**PRESS RELEASE:**

**Groundswell, the Conservation Agriculture show: a forum for farmers who want to grow and profit from a healthy soil. June 26-27, 2019.**

In the past 20 years a quiet agricultural revolution has begun. All over the world, farmers who were fed up with the decline of their core asset – the soil – began to experiment with a new way to grow food, without damaging the soil, the climate, and without costing the earth.

Four years ago, this movement led some farmers in the UK to start a conference to share their new ideas and innovations with each other. The Conservation Agriculture movement is the most exciting development in farming in decades: at a time when we are always being told that we are going to hell in a handcart, it is thrilling to be part of a solution.

Groundswell, the Conservation Agriculture show, focuses on no-till techniques, soil regeneration and the value of livestock in arable and mixed farming.

Groundswell presents practical ideas on how to farm in this new environmental and political climate. It is an independent event featuring speakers, workshops and seminars, exhibitions from a wide range of innovative farming companies and field-scale direct drill demonstrations.

JOHN CHERRY – host farmer

“Let's ask ourselves what is so marvelous about the industrial food system that we are all caught up in. We had a few 'good years' that people like to hark back to, when prices were high and everything was rosy. Now the wheels have come off. Buyers are paying us less and less and it's costing us more and more to grow the wheat/lamb/potato. Who is benefiting from this? Not us farmers for sure, nor the consumer, evidently. Our soils are suffering, the rivers are clouded with silt that has eroded from our land and traces of chemicals and fertilisers that we've applied.”

PAUL CHERRY – host farmer

“Groundswell is a unique agricultural show in that you can spend a day learning the principles of Conservation Agriculture, whilst also engaging with the organisations that can help make it a reality. Groundswell offers a welcoming environment for two days of information exchange with some of the world's most experienced "soil caretakers" - the farmers, scientists and the organisations who all have a role in shaping the future of UK farming.

The government’s stated ambition for the future of food, farming and the environment is that public money will be spent on public goods that enhance natural capital. The new Environmental Land Management System will bring in a new era for farming.”

**Speakers:** The show features a range of respected voices in regenerative agriculture, including: [Allan Savory](https://groundswellag.com/speakers/allan-savory/) (Zim), Founder of The Savory Institute and world leader in Holistic Management; [Charles Massy](https://groundswellag.com/speakers/charles-massy/) (Aus). Leader of Australia’s regenerative agriculture movement; [Joel Williams](https://groundswellag.com/speakers/joel-williams/), an independent soil advocate who unravels the links between healthy soils and plant health; [Jay Fuhrer](https://groundswellag.com/speakers/jay-fuhrer/), (USA) a Soil Health Specialist employed by the Natural Resources Conservation Service in Bismarck, North Dakota; [Frédéric Thomas](https://groundswellag.com/speakers/frederic-thomas/), (France), a leading proponent of Conservation Agriculture in France and around the world; [Isabella Tree](https://groundswellag.com/speakers/isabella-tree/), Author of “Wilding” and responsible for the 3,500acre rewilding project at Knepp Estate in West Sussex.

**Discussion Panels & Workshops** include: The AHDB Soil Pit, the Affinity Water Catchment Hub, Agricology discussion tent, and new for 2019 – the ‘Food for Thought’ talks, exploring the links between soil health and a healthy diet.

**Direct Drill Demonstrations** will take place on both days, 12 machinery manufacturers illustrating seeding directly into standing cover crop with minimal soil disturbance.

**NOTES FOR EDITORS:**

Alongside the 12 drill manufacturers there are 80+ exhibiting organisations representing their services and products aimed towards farmers with an interest in Conservation Agriculture. Groundswell was created by the Cherry family on their farm in Weston, Hertfordshire, it is now in its fourth year. In 2018 1,400 attendees visited Groundswell over two days from all over the UK and the rest of the world.

The event location is: Lannock Manor Farm, Weston, Hitchin, Hertfordshire SG4 7EE. It is within a mile of Junction 9 of the A1(M) in North Hertfordshire on Wednesday 27th and Thursday 28th June 2018

Delegate Tickets are available at £60 (+VAT) for one day or £95 (+VAT) for both days.

Press Room on site and Complimentary Press Passes are available to accredited members of the press. Further information and tickets can be found at [www.groundswellag.com](http://www.groundswellag.com)

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