



PROFESSIONAL
MEMBERSHIP 2018

HERE TO HELP
0131 472 4000



Information Service

“Keeping your finger on the pulse of the Scottish agricultural industry”

NFU Scotland is at the forefront of representing the industry at a Scottish, UK and European level, feeding in to changes to legislation. The knowledge our staff possess could be invaluable to your company.

Access to NFU Scotland’s latest news and information can be yours via:

NFU Scotland’s Email Bulletin Service

Receive the latest NFU Scotland information documents by email as soon as they are available. Each new membership application is requested to provide five nominated email addresses to receive information.

NFU Scotland Members’ Website

www.nfus.org.uk

Access and information 24/7

Marketing Services

Scottish Farming Leader

The *Scottish Farming Leader* is the voice of our members and as a professional member you will be able to claim at least a 50 per cent discount on all advertising rates as well as the opportunity to submit your news stories and feature proposals to our editor.



Facebook and Twitter

You will receive one free post per annum on Facebook and Twitter, subject to approval from NFU Scotland’s communications team.



Professional Support

“Bringing farming expertise to your boardroom table”

NFU Scotland has a first class team of policy professionals who can add significant value to your existing expertise. If you need information on legislative issues, market trend, developments in the Scottish farming industry or simply need help interpreting the latest farming schemes, our policy specialists can help you.

We can quickly give you the facts that allow you to best help your clients.

Membership Discounts

We have a range of discounts and services exclusively available to professional members including savings on vehicles and utilities as well as travel.

NFU Scotland Professional

In these uncertain times, the agriculture industry remains a vital part of Scotland's economy and represents a key target market for many businesses. As Scotland's lead agricultural organisation, NFU Scotland is in a powerful position to help your organisation achieve its objectives during Brexit negotiations.

NFU Scotland can provide you with invaluable agricultural information and expert support services to provide you with a strong advantage over your competition.

In addition to this, the NFU Scotland professional scheme provides you with a unique opportunity to market your organisation to our 8,500 members, a key target market for your business.

The NFU Scotland professional scheme has three categories based on the number of employees within your organisation who are able to benefit from our services. Details on each membership category are listed on the reverse.



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Many businesses within the industry rely on what happens to Scottish farmers.

NFU Scotland is always there defending Scottish agriculture and representing its members.

Being an NFU Scotland Professional member provides support to the Union for its efforts but gives us access to invaluable information whilst keeping abreast of changes within the industry.

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NFU Scotland Professional Member Benefits

There are many benefits to becoming a professional member of NFU Scotland. With around 8,500 farm businesses as existing members there is a strong potential for you to promote your business to the wider membership and be kept right up to speed on the key current issues affecting Scottish agriculture and what the Union is doing to fight your corner.

Whether you have products, services or just wish to have access to the latest policy information relating to agriculture we can offer you a range of benefits.

NFU Scotland's own monthly magazine, the *Scottish Farming Leader*, is distributed to more than 8,500 members and stakeholders. As a member you benefit from discounted advertising rates and magazine inserts as detailed below:

	Rate Card	Discount	Professional Members*	Four ads over 12 mths
Double Page Spread	1,500	52.9%	706	2,824
Back Cover	1,130	52.9%	532	2,127
Inside Back	1,030	52.9%	485	1,939
Full Page	850	52.9%	400	1,600
Half Page	510	52.9%	240	960
Inserts	£/1,000		£/1,000	10,000
<5g	45	25.0%	34	338
>5g<10g	55	25.0%	41	413
>10g<15g	65	25.0%	49	488
>15g<20g	75	25.0%	56	563

please note that these discounts are only available with a minimum commitment to four adverts per annum



Join NFU Scotland Professional NOW! Enjoy a range of valuable business benefits

The information you provide will be treated in the strictest confidence.

Yes, I would like to join NFU Scotland Professional.

The membership fee is based on the number of employees you have within the organisation.

1-20 (£335 + VAT) 21-60 (£757 + VAT) 61+ (£2,123 + VAT)

You may pay immediately by annual Direct Debit, BACS to 83-19-04 sort code/00688858 account number or cheque (made payable to NFU Scotland), or call our membership team on 0131 472 4000 to make a payment by credit or debit card.

<h2 style="margin: 0;">Your Details</h2> <p>title: initials: surname:</p> <p>company name:</p> <p>company address:</p> <p>postcode: tel: fax: mobile phone:</p> <p>email:</p> <p>Nominated email addresses Each new membership application is requested to provide 5 nominated email addresses which they are then able to distribute to appropriate employees within their organisation.</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>	<p>Membership No.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> </tr> </table> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p style="margin: 0;">For office use only</p> <p>Region</p> <p>Group</p> <p>Branch</p> <p>Group Secretary name:</p> </div> <p style="font-size: small; margin-top: 20px;">From time to time the NFUS makes its mailing list available to other reputable companies. If you do not wish to be included please tick this box. The NFUS reserves the right to withhold or withdraw service entirely at its discretion. <input type="checkbox"/></p>					

Instruction to your bank or building society to pay by Direct Debit



Please fill in the whole form using a ball point pen and send to:
NFU Scotland, Rural Centre, West Mains, Ingliston, Midlothian, EH28 8LT

Name and full postal address of your bank or building society

To: The Manager	Bank/building society
Address	
Postcode	

Name(s) of account holder(s)

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Bank/building society account number

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Branch sort code

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Service user number

5	5	7	3	4	0
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Membership Number

0					
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FOR NFU Scotland OFFICIAL USE ONLY
This is not part of the instruction to your bank or building society.

Instruction to your bank or building society

Please pay NFU Scotland Direct Debits from the account detailed in this Instruction subject to the safeguards assured by the Direct Debit Guarantee. I understand that this Instruction may remain with NFU Scotland and, if so, details will be passed electronically to my bank/building society.

Signature(s)
Date

Banks and building societies may not accept Direct Debit Instructions for some types of account.

This Guarantee should be detached and retained by the payer.

The Direct Debit Guarantee



- This Guarantee is offered by all banks and building societies that accept instructions to pay Direct Debits
- If there are any changes to the amount, date or frequency of your Direct Debit NFU Scotland will notify you 10 working days in advance of your account being debited or as otherwise agreed. If you request NFU Scotland to collect a payment, confirmation of the amount and date will be given to you at the time of the request
- If an error is made in the payment of your Direct Debit, by NFU Scotland or your bank or building society, you are entitled to a full and immediate refund of the amount paid from your bank or building society
 - If you receive a refund you are not entitled to, you must pay it back when NFU Scotland asks you to
- You can cancel a Direct Debit at any time by simply contacting your bank or building society. Written confirmation may be required. Please also notify us.

As an NFU Scotland Professional member you can also:

- Register up to five email addresses for information to be sent to.
- Have access to the member's area of NFU Scotland's website for all news releases and business guide updates.
- Receive invitations to member-only meetings and events.
- Have access to the majority of NFU Scotland's membership discount partners.
- Have access to all NFU Scotland services including our legal, tax, vehicle, energy, dyslexia and insurance helplines.
- Have one free post per annum on Facebook and Twitter, subject to approval from NFU Scotland's communications team.
- Have access to our skilled regional management team.
- Be able to include a paragraph within our weekly newsletter to 8,500 members, including an announcement on your joining.
- Display a framed certificate in your business to say you are "proud to be a professional member of NFU Scotland" for the relevant year and a logo for use on your advertising material and website.



The opportunity to boost your profile and generate publicity to the right audience through involvement at our main event of the year - our AGM and Annual Dinner. You have the opportunity to sponsor the main event, or a table at our dinner, which will provide you with exposure to key business and political stakeholders.

Should you have an exclusive offer you would like to promote to our members and be considered as a membership discount partner you have the opportunity to submit a proposal and have it considered by our Board of Directors.

Once we have received your application form and payment we will issue you with a unique membership number and card and forward on our logo and certificate for display.



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