

Introduction

Part of the Ministry of Agriculture, Fisheries and Food (MAFF) remit is to ensure UK agricultural practice develops in line with long-term EU policy. In pursuit of this objective, MAFF publishes Codes of Good Agricultural Practice for the Protection of Water, Soil and Air. The organisation was keen to establish a wide awareness of these Codes throughout the farming industry as the basis for encouraging the wider uptake of their recommendations.

Objective

- Widen awareness of MAFF Codes throughout the farming industry
- Encourage wider uptake of Code recommendations.

Strategy

An integrated communications campaign was developed with ADAS to present the Codes and their recommendations as an asset to profitable modern farming.

Three key communication elements were identified

- Advisory articles/comment on pollution issues in national and regional agricultural media
- Education of entrants to the industry
- Face-to-face speaking opportunities for ADAS consultants at farmer/opinion-former meetings.

Mistral developed the campaign under the strong 'Practise the Codes' banner with its own recognisable logo and strapline 'Good Farming, Good Business, Good Practice' used on all associated materials.

The campaign itself comprised three key activities:

- **Media relations** – a series of nationally and regionally placed articles presenting topical and practical ADAS/MAFF advice based on extracts from the Codes and branded with the campaign logo. Media relations were also carried out in support of the campaign launch and produced coverage of campaign meetings.
- **Winter meetings** – a series of regional farmer/opinion-former meetings based on key messages contained within the Codes and supported by a standard presentation developed by Mistral.
- **Education packs** – identification of key agricultural industry educational organisations; liaison to ensure key contact at each establishment; research to assess precise needs; and development of exercises designed for use from national diploma to higher education standard in conjunction with Newton Rigg College.



Results

The campaign achieved widespread branded coverage in both national and regional agricultural media.

Over 45 meeting opportunities identified and arranged to key organisations including: NFU, ATB-Landbase, FWAG, RICS and the Institute of Environmental Health.