

The NFU press team has been busy over the past few weeks facilitating requests from national media outlets wanting to interview officeholders and members on the subject of sustainable agriculture.

This is how the NFU has been championing British livestock and dairy in the media.

The Oxford Farming Conference was held on January 3rd and 4th 2019 and NFU President Minette Batters provided a keynote speech during the political session alongside Defra Secretary of State Michael Gove. Minette was in great demand by the media after calling on Government to protect food standards after the UK leaves the EU and saying that there is no bad food, just bad diets.

She appeared across various BBC platforms including the BBC news channel, BBC lunchtime news, BBC evening news and Radio 5 Live Drive as well as doing an interview for Channel 4 News with Jon Snow.



Multiple newspapers covered Green Party MP Caroline Lucas' comments at the Oxford Farming Conference that Government should consider introducing a tax on meat to help reduce greenhouse gas emissions. NFU President Minette Batters and Vice President Stuart Roberts were quoted in [The Times](#) and [The Guardian](#) while [Independent Daily Edition](#) also covered the story.

The voice of British farming

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The first week of January saw BBC Breakfast covering veganism and as part of this an interview was aired with NFU South West regional board chairman James Small. He said that when the public is looking to buy British, they should look out for the Red Tractor logo to know the product has been produced to some of the highest standards in the world



NFU national dairy board chairman Michael Oakes was interviewed for the latest Channel 4 Dispatches programme which investigated the rise of vegan activists and the impact they have on the farming industry. Mr Oakes told the programme that dairy farmers' care passionately about their animals.



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NFU Vice President Stuart Roberts was interviewed live on national digital radio station LBC by presenter Ian Payne to give his reaction to what Michael Gove had said at the Oxford Farming Conference about Brexit and the lowering of food standards. Mr Roberts reiterated the importance of the wider food and farming industry and called on Government to protect food standards post-Brexit. He also urged the public to continue to back British farming.

