

NFU Campaigns Update

Summer 2011

This newsletter aims to deliver the very latest information from the NFU campaigns team on recent events and future plans. For more visit www.whyfarmingmatters.co.uk or contact jon.chinery@nfu.org.uk

NFU teams up with Waitrose for summer of success

The NFU is celebrating a prestigious hatrick after winning three Royal Horticultural Society gold medals at shows this summer. The displays, a joint project between the NFU and Waitrose, were designed by award-winning florist Penny Riley and secured gold at the Chelsea Flower Show, BBC Gardeners' World Live and Hampton Court.

Entitled "Waitrose and NFU: Championing British" they were made up of a series of pavilions: four large and eight smaller ones. At the centre was a kitchen and also an area of wild plants to recognise the commitment growers make to the environment. Find out more [here](#).



"Back dairy" – MPs urged to help dairy farmers

'It's time to back our dairy farmers' – that is the message at the heart of an NFU lobbying campaign launched to encourage government, retailers and consumers to secure a fairer supply chain and safeguard the future for producers.

An advert was installed at Westminster Tube Station with the strapline 'after everyone else has grabbed their share there's little left for our farmers'. Highlighting the plight of the industry to politicians ahead of an event held in Westminster, designed to brief key government officials on the problems facing the sector. Click [here](#) and find out more.



WI scraps vote on 'mega farms' resolution

In an unprecedented move, the Women's Institute AGM in Liverpool has decided not to vote on a resolution about 'mega farms'. The resolution, which would have formed a platform for WI campaigning, had been the subject of intensive NFU lobbying during the last few months.

Farmers and staff travelled the country to speak to nearly 110 local WI groups. A vote was rejected at the eleventh hour as delegates questioned the wording and the clarity of the paragraph, which had called for the government to block planning permission for 'factory farming'. Find out more [here](#).



The voice of British farming

NFU, Agriculture House, Stoneleigh Park, Warwickshire CV8 2TZ
Tel: 02476 858500 Fax: 02476 858501



NFU Campaigns Update

Summer 2011

Open Farm Sunday a hit – despite the rain!

It may have been a little on the damp side, but that didn't stop thousands of families from getting out into the fresh air and discovering how farmers shape the countryside and put food on plates.

Hundreds of NFU members threw back the gates for Open Farm Sunday, putting on special activities from bread-making, cow-milking and sausage knotting to tractor and trailer rides, farm tours, crop walks and nature rambles. Click [here](#) to find out more about Open Farm Sunday.



Busy summer ahead for NFU roadshow



The NFU's highly popular Let's Talk Farming roadshow is currently criss-crossing the country as part of a very busy summer schedule. It teaches youngsters about British farming by visiting schools, shows and events across the UK.

Featuring Annabelle the model dairy cow, the show has a stage with 'grass' floor, straw bale seats and a farm landscape backdrop complete with video footage of farm animals, tractors and crops. Find out where you can visit the roadshow this year [here](#).

Young artists paint their way to big day out

Winners of an NFU art competition launched last year are set to receive a free family day pass to a theme park of their choice.

The children's art competition had prizes in three age categories 5 to 7 years old, 8 – 11 and 12 and over. The challenge was to draw a farm scene which related to the child's favourite season in the farming calendar. The competition received a great response from children all over the country with pictures of lambs in spring, combining wheat in the summer and harvesting pumpkins in the autumn. Read the story [here](#).



NFU Countryside magazine – Your guide to the countryside

Do you have a passion for all that's best about the British countryside? So do we. NFU Countryside is a membership organisation that celebrates the British countryside – from great food, stunning wildlife and places to visit, to what to do with your garden or veg patch, and how to get the most from your canine companions. [Find out more](#).

The voice of British farming

NFU, Agriculture House, Stoneleigh Park, Warwickshire CV8 2TZ
Tel: 02476 858500 Fax: 02476 858501



NFU Campaigns Update

Summer 2011

Winning snap captures value of British dairy farming

The winner of a national challenge to capture on camera how dairy cows contribute to the British landscape has been announced.

The competition was launched as part of Mission Milk, the NFU and Women's Institute campaign to highlight the falling returns that are threatening so many dairy farming businesses and call on consumer support. Read the full story [here](#).



NFU and Britains Farm Toys join forces for top competitions



The NFU and Britains Farm Toys have teamed up and created two challenging competitions aimed at 4-7 year olds and 8-12 year olds. All they need is a steady hand or an imaginative farming mind for a chance to win a £100 of farm toys.

The competitions are a national poetry challenge and colouring-in contest – the winners of each challenge in eight regions across England and Wales will receive £100 of Britain Farm Toys. Find out more about this fantastic competition [here](#).

New opportunity for youngsters to learn about farming

Tens of thousands of youngsters across the UK will be able to learn more about agriculture and the environment after the NFU teamed up with The Pony Club to boost its achievement badge scheme.

The charity has a range of equine and non-equine badges and the NFU-sponsored badges will help its young members get up-to-speed on farming, wildlife, bird watching, trees and wild flowers. Read more [here](#).



Exciting new activity books launched

Two new resources have been launched under the ever-popular Let's Talk Farming brand. A 'Fun Book' aimed at 4-7 year olds features colouring-in tasks, farming year guide, farm animal "maze" and a cut out and wear cow mask. At the same time an 'Activity Book' aimed at 8-12 years olds is now available featuring a farming crossword, Red Tractor recipe and Eye Spy challenge. You can view both publications [here](#) or get hard copies by emailing letstalkfarming@nfu.org.uk

The voice of British farming

NFU, Agriculture House, Stoneleigh Park, Warwickshire CV8 2TZ
Tel: 02476 858500 Fax: 02476 858501

