

# Farminguk

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MPS AND PEERS UNITE IN CALL FOR ACTION ON  
**RURAL ECONOMY**

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# PIG SECTOR HAILS SAINSBURY'S MOVE TO SUPPORT PRODUCERS



The supermarket chain has announced an additional support payment of up to £2.8m for its farmer pork development group



**The National Pig Association (NPA) has welcomed new moves by Sainsbury's to support the country's beleaguered pig sector, and urges others to follow suit.**

**The supermarket chain has announced an additional support payment of up to £2.8m for its farmer pork development group as the pork sector continues to see unprecedented cost challenges.**

The sector has already lost 43,000 sows and 10% of its production capacity due to the pig backlog crisis caused by a severe labour shortage as a result of the pandemic and Brexit.

More recently, farmers have seen feed prices surge as a result of Russia's invasion of Ukraine, with some warning the sector is now close to collapsing.

Sainsbury's said it had created a pricing mechanism, based on robust and transparent data, that has paid above market price for fresh pork since September 2020, bringing its overall investment in its pricing mechanism to £5m.

The retailer said this would give producers the opportunity to align all pigs supplied to Sainsbury's, including those not currently part of the model, to a fixed price for the 12-week period from 13 March to 5 June.

"At Sainsbury's we believe that through support and collaboration we can uphold flexible, transparent

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*"Retailers need to understand that if they lose their supply of British pork, they won't get it back and their consumers will be missing out."*



supply chains that are able to navigate instability," said Gavin Hodgson, Sainsbury's head of agriculture.

"We hope that our further investment will provide our producers with security whilst maintaining high levels of animal health and welfare as well as product quality and great value for our customers."

National Pig Association's chief executive, Zoe Davies said the move was "fantastic news for their pig producers".

She praised the efforts of Sainsbury's and other retailers trying to get more money through to their producers, either by linking pig prices to cost of production or investing in the price via their processor.

But with average production costs well in excess of £2/kg and set to go higher

further feed ingredient prices feed through, she stressed that "some retailers still need to do an awful lot more" to get producers back to and beyond break-even level.

"We understand why there is a focus in some retailers on trying to keep consumer prices down - but that must not be at the cost of the producers that supply their pork and are currently hanging on by a thread," Ms Davies said.

"Retailers need to understand that if they lose their supply of British pork, they won't get it back and their consumers will be missing out."

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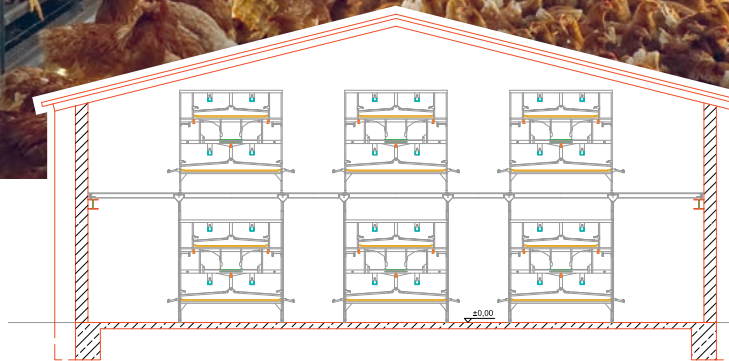
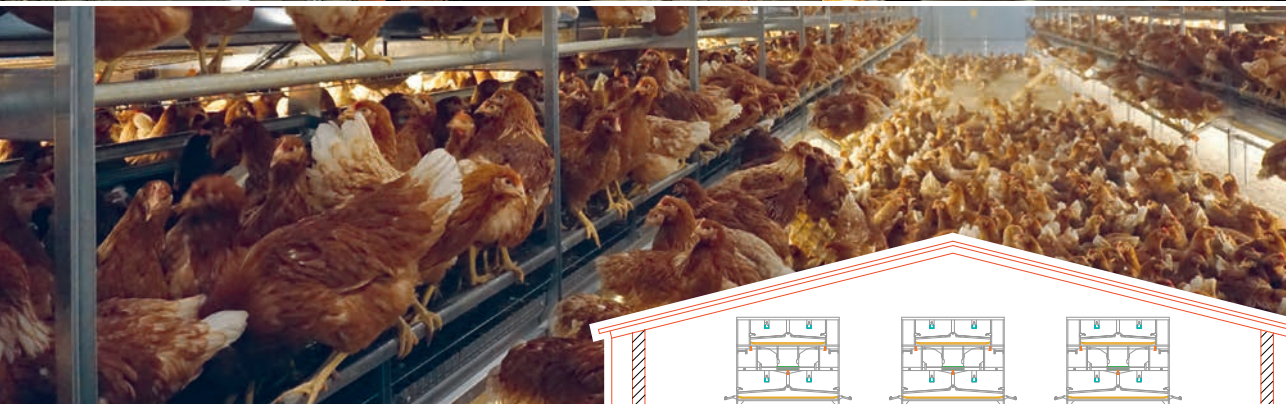
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# MPS AND PEERS UNITE IN CALL FOR ACTION ON RURAL ECONOMY



Parliamentarians are urging Boris Johnson to spearhead a set of actions to realise the potential of the UK's rural communities



**Over 30 MPs and peers have written to the prime minister calling for a new government-wide effort to unlock the potential of the rural economy.**

**Parliamentarians from across the political divide are urging Boris Johnson to spearhead a set of actions to realise the potential of rural communities.**

It follows a recent report by the All-Party Parliamentary Group (APPG) on the Rural Powerhouse, which held a year-long inquiry into the health of the rural economy.

The report, entitled 'Levelling Up The Rural Economy', set out 27 measures to unlock the economic potential of the British countryside.

The cross-party group of MPs and peers urged the UK government to dramatically increase its ambition for the prosperity in the countryside.

In the new letter, coordinated by York Outer MP Julian Sturdy, parliamentarians said: "85% of rural businesses are not engaged in farming or forestry, and they often face structural barriers to their success.

"Given 23% of all businesses in England are based in the countryside (with many more in the other three nations), it is clear that the removal of those barriers could yield considerable economic growth, for the betterment of their local communities and the country as a whole."

In a separate letter to Mr Johnson, the Country Land and Business Association (CLA) and the Federation

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of Small Businesses added their support for major government reform.

The letter said: "We are deeply ambitious for rural Britain. The countryside is not a museum, it is an economic powerhouse in its own right.

"We believe in the extraordinary potential of rural communities to create opportunity and prosperity for everyone, irrespective of their background or circumstance."

CLA President Mark Tufnell said the country could no longer afford to ignore the potential of the rural economy and the prospects of the millions of people who lived within it.

He warned that the cost of living crisis was made worse by the barriers rural businesses faced.

"Rural businesses are ready to expand, creating good jobs and opportunities for people from all walks of life - but a lack of

interest from government is holding them back.

"The policies necessary to generate new economic growth are not expensive or complex - they only require political will."

He added: "It's time for Downing Street to show some ambition, and bring forward measures designed explicitly to spread opportunity and prosperity across rural Britain."

Federation of Small Businesses advocacy chair, Tina McKenzie explained that rural businesses spanned a vast range of sectors and industries.

"During lockdown we also saw a new wave of home-based start-ups that have now taken off, many of which began life as a hobby," she said.

"All of these flourishing businesses based in rural areas are a vital part of the economy that must be nurtured

# HARE COURSING FALLS BY THIRD DUE TO BORDERLESS POLICING SCHEME



Hare coursing incidents have dropped by 31% thanks to a new 'borderless' initiative in the East of England



## Hare coursing crimes across the East of England have plummeted by a third due to the success of a 'borderless' policing initiative.

**Incidents in Essex, Bedfordshire, Cambridgeshire, Hertfordshire, Kent, Norfolk and Suffolk fell from 2,044 in 2020-21 to 1,415 in 2021-22 - a drop of 31%.**

The crackdown came after police forces agreed to team up to remove policing borders when certain tactics are used, making catching and prosecuting offenders easier.

The agreement, completed with the support of the Crown Prosecution Service, means the forces become one when using certain powers.

Over the past six months, this has helped with the use of automatic number plate recognition (ANPR), the seizure of dogs and the sharing of all interactions and movements of people suspected to be involved in hare coursing.

The move also supports the ongoing national initiative against hare coursing - Operation Galileo.

Sergeant Paul Brady, of Essex Police's rural engagement team, called the borderless policing scheme 'a great achievement!'

"Our collaboration demonstrates to those intent on causing physical and mental harm to our rural communities that we will not tolerate their barbaric actions.

"Our forces will continue to work together with the CPS, who have been an immense help, to further reduce illegal hare coursing and poaching across the region."

Hare coursing traditionally begins in September when the fields have been harvested and ploughed,

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The wildlife crime causes damage to crops, harms animal welfare and threatens the rural community. It can result in intimidation and even violence.

A bill targeting hare coursers was recently strengthened, giving the police further powers to protect farmers and rural communities from criminal activity.

Changes to the Police, Crime, Sentencing and Courts Act, which was given Royal Assent last week, will help deter hare coursers by giving police the means to seize more dogs and by lifting the existing limit on fines.

Unauthorised encampments will become a criminal offence for those who do not leave when asked by the landowner or tenant, and offenders will be hit with strengthened penalties.

It follows lobbying attempts by the NFU, which pushed the government to further clamp down on hare coursing and illegal encampment, as both crimes cause 'significant damage' to farmland and wildlife.

NFU vice president David Exwood said: "Hare coursing can cause significant damage to farmland, something farmers across the country experience all too often, with little repercussions for offenders.

"Their behaviour can also be a source of great distress for farming families who feel vulnerable and threatened in their own homes.

"We know that both these crimes continue to take a toll on farming businesses, and we will continue to work with government and police to ensure these strengthened laws are utilised to deliver meaningful results - a decline in cases of rural crime."

# YFCS PASS MOTION TO SOURCE AND PROMOTE BRITISH FOOD MORE



The 580 YFCs across England and Wales voted in favour of a motion to actively source and promote British local produce

## Young Farmers' Clubs (YFCs) across the UK have committed to do more to support British farmers following a vote at the annual AGM in Warwickshire.

**The 580 YFCs across England and Wales voted in favour of a motion to actively source and promote British local produce for their events and activities.**

The vote was made at the National Federation of Young Farmers' Clubs' (NFYFC) 90th AGM in Warwickshire on 24 April 2022.

Young farmers also pledged to share more positive farming messages in all YFC and community activities. The motion, which was proposed by Aled Thomas from Pembrokeshire Federation of Young Farmers' Clubs, aims to ensure that YFCs support their local farmers, as well as cutting food miles and protecting the environment. In the proposal of the motion during the AGM, Aled told those attending about the importance of food security - especially following Brexit and the impact of the war in Ukraine.

"We need to spread the positive message about supporting local, further and wider and be more united across the membership to drive the food and farming industry forward," he said.

"Agriculture is at a turning point and the time to ensure the industry is thriving for generations to come, is now. It won't be an easy task but anything truly worth fighting for is never simple."

The motion prompted comments from the floor, with some members raising concerns about the costs of sourcing local food. Counter arguments shared ways to make it more affordable by choosing cheaper cuts of quality local meat and selecting in-season vegetables.

The motion is not intended to force clubs to use only local British produce, but it is hoped that YFCs will actively consider where they are sourcing their food from for events and activities.

Speaking at the debate, Ed Clarke, vice chair of Lancashire Federation of YFC, said that the motion was a step in the right direction but that more action was needed to support the industry by getting involved with school projects.

"We are at the forefront of agriculture for young people. We care passionately about what we do," he said.

"We can tell each other about how good farmers are but we know it already, why don't we go tell the kids? We need to start publicising ourselves better."

The motion was passed with 98.3% in favour and the result will be supported by a campaign during National Young Farmers' Week in October.



# DEFRA BRINGS FORWARD **BPS PAYMENTS** TO HELP FARMERS WITH CASHFLOW

The government has decided to bring forward half of this year's BPS payment as an advance injection of cash to farms from the end of July



## Farmers with eligible BPS applications will receive the first payment of 50% from the end of July and the second from December, Defra has announced.

**The government on Friday (6 May) unveiled new steps to support farmers with cost pressures caused by demand and instability seen across the globe.**

Under these plans, direct payments in England will be paid in two instalments each year for the remainder of the agricultural transition period. The first payment will be made from the end of July and the second will be made from December. With agricultural commodities closely linked to global gas prices, farmers are facing rising costs for inputs including manufactured fertiliser, feed, fuel and energy. Due to heightened worldwide demand as the global economy reawakened following Covid, by February the price of gas had quadrupled on the previous year.

And with the instability caused by Russia's invasion of Ukraine, that price has increased even further. Announcing the plans, Defra Secretary George Eustice said it would give farmers some additional cashflow earlier in order to provide some confidence.

"While increasing farm gate prices may mean that farm profitability remains stable, we recognise the short term pressures on cash flow. We have decided to bring forward half of this year's BPS payment as an advance injection of cash to farm

businesses from the end of this July."

Mr Eustice added: "We will also make this a permanent change to the way we pay BPS in future with twice yearly instalments going forward.

"Bringing forward half of this year's BPS payment from the end of July will be a welcome boost to cash flow for many farm businesses during uncertain times."

Rural Payments Agency (RPA) chief executive, Paul Caldwell said bringing forward half of this year's BPS payment would be a welcome boost to farmers.

"This is not just an opportunity to support farmers through a cash injection," he said, "It's a permanent change to bring direct payments in line with what will be a more regular payment system under the new environment land management schemes."

The NFU welcomed the announcement, saying that any advance payment was a positive move which would help farmers with cash flow as they faced inflationary pressure.

The union's vice president, David Exwood said: "I'm pleased Defra and the RPA have recognised the seriousness of the situation and put in place a practical solution."



# PRINCE CHARLES'S NEW AGRICULTURAL SCHOOL BEGINS CONSTRUCTION



Prince Charles joined representatives of his own charity, as well as the MacRobert Trust, as construction on the site begins

## Prince Charles's charity has started construction of a new agricultural school in Scotland to help bring fresh talent into the farming and rural sector.

**The multi-million-pound training centre, to be called The MacRobert Farming and Rural Skills Centre, will open its doors in summer 2023.**

Prince Charles joined representatives of the MacRobert Trust and education staff from the Prince's Foundation as construction on the site begins.

The Prince's charity submitted design plans to East Ayrshire Council earlier this year, with the site on the grounds of Dumfries House Estate, near Cumnock. According to the educational charity, the school will aim to bring new entrants into the sector, specifically targeting those with no current connection to it.

Lying adjacent to the estate's commercial operation Home Farm, the facility will enable the Prince's Foundation to host events and workshops for around 1,800 participants each year. This will include secondary school pupils, school leavers showing an interest in land-based jobs, and adult learners looking for new careers as well as farming and rural sector workers looking to upskill. Featuring two indoor teaching spaces including facilities for laboratory work and a working barn, the facility will provide students a chance to engage in real life scenarios in both day visits and residential courses. This will be complemented by an online offering

to ensure a diverse range of participants are inspired to consider rural careers, and are provided with pathways to higher level qualifications. Iona Murray, rural skills coordinator for the Prince's Foundation, said: "The new Rural Skills Centre will enable us to further develop our short term intensive training programmes.

And [it will] expand the opportunities to school leavers, adults looking to pursue new career routes, and those already working in the industry. We have worked closely with those in the sector and other education providers to ensure our offering fills a much needed gap. [We] look forward to building new partnerships with likeminded organisations over the coming years to place the facility at Dumfries House as an accessible rural skills hub and route into the industry"

The MacRobert Trust, a Scottish charity which funds building works across the country, said the new school would inspire the next generation to consider rural careers.

It comes after Prince Charles recently opened Wales's first school for veterinary science at Aberystwyth University, where he was a former student himself. The Prince toured the new Veterinary Education Centre on 10 December 2021 and spoke to some of the first cohort of students who began in September.



# FREE RANGE EGG SECTOR PRESSES FOR CHANGE TO POULTRY LOCKDOWN RULES

The sector is calling for changes to protect free range status during future bird flu outbreaks, which are likely to become a more regular event



## The UK egg industry is pressing for a change to lockdown rules that force free range eggs to be sold as barn after birds have been kept inside for 16 weeks.

**Mark Williams, chief executive of the British Egg Industry Council (BEIC), told those attending this year's Pig and Poultry Fair that the industry was lobbying for the change.**

He called for a policy change to protect free range status during future avian influenza outbreaks, which are likely to become a more regular event.

"The UK is coming to the end now, hopefully, of the worst outbreak of AI we have ever seen - 117 cases in the UK, 97 of those in England and the rest divided across Wales, Scotland and Northern Ireland," Mr Williams said.

He said the outbreaks had hit not just the UK but had hit large parts of Europe and other parts of the world, concentrated around the flyways of migratory birds.

"I think we have to prepare ourselves as an industry that we are going to get clobbered again at the end of this year and we'll probably get clobbered again the following year.

"We have to be very mindful of that and adapt our businesses to suit," he added.

As a result of this last winter's outbreaks in the UK, chief veterinary officers ordered birds to be locked inside sheds to try to stop the spread.

The mandatory housing measures were put in place across the UK on 29 November 2021 and were not lifted until last week, on 2 May.

Under current rules, eggs could no longer be marketed as free range after the birds had been kept inside for 16 weeks - a rule that the industry feels is simply wrong.

"Of course, it overran the so-called 16-week period whereby eggs from free range hens can still have a marketing derogation and we can still call them free range," said Mr Williams, speaking about the winter AI.

"We had a number of weeks until the second of May whereby eggs had to be labelled as barn. At the end of the day, to you as producers in this room you just wanted to make sure that you were receiving a return which was comparable to what you originally set those hens up as.

"In my book it is quite simple; they are still free range hens but because of a piece of paper called legislation they have to be called barn after 16 weeks," he said.

"That to me is wrong and we are actively lobbying government now we are out of Europe to change that. If we can align matters with the organic regulations, which is effectively birds have to have access outside for a third of life,.

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"We need government to be listening on that and so far they are not. We need to put a lot more pressure on them and that is what we are already doing."

In 2017 the EU - the UK was still a member at the time - agreed to extend to 16 weeks the period that birds could be housed without losing their free range status.

The changes were brought in following widespread outbreaks of highly pathogenic avian influenza across Europe and the UK during the winter of 2016-17.

At the time, national governments issued a series of housing orders to try to prevent the spread of the virus.

But the existing EU rules allowed free range birds to be housed for just 12 weeks before they lost their free range status - creating a huge financial risk for producers whose eggs would have to subsequently be downgraded to barn.

Egg industry leaders from across the EU, including the UK, lobbied the European Commission for a change to these rules.

The Commission eventually agreed to extend to 16 weeks the period that birds could be housed without losing their free range status.

The UK authorities subsequently produced a letter for British producers highlighting the legislative changes made to the egg marketing regulations.

The letter was sent to the British Egg Industry Council (BEIC), the British Free Range Egg Producers Association (BFREPA) and the NFU for circulation to poultry farmers.

Mark Jackson, operations technical lead -

eggs & poultry meat marketing, who signed the letter, says the aim is to offer advice on what the changes mean for producers in relation to egg stamping, labelling and transport documentation.

"The main changes made by the Commission Delegated Regulation are that this 12-week derogation period has been extended to a 16-week period, with the derogation being applied on a flock by flock basis," he said.

But the severity of the latest outbreaks ensured that the 16-week derogation was still not enough to prevent eggs losing their free range status after birds were locked up.

Elwyn Griffiths of Oaklands Farm Eggs told visitors to the Pig and Poultry Fair that in his view the birds were still free range no matter how long they had to be housed.

"Bird flu is here to stay," he said. "It is a problem that's going to come back every year, so this summer we do as an industry need to be a lot stronger in deciding how we deal with it.

"Personally, a free range chicken or a free range farmer is a free range farmer. If the birds are shut in for one day or 60 days or half a year, if a vet tells you to protect your animals, stop indoors, it is free range. I think we have got to re-educate the public."

He said: "The farm has invested in free range production. If the vet's advice is to look after your animals and lock them in, it's still a free range bird

# RECORD PRICES PAID AT 'EPIC' **MASSEY FERGUSON** TRACTOR SALE



Tractors ranged from a 1948 Ferguson TE-20 to a 1997 Massey Ferguson 6150 and saw a number of record prices paid at the sale

## An 'epic' on-site sale of over 40 classic and vintage Massey Ferguson tractors and implements took place over the weekend at Skipton.

**East Anglian auctioneer Cheffins hosted the sale, on behalf of well-known collector Alan Bancroft, on Saturday 7 May.**

Tractors on offer ranged from a 1948 Ferguson TE-20 to a 1997 Massey Ferguson 6150 and saw a number of record prices paid at the sale.

Highlights from the sale include: £70,000 paid for a 1982 Massey Ferguson 1250; £28,000 for a 1995 Massey Ferguson 399; £27,800 for a 1996 Massey Ferguson 6120; £26,000 for a Massey Ferguson 390T and £25,500 for a 1986 Massey Ferguson 698T.

Oliver Godfrey, head of the machinery at Cheffins, said the Alan Bancroft sale was 'one of epic proportions' for Massey Ferguson collectors.

"Alan's sale included a number of tractors bought through us in the past, which came together to create a stunning collection and exciting sale day.

"Collections of this calibre rarely come to the market and understandably pre-sale interest was huge, with the online catalogue alone seeing over 55,000 views."

Implements were equally sought after, with highlights including £5,900 for a Massey Ferguson 39 cultivator, £4,300 for a Massey Ferguson 124 baler and £4,300 for a Massey Ferguson 100 tanker.

Mr Godfrey added: "Alan Bancroft turned his attentions to adding more tractors to his already stunning collection of Massey Ferguson tractors and implements following a dispersal sale hosted by Cheffins in 2017.

"He is a tenacious collector, scouring the length and breadth of the country sourcing only the finest examples manufactured by Massey Ferguson, and this translated into a number of record prices achieved at the sale."



# BRITISH WOOL ANNOUNCES 135% INCREASE IN PAYMENTS FOR 2021 CLIP



This 135% rise is down to improved auction prices for wool over the last 12 months, alongside a push to reduce operational costs

## British Wool has announced it will be making payments worth £8.4m to its members for the 2021 clip, an increase to an overall average of 36.4p/kg.

**This 135% rise is down to improved auction prices for wool over the last 12 months, the co-op said, alongside a push to reduce operational costs.**

Returns for the 2021 clip will be around 40p per kg for many core grades, around 30p per kg for Blackface wool and around 15p per kg for Welsh and Swaledale.

In all cases, this represents a significant improvement on 2020 prices due to sales being badly affected by the Covid-19 pandemic.

Some speciality types such as Herdwick and Bluefaced Leicester will receive significantly higher returns, British Wool said.

Herdwick wool will return 80p per kg and Bluefaced Leicester will return £5.50 per kg. An additional £1 per kg is also being paid out on most types of organic certified wool.

Andrew Hogley, CEO of the Bradford-based cooperative, said the prices represented a huge recovery since the difficulties of 2020.

"We are optimistic that the strong demand we have seen will be sustained, that the recovery in the wool market will continue and that this will result in further price improvement for the 2022 wool clip."

Mr Hogley confirmed that the free haulage offer introduced last year will continue this year. A charge of £5.15 per wool sheet is usually made for deliveries to haulier depots and authorised collection sites.

Other improvements introduced in 2021 which will continue include the lower threshold for the volume premium payment.

And clips of 2,000kg or more will still receive an additional 4p per kg with further incremental increases for those delivering larger volumes.

Mr Hogley said: "Now more than ever, it is crucial that farmers work together and market their wool through British Wool so that together, we can maximise returns for this year's clip and beyond."



# NFU CALLS FOR **FERTILISER PRICES** TO BE PUBLISHED 'IMMEDIATELY'



To achieve transparency, the NFU says suppliers must publish fertiliser prices 'immediately' to help farmers plan for the next season



**Growers have no confidence in purchasing inputs due to a complete lack of transparency in the fertiliser market, the NFU has warned.**

**The union has urged the government and industry to build more transparency in the market to drive resilience and bolster UK food security.**

To achieve greater transparency, suppliers must publish fertiliser prices 'immediately' to help farm businesses plan for next year's crop.

Months of high prices, with nitrogen fertiliser costing three times as much as it did this time last year, are having a major impact on arable growers across the country.

The government and industry should also come forward with options that would enable the currently closed CF Fertiliser plant in the UK to reopen

and start producing fertiliser, the NFU added.

Speaking at arable event Cereals kicks off on Wednesday (8 June), NFU Deputy President Tom Bradshaw said the 2023 growing season was at serious risk.

He said it was 'very strange' that fertiliser was not being produced when gas prices appeared to be at a seasonal low.

"The fertiliser market has entered into a new era. Costs and supply face unprecedented risks and we need a visible, transparent market to allow producers, distributors and farmers alike to manage these threats in a commercially viable way.

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"Nitrogen fertiliser supplies are reeling from geopolitical events that have upended the energy markets it is reliant on," Mr Bradshaw explained.

"As a result, there is likely going to be a lack of availability next year and we are urging suppliers to proactively come forward and publish fertiliser prices to give farm businesses maximum time to plan in 2023."

There is growing concern that nitrogen fertiliser is the limiting factor globally over the next 18 months which, alongside the crisis in the Ukraine, will restrict global crop production and deepen the humanitarian disaster.

According to AHDB, fertiliser prices have increased by 180% year-on-year. In April 2021, the price was £281/tonne. In April 2022, the price was £785/tonne.

As the UK government finalises its national food strategy, the NFU said it was 'absolutely critical' that ministers recognised the importance of fertilisers and other inputs to a farm business.

The union's crops board chair, Matt Culley said: "When businesses are facing input costs that are already at least 50% higher than last year, the financial risks associated with cropping decisions are also increased, and harder to manage.

"Growers are having to make tough decisions now on what to plant this autumn, whether to downsize production, or reduce the amount of fertiliser used which could impact productivity."

He added: "All growers want their business to be as resilient as possible, especially when we work in such a volatile marketplace."

# FARMER WHO CYCLED LAND'S END TO JOHN O GROAT'S RAISES THOUSANDS

Retired dairy and sheep farmer Will Appleby has raised vital funds for industry charity the Farming Community Network (FCN)



## A retired farmer who undertook a UK-wide solo bike ride from Land's End to John O'Groats has raised thousands for a farming charity.

**Dairy and sheep farmer Will Appleby - who describes himself as a 'pensioner with knackered knees on a bike' - embarked on the journey in support of the Farming Community Network (FCN).**

Will's excursion started on 25 April at Land's End in Cornwall, and finished at John O'Groats in the far north of Scotland, on 13 May.

Throughout the entire journey, the 67-year-old carried full camping gear weighing about 30 kilos.

During it, he was prescribed antibiotics for a tick bite, which he said had "probably given me Lyme disease".

"When I was feeling ill with such a long way to go I began to wonder why, but all my supporters kept me going," Will said at the end of the journey.

"I thank all of you for your kind words and also all the lovely people I have met on the way."

As of 6 June, Will has raised just over £3,400 for the FCN, a charity which he said offered a lifeline for farmers.

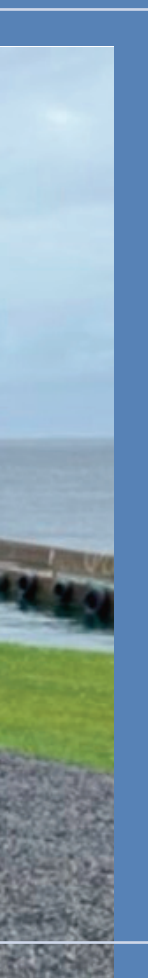
"Farming is often a solitary and lonely occupation and I have had my share of dark days and before the onset of the internet, there seemed no one to turn to for help or much needed support," he said.

"Unless the older farmer is supported and enabled to thrive, how on earth can we expect the youth of today to learn from their experience and take on this wonderful yet highly challenging life?"

Alex Phillimore, head of communications at the FCN, said Will's enthusiasm for cycling and his support for the charity was inspiring.

"His many adventures over the last few years have shown that there's no age limit to when someone can don their cycling gear and set an ambitious goal that would have many shaking in their boots.

"People like Will really show the strength of community in farming, and by giving something back, he hopes to help to support other farmers through their own challenges."



# ACTIVISTS URGE **LEGO** TO REBRAND NEW FARM TOY SET AS 'SANCTUARY'

PETA activists have called on toy giant LEGO to rebrand its new children's farm set, which launches this month



## Animal rights activists have called on toy company LEGO to rebrand its new farm set as a 'sanctuary' for animals.

**LEGO will launch a new toy farm set for children this month, which includes a tractor, a greenhouse, farm animals and farmers.**

However, in a letter to the toy firm's CEO, animal rights group PETA called the set "a false and misleading depiction of animal agriculture".

The group urged Niels Christiansen to rebrand the children's toy as a "sanctuary, where animals are free to live out their lives in peace."

The campaign group said that the "the reality for farmed animals is a far cry from LEGO's peaceful, happy scene."

Activists also said the meat, egg and dairy industries were a "leading cause of the climate catastrophe".

PETA has a lengthy history of submitting complaints.

Last year, the Advertising Standards Authority (ASA) threw out complaints by PETA against Noble Foods' premium Happy Egg brand.

The group had complained to the watchdog that the description of happy eggs in advertising was misleading.





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