH OUR COMPREHENSIVE WEBSITES AND REGULAR MEMBER PUBLICATIONS.

In the media

The NFU media team proactively supports campaigns and lobbying efforts, places positive stories in the press and responds to all media enquiries. Our work resulted in a staggering £30 million of media coverage last year. If a news story or current affairs programme features farming, it's likely our team inputted into it.

In communities


Through carefully targeted campaigns, we communicate the importance of a thriving agricultural and horticultural industry to government, politicians, the media and people of all ages.

Online

We have stepped up our social media activity to reach millions of people on Twitter (@NFUtweets), Facebook, LinkedIn, YouTube, Flickr, as well as via our websites.

At political events

The NFU produces a number of reports and commentaries throughout the year. Our 2017 general election manifesto was received by all MPs and we're making continued efforts to engage further with urban MPs.



"I think the NFU are always in the news media – they're there to do that when we need them to."

"We get good feedback, texts and emails and the Farmer & Grower magazine. The information is all there to be read and it keeps us up to date with everything."



Monthly magazines

The British Farmer & Grower and Farming Wales Magazine are the NFU's flagship publications, sent to more than 50,000 people every month. Each edition is packed full of national and regional farming news, practical business advice, the work of the NFU and features on members.

Weekly email bulletins

The NFU Bulletin rounds up the week's big news stories and the work we are doing.

Specialised newsletters

A suite of sector and cross-sector newsletters are available to members on request.

NFUonline

Our digital hubs at www.nfuonline.com (England) and www.nfu-cymru.org.uk (Wales) are a wealth of information featuring current NFU news, policy briefings, campaign material, membership services and discounts information and regional updates.



SERVICES & DISCOUNTS

NFU MEMBERSHIP OFFERS YOU BUSINESS SUPPORT THROUGH A RANGE OF EXCLUSIVE MEMBER SERVICES PLUS DISCOUNTS ON AN EXTENSIVE RANGE OF PRODUCTS.

OUR '40 MORE REASONS TO BE A MEMBER' BOOKLET INCLUDED IN THIS BROCHURE EXPLAINS THE VALUE OF THESE BENEFITS IN MORE DETAIL.

For virtually every aspect within the increasingly complex business of agriculture, we offer detailed – and often free – advice, action and assistance. Whether it's political, regulatory, legal or technical information, or more practical business-focussed solutions covering, law, planning, taxation, employment and energy.

We negotiate on behalf of our members to provide access to the best professionals and products in the marketplace at discounted prices. Our aim is that these benefits will help our members and their farming business, and further demonstrates the value of NFU membership.



"I am used to member benefits never really amounting to much but with the NFU they are tangible and very worthwhile."

NFU OFFICES

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HOW TO JOIN THE NFU AS A FARMER & GROWER MEMBER

- **CONTACT YOUR LOCAL GROUP SECRETARY**
- **PHONE THE NFU MEMBERSHIP JOINING LINE ON 0370 428 1401. THEY WILL TAKE YOUR DETAILS AND ASK YOUR LOCAL NFU GROUP SECRETARY TO CONTACT YOU**
- **ALTERNATIVELY YOU CAN FILL IN THE ENQUIRY FORM ON THE NFU WEBSITE**
WWW.NFUONLINE.COM/MEMBERSHIP

AT A GLANCE...

What NFU membership means for you

For more information call **NFU CallFirst** on 0370 845 8458 or visit www.nfuonline.com or www.nfu-cymru.org.uk



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