

Strategy for British Farming

NFU Vice President

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Bridging the Gap

- **NFU - Leading Farmers Representative Body**
- **All sectors**
- **Lobbying – London , Brussels**
- **Visionary**
- **New Headquarters at Stoneleigh**
- **Beyond CAP**



Bridging the Gap

- **How long is 'Short term'?**
- **Global Pressure**
- **Market Cycles will change**
- **Change the message**
- **CAP reforms**
- **Market lead**
- **FARMING MATTERS**

NFU – Visionary

- **3 Key areas**
- **Government**
- **Retailers**
- **Non Food Use**



Challenge to Government

- **Farming is part of Environmental solutions**
- **Constructive Regulation**
- **CAP and WTO moves farming onto a global market**
- **Productive farming can provide the long term answers**

Farming and Retailers

- **CAP provided cheap supplies and weak negotiation – disconnection**
- **Long supply cycle – small scale**
- **Flexible stock holding**
- **More powerful than Government – more trusted than Government**

Non Food Use

- **Key new market**
- **Provides Market Tension**
- **Alternative land use for all land types**
- **Renewable Carbon Chains**
- **Application of Science**

