

## Key things to remember when communicating with your MP

**Do your research** – understanding the MP's views and voting is key to build up before you reach out to them. The website [www.theyworkforyou.com](http://www.theyworkforyou.com) has all the details on this.

**Be clear** about what you want to talk to them about; pick a particular issue or problem. And explain concisely why this is important.

**Be positive** and propose solutions.

**Follow up** with the MP to say thank you and to send them any additional information. This will go a long way in cementing a relationship.

**Build a relationship for the long-term** – not all meetings will end up with politicians singing farming's praises, and that's okay. A longer-term relationship will be much more valuable than a one-off meeting.

## Ways to engage with your MP

**Writing a letter/email** – a letter or email to your MP can help build your relationship with them. Remember to keep it concise and include a call to action for the MP.

**Farm visits** – inviting politicians on-farm can be an excellent way to build relationships with MPs. Setting aside a couple of hours to host a visit during a busy time such as harvest, when there's lots to see, is definitely worthwhile. It will give you the opportunity to inform their thinking on key issues for the arable sector and make it a day they will remember. The best days are Fridays or during any weekday during recess periods.

**Media and social media** – taking photos with your MP and sharing them on social media or sending them to your local media outlet is an important add-on to any engagement you've had with your MP, especially after a farm visit. 'Tagging' your MP on Facebook or Twitter to ensure they see what you say is a good way to follow up.

## What can they do for us?

When it comes to backbench MPs and peers, there are a number of things we can ask them to do for us, for example:

- Write a letter to a specific Minister, or ask a parliamentary question.
- Secure a debate in Parliament.
- Vote for/against legislation and specific amendments, and introduce their own amendments.
- Raise an issue in the media, or promote a cause through social media.
- Take part in, or form, an All Party Parliamentary Group.
- Sponsor or sign an Early Day Motion to demonstrate support for a particular issue.

## Plan your MP farm visit with us

If you're planning a farm visit with your MP, the NFU's Westminster team would love to know about it.

You can contact them by emailing [NFULondon@nfu.org.uk](mailto:NFULondon@nfu.org.uk) or calling 0207 808 6600.

Make sure you tag @NFUTweets on Twitter or NFU Online on Facebook to bring your social media posts to our attention so we can share your stories with our thousands of followers.

As a NFU member, you have a wealth of skills and experience at your fingertips. If you have any questions about lobbying, social media or the press contact your regional office.



## Your guide to telling our brilliant story

## #YourHarvest





# YOUR HARVEST

## NUMBERS

The arable sector is the biggest user of productive land making it instrumental in delivering environmental outcomes in partnership with food production. This produce leaves the farm and continues to support employment and investment on both a regional and national scale.

The NFU's #YourHarvest campaign aims to raise the political profile of the sector. Increasing the understanding of the worth of our sector will help us gain wider support for our policy priorities.

We are changing the focus and building on last year's hugely successful campaign, this year we are looking at the employment created through the cereals supply chain – totalling to over 43 thousand positions! These roles are all variable in skill level, providing something for everyone, from agronomists giving technical advice, to wagon drivers and administration teams coordinating the movement of grain worldwide. From the traders buying and selling and the feed advisers creating rations, the cereals sector underpins a huge number of jobs and careers and is hugely important to the economy.

As arable farmers, we have a responsibility to champion best practice and showcase how we grow the crops that feed the nation, forming the bedrock of the UK's food and drink sector.

This is your quick guide, crafted by experts in NFU HQ and Westminster, to making your voice heard to parliamentarians from the comfort of your own field. The numbers and statistics in this leaflet are something you should be immensely proud of – so please use them in conversations with decision-makers.

I am excited to kick-start this year's campaign and can't wait to hear about #YourHarvest 2019 and how you back the campaign to celebrate the sector and wider industry that we are so lucky to be a part of.

**Tom Bradshaw**

**NFU Crops Board Chairman and arable farmer from Essex**

**NW**  
Production 0.4MT  
Value £60M

**NE**  
Production 3.9MT  
Value £595M

**EA**  
Production 5.3MT  
Value £735M

**Mids**  
Production 5.7MT  
Value £859m

**Wales**  
Production 0.2MT  
Value £40M

**SW**  
Production 2MT  
Value £313M

**SE**  
Production 2.6MT  
Value £390M



## UK FOOD AND FARMING

**43,000**

employees throughout the cereals supply chain

**1,000**

qualified feed advisers

**1,000**

registered agronomists

Administration and office support staff, factory and plant workers, delivery drivers, lorry drivers, Health and Safety workers, trials teams and technical staff, laboratory staff, trading teams and sales staff.

## Policy priorities for #YourHarvest

- A science-based, robust approach to plant protection product regulation, aiming to retain all safe and effective chemistry. Integrated Pest Management (including the targeted use of pesticides) in partnership with emerging breeding technologies can help drive a more productive future.
- Ambitious environment policy that is achievable for all farms, with a range of measures and schemes that are easily auditable and implemented on farm. Straight forward support and continued reward for established environmental enhancement so that benefits are not lost and farmer efforts are recognised.

- A productivity supporting policy environment, enabling on-farm investment in more efficient infrastructure encouraging resource use efficiency and creating a more investable industry.

A more productive arable sector will create further opportunities for the industry to deliver not only food, but services as well as energy for society.

- Policy framework enabling farmers to achieve the ambition of 'Net Zero' agriculture by 2040. Measures could include, productivity support, but also incentives to encourage and fund infrastructure to facilitate carbon storage as well as carbon capture through the many forms of bioenergy.
- Ensuring British farmers are protected from lower quality imports, generally associated with lower production costs, deeming us on the back foot compared with global competitors. Imports must be akin to our own high production and certified to be of the same quality, grown within the same parameters.