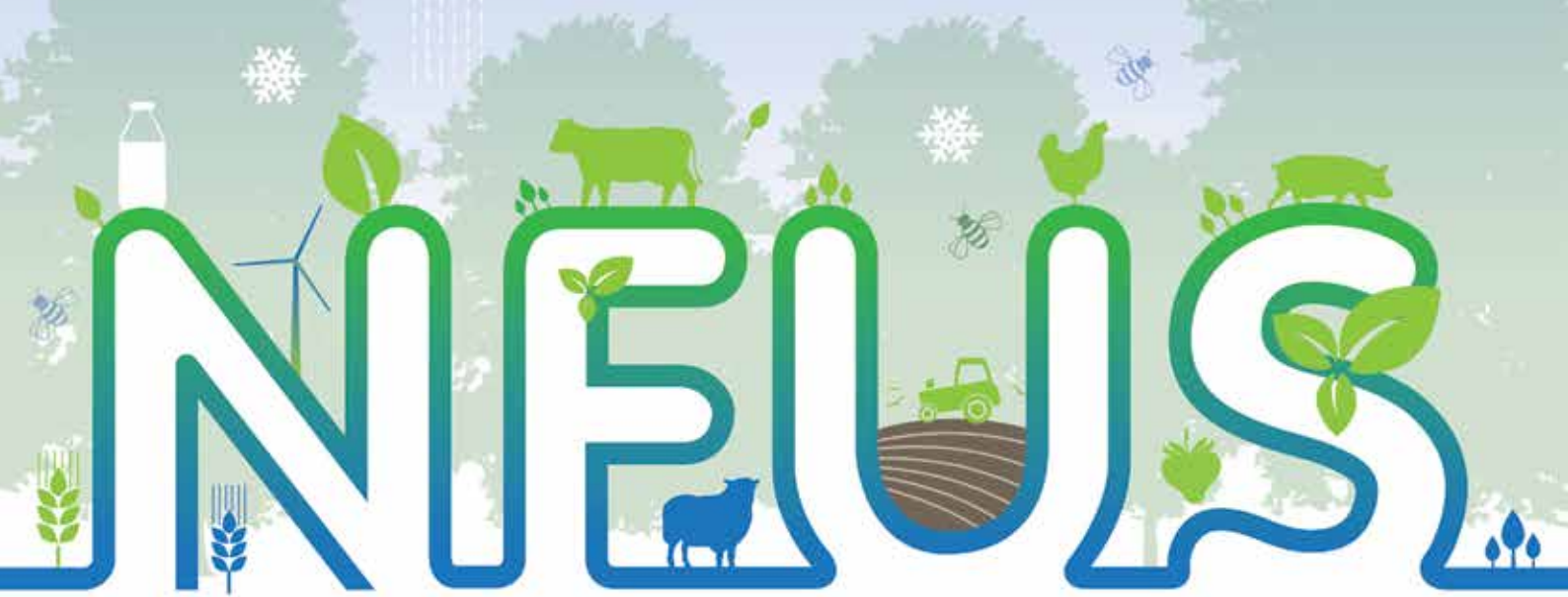




NFU Scotland

Why you should join us



NFU Scotland



NFU Scotland – STRONGER TOGETHER



The NFU Scotland has over 8,500 members from urban outskirts to the remotest parts of the country, with varying business interests and priorities.

Since its foundation in 1913, NFU Scotland has worked to provide a voice for farmers and crofters, working collaboratively with others across the industry to set priorities and influence change.

It is the largest lobbying organisation for farmers and crofters in Scotland, and continues to represent members' interests in Holyrood, Westminster and in Brussels daily.

An NFU Scotland membership will:

- Give you the chance to input into priorities for your sector now and in the future
- Allow you to give your views at exclusive member-only events in our nine regions
- Provide you with a huge array of discounts and services, exclusive to you as an NFU Scotland member that are beneficial to you and your business
- Give you access to important inside information to help you make smarter business choices.

WHAT WE DO ON YOUR BEHALF:

Lobbying

Working to influence relevant legislatures, institutions, government and non-government organisations, our expert team of policy managers ensure the interests of NFU Scotland members are at the forefront in the formation of policy.

In monitoring and shaping farming and crofting policies, each policy manager works closely with their relevant committee chairman and representatives, alongside specialist working groups, and has a comprehensive list of local, national, and international contacts they interact with regularly to make sure the information and knowledge they possess is as up to date as it can be.

Working alongside the policy team is a dedicated parliamentary officer, providing a robust link between the Union and parliaments in Westminster, Holyrood and Brussels. In the last 12 months NFU Scotland has held 102 meetings with MSPs, MPs and MEPs facilitating regular engagement and dialogue, ensuring the Union's priorities are at the forefront of political discussion and debate. Regularly we are approached to give evidence to specialist committees and are the go-to organisation for politicians to gain further knowledge on a subject of interest in the agricultural industry.

Raising profile of Scottish agriculture

Not only does NFU Scotland have a strong voice in our parliaments, but representatives attend events and meetings throughout the year getting key messages back to the consumers.

We have a good relationship with the media – tv, radio, print and electronic – and are being featured on the news pages and main radio stations more and more, helping to communicate the importance of food and farming to consumers.

In the last 12 months NFU Scotland has featured on BBC Good Morning Scotland, STV, BBC, Channel 4 and the likes of the Daily Record, The Herald and the Scotsman, amongst many others.

Overall 'NFU Scotland' featured more than 1,700 times in regional and mainstream media in 2016 and that is set to increase in 2017.

We are in regular dialogue more than ever with regional media to engage at a more local level with consumers and members, and there is no doubt, when it comes to food and farming stories, we're the first port of call for the eager journalist.



Our policy areas:

Farming's champion in uncertain times

Scottish agriculture is used to triumphing over adversity. That strength and resilience will once again be needed to overcome the uncertainty and volatility that now faces us. However strong any one farm business is, it will be stronger if it is part of a united and professional organisation that is capable of fighting on its behalf in the corridors of power. That organisation is NFU Scotland.

Our friendly and knowledgeable Group Secretaries in 38 offices across the country manage local Union activity and provide a first point of contact for members who need help. There are also eight regional managers, each of whom has excellent local knowledge and contacts as well a broad understanding of the issues affecting Scottish agriculture. Finally, there are the nine members of the head office policy team – each one a subject matter expert and on hand to offer specialist advice and lobby for the best deal for Scottish agriculture.

The staff and elected members at NFU Scotland work tirelessly on many fronts: helping members with individual queries; lobbying to ensure policy and regulation is fit-for-purpose; persuading processors and retailers to better share the rewards of the booming food and drink sector; and communicating with the media and public on the key issues affecting farming. This effort delivers for all of Scottish agriculture, but can only happen with the support of members old and new.



SECTOR POLICY AREAS:

- Beef
- Sheep
- Dairy
- Specialist crops
- Potatoes
- Horticulture
- Poultry
- Pigs
- Vegetables
- Fruit
- Crofting

BUSINESS POLICY AREAS:

- Common Agricultural Policy
- Broadband and rural connectivity
- Employment
- Farm safety
- Dyslexia
- Tax and Legal
- Land Reform
- Vehicle and transportation
- New Generation
- Agricultural tenancies
- Reducing red tape
- Supply chain

SCIENCE AND ENVIRONMENTAL POLICY AREAS:

- Access issues
- Dog fouling
- Animal welfare and health
- Bovine TB
- Flooding
- Research and development
- Rural crime
- Renewable energy
- Farm diversification
- Species re-introduction
- Plant health and pesticides
- NVZs and water quality
- Soil

Making the most of your NFU Scotland membership:

There is a lot of activity that goes on throughout the year for NFU Scotland and its members, helping to keep you abreast of the latest news and information that could affect your business.

As an NFU Scotland member you will receive, amongst other correspondence:

- A weekly newsletter rounding up what has been happening of relevance to members during that week – from Scottish Government announcements, policy issues that affect you to events of interest. Alongside that there is also a “Dates for your Diary” that informs you of up and coming key events across the industry.
- *Scottish Farming Leader* – your monthly go-to magazine which has the latest features and news with policy matters also covered. There are also opportunities to advertise within the magazine with specialist discounted rates and in specialist features.
- Access to the members’ area of NFU Scotland’s website – you have access to meetings happening in your region, Business Guide Updates on legislation, policy and key information for your use, amongst much more.
- Access to our free helplines - whether its tax or legal, or vehicle and transportation, or our dyslexia helpline, you can call these helplines for free, impartial advice from NFU Scotland and our stakeholders.
- Invitations to special events such as social evenings, workshops and seminars within your region, but also access to events in other regions as well – all free of charge.

By providing us with your email address and mobile telephone number it enables us to get information to you in the most convenient way and keep you as up to date as possible with events and information.

You can also interact with us and give us feedback by following us on social media:



Twitter - @nfustweets



Facebook – NFU Scotland

Or email us: nfuscotland@nfus.org.uk

You can also call us on: 0131 472 4000 to speak to your regional manager, a member of staff or group secretary.

We campaign tirelessly to represent Scottish farming

On a daily basis you will find NFU Scotland engaging with industries, politicians, communities and consumers to communicate the issues that affect our members.

In the media:

The communications team at NFU Scotland proactively, and reactively, produces high-quality information for both our members and national and local media, bringing pertinent issues to their attention and feeding the message back to members and the general public.

Last year, NFU Scotland was mentioned in more than 1,200 times in online articles, in addition to other newspapers and magazines and radio and television interviews.

If a news story or current affairs programme features agriculture, it's likely the team at NFU Scotland inputted into it in some way.

In communities:

Through carefully targeted campaigns, the Union communicates the importance of a thriving farming industry to stakeholders such as government, politicians, the media and other interested parties.

Online:

We now reach thousands of people through our social media channels, on Twitter (@NFUStweets), on Facebook, Vimeo as well as our website.

At political events:

NFU Scotland produces a number of reports, briefings and submissions for politicians throughout the year – including for elections and evidence sessions.



Membership benefits

Being a member of NFU Scotland now delivers more benefits than ever before – substantial discounts off vehicles, access to free helplines, as well as expert guidance and assistance when you need it.

Member discounts

NFU Scotland is constantly introducing new and exciting affinity partners which provide great discounts on a range of products and services and help you to save money.

At present there are more than 20 discounts exclusively available to you as an NFU Scotland member – from discounts off vehicles, to travel and holidays to savings on your electricity and water.

In 2016, members saved more than £1million by taking advantage of discounts and services provided by our partners.

Events

Throughout the year NFU Scotland hosts a range of events for the benefits of members – from ad hoc election hustings; livestock roadshows; vehicle and transportation workshops and seminars on renewables – all free to members of NFU Scotland that help to keep you abreast of the latest information and regulations you need to know about.

Events include:

- Consumer facing promotional days
- Monitor farm meetings
- On-farm greening events
- Renewable events
- Livestock roadshows
- Local branch meetings
- Regional agricultural shows
- Political debates
- Policy consultation meetings
- Farm walks and tours



Member categories

NFU Scotland understands that everyone has different needs. That's why we have different membership categories, ensuring that there is an option for everyone to be able to benefit from being an NFU Scotland member.

- Associate** Any supporter of NFU Scotland who doesn't qualify for any of our main membership categories.
- Farming Membership** This is open to all persons, firms, companies, corporations, societies, agricultural colleges or institutes engaged in the actual practice of agriculture, farming or in the primary production of livestock or related produce.
- Horticulture Membership** Open to those who are actively involved in agriculture
- Crofting Membership** Open to those who farm solely on crofting land as defined in the crofting acts.
- Professional Membership** For a corporation or partnership which supports NFU Scotland and which does not meet the criteria required for a farming membership.

Keep informed of all the latest news and information

As a member of NFU Scotland you receive our monthly magazine, the *Scottish Farming Leader*, which keeps members up to date with key information, analysis, regional news, up and coming events of interest and exclusive interviews.

The magazine compliments the weekly bulletins, specialised newsletters and business guide updates, and access to the members' section of our website www.nfus.org.uk; all providing you with the most up to date information affecting you and your business.

As an NFU Scotland member you can benefit from discounted advertising rates and opportunities to advertise your business in specialised features.





Andrew McCornick, NFU Scotland President

Looking forward there is no question of the scale of the challenges in front of us all. Brexit has created a whole new landscape for us to practise our art as farmers and crofters. your union is determined to deliver your voice to the decision makers and ensure we have a profitable and sustainable industry.

Your presidential team, of myself and Vice Presidents Gary Mitchell and Martin Kennedy, along with the Board of Directors will be pushing and working towards more rewards being returned to farmers and crofters and the successes to be felt right throughout the supply chain.

Price volatility unfair trading practices within the food chain, climate change targets, access to land for new entrants and much more, are the here and now workstreams which cannot be overlooked whilst we deal with Brexit.

Our professional staff in head office and out in the regions are the fuel that drives the union whilst our members are the steering. They work tirelessly on our members' behalf to ensure the policies that are put in place at those that are fit for modern-day farming and crofting.

As Scotland's largest farming and crofting lobbying organisation we continue to make progress in the corridors of Westminster, Holyrood and Brussels meeting with many politicians on a monthly basis and feeding in the priorities of the Union and its membership.

But we can only continue to this with the support of Scotland's dedicated farmers and crofters. Our voice is stronger with the more members we have, so we need as many people on board and supporting the Union's work, and I urge you to join us to be part of this, feed in your views, have your say and help shape agriculture for future generations.

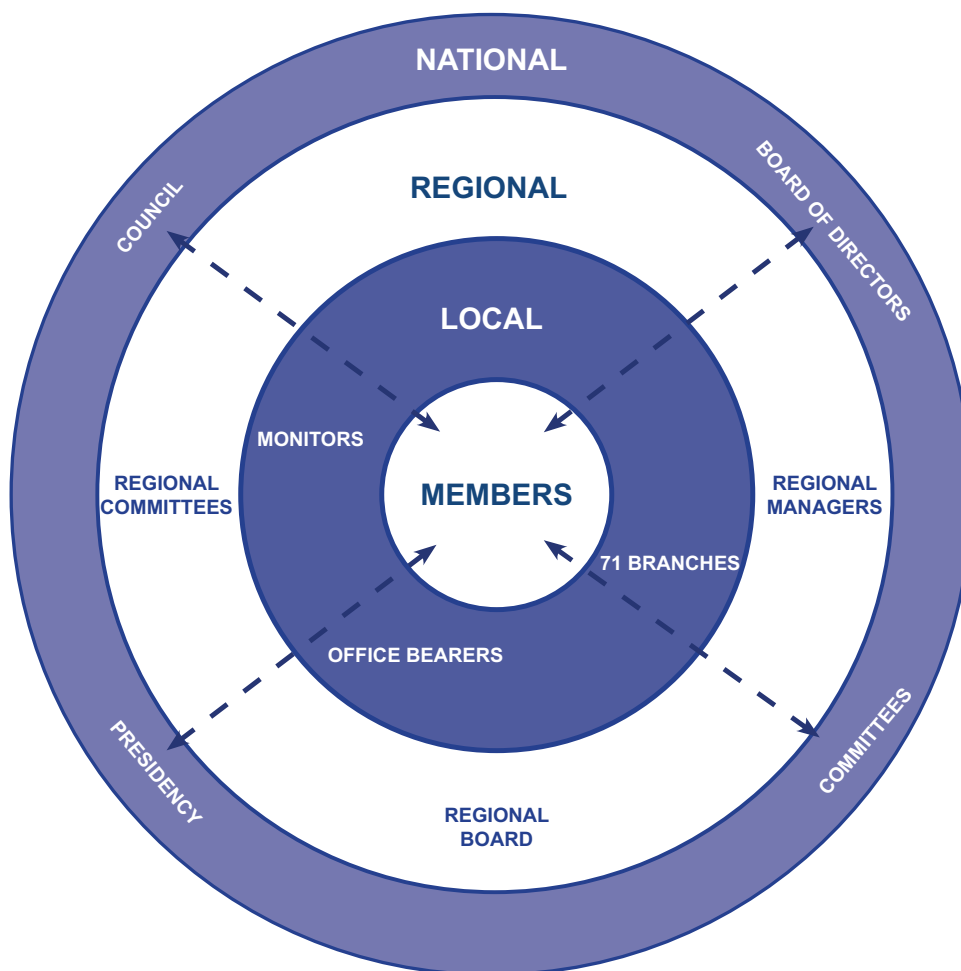
Andrew McCornick,
President, NFU Scotland

From grassroots to presidential level - your views are taken on board

You have the chance to feed into the decision making process to help set priorities for the Union going forward.

From branch level, to monitors, regional, committee and head office level - there are a variety of ways that you can do this.

The communication chain works both ways, and your regional chairman works with representatives from throughout your region and branch to inform you of decision-making, whilst taking on board your views and opinions.



We'll make sure you're in the know...

NFU Scotland's local representatives are on hand for the benefit of our members, and if you wish to join, please contact them as per the details below. The regional team are part of our fantastic network of representatives and will be able to provide you with information about the Union's current priorities and regional activities as well as further details on membership and how it can benefit you.

You can also contact NFU Scotland's head office and speak to our membership team who will be able to help you further by calling 0131 472 4000.

NFU Scotland represents the whole of the agriculture industry, no matter what sector you farm, and we are readily available to help you. The more members we have the stronger our voice becomes.

Argyll and the Islands

Campbeltown & Arran Office

01586 552428

Islay Office

01496 302005

Oban

01631 567036

Tiree

01879 220530

Ayrshire

Ayr

01292 263313

Kilmarnock

01563 524013

Dumfries and Galloway

Castle Douglas

01556 503535

Dumfries

01387 254270

Stranraer

01776 702964

East Central

Cupar

01334 652594

Forfar

01307 463785

Perth

01738 626672

Forth and Clyde

Bearsden

0141 942 9461

Lanark

01555 662271

Stirling

01786 446585

Strathaven

01357 521255

Highland

Dingwall

01349 862430

Elgin

01343 542860

Skye

01478 611936

Thurso

01847 895005

Stornoway

01851 703935

Lothian and Borders

Duns

01361 882291

Ingliston

0131 335 3533

Newtown St Boswells

01835 822274

North East

Inverurie 1

01467 625428

Inverurie 2

01467 625424

Keith

01542 882884

Laurencekirk

01561 378117

Turriff

01888 563319

Orkney and Shetland

SHETLAND

Lerwick

01595 693104

ORKNEY

Hoy

01856 872048

Kirkwall

01856 872048

North Ronaldsay

01857 633243

Rousay

01856 821228

Sanday

01857 600327

Shapinsay

01856 711261

Stronsay

01857 616258

Westray

01857 677384



To obtain this information sheet in a dyslexia-friendly format please call 0131 472 4000.

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