

From: [REDACTED]
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: P4B Website Text
Date: 01 April 2021 12:09:30

[REDACTED] – a few suggested amendments below. [REDACTED]

From: [REDACTED] @defra.gov.uk>
Sent: 01 April 2021 11:26
To: [REDACTED] @defra.gov.uk>; [REDACTED] @defra.gov.uk>; [REDACTED] @defra.gov.uk>
Cc: [REDACTED] @defra.gov.uk>
Subject: RE: P4B Website Text

Thanks [REDACTED] – shipping this momentarily.

[REDACTED]

From: [REDACTED] @defra.gov.uk>
Sent: 01 April 2021 10:51
To: [REDACTED] @defra.gov.uk>; [REDACTED] @defra.gov.uk>; [REDACTED] @defra.gov.uk>
Cc: [REDACTED] @defra.gov.uk>
Subject: RE: P4B Website Text

Last year, we ran the “Pick for Britain” campaign **together** to ensure ~~that~~ we had enough seasonal workers to harvest fruit and vegetable crops during the COVID-19 pandemic. **As well as helping to recruit seasonal workers**, the campaign **raised** the national profile of the UK edible horticulture sector, and in particular the **important** role it plays each year in feeding the nation.

Defra would like to extend its sincere gratitude to all campaign partners who supported this project, as well as to the growers, recruiters, retailers, and other industry organisations who participated. With your help, the Pick for Britain message generated unprecedented interest in these roles across the country, and helped **our farmers and growers** bring home the harvest.

We are proud to have been part of such a creative and collaborative campaign during such challenging times. **HM Government will continue to help UK farmers and growers recruit the seasonal workers they need, including support for workers from the domestic labour market, those with EU Settled Status and those coming in through the HMG Seasonal Workers Pilot.**

With best wishes,

Pick for Britain Campaign Team

Advice and Guidance

For advice and guidance that was previously hosted on the Pick for Britain website, please see the following links:

- General guidance produced for employers and employees in England (including farm workers and outdoor businesses) can be found [here](#). Advice specific to businesses in [Scotland](#) and [Wales](#) is also available.
- Guidance for workers on furlough looking for temporary employment opportunities can be found on the government website [here](#).
- Guidance for employers and workers in the agriculture sector on the use of piece rates can be found on the government website [here](#).
- Workplace best practice guidance for employers with seasonal workers on fruit and vegetable farms can be found on the AHDB website [here](#).

From: [REDACTED]
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: POLICY INPUT REQUESTED: Grocer - Pick for Britain
Date: 13 April 2021 14:30:00

Looks good – thanks. [REDACTED] ?

Best,

[REDACTED]

From: [REDACTED] @defra.gov.uk>
Sent: 13 April 2021 14:27
To: [REDACTED] @defra.gov.uk>; [REDACTED] @defra.gov.uk>; [REDACTED] @defra.gov.uk>
Cc: [REDACTED] @defra.gov.uk>; [REDACTED] @defra.gov.uk>; [REDACTED] @defra.gov.uk>
[REDACTED] @defra.gov.uk>
Subject: RE: POLICY INPUT REQUESTED: Grocer - Pick for Britain

Ahh yes good point! Made the tiniest of tweaks and have added in the website link for good measure! Are you content please?

From: [REDACTED] [@defra.gov.uk](mailto:[REDACTED]@defra.gov.uk)>
Sent: 13 April 2021 14:23
To: [REDACTED] [@defra.gov.uk](mailto:[REDACTED]@defra.gov.uk)>; [REDACTED] [@defra.gov.uk](mailto:[REDACTED]@defra.gov.uk)>; [REDACTED] [@defra.gov.uk](mailto:[REDACTED]@defra.gov.uk)>
Cc: [REDACTED] [@defra.gov.uk](mailto:[REDACTED]@defra.gov.uk)>; [REDACTED] [@defra.gov.uk](mailto:[REDACTED]@defra.gov.uk)>; [REDACTED] [@defra.gov.uk](mailto:[REDACTED]@defra.gov.uk)>
[REDACTED] [@defra.gov.uk](mailto:[REDACTED]@defra.gov.uk)>
Subject: RE: POLICY INPUT REQUESTED: Grocer - Pick for Britain

Thanks, there may be a better way to word it, but a change suggested below. The website is just a holding page now so saying it's still live might give the impression it's doing something, would you agree? I think we want to gently suggest that our domestic recruitment work isn't 'dead' – just different.

Best,

[REDACTED]

From: [REDACTED] <@defra.gov.uk>
Sent: 13 April 2021 14:09
To: [REDACTED] <@defra.gov.uk>; [REDACTED] <@defra.gov.uk>; [REDACTED] <@defra.gov.uk>
Cc: [REDACTED] <@defra.gov.uk>; [REDACTED] <@defra.gov.uk>; [REDACTED] <@defra.gov.uk>; [REDACTED] <@defra.gov.uk>
Subject: RE: POLICY INPUT REQUESTED: Grocer - Pick for Britain

Thanks [REDACTED] . How about this?

- The 2020 Pick for Britain campaign has concluded and, ~~so~~ the [Pick for Britain website](#) has been changed to reflect this.
- Our approach this year builds on experience and feedback from partners and recruiters involved in **last year's campaign**, but won't fall under the same Pick for Britain brand.

From: [REDACTED] <@defra.gov.uk>
Sent: 13 April 2021 13:44
To: [REDACTED] <@defra.gov.uk>; [REDACTED] <@defra.gov.uk>; [REDACTED] <@defra.gov.uk>
Cc: [REDACTED] <@defra.gov.uk>; [REDACTED] <@defra.gov.uk>; [REDACTED] <@defra.gov.uk>; [REDACTED] <@defra.gov.uk>
Subject: RE: POLICY INPUT REQUESTED: Grocer - Pick for Britain

Hi [REDACTED]

We don't intend to use the Pick for Britain website in the way we did last year, as it was a collaborative industry/gov response to COVID-19 labour supply risks in 2020. The journalist will be able to see that the 'Jobs Page' has now been removed from the website and the campaign has been concluded.

Our approach this year builds on experience and feedback from partners/recruiters involved in the campaign, but won't fall under this P4B brand.

Best,

[REDACTED]

From: [REDACTED] <[\[REDACTED\]@defra.gov.uk](mailto:[REDACTED]@defra.gov.uk)>
Sent: 12 April 2021 16:12
To: [REDACTED] <[\[REDACTED\]@defra.gov.uk](mailto:[REDACTED]@defra.gov.uk)>; [REDACTED] <[\[REDACTED\]@defra.gov.uk](mailto:[REDACTED]@defra.gov.uk)>; [REDACTED] <[\[REDACTED\]@defra.gov.uk](mailto:[REDACTED]@defra.gov.uk)>
Cc: [REDACTED] <[\[REDACTED\]@defra.gov.uk](mailto:[REDACTED]@defra.gov.uk)>; [REDACTED] <[\[REDACTED\]@defra.gov.uk](mailto:[REDACTED]@defra.gov.uk)>; [REDACTED] <[\[REDACTED\]@defra.gov.uk](mailto:[REDACTED]@defra.gov.uk)>; [REDACTED] <[\[REDACTED\]@defra.gov.uk](mailto:[REDACTED]@defra.gov.uk)>
Subject: RE: POLICY INPUT REQUESTED: Grocer - Pick for Britain

Yes, fine by me. Ta ^[RED]_{ACTE}

From: [REDACTED] <[\[REDACTED\]@defra.gov.uk](mailto:[REDACTED]@defra.gov.uk)>
Sent: 12 April 2021 15:53
To: [REDACTED] <[\[REDACTED\]@defra.gov.uk](mailto:[REDACTED]@defra.gov.uk)>; [REDACTED] <[\[REDACTED\]@defra.gov.uk](mailto:[REDACTED]@defra.gov.uk)>; [REDACTED] <[\[REDACTED\]@defra.gov.uk](mailto:[REDACTED]@defra.gov.uk)>
Cc: [REDACTED] <[\[REDACTED\]@defra.gov.uk](mailto:[REDACTED]@defra.gov.uk)>; [REDACTED] <[\[REDACTED\]@defra.gov.uk](mailto:[REDACTED]@defra.gov.uk)>; [REDACTED] <[\[REDACTED\]@defra.gov.uk](mailto:[REDACTED]@defra.gov.uk)>; [REDACTED] <[\[REDACTED\]@defra.gov.uk](mailto:[REDACTED]@defra.gov.uk)>
Subject: RE: POLICY INPUT REQUESTED: Grocer - Pick for Britain

Additional information for comms colleagues – not the briefing – is that the www.pickforbritain.org.uk website has recently been updated to appear more ‘conclusive’ and hopefully avoid giving the impression that we could be running a national campaign this year.

The provided lines seem great to me, thanks.

[REDACTED]

From: [REDACTED] [@defra.gov.uk](mailto:)>
Sent: 12 April 2021 15:12
To: [REDACTED] [@defra.gov.uk](mailto:)>; [REDACTED] [@defra.gov.uk](mailto:)>; [REDACTED] [@defra.gov.uk](mailto:)>
Cc: [REDACTED] [@defra.gov.uk](mailto:)>; [REDACTED] [@defra.gov.uk](mailto:)>; [REDACTED] [@defra.gov.uk](mailto:)>
Subject: RE: POLICY INPUT REQUESTED: Grocer - Pick for Britain

Yes good point ^[REDACTED], including below. I have crossed out background info which I believe is not relevant to this query – but the statement and remaining lines seem to cover it off quite nicely. If you are content I will proceed with these lines?

Thanks,

[REDACTED]

Environment Secretary George Eustice said:

“We will always back our farmers and growers, who work hard all year round to provide us with a secure supply of fruit and vegetables.

“Alongside an expanded Seasonal Workers Pilot, we are working with industry partners to build on the success of last year’s Pick for Britain campaign and help our farmers make long-term improvements to their domestic recruitment pipelines. At the same time, our review into automation will pave the way for a pioneering and efficient future for our fruit and vegetable growers.”

Background briefing

On Pick for Britain success

- The success of the Pick for Britain campaign meant that industry needs were met last year and there was a strong interest in opportunities across the country – which is testament to the many British workers who stepped up to the challenge.
- Seasonal workers are essential to bringing in the harvest every year, and Pick for Britain helped growers find the workers they need despite the impacts of the coronavirus crisis last year.

On domestic recruitment this year

- This year we’re continuing to build on the success of last year’s Pick for

Britain Campaign by promoting domestic recruitment, though we won't be running a national campaign under the Pick for Britain brand. Last year's campaign was a response to COVID-19 risks, and we now need to look at supporting long-term improvements to recruitment pipelines for edible sectors.

- Feedback from growers and other industry organisations was clear that removing barriers to local and regional recruitment was the most effective way to support domestic recruitment. We're working with DWP and industry partners to take meaningful action in this way.
- The Government is encouraging the sector to make employment more attractive to UK domestic workers through offering training, careers options, wage increases and to invest in increased automation technology.

On the Seasonal Workers Pilot

- The Seasonal Workers Pilot, originally launched in 2019, has been extended and expanded for an additional year from 10,000 to 30,000 visas, granted for workers to come to the UK, from EU or non-EU countries, for a period of up to 6 months to pick and package fruit and vegetables on our farms.
- The expanded Seasonal Workers Pilot for this year will continue to operate in the edible horticulture sector. This is the sector of agriculture which has been experiencing the most severe seasonal labour shortages, and which the Seasonal Workers Pilot aims to support to ensure critical food supply chains in the UK are maintained.
- The expansion of the Pilot for 2021 will allow us to further test how this Pilot operates, whilst helping farmers and growers adjust to changes to the labour market, and to ease some of the pressure felt on farms when they are at their busiest.
- The Extended Pilot for 2021 will be managed by four pilot operators, and Defra is currently seeking two new operators to join the current operators - Concordia and Pro-Force Limited - subject to Home Office approval.
- The Seasonal Workers Pilot opened in 2019 and was designed to test the effectiveness of our immigration system at supporting UK growers during peak production periods, whilst maintaining robust immigration control, and ensuring the welfare of participating migrant workers. It also provides a valuable source of labour for the UK's fruit and vegetable growers helping to make sure that all that we grow in this country gets onto our supermarket shelves.

On the future of the Pilot

- The UK has a highly resilient food supply chain and we are continuing to work hard to ensure our farmers and growers have the support and workforce they need.
- We are working closely with the Home Office to ensure there is a long term strategy for the food and farming workforce beyond 2021.

From: [REDACTED] [@defra.gov.uk](mailto:)>

Sent: 12 April 2021 15:03

To: [REDACTED] [@defra.gov.uk](mailto:)>; [REDACTED] [@defra.gov.uk](mailto:)>; [REDACTED] [@defra.gov.uk](mailto:)>

Cc: [REDACTED] [@defra.gov.uk](mailto:)>; [REDACTED] [@defra.gov.uk](mailto:)>; [REDACTED] [@defra.gov.uk](mailto:)>

Subject: RE: POLICY INPUT REQUESTED: Grocer - Pick for Britain

Thanks – could we make sure this mirrors the final Countryfile response? ^[REDACTED]_{ACTE}

From: ^[REDACTED] [@defra.gov.uk](mailto:)>
Sent: 12 April 2021 15:01
To: ^[REDACTED] [@defra.gov.uk](mailto:)>; ^[REDACTED] [@defra.gov.uk](mailto:)>; ^[REDACTED] [@defra.gov.uk](mailto:)>
Cc: ^[REDACTED] [@defra.gov.uk](mailto:)>; ^[REDACTED] [@defra.gov.uk](mailto:)>; ^[REDACTED] [@defra.gov.uk](mailto:)>;
^[REDACTED] [@defra.gov.uk](mailto:)>
Subject: RE: POLICY INPUT REQUESTED: Grocer - Pick for Britain

Hi all,

Bringing ^[REDACTED]_{CTED} into this chain as he is leading on efforts with domestic workers this year.

Many Thanks,

^[REDACTED]
^[REDACTED]

| Workforce Planning and Access to Labour |
Agri-Food Chain Directorate | Department for Environment, Food and Rural Affairs

^[REDACTED]

Address: 1st Floor, Kite Wing, Temple Quay
House, 2 The Square, Temple Quay, Bristol, BS1 6HA

<< OLE Object: Picture (Device Independent Bitmap) >>

[Website](#) [Twitter](#) [Facebook](#) [LinkedIn](#) [Instagram](#)

From: ^[REDACTED] [@defra.gov.uk](mailto:)>
Sent: 12 April 2021 14:56
To: ^[REDACTED] [@defra.gov.uk](mailto:)>; ^[REDACTED] [@defra.gov.uk](mailto:)>; ^[REDACTED] [@defra.gov.uk](mailto:)>
Cc: ^[REDACTED] [@defra.gov.uk](mailto:)>; ^[REDACTED] [@defra.gov.uk](mailto:)>; ^[REDACTED] [@defra.gov.uk](mailto:)>;
^[REDACTED] [@defra.gov.uk](mailto:)>
Subject: POLICY INPUT REQUESTED: Grocer - Pick for Britain

Hi both,

^[REDACTED] Fresh Foods Reporter at **The Grocer**, has asked about a potential Pick for Britain campaign this year.

[REDACTED]

| Press & Media Officer | Defra Group Press Office

Department for Environment, Food and Rural Affairs

4th Floor | Seacole Building | 2 Marsham Street | London SW1P 4DF

[REDACTED]

You can reach the newsdesk on 0330 041 6560

Read our media blog [here](#)

<< OLE Object: Picture (Device Independent Bitmap) >>

MS Teams Communications:

[REDACTED]

[REDACTED]

1. [01/04 09:10] to

Thanks ^[REDACTED] - much appreciated. Can we check in at 10am to just get our ducks in order? I have to balance the dashboard with getting the P4B website changed today, and then making sure stuff is covered next week, so may need to keep checking in/out with you.