



Groundswell

The Regenerative Agriculture Show and Conference

The Guide
2022

A photograph of an outdoor event. In the foreground, large white letters spell out 'GROUNDSWELL' on a grassy field. In the background, there are several tall, thin flags in various colors (yellow, red, blue) and several white tents. The sky is blue with scattered white clouds.

GROUNDSWELL

WEDNESDAY 22ND - THURSDAY 23RD JUNE
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Contents:

- 5 **Welcome to Groundswell** Shaun Dowman & Paul Cherry
7 **Practical sustainable farming regardless of labels** AgricoLOGY
9 **Balancing food, farming, nature and climate** NFFN
11 **Yeo Valley Organic at Groundswell 2022**
13 **The most important crop of the 21st century?** Barenbrug
15 **De-risking Regenerative Agriculture Decision Making**
Dr Harry Langford, Innovation Network Lead for Chap
17 **Dale Drills**
19 **Next Level Soil Regeneration** Eurofins Agro
21 **Farming on Crutches at Groundswell** John Meadley
23 **Kellogg's Origins Project Gains Momentum For 2022**
Duncan Rawson, EFPF
25 **Pasture For Life & Bedstraw + Madder**
27 **Novag**
29 **Robotic precision spraying: per plant farming accelerates, with applications by exception** Sam Watson Jones
31 **Weaving Machinery**
33 **Amazone**
35 **Building soil health: Holkham Estate introduces sheep to the rotation** Innovis
37 **Groundswell 2022: Herbal Leys and SFI** Sam Lane
39 **Groundswell Artist in Residence** Nick Viney
41 **Garford Farm Machinery**
42 **Providing the evidence for environmental land management**
Sophia Burke
45 **Drive higher yields and reduce inputs** AminoA
47-89 **Speaker Biographies**
90-92 **Food at Groundswell**
93-119 **Exhibitor Directory**

CONTACT US



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#Groundswell22



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www.groundswellag.com/

Email: contact@groundswellag.com **Telephone:** +44 (0)1462 790219

Show Enquiries: Alex Cherry, Event Director contact@groundswellag.com

Any issues on show days please call customer services on 07598 580 255

Filming – There will be various film crews video recording on site through the show. If you would prefer to not be included in any footage please contact Groundswell.

Drones and Machinery - There will be drones flying at the show and heavy machinery demonstrating. Please be aware of your surroundings at all times and apply necessary caution.

FACILITIES

There is a large meadow car park (free) conveniently located next to the show for all attendees.

Cash – No cash machines on site.

Visit the Customer Services Tent for any help on the day

Customer Services Tent

Offering Phone Charging, Left Luggage, Lost Property and Merchandise Sales

OPENING TIMES

Wednesday 22nd

8.00am - 6.00pm

Thursday 23rd

8.00am - 6.00pm

The Earthworm Arms Bar, Cider Bar and a selection of independent food traders will be open late on Tuesday, Wednesday and Thursday evenings

PRICE:

Single Day £80

Both Days £120

Student and YFC Discount Available. Tickets must be purchased in advance through Red Box Tickets and prices are subject to VAT. Bring your print-out name badge and collect your lanyard and Tote bag from Registration.

TICKETS

Tickets must be purchased in advance through Red Box Tickets and prices are subject to VAT.

www.groundswellag.com

Bring your print-out name badge to be held in your lanyard to gain access.

LOCATION

Groundswell takes place on a working no-till farm in North Hertfordshire, just off Junction 9 of the A1(M), near Baldock.

Stevenage train station is a 10 minute taxi ride away. Luton and Stansted Airports are within 30 minutes drive.

The address of the show is

Lannock Manor Farm, Weston,
Hertfordshire, SG4 7EE.

LOCAL TAXI COMPANIES

ABC Stevenage: 01438 424 242
Stevenage Taxis: 01438 357 111
Gold Star Taxis: 01438 727 277
Central Taxis Letchworth: 01462 290 000

Taxi Rank Location what3words:
w3w.co/living.plates.beans

FOOD AND DRINK

Breakfast options are aplenty on site, try the new Groundswell Real Bread Bakery in the Earthworm Arms Area or shakshuka cooked over fire with Salsa Rose?

Lunch and Dinner – There's over 15 different food stands ranging from a Mexican Taco Truck, Pasture-fed BBQs to sourdough pizzas, open till late

The Earthworm Arms Bar and Cider Bars are open, alongside the food and camping from Tuesday through to Thursday evening.

ACCOMMODATION

Information about local accommodation can be found at

www.groundswellag.com/accommodation

CAMPING is available for a pitch fee of £20 per person, purchasable from the camping entrance. Showers and facilities are provided.



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Affinity Water

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2022



Get your free souvenir Groundswell water bottle and speak to our knowledgeable catchment advisors at the Affinity Water catchment hub (by the big top)

Welcome to Groundswell

– Shaun Dowman, Agricultural Advisor

It gives me immense pleasure, on behalf of Affinity Water, to welcome you to Groundswell 2022. This is our fifth year sponsoring the event and it has been wonderful to see it grow and evolve over that time. Last year felt like a big step change in the event experience. Moving it entirely out into the field was an inspired move by the Groundswell team, which gave the event a nice flow with plenty of space. Despite the growth and increased interest, one thing that has not changed is Groundswell's ethos and core principles. This event is not here to serve the interests of big businesses or preserve the status quo and as a water company sponsor we have a role to play. Although we are a big business, we are not here to sell you anything. Water companies, and the customers they supply, are reliant on healthy functioning soils to ensure we can maintain sustainable water supplies and a healthy environment. What is great from our perspective is that you all seem to 'get it' why we are here. Soil and water are inextricably linked, and we must

consider both when making decisions about land management and farming.

Groundswell is an event for farmers, by farmers and always will be. What is fascinating and makes the event unique is how people from other industries, specialisms and interests are welcomed and invited to share their knowledge and views on a whole range of topics that relate to farming such as biodiversity, water, human health, and wellbeing. I think it's fair to say that farming can be narrowly focussed on food production, big machines, inputs and achieving big yields at whatever the cost. At Groundswell you get to experience another side of farming, one that questions every action, is open to innovative ideas and recognises the opportunity and importance of farming to make positive changes that benefit people and the environment, as well as producing food that nourishes. It is a glorious mix of gilets, check shirts and the latest machinery mixed in with sandals, falafel wraps and grown men and women



openly expressing their love for the soil. Where else would you find this at a farming show? This really is the friendliest, most interesting, and fun farming show out there so breath it all in, keep an open mind, pull up a pew and have a fantastic two days.

What a difference a year makes!

– Paul Cherry, Host Farmer

If any of you could have predicted the situation we find ourselves in this time last year, please can I have a go with your crystal ball? An unbelievable tragedy unfolding at the far end of Europe leading to spikes in prices which are putting so many sectors of the industry under intense pressure, just go to show that flexible management techniques must make sense. Suddenly a commodity like fertiliser, which we have all been fortunate to completely take for granted is now priced somewhere near its true value and the time is right to treat it with the respect it deserves. There are plenty of farmers who will continue to treat their crops as they did when nitrogen was a fraction of its current price, but the rest of us must be more inventive, finding other ways to feed our crops.

our customers want to hear. Building natural fertility, reducing inputs, sequestering carbon, feeding livestock the way they eat naturally, working with nature not against it. Let's celebrate all of this and enjoy the fact that we can share ideas in a sympathetic environment like we hope to create at Groundswell.

Whether you are a farmer, student, academic, politician, speaker or food producer, there's plenty here at Groundswell for you. My son Alex and his team have done an amazing job of coordinating everything. Now you just need to enjoy yourselves!

Thank you for coming.

Paul Cherry, Host Farmer

I'm also sensing that there is a renaissance as regenerative ideas feed into the story that





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- Farm business and technical advice

Take part in our 'Making the most of' talks and discussions with ADAS experts:

WEDNESDAY		THURSDAY	
TIME	TITLE	TIME	TITLE
09:30 - 09:45	<i>Making the most of knowledge with Farm PEP</i>	10:15 - 10:30	<i>Making the most of grain analysis</i>
11:15 - 11:30	<i>Making the most of cover crops</i>	12:15 - 12:30	<i>Making the most of manures</i>
13:15 - 13:30	<i>Making the most of manures</i>	14:15 - 14:30	<i>Making the most of IPM</i>
15:15 - 15:30	<i>Making the most of IPM</i>		



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Practical sustainable farming regardless of labels

– Agricology

Founded in 2015 in a climate of growing uncertainty about food security, the state of natural resources, climate change and nutritional availability in the UK, Agricology provided a platform for providing practical information on ecological farming techniques to enable more resilient and productive farming.

It answered the need to see more farmers, landowners and farm advisors applying or encouraging practices that would improve productivity and profitability whilst protecting the environment and was built on the Organic Research Centre (ORC)'s Defra-funded work establishing an ecofarming information hub.

The ORC joined forces with two other

agroecological techniques, and the ORC had the scientific evidence to back up these techniques. What was needed was an effective means of disseminating this knowledge amongst the whole farming sector, spanning all farming approaches (without labels) and encouraging broader adoption of these innovative farming methods.

Backed by start-up funding from the Daylesford Foundation and guided by a steering group of leading figures from the worlds of agriculture and horticulture, Agricology has developed into a valuable source of practical information for farmers across all farming enterprises to make informed decisions around transitioning to more sustainable and resilient farming



sector. Research from the field and farmer experiences of practices that restore farm ecosystems are shared through farmer profiles, videos, podcasts, and a library of over 440 resources on different practices and principles.

Blogs, research project pages and field trials provide a space for researchers and others involved in the industry to share their expertise on key topics ranging from managing problem pests and weeds, to soil health, crop diversity and agroforestry.

Agricology also hosts a programme of accessible on-farm events and workshops throughout the UK, demonstrating best practice approaches and giving farmers the

AGRICOLOGY

SUSTAINABLE PRACTICAL FARMING



charitable organisations – the Daylesford Foundation and the Game and Wildlife Conservation Trust (GWCT). At the time, GWCT's Allerton project had many farmer-led trials generating best practice

systems that will help secure the future of UK farming and food supply.

At its core is an open access web platform with contributions from pioneering farmers and over 40 partner organisations across the

chance to ask questions of others who are implementing new methods, exploring the successes and pitfalls experienced along the way. Recordings are shared on the Agricology website for those unable to attend the events themselves.



We are thrilled to be sponsoring the Discussion Tent at Groundswell again this year and are looking forward to catching-up with everyone face to face to discuss some of the key issues facing our farming community - it will make a nice change from Teams and Zoom!

If you've got an inspiring project, trial or story to share, or need to know more about a particular farming practice, come and talk to us during Groundswell at (the Discussion tent) or get in touch via enquiries@agricology.co.uk

Keep up to date with the latest insights on practical sustainable farming - sign up to our e-newsletter at Agricology.co.uk, and join the conversation @agricology on social media.



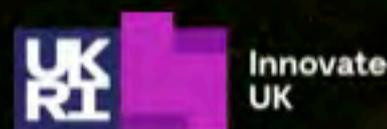
Do you have an idea to support the sustainable future of agriculture?

Agri-EPI exists to bridge the gap between the people creating innovative new agricultural technologies, and those who benefit from them.

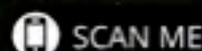
We have developed an extensive network of real commercial farms, research facilities and a member network that covers all agricultural and aquaculture sectors.

We connect the agri-food supply chain from farm to fork.

Together we can support a profitable and sustainable global agri-food supply chain



Come visit our stand to learn more or email us at team@agri-epicentre.com.



Balancing food, farming, nature and climate

– The Nature Friendly Farming Network



**Nature
Friendly
Farming
Network**

The Nature Friendly Farming Network (NFFN) is a UK-wide, farmer-led organisation championing working harmoniously with nature to produce food, fibre and other products from our land. For many years, nature-friendly farming has been building momentum in response to resource-intensive food and farming systems that have driven our landscapes to degradation.

Across the UK, many farmers and land managers have been re-evaluating their relationship to the land across every system and scale, spanning grassroots regeneration to landscape-wide integrated approaches. From agroecological, organic and pasture-fed to permaculture, min-till and conservation agriculture. Nature-friendly farming comes in all shapes and sizes as part of a bigger transition towards a fairer food and farming future.

At the NFFN, we unite farmers who are regenerating soils, restoring biodiversity and supporting the livelihoods of rural communities, all while putting nutrient-rich and sustainable food on the table. We

are a growing movement of producers and growers embracing farm-level solutions to address local, global and interrelated problems, including biodiversity loss, soil depletion, water scarcities, global warming, economic instability and food insecurity.

Over 2,000 NFFN farmer members are exploring nature-friendly approaches and holistic, whole-farm systems for managing natural resources. What unites the NFFN is how food and farming can be a positive force for change.

Our knowledge sharing focuses on unique approaches for meeting the significant increases in our future food needs. By working together, we empower farmers and communities to enhance ecosystem function and reverse trends in biodiversity decline while adapting to climate change and becoming more resilient to natural or economic shocks.

Teams within the NFFN have been established in each UK country so we can engage with people at all stages of their nature-friendly farming journey, including

farmers, members of the public, educators, researchers, policymakers and the media. We work to find innovative ways of putting those who produce food at the heart of our food systems so we can ensure fairer returns for farmers, improved access to sustainable food and greater stewardship of the environment.

We also lobby for better food and farming practices and policies through farm visits, conferences, events and campaigns. We work collaboratively with other organisations who share our vision of a nature-friendly farming future.

This year, we are working to address food insecurity through system changes where farmers produce more of what communities need to be healthy and do less of what damages the environment. Our membership helps build a stronger voice for nature-friendly farming at every turn.

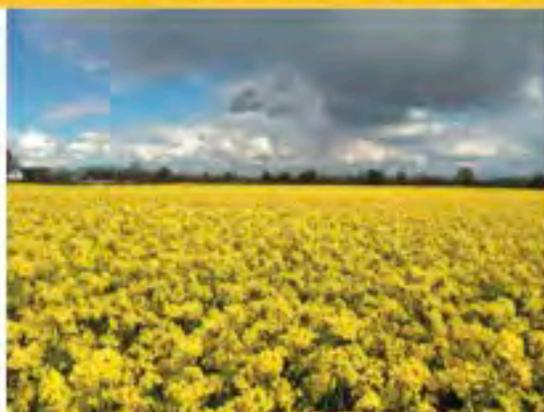
Find the Nature Friendly Farming Network in the Pasture Field at PF B1, and you can join the NFFN by becoming a free member at www.nffn.org.uk/join-us



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Yeo Valley Organic at Groundswell 2022

We're all here because of the power of regenerative farming and the potential it has to be part of the solution to our climate crisis.

It's an exciting time to be considered a force for good, and a refreshing change for agriculture and food production.

These next few days are a celebration of the positive difference we all want to make. The good choices we want to embark on following some inspiring knowledge sharing. After all, thought-provoking talks, panel discussions and debates can feed minds, stretch perspectives and change habits.

While Yeo Valley Organic has been an organic dairy brand for over 25 years. It is through our own family farm in Somerset, and with help of our supplying organic farmers that we're learning more about regenerative methods and the possibilities it holds to nurture and nourish both people and planet.

Regenerative farming will drive a big part of the positive change at Yeo Valley Organic

over the coming years, with exciting plans which we will share at

www.regenerative.yeovalley.co.uk

Through our regen journey we will learn from others because life, particularly in farming never stops teaching. It's filled with intelligent people who refuse to shy away from the impending climate cataclysm and

have instead dedicated themselves to the daily work of facing it—as farmers, educators and scientists.

If you want to find out more about the Yeo Valley Regenerative Organic Farming Project, visit the Old Dairy Tent on Wednesday at 10am.

If you don't want the regenerative good vibes to end, visit Valley Fest this year (4-7 August) and see the Somerset style regen zone at the best-tasting music festival in the South-west. Find out more at www.valleyfest.co.uk

From left to right, Yeo Valley's Tom White, Organic dairy supply farmer Charlie Haywood, Somerset and the Farm Carbon Toolkit's Becky Wilson.



If you would like to be a part of Groundswell 2023, please get in touch with a member of the Groundswell team.

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Anyone considering a shift to regenerative agriculture will be aware that livestock integration is one of its five major principles. For livestock, of course, read 'grass'. Barenbrug's Mhairi Dawson offers a few pointers.

The healthiest soil of all is found beneath the surface of a permanent pasture

What underpins the whole regenerative agriculture concept? Healthy soil, of course – and the realisation that the healthiest soil of all is found beneath the surface of a permanent pasture.

Here, in soil that's not regularly disturbed, protected from the effects of heavy rain and damaging sunlight by a layer of multi-species vegetation, rooting to varying depths, you'll find a fully functioning ecosystem, reliant on the interactions between microbes, fungi, roots, exudates and growing plants. Regenerative agriculture seeks to recreate that ideal ecosystem – as far as is practicable – in 'everyday' agriculture, i.e. productive agriculture that delivers a reliable and plentiful supply of food.



Sometimes, it's got less to do with pursuing the regenerative agenda. Many farmers are plagued with black-grass and other weeds. They've realised that chemical control is not only expensive and complicated, but also unsustainable: it's always only a matter of time before resistance returns.

Yet grazing livestock can be a viable solution for black-grass control. Black-grass appears competitive compared with cereals, but it's all relative: when it's growing amongst other grass species, sown at a

infiltration and overall water-holding capacity.

Deep-rooting species such as chicory, lucerne and sainfoin – all of which can root to depths of up to 1.5m – draw up essential vitamins and minerals from the soil profile. In a mixed herbal ley, each species also produces a variety of root exudates, helping to maintain a diverse population of soil microbes, in turn providing food sources for creatures further up the chain. It's this healthy soil biome that dramatically increases nutrient cycling, and leaves a valuable legacy for the following crop after the ley has finished.

This is also true for nitrogen. Arable farmers will know how a break crop like beans leaves a nitrogen legacy, but the same is true for mixed swards. Some farmers have reduced nitrogen inputs by up to a quarter in a first wheat following grass; combined with the potential for reduction in black-grass populations and thus simpler herbicide inputs, there's considerable opportunity for increased gross margins.

Of course, it's one thing to decide on bringing grass back, but you also need to decide how to bring back the livestock. Are you going to become a stock farmer yourself?

If that doesn't appeal, then perhaps you can consider co-operating with a neighbouring stock farmer. You might also consider using your new grazing resource to provide a new entrant with the opportunity to get their foot on the first rung of the farming ladder, perhaps as a share-farming agreement.

For those areas of the country not blessed with large numbers of livestock, environment schemes or energy crops may prove the most effective route to bringing grass into the rotation.

There's never a negative to bringing back grass. It's not for nothing that some have started referring to grass as the most important crop of the 21st century.

The most important crop of the 21st century?

Grass is at the very heart of this concept. Introducing grassland to an arable rotation does more than just allowing soil to rest for a season or two. It also provides the opportunity to recreate those multispecies swards that provide such sub-surface diversity, helping to feed the soil. The addition of grazing livestock is the icing on the cake, supercharging the overall impact by improving nutrient recycling and soil biodiversity.

But first things first. When an arable farmer asks me for advice about reincorporating livestock, I ask them why they're thinking about doing it. What thought process has led them to consider that as an option? Being clear about the 'why' makes it easier to decide on the 'how'.

much higher rate, it doesn't stand a chance. So arable fields with high black-grass populations can be turned over to grass, a highly effective method for reducing infestation. Cutting the sward before the black-grass heads adds to the effectiveness: a two-year AHDB study demonstrated a 90 per cent reduction in seed burdens.

Those focused on regenerative benefits, however, are looking to grassland's ability to improve and enhance soil organic matter, particularly where a mixed sward is used. Every species, whether grasses such as rye-grass and timothy, legumes like clover and lucerne, and herbs such as chicory and yarrow, brings something different, particularly with respect to rooting. Variety and diversity in rooting habit helps with soil stability, drought tolerance, water

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De-risking Regenerative Agriculture Decision Making

– Dr Harry Langford, Innovation Network Lead for Chap

Last year at Groundswell, agri-tech innovation centre Crop Health and Protection (CHAP), revealed plans to launch a business case outlining a solution that will help to demonstrate and measure the impact of regenerative agriculture. Since then, CHAP has shared the business case and associated report, showcasing the proposed output – the Regenerative Agriculture Field Profiler.

Part of this work was to conduct qualitative industry research, with a view to understanding the perceived barriers to adoption of regen ag, from a farmer perspective.

Dr Harry Langford, Innovation Network Lead for CHAP, helps to bring together skilled practitioners and technical specialists to glean such intelligence. Dr Langford said:

“Given its flourishing popularity, it soon became apparent that CHAP needed to explore regenerative agriculture, to try to get to the bottom of why something with so much promise isn’t achieving widespread industry adoption.

“We wanted to know what the perceived barriers are, from a farmers’ perspective, before devising a potential solution. Although these are presented as barriers, they are in fact opportunities for change and improvement.

Risk, evidence and reward

“The first barrier was identified as the real and perceived risk from undertaking new practices with unknown and less predictable outcomes. This is a contrast to applying a crop protection product for example, that has been trialed and tested by a manufacturer for many years. So how can we reduce the risks of regen ag, or at least adjust what is perceived?

“Perceived risk also links to evidence – a current lack of robust data to support current claims and championed benefits associated with regen ag. On-farm evidence is something that we can’t get enough of as an industry, so working to measure and record data will be important.

“Our stakeholders identified reward, or lack of, as another perceived barrier. With few incentives or basic recognition for regen-produced food, this could be viewed as off-putting. Consumer perception could play a part here, boosting potential markets for produce such as legumes, or drawing attention to products with sustainable credentials.

Integrated, systems-based approach

“For many, questions arise about how regen ag differs from other approaches such as conservation agriculture and integrated farm management (IFM). This confusion may be seen as a barrier to entry, but really, there are strong parallels between them all.

“Although diversity is often what makes farming interesting and enjoyable, it also means a one-size-fits-all approach isn’t possible. With vast heterogeneity of soil systems and farm management plans, understanding how regen ag can be adapted at individual farm or field level will help.

“Another question raised, was how to implement a successful transition period, given regen ag is based on improving the biological status and health of soil, which is not an over-night fix. Creating digestible time-lines with achievement milestones could improve farmers’ commitment to the cause and support their regen ag journey.

Change in mindset

“Change is difficult in any sector or business. Opportunity lies in overcoming resistance to change. Increasing the appetite for risk will also be important, as so much of regen ag remains unknown.

“But, tools are available to help overcome all of the above challenges, and these are often in the shape of novel agri-tech solutions. As well as understanding the ‘problem’ CHAP also strives to devise innovative solutions.

“In this case, it was identified as the Regenerative Agriculture Field Profiler – a data modelling tool that measures and benchmarks the impact of regen ag, helping farmers to quantify the on-farm benefits and de-risk change. As it develops, this will be used to produce granular field profiles specific to different soil types and topographies, with the ultimate goal of creating a predictive tool that offers scenario testing and simulation.

“Although this is just a concept at the moment, we’re now looking to build an industry consortium, to help make this a reality and hope that those interested in being involved, will contact us at CHAP – enquiries@chap-solutions.co.uk ”



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DALE DRILLS

THE FUTURE OF EFFICIENT CROP ESTABLISHMENT



Dale Drills have been helping farmers to drive down the cost of crop establishment for over 20 years. Founded by Lincolnshire farmer, John 'Edward' Dale, the company has been a long term advocate of low impact cultivation – recognizing the importance it has for improving soil structure and the associated benefits of improved fertility and increased yields.

The additional weight disc openers require in order to gain penetration is avoided when utilising the Eco drilling assembly, reducing the amount of compaction caused by the drill. This is amplified by the fact that a lower HP and therefore lighter tractor can be used to pull the drill or alternatively a wider drill can be used reducing the amount of ground trafficked. The simplicity of a tine opener removes the

moisture in a dry period whilst also avoiding smearing in wetter soils.

As popularity in Conservation Agriculture grows, Dale Drills have targeted their development towards making machines as versatile as possible. Whilst the company has long offered seed and fertiliser (or any combination of two products), the addition of pressurised hoppers on their Eco-XL models mean the company now offer the opportunity to drill up to 3 different products at the same time.

The Eco-XL also comes with the option of automatic section control, via an Isobus connection. Depending on the drill's specification and setup, this can allow up to 4 different sections all automatically switched on and off, reducing overlap and reducing spend on seed and fertiliser.

The Eco XL range is fitted with low ground pressure, 710mm wide land wheels are located towards the front of the toolbar, followed by two rows of drilling assemblies which remove any surface compaction. Wider models are fitted with wing stabilising wheels, located on the same axis as the main land wheels to avoid the need for expensive and complicated caster

DALE DRILLS

THE FUTURE OF EFFICIENT CROP ESTABLISHMENT

Now run by Edward's two sons, Tom and James, who grow 3500 acres of combinable crops (utilising No-Till and CTF techniques) in North Lincolnshire, the company pride themselves on their technical expertise and practical understanding.

The companies Eco-Drill assembly combines technology with a versatile but simple design to ensure accurate, effective and low cost establishment. Fitted with two 12mm wide, low disturbance tines, the Eco-Drill assembly can be quickly adjusted to provide 5"(12.5cm) or 10"(25cm) row spacings. Attached to the drills main chassis via a parallel linkage, and followed by a depth setting press wheel, the drilling assemblies are able to independently contour follow ensuring very accurate seeding depth even at the company's widest working width offering of 13.5m. Each assembly is pressurised into work via a hydraulic ram which is supplied with an adjustable hydraulic pressure, allowing operators to set the drill to the conditions.

Dale Drills have always maintained its tine opener offers greater versatility as well as number of other benefits over disc openers.

need for expensive bearings as well as reducing downtime for repairs. The Eco opener will avoid 'hair pinning' of residues ensuring positive seed-soil contact for rapid germination. The narrow, forward-facing point of the Eco opener will preserve

wheels.

The Eco-XL is available in widths from 8 – 13.5m, all of which hydraulically fold down to less than 3m wide and 4m high for road transport.





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So, you've converted to a min till or no till system and have the new machinery to optimise soil health. But, how do you know if it's having a positive effect? Yield increases could be due to the variety, sowing time, inputs, and the all-important weather. So how do you establish whether your soil is regenerating and becoming self-sustaining?

Soil testing has progressed immeasurably in recent years with new techniques introducing a greater depth of analysis to help identify soil health. Eurofins Agro has been a pioneer in the sector; bringing new soil tests to help establish more detailed and holistic soil life data. For those looking to advance soil understanding, Eurofins offers a test called Soil Life Monitor. It determines the total microbial biomass, fungi, bacteria, and protozoa, as well as identifying some physical characteristics such as organic carbon and the quality of organic matter.

Next Level Soil Regeneration

-Eurofins Agro

Eurofins uses a technique called PLFA (phospholipid fatty acid) analysis to determine these parameters. PLFAs are degraded quickly in the soil, so the analysis gives an indication of the amount of living biomass; providing a fingerprint of the soil food web. This is the most detailed routine analysis of soil life available and has countless applications for agriculture. However, there is a new option that goes a step further, not just measuring soil organisms in broad groups but one that



identifies the amount of each microorganism at a species level.

Eurofins refers to this as microbiome profiling through next generation DNA sequencing. The principle is analysing soil to determine the individual species present,

optimal looks like, to establish a potential goal. Samples taken from the growing area of the field, when compared to the uncultivated soil from the corner, will be deficient in some areas and potentially richer in others. However, the balance is what is needed in order to see the soil become regenerative. Cross referencing data taken throughout the year will help to build a picture of how the soil is responding to less tillage, inputs, and additions such as cover crops. The data can then be used to make adjustments that will bring the soil back to the levels it was at before cultivation and potentially improve it further.

Testing provides the data to reach a biological optimum and make the soil both regenerative and self-sustaining in the future. It is the key to unlock the complexity of soil biology and with DNA sequencing it is now possible to identify individual species and their effect on the soil, and use this for data driven decision making to help improve productivity and sustainability.

rather than just the quantity of a broad grouping. Knowing the type of fungi or bacteria present can help to balance the levels of beneficial and harmful types and species. This is achieved by identifying the DNA of the organisms present in the soil and charting the increases and decreases that occur through time to enable adjustments to be made for each field and crop.

By taking a soil sample from the corner of a field, it is possible to establish what good or



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Thanks to Groundswell, in March a pioneering course was designed and tested by a group of young amputees in Sierra Leone to train their peers to become agro-ecological and regenerative farmers. It was the result of more than ten years of believing in what was possible, of determination and of generosity. It is the vision of the Sierra Leone Amputee Sports Association (SLASA), which supports amputees through playing football, building confidence, generating friendships and fellowship and now through farming.

A 3-acre site, donated by the then UN Secretary General Ban Ki-moon in 2010, had lain idle until a donation from the Lush Foundation in 2020 allowed the site to be developed as a farm and training centre – which now includes accommodation, a well, solar power and trickle irrigation. In 2021 Groundswell raised funds for SLASA. A few weeks ago – supplemented by funds from the UK pastoral farming community and the Be the Earth Foundation – these funds paid for 18 amputees (11 with a single leg and 5 with a single arm) to come together for a week to work through the design of a training course through which their peers



incredible. Each participant returned home with seeds, money for tools and food for work at their local farms. Saffa Bockarie; a participant from Kailahun said they are going to form a cooperative; Michael Rogers

Once that is done, the course - which addresses how to farm with nature as well as how to farm on crutches - will be offered to 240 schoolchildren and 150 able-bodied farmers who are keen to forgo both the purchased inputs (and the debt) that comes with “conventional” farming. A pilot community garden is to be set up and evaluated in one of the five regions of the country so that the training can be provided locally. To make this a reality SLASA is seeking to raise £70,000.

Farming on Crutches at Groundswell

- John Meadley

could learn to farm in harmony with nature (and as far as possible without debt) and to overcome their physical constraints. The course was led by Mambud Samai, who founded SLASA 20 years ago and who in 2018 had spent a year learning about agro-ecological farming at the Asian Rural Institute in Japan. Following the design course, he wrote: The outcome was

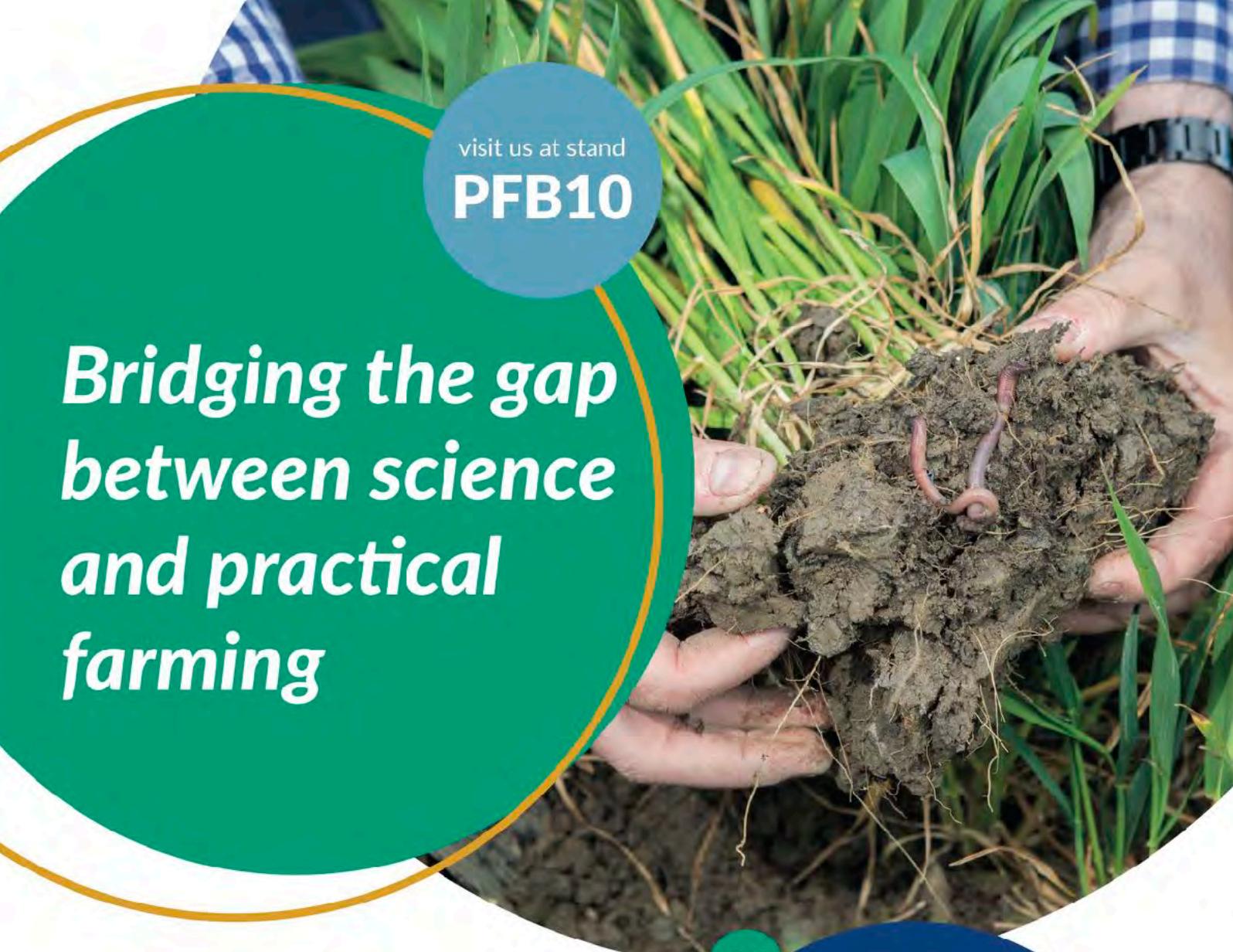
from Pujehun said they will do agribusiness in Bokashi fertilizer; Mary Kamara, a participant from Freetown, prepared an individual profile for all the amputee farmers present and has formed a What’s App group to keep in touch and to share their farming updates with one another.

SLASA now wants to offer that course to another 180 amputees across the country.

This year Groundswell has kindly offered not only to raise the profile and provide the opportunity for you to support this pioneering initiative but also to double the value of the funds raised. You can get some idea of what it is like to farm on crutches in these still pictures - but the reality becomes clear when you see them in action - doing their morning exercises, making raised beds, making compost, harvesting cassava and discussing the design of the course - in the short film that you will find at the link below. We hope you will feel encouraged to support these inspiring people by making a donation via the website - for which thanks.



<https://tinyurl.com/2kn65uc8>



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Chris Martin

Head of Soil Health



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Kellogg's Origins Project Gains Momentum For 2022

– Duncan Rawson, EFPF

We were very proud to sponsor the Soils Tent at Groundswell last year and delighted to do so again this year. The Kellogg's Origins programme is, in my opinion, unique in terms of how it is structured and what it delivers. At its heart is Kellogg's desire to work with farmers to help them improve not just their environmental impact, but also their long-term productivity (aka profitability).

Undoubtedly the last couple of years have been challenging. The Covid crises resulted in much of our planned face-to-face activity having to be curtailed, but we remained focused on our on-farm trial work.

Our headline project has been the work with Map of Ag to help our farmers improve their nitrogen use efficiency (NUE). Research shows that global NUE is situated at around 35-45%, revealing that more than half of the nitrogen introduced is lost to the environment. UK wheat producers outperform this global average, achieving an average level of 64% NUE, however, this still represents significant opportunities for improvements in the right conditions resulting in significant environmental and financial benefits.

By basing nitrogen application over the trial site on leaf nitrogen measurements and weather data, rather than industry guidelines centred on growth stages, we were able to achieve an increase in the minimum NUE from 45% in 2020 to 75% in 2021 with an average reduction in nitrogen levels over farm practice of 42.65 Kg N per Ha. These findings equate to a reduction in application rates across the trial area (68.5 Ha) of 8.46 tonnes of a

34.5% ammonia nitrate product, and a saving to the participants of £5,402 (based on a nitrogen price of £638/tonne). The savings in nitrogen across the farms resulted in an impressive saving of 13.64 tonnes of



GHG as measured in carbon dioxide equivalents.

To put this in context, if these savings were scaled up to a 1000 Ha area, this would equate to a saving of 42.6 tonnes of nitrogen with a corresponding financial benefit of £78,860, and an overall emissions reduction of 199 tCO₂e.

As we move into 2022, and with the unprecedented increase in fertiliser prices, it



is no wonder that more of our farmers have volunteered to take part in the trial. We will continue to replicate the trial work, but will also be measuring soil nitrogen, soil carbon stock, organic matter, etc., so we build a better understanding of the impact of nutrient deficiencies, soil organic carbon management changes and soil nitrogen levels - all of which are important to inform application decisions. We are also trialling the use of soil probes to provide real-time moisture and temperature data.

But this is just a taste of the type of work the Origins project undertakes. Alongside this we will be presenting a number of other initiatives in detail at Groundswell this year.

Origins is in the enviable position of being able to take a long-term view, trying new approaches that help our farmers make better decisions to become more resilient in the future.



THE JOURNEY TO PROFITABLE, SUSTAINABLE FARMING CONTINUES.



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Groundswell cover crop partner

Take 7 steps to a sustainable future.

New farm policy means that environmental responsibility and commitment to sustainable crop production are more important than ever.

However, sustainability can mean different things on different farms and with changes to farm subsidies and future legislation leading to a new era of 'payments by results', it's vital that UK farmers have access to the right support and advice to deliver and evidence results.

Taking a holistic approach to farm management is therefore key and to help, Frontier's sustainability team has created a practical model of seven focus areas.



Each area is backed by the knowledge of our experts, underpinned by research, specialist services and advice that can be tailored to your business. No matter where you are on your journey to a more sustainable future, we can help you implement the crop production strategies that are right for your farm business.

- 1 Help with product selection, genetic and biological solutions and nutrition programmes.
- 2 Delve deep into your soils with specialist analyses from our Soil Life service.
- 3 Soil carbon benchmarking, auditing and farm-scale research.
- 4 Investigate alternative cropping and integrated pest management strategies.
- 5 Expert advice from Kings Crops on natural capital management, agri-environment projects, SFIs and ELMs, soil health, stewardship and conservation.
- 6 Comprehensive digital tools for every aspect of your sustainability journey. SOYL precision targets and optimises inputs; while MyFarm records, measures and manages farm performance.
- 7 Support with legislation, farm assurance, stewardship and the compilation of farm policies to evidence your work.



Talk to the people **that work for the company** that makes a sustainable difference.

To learn more about how we can support you, speak to your local Frontier, Kings or SOYL contact or visit www.frontierag.co.uk/sustainable-crop-production



Pasture for Life is a diverse movement of farmers and butchers to chefs, vets, academics and many more, driving change to our food and farming system. We work together to champion the restorative power of grazing animals on pasture, and the positive impacts this brings for biodiversity and carbon, human health and wellbeing, and animal health and welfare. We are the home of regenerative grazing and 100% pasture-fed in the UK.

At Pasture for Life, we offer both membership to our network, and certification for 100% pasture-fed meat, dairy, and fibre products. Membership costs £100 a year and is open to everyone. There are currently 800 members, many of whom are farmers working towards feeding their animals on just forage, but as we grow so do the types of people who join. We are now developing certified leather and wool markets, the possibilities of pasture-fed pigs and poultry, and working with academics looking to understand the benefits of 100% pasture-fed systems. We also now have regional groups set up across many parts of the country, offering on-the-ground learning and support in different regional contexts, and we increasingly influence on issues like more transparent point-of-sale labelling.

Much of the meat and dairy served at Groundswell is certified by Pasture for Life or served by Pasture for Life members, so you can try it for yourself. Find us for a chat in our stand in the Pasture field at Groundswell, or head to the Pasture for Life website to find out more.



Bedstraw + Madder is a regenerative close to the skin clothing plant dyed clothing brand based in the UK.

In 2019 we became involved in a project in Erode, India for a radically transparent farm 2 fibre supply chain that supports biodiversity.

Our initial project was to grow an acre of organic cotton using ancient farming techniques with our partners Oshadi Collective and Fibreshed. By returning to ancient wisdom these techniques were both sustainable and regenerative.

Through the use of cover crops, animal grazing and zero pesticide use we successfully sequestered 2.5 tonnes of carbon and soil quality has returned to formally intensively farmed land.

The yarns of cotton created from this harvest were naturally dyed using native plant dyes without the use of chemicals or bleaches and woven to create the world's first regenerative plant dyed underwear.

By using plant dyes, natural rubber elastic and unbleached cotton fabric our knickers are a true soil to soil product providing a truly circular, clean solution for what is currently a very dirty fashion industry.

Socially it has provided a strong and viable livelihood for the community on the ground and continues to pass on ancient traditions and wisdom to the next generation.

This year we are converting 2 acres of land and believe this is the future of truly sustainable fashion.



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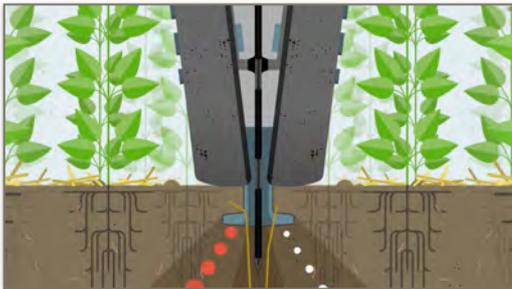
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NOVAG T-FORCEPLUS NO-TILL DRILLS : LET'S GO FOR INTELLIGENT FARMING

Low disturbance no-tillage provides a resilient cropping system and consistent yields because the soil is more biologically active and has higher levels of organic matter. Novag T-ForcePlus drills use the T-SlotPlus technology, the opener for successful no tillage systems.

One of the founding principles of no-tillage farming (and indeed nature itself!) is to always have the soil surface covered with growing or decaying vegetation. The soil is protected from moisture loss and erosion, water infiltrates more effectively, soil organic matter content increases from earthworm and microbial activity, soil structure and natural drainage improves and weeds are suppressed.



The T-SlotPlus Opener disc and blade arrangement

Whether it's straw spread after harvest, stubble from a grazed forage crop or standing cover crop, Residue management is much more than just "trash handling". It's about minimising surface disturbance and placing the residues where they can have maximum benefit. After all, if residue retention is important on a macro- (field) scale to retain moisture, control weeds, feed soil biology, halt erosion, etc. then it must be important on a micro-scale (over the seed zone).

The Novag openers handle high residue loads with minimal hairpinning, and they can establish crops in all conditions- from soft or min-tilled soils, and flat paddocks to dry or rocky soils or uneven terrain. They manage very thick and diverse cover crops without blockages and without compromise on seed placement.. The Novag system gives the ability to place fertiliser more accurately and reduce fertiliser losses.

The seed microenvironment is obtained by the combination of 2 winged blades, one at each side of a central notched disc. The T-SlotPlus gives minimal surface-soil disturbance and creates an inverted T-shaped slot. Seed and fertiliser can be placed separately on the adjacent horizontal shelves of the T.



These drills tick all the boxes for modern, compliant, and cost-effective farming.

Operators can rely on the the IntelliForcePlus Control which automatically adjusts the downforce on the coulters to maintain a consistent seeding depth in a range of conditions.

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Robotic precision spraying: per plant farming accelerates, with applications by exception

- Sam Watson Jones, co-founder, Small Robot Company



With input costs on the rise, farmers are increasingly under pressure. Up to 90% of inputs are wasted. This is not economically or environmentally viable. Fertiliser alone is a major contributor to agricultural emissions.

Robotics gives huge scope to close the gap: delivering applications by exception. And beyond that, robotic non-chemical weeding to remove herbicides entirely.

Precision monitoring alone can provide immediate value, optimising existing sprayers for herbicide and fertiliser applications. Pilot trials this season have revealed herbicide applications can be up to 77% at a conservative estimate, and fertiliser by 15%.

Precision treatment brings huge value

The potential is for still greater savings. In a pilot trial we conducted in Suffolk, we used a sprayer with individual nozzle control to treat broadleaf weeds in a wheat crop, integrating a map generated by our Tom robot in early spring. Just 3% of the field was treated.

But we believe that's just the tip of the iceberg in potential for what per-plant farming can

deliver, both in input-cost savings and yield enhancement. Future services currency in development or trials include robotic non-chemical weeding; disease identification and fungicide treatment sprayer export; soil sampling and insights; and grass weed classification, including blackgrass.

Trials this season have shown that our Tom robot can successfully identify all the wheat plants, determining precise plant counts, as well as broadleaf weeds. This information can be used to spot-apply herbicides and inform variable rate fertiliser applications.

Our weed surveys this season have revealed surprisingly few areas of the field where the density triggered the threshold of up to five weeds/m². With this information, we can create heat maps so that you can only treat where they'd be likely to cause a problem, rather than blanket treat the whole field.

We are taking plant density information, and augmenting this with other metrics such as physiology, growth stage and weather, to support decisions on when and how much fertiliser to apply, and exactly where it's

needed. Farmers in our 2021-2022 trials have commented that they believe significant value will come from having the confidence not to spray prophylactically.

Commercial Service Pods

Our commercial Per Plant Farming service will be rolled out this autumn, and SRC is currently actively looking to bring farmers into "Service Pods". Pods of up to six local farmers at 120 ha share the use of a Tom robot to create treatment maps, using these with existing sprayer equipment to reduce costs and inputs. Tom will accurately geolocate and analyse data on every plant in the field, made available to you in Wilma, our AI Advice Engine.

This means you can try out our service on as little as 20ha, without a costly machinery outlay. Around 1000ha have already been signed up, with a waiting list for 2022. Spaces for 2023 are going fast.

Come and see us on our stand to meet Tom and our team! Find out more about our Service Pods, register your interest, and see our demo of precision spraying in action.



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Weaving to demo “versatile and robust” machinery range at Groundswell

Weaving Machinery are back in full force at this year's Groundswell, where they will demo the latest versions of their versatile and robust farmland equipment, all designed with the aim of making low disturbance and regenerative farming accessible to all.

“We always love coming back to Groundswell,” says Simon Weaving. “We'll be showing some of our latest high quality and affordable machines while meeting with acquaintances both old and new. That said, it's not all about the kit. At Groundswell, you can learn all about the latest systems. Every year we learn something new, and we're excited to share what we've been working on with you.”

Drills

Weaving will be demonstrating three drills at Groundswell: the GD Drill, Sabre Drill, and the Fenix Drill, all equipped with electric metering and hydraulic fans as standard.

The GD Drill, available in sizes between 3-8 metres, is the well-known favourite for ultra-low disturbance farming, designed to minimise soil movement and drill into large amounts of trash and cover crops, all with an extremely low horsepower requirement. The machine is able to gently lift the soil and tuck the seed underneath, before rolling it back down with minimal disturbance. Up to four different seed types can be run in one pass.

New this year is a smaller version of the GD Drill, dubbed the “mini” GD, which is designed in response to customer demand and specifically for drilling in vineyards. “It's an extremely compact and neat little machine,” says Simon. “It's perfect for the rapidly growing vineyard market in the UK.” The mini GD is available in 1.5m and 2 metre working widths.

The Sabre Drill, available in sizes between 3-8 metres, is the ideal stepping stone for farmers who want lower soil movement – without eliminating it entirely – on their journey into direct drilling. This tine drill can handle high levels of trash and is mounted as a rear tank as standard, although a front hopper version is also

available which places the toolbar on the back and allows better weight distribution and grain and fertiliser split output.

The Fenix Drill is aimed at livestock farmers or those with smaller businesses who want to top up their direct drilling into grass, with the option to also drill stubble turnips, cover crops, wheat, and more. “It's an extremely versatile drill that offers an affordable and effective choice for the smaller farmer,” says Simon.

Static machines

In addition to the drills being demoed, Weaving will also be bringing a selection of its well-received cultivators on to the stand at Groundswell, including the Dual Disc, LD Top-Soiler, and the Shortdisc.

The Dual Disc is designed to run in front of seed drills and lower disturbance further by cutting through trash and cover crops – perfect for regenerative farming. It's a neatly

designed piece of equipment, with a simple plug-in and go setup and easy operation.

The LD Top-Soiler is used to relieve compaction by gently lifting the soil like a carpet to allow air flow before gently rolling it back down. You can then drill into the soil or chit stubbles using the Shortdisc to firm the soil down and leave a level finish, ultimately creating tilter soils for a better-quality seedbed.

Regenerative farming

“We look forward to seeing you at Groundswell and hope you drop by to see us,” adds Simon. “Regenerative farming is a huge opportunity; for us, improving soil health goes hand-in-hand with improving your business.”

“We're proud to support British farmers through our innovative machinery and exceptional service, helping them to achieve more in a way that is regenerative and sustainable.”

To see these machines in action and ask any questions, be sure to drop by the Weaving Machinery stand at Groundswell on 22nd and 23rd June.





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Amazone – the pedigree is there when it comes to minimum disturbance drilling

When it comes to what's currently trending in crop establishment, the focus is very much on plant nutrition and the targeted application of N & P fertilisers along with the seed to bolster root development and to enable the plant to grow away strongly from pests and diseases. Multi-hopper seeders now offer that flexibility of being able to combine different seed types,

of coulters and a row spacing of 25 cm or 33 cm, makes it ideal for inter-row mechanical weed control and comes in working widths of 12.0 and 15.0 m. The Cayena, again with three stagger of coulters, a covering harrow followed by a targeted reconsolidation, is widely renowned for its low horsepower requirement and ability to run in many conditions, is in 6.0 m only whereas the Primera DMC is available in either 3.0 m or 6.0 m widths.

Each chisel opener closely follows the ground contours via a parallel linkage - guided by individual hoop rollers behind the coulters with the depth set mechanically on a spindle. The narrowness of the chisel opener means that little soil is disturbed but the seed slot is left clean for good seed / soil contact and the micro-tilth generated by the chisel action can then be pushed back into the groove by the angled hoop rollers following. On the rear, a choice of either the Roller harrow, for light dry conditions or in the spring where moisture conservation is crucial, or the well-known universal Exact harrow, is used to finish off the seedbed profile. The 4,200 litre split hopper, carried on flotation 700/45 -22.5 tyres with its twin electrically-driven metering systems, can feed both seed and fertiliser down to the coulters. The Primera 6000-2C weighs in at just 6,500 kgs and pulling power is a modest 180 hp for the 6m drill and, due to the little amount of soil-engaging parts and the robustness of the construction, the drill suffers from little wear and tear.

New for 2022 is the option of the GreenDrill 501 catch crop seeder box which now can be added to make a third hopper. The GreenDrill can be specified to broadcast seed



AMAZONE

add a starter fertiliser or the addition of slug pellets or a micro-granular herbicide simultaneously with the drilling operation. Seeding depth can be split into different zones as well by the addition of a second or third material entry point.

In the area of reduced tillage drilling, three drills stand out strongly in the AMAZONE range, all featuring that multi-hopper format: the Condor direct tine seeder, the Cayena tine seeder and also the Primera DMC

Since the late 1970's, AMAZONE have pursued their chisel opener philosophy when it comes to reduced tillage seeding systems. After numerous field trials in those early years, Dr. Heinz Dreyer, father of current joint owner of the AMAZONE Group, hit upon his successful formula of running a hard-faced chisel opener to place the seed in the ground rather than using a disc. This avoided crop residues being hairpinned into the seed slot and generated a slight tilth which improved seed/soil contact as well as mineralising some nitrogen in the seed zone to improve plant development.

The principle of the NT chisel opener continues today in those Condor, Cayena and Primera drills. The Condor, with three stagger

Featuring at Groundswell this year will be the Primera DMC 6000-2C

The Primera 6000-2 DMC is more than just a direct drill as does what it says in the name, DMC – direct, mulch, conventional. Huge underbeam clearances, and the openers in banks of four rows, mean that copious amounts of straw and cover crop can pass through the drill without any fear of blockage.

on the soil surface ahead of the Roller harrow or can apply a third material down the sowing coulters. The electrically-driven metering system is combined with the other two hoppers and is controlled via the ISOBUS software and can be run off a third VRA application map. On the headlands the three hoppers can switch off at different times using the unique Multi-boom software.



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Building soil health: Holkham Estate introduces sheep to the rotation

Sheep have returned to play an integral role amongst Holkham Estate's regenerative farming principles, two centuries on from when a flock featured in Thomas Coke's pioneering four course rotation, primarily designed to maintain soil health.

Today the 600-ewe flock, which has expanded almost 10-fold in the last three years, is grazing two-year clover rich herbal leys, a new break crop replacing oilseed rape and following on after high value potatoes on the 3,500ha of the estate's in-hand farming operation which features a new six course rotation, explains farm manager, James Beamish.

bring the same revenue as a high-value arable crop, they generate income from environment payments and from the sheep themselves. However, the flock's real value is to soil health thanks to the mixed species ley with its diversity of roots, and when combined, they are bringing resilience to the whole farming business."

Forage is key to the enterprise's low input management strategy, explains livestock manager, Jon Smith. "We don't feed any purchased concentrate at all; our Cheviot and Scotch Halfbred ewes are stocked at 10 ewes with lambs per hectare and managed in a six-week rotational system.



for an Abermax meat sire has introduced real management benefits. Abermax rams from Innovis are actually forage bred and reared, and they're leaving lively lambs which are up and sucking without any help. Furthermore, they're born with some fleece and sufficiently strong to turn out with their dams within 12 hours of birth - a necessity because 70% of the flock lambs within the first two weeks and we don't have the accommodation to house them in any longer.

"We're finding the Abermax cross lambs are thrifty and quick growing purely from grazed leys; the majority are reaching 21kg to 22kg target weight within six to seven months and grading within the specification. The rams also have that extra power. We're able to introduce them to run them in a ratio of one to up to 70 ewes. Abermax definitely suits our system."

Holkham Estate commercial flock performance

183% scan

165-170% reared

50-60% lambs achieve 21.5kg target weight within 16 week weaning

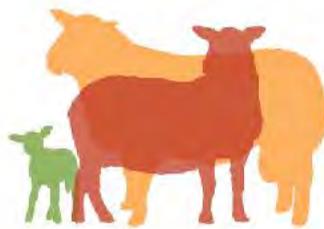
100% within spec: 19 - 22kg, R4L

1: 60 -70 Abermax ram to ewe ratio

"Rotation is synonymous with Holkham and soil health is our mantra, so it was back to the future in some ways after decades of successive arable cropping. Seven generations on and the 8th Earl of Leicester agreed to reintroduce an holistic approach to soil management and roll out the six-course rotation.

"We are now into our third year of legume mixes, we currently have 150ha in the ground, and whilst they don't

"Swapping our Continental and native bred rams run with the Scotch Halfbred flock in the last two seasons



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Groundswell 2022: Herbal Leys and SFI

- Sam Lane, Cotswold Seeds' Technical Manager



Cotswold Seeds specialises in herbal leys and for many years we have been creating bespoke mixtures to suit farmers' precise needs. We've now created a variety of new Herbal Ley mixtures designed specifically to meet the requirements of the SFI scheme.

The new Sustainable Farming Incentive (SFI) pays English farmers to produce public goods such as improved water quality, biodiversity, animal health and welfare and climate change mitigation, alongside food production. DEFRA expects the initial SFI offer to enhance the natural health and fertility of our soils and to contribute to the nation's efforts to reach Net Zero by locking more carbon into soils.

For many years, farmers have been turning to herbal leys to deliver these benefits, but now there's an added incentive.

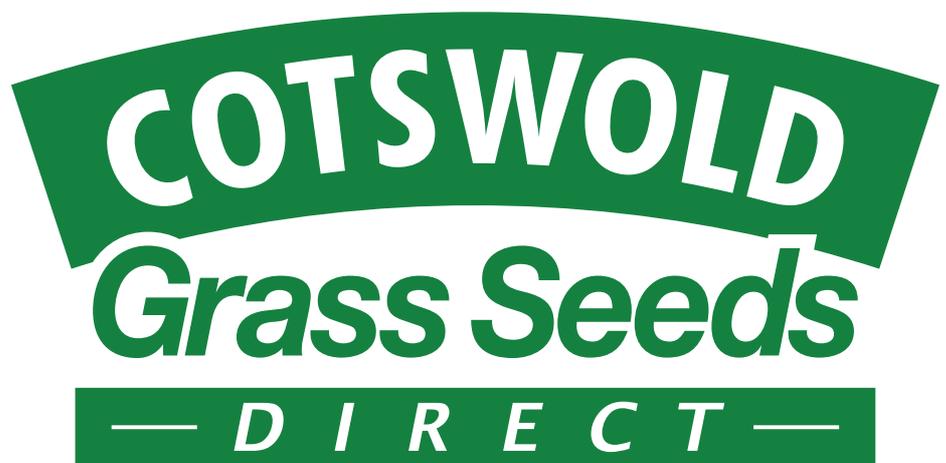
Farmers can enter individual fields into an SFI Standard. The Grassland Soils Standard is available at either introductory (£28/hectare per year) or intermediate (£58/ hectare per year). For arable farmers, keeping green cover on soils over the winter with crops, cover crops or Herbal leys there is up to £40 per hectare available, with an introductory (£22/ hectare per year) level.

For both levels of the Grassland Soils Standard, there must be at least 95% green cover of the land in the standard over the

winter. The higher payment of £58 per hectare requires that herbal leys are established and maintained on 15% of the area entered into that standard, offering grassland farmers the opportunity to take advantage of growing herbal leys. Meanwhile, Arable and Horticultural Soils Standard specifics require that winter cover is in place for at least 70% of the land in the standard. Both levels of this

Our new Herbal Ley mixtures are designed specifically to meet the requirements of the SFI scheme - for livestock, grassland and arable farms:

SFI 'Light Land' Herbal Ley is a dual purpose soil improving Herbal ley that can be both cut and grazed throughout the year. Tailored to suit particularly light soils prone to drought, it stays green throughout the summer months.



standard will also need organic matter applied each year to one-third of the area of land entered into the standard. This can include introducing grass or herbal leys into an arable rotation or by including legume species or legume rich mixes.

SFI 'Heavy Land' Herbal Ley contains species carefully selected to suit heavier, wetter sites. These deep rooting plants, especially the herb species will improve infiltration and drainage, reducing surface runoff and erosion. The mix can be both cut and grazed.

SFI 'Cutting/Silage' Herbal Ley caters to the increasing number of arable farmers who require the Herbal option to produce high quality silage or AD feedstock where livestock grazing is not an option. This mix includes highly palatable, protein rich legumes, as well as nutritious grasses and herbs which suit a cutting regime.

SFI 'Stockless Arable' Herbal Ley is a long lasting green manure designed for soil fertility boosting with a high legume content for free N and multiple topping to add lots of organic matter.

It is very important to choose the right mixture as herbal leys include a very wide range of grasses, legumes, herbs and wildflowers. The rules are relatively simple and we can offer further advice on how to formulate and select mixtures that will suit individual fields, soil types and uses.

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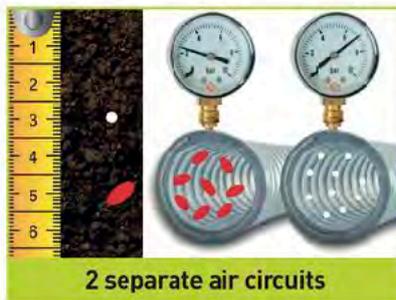
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For Devon-based artist Nick Viney, there are two things in life, Art and Agriculture. Blending these passions, Viney has spent the last 30 years campaigning to 'green up' agriculture through projects like 'Facing the Gulf. Portraits of Oil' and 'Regenerative Dartmoor'. Her own land management is heavily informed by Permaculture and Holistic Management. She now 'Freestyles' her livestock around her nature rich holding on the south west edge of Dartmoor.

Her collaboration with Ryan Eldon Rodgers, as VineyRodgers, brings forth 'The Aesthetics of Survival'. She says, "Our landscape needs to look different. What humans today, consider normal, productive and beautiful must change if we are to survive. Complexity builds Resilience and both are our friends."

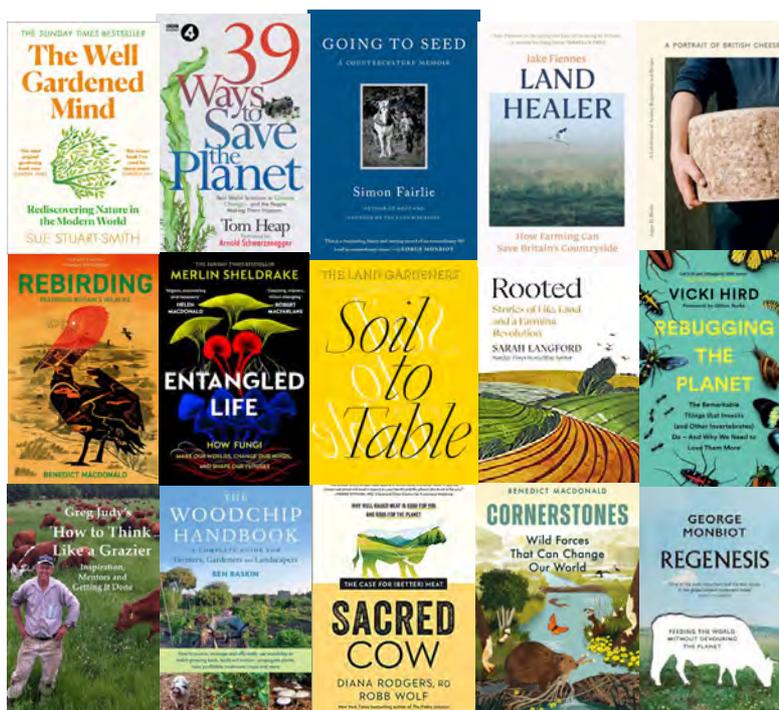
Head over to the Info Tent to enjoy a moment of creativity, regen ag chat, and leave your mark.



Groundswell Artist in Residence - Nick Viney

GROUNDSWELL BOOKSHOP

The Groundswell Bookshop (Stand D-1) is run in collaboration with David's which is an independent bookshop based locally in Letchworth Garden City. Search through the titles to find inspiration don't miss one of the many book signings taking place throughout the show. Check the Programme pull-out for timings. Many of the titles are also available on their website via groundswellag.com/books/



Garford Farm Machinery Ltd manufacture a range of robotic mechanical weed control products, including Robocrop Precision Guided Hoes, Robocrop InRow Weeders, Robocrop Baby Leaf Hoes, Robocrop Guided Side Shifts, manual hoes, manual and Robocrop Guided Hooded Sprayers, and the Spot Sprayer.

Garford Farm Machinery was established in 1986 and continues to provide advanced technology for progressive farmers. As well as serving their customer base in the UK, the specialised Garford Farm Machinery products are sold worldwide. The company prides itself on listening to the farmers and identifying their needs, and then through the custom build manufacturing facility, provide unique equipment, specific to their customers requirements. Specialising in row crop equipment, Garford is recognized as a world leader for its range of products which use cameras and image analysis technology to locate crop position and then manoeuvre the tractor mounted equipment quickly, smoothly, and



or with the addition of soil engaging Stabilising Discs better than 10mm accuracy is possible. Forward speeds of up to 12kph are common and higher speeds

with hydraulic folding frames and 24mtr trailed machines are available. Most Garford hoes feature the Garford Pressure Down System, which adds an automatically adapted balanced downward pressure to each wheel unit across the hoe to prevent bounce and chatter when working at high speed. Speeds achieved are between 8 – 15kph, but this will differ depending on crop type and row spacing. Hoes can be front or rear mounted and can be guided by the tractor driver, by a second operator on a seat behind the hoe or for the very best performance and accuracy, take advantage of the Robocrop precision high speed guidance system. Our most popular optional extra for a Garford Inter-row Hoe is section control, the Garford “Tine Raiser” is for those fields with tight headlands, obstacles in the field or varied shaped fields to prevent overlapping and allowing for effective headland management.

If you would like more product information or to discuss efficient weed control, get in touch with the team today on 01778 348949 or sales@garford.com

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accurately to follow the crop rows.

Robocrop is the original and the best crop imaging system available, which achieves excellent row following by viewing multiple crop rows. Utilising the Robocrop grid matching technique, accurate row following is possible, even on narrow row crops such as cereals and multi-line rows like carrots and onions. Images are analysed at a speed of 30 frames per second, and the position of the hoe is adjusted via a hydraulic Side Shift. Accuracy is generally 15mm at the camera

have been successfully employed. Garford hoes have been specially adapted to cope with these extreme speeds. Special pressure rams keep the soil engaging components “in work” and improve penetration in hard conditions. Garford inter-row cultivators are custom built to suit customers individual requirements. A wide range of shares are available including the traditional ducks foot A share, flat A shares, L blades, and Garford’s specially developed Slash blade which ensures no “slip by” but also has good plant foliage clearance. Hoes from 1 row, up to 18mtr



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Robocrop Guided Inter-Row Hoe with Tine Raiser



Robocrop Guided InRow Weeder



Robocrop Guided Hooded Sprayer



Robocrop Guided Inter-Row Hoe

Providing the evidence for environmental land management

- Sophia Burke

The problem of Geography

There is much discussion and some action addressing climate change and nature loss through more environmentally focused land management. But what works where? This seemingly simple question is rather a difficult one to answer. The difficulty is that a particular environmental land management can have very different impacts on climate net-zero and biodiversity net-gain goals, depending on many, highly-variable characteristics of the land including: weather and climate; soils; geomorphology; land use history and the upstream, downstream and neighbouring physical and social context.

Restoring nature for its intrinsic value and for the ecosystem services (benefits to people) that it provides, whilst also providing high quality, price-competitive food, fodder and energy is a challenging ask of farmers. A continuum of environmental land management (ELM) practices are possible from full 'rewilding', which provides many public goods and some opportunities for private income, for example ecotourism, to more production-intensive mixed nature-and-agriculture, providing both public and private goods. The provision of public goods is being subsidised in increasingly outcomes-based approaches, replacing the former area-based approaches. Thus, the outcomes that we desire (e.g. cleaner water, more carbon

storage) must be measurable, and a management pathway to reach these outcomes must be known from the start -- or at least become clearer in the first few years of progress.

This is where geography puts a 'spanner in the works'. Spatial variability in all things geographic means that 'rules of thumb' on how to manage for a particular outcome are rarely possible. Geographical factors, including the biophysical conditions that control the supply of each different ecosystem service and the socio-economic and cultural conditions which determine the demand for them vary from farm to farm, field to field, and even within a field.

Some solutions

Environmental Intelligence (EI) brings together multiple data streams to provide actionable answers to environmental questions. These data streams can include satellite and airborne remote sensing, GIS (map) data, algorithms that simulate the environment, and distributed networks of in-field sensors. The EI approach attempts to bring these together in sophisticated, but user-friendly, web-based, spatial decision support tools that are co-designed with those making the decisions.

In a range of research projects over the last decade, King's College London, AmbioTEK CIC and a range of partners have worked

with UK farmers, land owners, water companies, NGOs and government to develop such intelligence for Environmental Land Management. Our tools are focused on:

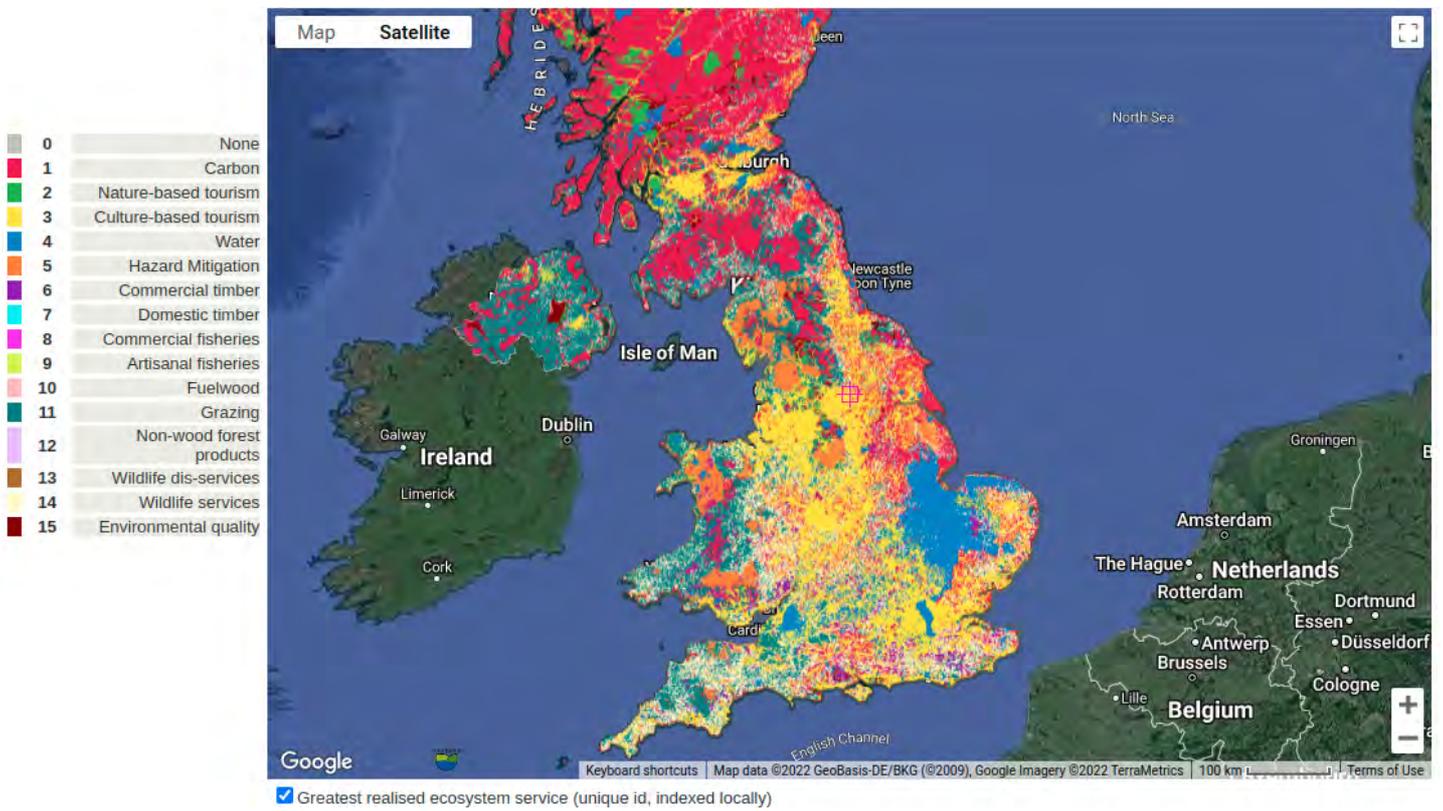
- Investment strategy: answering the question: What form of environmental land management or nature based solution (NBS) will work where
- Investment effectiveness: answering the question: What ecosystem service benefits are being provided by an ELM or NBS investment that has already been made

We have developed three open access, free-to-use tools to help improve the data and evidence landscape for ELM and NBS:

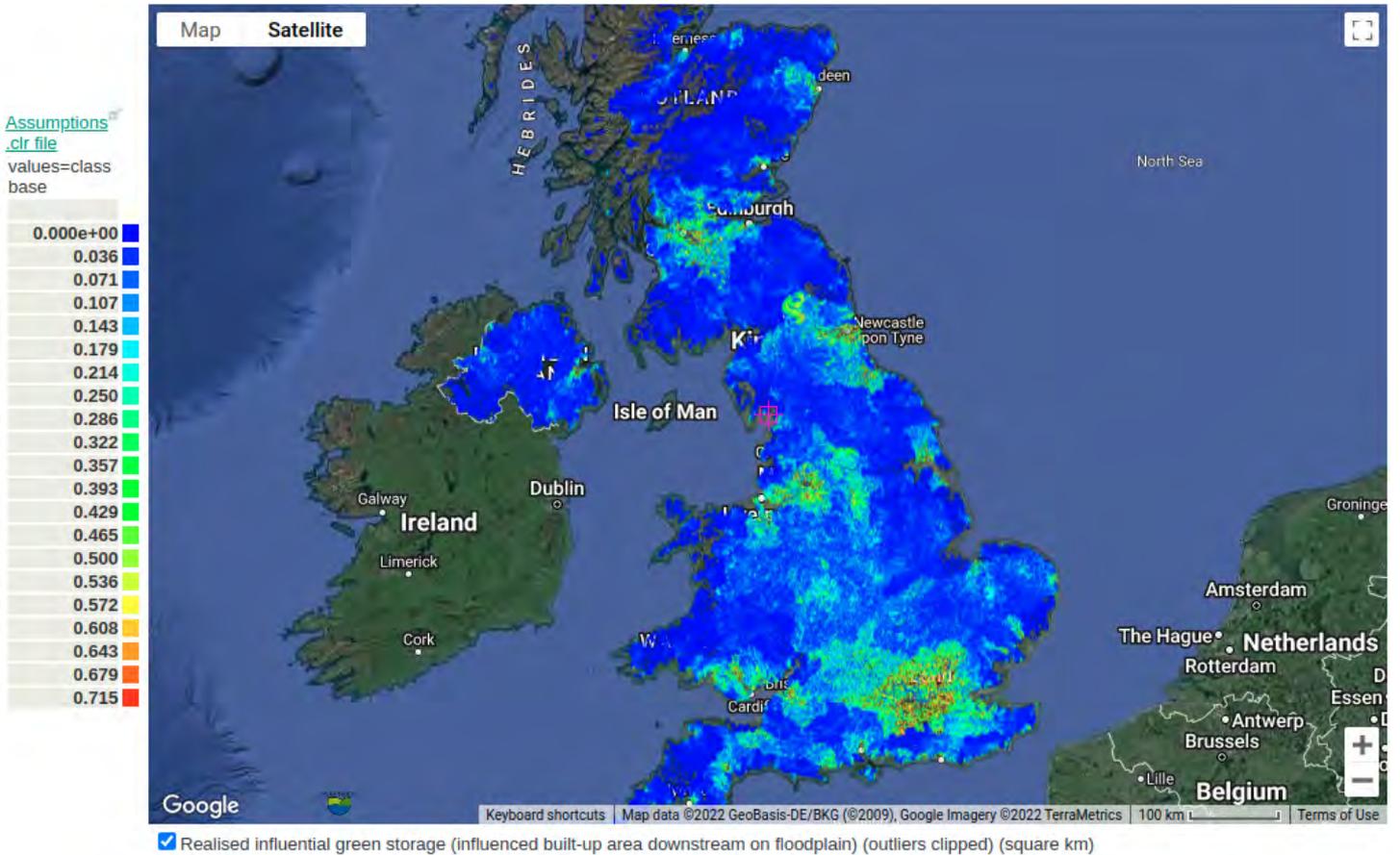
- FreeStation: low-cost, easily maintained, self-build, web connected sensors to provide the evidence base for outcomes-based assessment including monitoring water, carbon and biodiversity impacts of ELM
- Co\$tingNature: 18 ecosystem services mapped at scales from regional to global with scenario tools for understanding impacts of large-scale land management policy. A farm scale version of Co\$tingNature (Co\$tingNatureLocal) is currently under development for completion by end 2022.
- Eco:Actuary: mapping the role of nature and natural flood management in mitigating flood events under current conditions and for ELM and NBS land use scenarios in climates of the future

A current project is helping to bring these tools together for application at farm locations throughout Europe, to facilitate the Environmental Intelligence required to solve the problem of Geography. Look out for us at the Affinity Water stand where we'll be demonstrating FreeStation, Co\$tingNature and Eco:Actuary and also hoping to learn from you on where we should go next with this technology.



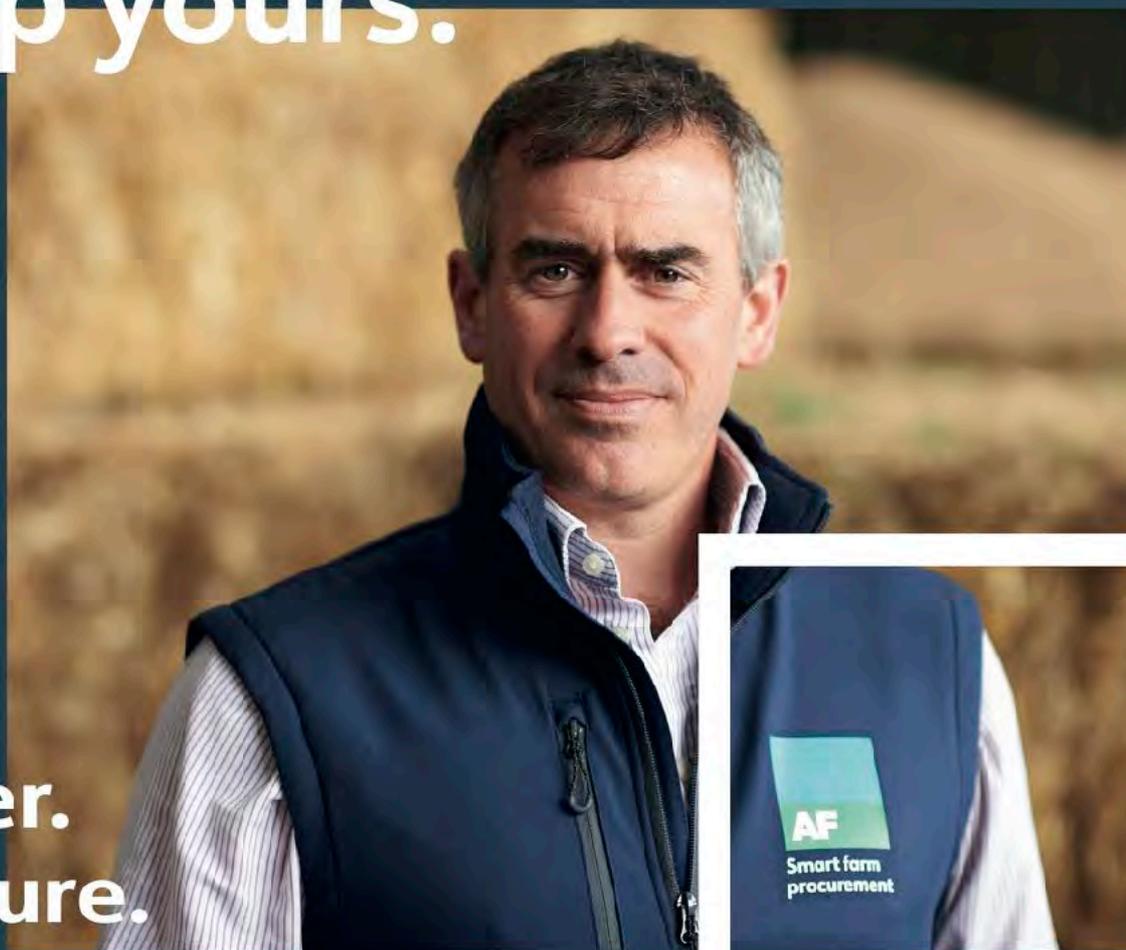


Output map of Co\$tingNature showing the ecosystem service (nature's benefits to people) provided most per square kilometre



Output map of EcoActuary showing influential natural flood storage protecting downstream assets on floodplains

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Drive higher yields and reduce inputs

- AminoA

Off-set soaring fertiliser prices with biological solutions

Cost challenges and the availability of fertiliser and other inputs may be the main concern for growers given the current market volatility, but growing pressure to reduce carbon footprints and meet environmental responsibilities are creating an opportunity to address both challenges with biological options.

“Bio-stimulants are now becoming mainstream inputs, regulated worldwide, and suitable for use in all crops, from cereals to proteins, soft and top fruits to grassland,” explains Richard Phillips, managing director of UK biotechnology company AminoA.

“Moreover, they can provide yield, performance and quality benefits, while helping reduce carbon footprints and overall input spend on expensive agrochemicals.”

Combining environmental benefits with timely applications of biological crop stimulants can also boost profitability, by reducing crop damage or losses.

AminoA has developed a full portfolio of high-quality crop bio-stimulants, helping to reduce crop yield limiting factors, including increasing resistance to stress by cold, heat, drought and agrochemical phytotoxicity.

The company’s latest introduction, AminoA STAART, fully approved for use in organic systems by OF&G, is a brand-new seed treatment containing a complex of 18 L-isomer amino-acids and natural phytohormones that are essential for early growth and development, while increasing the plants resistance to abiotic and biotic stress.

“In fully replicated trials with PGRO, 2021, with Spring Bean, variety Lynx, a five litre tonne seed treatment alone produced an 890 kg tonne yield increase. So consider increasing legume area to reduce input cost and maximise N fixation for a following first wheat,” says Richard Phillips, AminoA managing director.

“In fully replicated trials in Spring Barley, variety Laureate, a three litre tonne seed treatment produced a yield increase over 500 kg/ha, to produce an impressive yield of more than 10 t/ha on a site where there was no response to fungicides,” he adds.

Environmental benefits

When faced with growing pressure from industry and Government to reduce environmental footprints, including new land management schemes such as the Sustainable Farming Initiative (SFI), AminoA’s biological solutions are combining proven and



independently tested performance alongside crucial environmental benefits.

AminoA also launched a new hybrid bio-stimulant product in 2021 that reduces the total nitrogen application needed on crops.

Helping to short circuit the natural growth process by harnessing nitrogen in its amine form, AminoA BLAAZT also combines amino acids to create an extremely efficient means of introducing a concentrated form of nitrogen into the plant.

“By harnessing the amine form of nitrogen, normally only produced and found in the plant itself, AminoA BLAAZT helps improve yield and quality in all crops,” explains Mr Phillips.

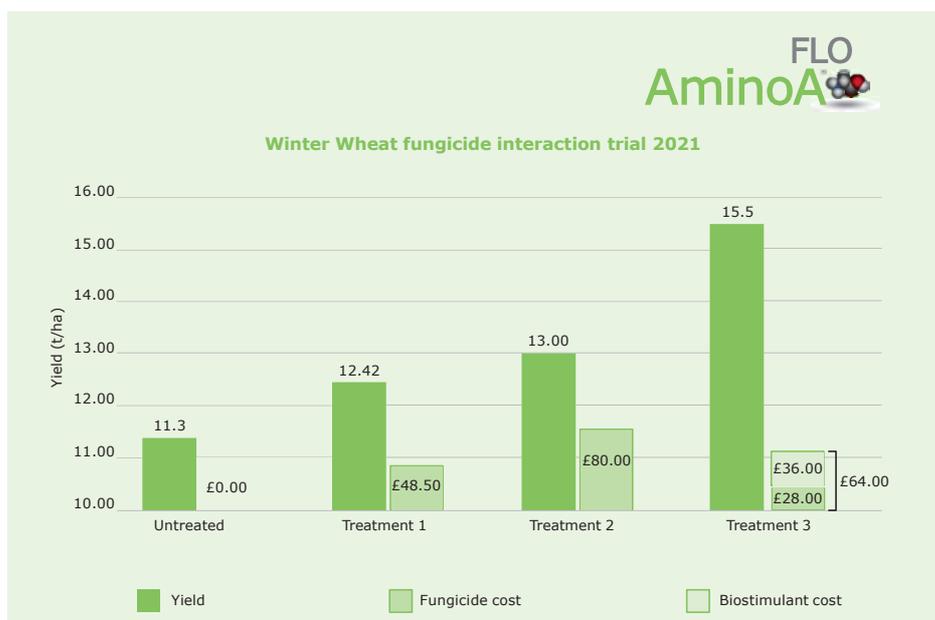
“Not only providing effective nitrogen nutrition, it also reduces the risk of environmental pollution from the run-off of easily leached chemical fertilisers,” he adds.

The hybrid product combines the amine nitrogen with complexed calcium and amino acids, boosting new root growth development and the plants’ ability to maximise the uptake of available nutrients. This in turn reduces overall fertiliser applications and costs.

Formulated to mix with most agrochemicals, improving their efficiency, applying BLAAZT can result in reduced field operations, while significant amounts of the crop’s nutritional requirements can be delivered simultaneously.

“Significantly less nitrogen needs to be applied, and in very fertile soils we believe it may be possible to eliminate classical nitrogen application entirely,” concludes Mr Phillips.

Winter Wheat fungicide interaction trial 2021





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Drop by **stand PF D2 at Groundswell** to meet with our team and discuss the habitat opportunities for your land and the income you could generate.



Chris Addison

I farm with my wife, Caroline at Kings Meaburn in Cumbria's Lyvennet Valley. Having taken over the business from my parents in 1984, who were "farming with nature" before it became a fashionable practice. I have continued and extended this principle throughout my farming career.

The farm's main enterprise is a 160 head Montbeliarde dairy herd and our milk is sold to the Organic Milk Suppliers Co-operative (OMSCO). All dairy herd beef calves are kept on site until they are at least 18 months old. They are then either sold as prime organic cattle to M&S or Sainsbury through ABP or sold as store cattle for finishing on other organic farms.

Throughout my career I have been actively involved in the CLA. I am also a board member of the National TB Partnership and the Westmorland Dales National Park.



Matthew Agarwala

Matthew Agarwala leads the Bennett Institute for Public Policy's Wealth Economy project at the University of Cambridge and is a member of The Productivity Institute. His research interests include wealth accounting, natural and social capital, economic measurement, green finance, productivity, and the economics of wellbeing.

Matthew's work spans sectors and disciplines, with co-authors including ecologists, conservationists, social anthropologists, civil servants, members of UK Parliament, and Nobel Laureates in peace, medicine, physics, and chemistry. Matthew works closely with the UN, World Bank, central banks, finance ministries, and investor groups to highlight nature related financial risks.

He is a regular media contributor (Bloomberg, NY Times, FT, Guardian, Times, Channel 4 News, BBC Radio).



David Aglen

David, Farm Manager at Balbirnie Home Farms, has hosted Strategic Cereal Farm Scotland since September 2020. He manages 1,200-hectare mixed farm with 800 hectares of arable crops and 200 suckler cows

Diverse rotation includes oats, spring barley, winter wheat, spring beans, potatoes, and brassica vegetables. Key areas of focus include regenerative agricultural practices, plant and soil health and reduced inputs.



Sophie Alexander

Sophie runs 500ha of mixed arable and dairy at Hemsworth in Dorset. The grazing livestock are integrated into the arable rotation. As a share farming agreement the new dairy enterprise was started in 2021 with the dual aim of 'firing up' the farm's ecological engine while at the same time helping to plug the impending financial hole being left by the withdrawal of BPS. Hemsworth is an Agri-Epi satellite farm for trialing new ideas and innovations. Most of the farm was converted to an organic system by 2014 and a further 69ha is currently under conversion. Sophie is Chairman of the CLA Dorset branch and the Agricultural & Land Use Committee. Until recently she was Chairman of Organic Arable Marketing Ltd and wrote a column for Arable Farmer.



Jerry Alford

Jerry has experience in arable and mixed farming having run the family farm in Devon for 25 years. The farm was initially a dairy farm eventually converting to organic and being run as a beef, sheep and arable unit. At the same time he converted a range of farm buildings into a holiday cottage complex, was chairman of a local farmer owned co-op grain store and became involved in the grain supply chain nationally.

Jerry is interested in a systems approach to farming, and looks at farms as a whole system rather than a just a mix of enterprises or a series of crops in rotation. He is also looking at options to reduce cultivations within organic rotations and the adoption of more agroecological and organic type systems in non-organic farms.

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James Allen

James is a 1st generation farmer, without a farm, focusing on grazing with nature. With his wife he provides a grazing service with native cattle and sheep for landowners in the Cotswolds. They specialise in regenerative grazing for soil health, biodiversity and also conservation graze species rich wildflower grasslands.



Katie Allen

Katie Allen is a sheep and cattle farmer based in Gloucestershire running a Pasture for Life certified livestock system under organic conversion, which encompasses regenerative practices and conservation grazing with native breed cattle and sheep. She is passionate about connecting more people with the reality that clothes come from farming, just like food. In 2021 she graduated from Bath University with a Masters Degree in Fashion and Textile Design, launching a knitwear collection handmade using the fleeces from her flock. Her work is currently stocked at Liberty in London, and has won multiple awards from the Royal Society of Arts, Bradford Textiles Society and the Devon Guild of Craftsman as well as achieving South West England Fibreshed accreditation.

Passionate about giving farmers a voice in discussions around sustainable fashion, Katie is launching her new podcast 'Ground to Garment' at Groundswell this year. The podcast will facilitate conversations that reconnect fashion and farming, exploring a healthy, regenerative model for textiles from the soil up.



Sarah Alun-Jones

Sarah has worked in organic food growing and outdoor education for the past 9 years. She originally trained through the Growing Communities programme and has since managed urban growing projects across London (Growing Communities sites and Living Under One Sun), on larger scale organic and biodynamic farms (Fern Verrow in Herefordshire and Jimmy's Farm in Suffolk). For the past three years, she has been part of the team setting up GROW and manages the farm. She is also a sustainable beekeeper, a Forest School Leader, flower grower, and florist.



Dominic Amos

Dominic works at the Organic Research Centre as a senior crops researcher, having joined six years ago to pursue research interests in sustainable cropping and soils management. He works with farmers across projects, supporting farmers to conduct on-farm research to test innovation. He works as researcher on a living mulch field lab exploring with farmers the use of a clover understory as an approach for improving cropping system sustainability and soil health, and works on collective experiments with organic arable farmers testing wheat and oat varieties at zero/low input. "I got into agriculture to try to help farmers grow food more sustainably. Through on-farm research I have the mechanism to work directly with them to help explore solutions to their production issues. It's extremely rewarding for me working directly with the farmers to conduct research"



Jim Aplin

Jim has been a grower since 2000. He runs Hotchpotch Organics near Pershore with his partner, growing 1 Ha of mixed veg and flowers on a larger mixed organic farm, and selling mainly through Stroud Farmers' market. He is preparing to establish 40 acres of agroforestry on a new site, and is interested in different ways that growers and farmers can work together, including providing opportunities and support for new entrants.

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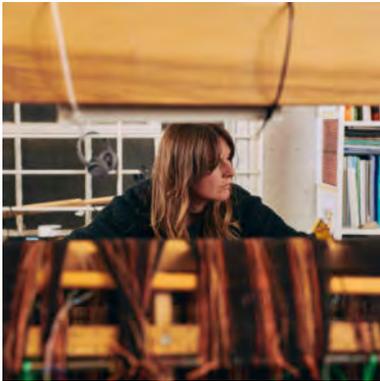


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Sam Awdry

Sam is a third generation farmer currently in transition from a partnership in the family farm to starting a tenancy with Laura, his wife, and 3 children on a farm in Cornwall. They aim to establish a resilient mixed farming system with the core goal of maintaining soil health and farm ecology. He will be using the tools of diversity in his swards and extended recovery periods within the grazing system to help achieve their goals with livestock fully integrated into their arable rotations.



Juliet Bailey

The Bristol Weaving Mill works with fibre and textile processing plants and manufacturers across the UK, specialising in the design, development and production of woven cloth and finished woven textile products. Their unique placement as a small-scale and local manufacturing facility allows them to explore and enable a great variety of sustainable projects and processes. As Co-Director and founder of The Bristol Weaving Mill, Juliet Bailey works closely with clients from the fibre up to create sustainable, original and viable designs and woven products. With over 16 years of industry experience working within the textile supply chain, Juliet is passionate about utilising design as a solution to move towards a more sustainable future for the textile industry.



Tom Barton

Uni friends Tom Barton and Phil Eeles co-founded Honest Burgers back in 2010. They started selling homemade burgers and chips out of a glorified tent, graduated into a site in Brixton in 2011. Now they have 45 restaurants around the UK, employ over 900 people and make 90% of their menu from scratch! Tom oversees menu development and sustainability, planning to tackle the business carbon footprint head on by sourcing food direct from regenerative farms.



Minette Batters

Minette runs a tenanted family farm in Wiltshire. The mixed farming business includes a 100 cow continental cross suckler herd, and a small herd of pedigree Herefords as well as sheep and arable. Diversification includes the conversion of a 17th Century tithe barn into a wedding and corporate events venue, and horse liveryes. Minette co-founded the campaigning initiatives 'Ladies in Beef' and the 'Great British Beef Week'.

She has been an NFU member from grassroots through to County Chairman; she served as Wiltshire's Council delegate and also as Regional Board Chairman for the South West. Minette has also been a member of NFU Governance Board and served as NFU deputy president for four years from 2014 to 2018, before being elected as president in February 2018.

Minette is also a Trustee of Farm Africa.



Dwayne L. Beck

Dwayne L. Beck is the Research Manager at Dakota Lakes Research Farm in Pierre, South Dakota. As a professor in the Plant Science Department at South Dakota State University, he received his B.S. in Chemistry from Northern State University in 1975 and Ph.D. in Agronomy from South Dakota State University in 1983. Before beginning his current position in 1990, he was the Research Manager at James Valley Research Center at SDSU.

Dr. Beck's emphasis is on developing no-till systems for irrigated and dryland areas in central South Dakota. His primary achievements deal with development of programs that have allowed producers to profitably adopt no-till techniques in a large portion of central South Dakota. Identification of the extremely important role played by crop rotation in minimizing weed, disease, and insect problems while increasing potential profitability was the key contribution of this project.

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Baroness Natalie Bennett

Baroness Natalie Bennett, became the second Green Party peer in October 2019, after being party leader from 2012-16. Having studied agricultural science in her native Australia, she spent two decades working as a journalist, finishing as editor of the Guardian Weekly. Her maiden speech contains the first record of tardigrades in Hansard, and she (briefly) got “soil” listed as a priority with air and water in the Environment Bill. She focuses often on the need to transform food systems, particularly tackling the power of the supermarkets, and building food security through local production, especially of vegetables and fruit.



Clive Blacker

Clive Blacker has over 23 years of Precision Agriculture expertise, from implementation and use of technology on his own family farm, through to supporting the UK Department of international trade as the UK Precision Agriculture Specialist. Clive is now using his experience to support farmers to develop improve Nitrogen applications to improve profitability and use efficiency, supporting farm Net Zero targets.



David Blacker

David Blacker farms around 890ha on a mix of family-owned, rented and stubble to stubble contracts just north of York. He is keen to drive down costs, moving to a one pass, strip-till system growing wheat, oilseed rape, and spring beans. David grows feed wheat, chops all his straw and is using cover crops to improve soil structure and add organic matter to fields before spring beans. David is particularly interested in precision farming and improving his soil organic matter, soil structure and is running his own trial to incorporate compost to raise the soil organic matter.



Tom Blunt

RBST Senior Conservation Adviser, who joined RBST in 2015 having previously graduated from Harper Adams University with a degree in Agri Business. Covering all UK native livestock and equine breeds responsibilities include the production of the RBST Watchlist and delivery of conservation grazing courses, which explain how different species can be used to meet conservation objectives.

I have been involved with livestock since a young age and have an established flock of pedigree Suffolk and Texel sheep as well as the family herd of Red Poll Cattle.



Liz Bowles

Liz Bowles is a successful Devon pedigree sheep farmer and was recently named one of the most influential people on social media for regenerative agriculture and sheep farming. A Nuffield Scholar, she has worked for ADAS and currently works for the Soil Association as Associate Director Farming and Land Use.

Having been involved with Innovative Farmers since 2013, Liz is familiar with grass roots innovation. She is Director of Farm Carbon Toolkit and an advisor to the online farming platform Hectare.

A seasoned communicator and public speaker, Liz has spoken at the Three Counties Agricultural Conference alongside Minette Batters, at the January 2019 Westminster Forum on the future of farming and in support of Natalie Bennet’s report “Rich Earth” at the EU Parliament.



Baroness Rosie Boycott

Baroness Rosie Boycott is a journalist and publisher. She has edited national newspapers and 50 years ago, she co-founded Spare Rib and Virago. In 2016, Rosie was asked to lead the development of a new London Food Strategy which was to help the food system to work better to meet the needs of everyone who lives and works in London. She chairs Feeding Britain and Veg Power and is a trustee for Food Foundation and The Hay Festival.

She writes regularly and speaks all over the world about the role of cities in the food chain and the importance of food in improving health.

Since becoming a member of the House of Lords in 2018, she continues to speak about the importance of food in tackling childhood obesity, improving health and putting an end to hunger.



Stephen Briggs

Stephen is a Senior Partner at Abacus Agriculture, head of technical development at Innovation for Agriculture & Non Exec Director of AHDB. Stephen has been providing farm business consultancy throughout the UK and internationally for over 20 years and has delivered soil, water and crop advice and training to many UK farmers. Stephen has an MSc in Soil Science, a 2011 Nuffield Scholar and received the Prestigious 2020 Bullock Award for the Scholar who has most influenced the industry.

At home, Stephen farms 270 acres of land in Cambridgeshire & Rutland growing cereals, root crops, vegetable and fruit crops and is pioneering agroforestry, growing apple trees and field crops together. He has guest lectured at universities and has held posts on UK Government Policy and Research and Development Committees. He is active in influencing agricultural policy at UK and EU levels.



Helen Browning OBE

Helen is an organic livestock and arable farmer at Eastbrook Wiltshire, England, and Chief Executive of the Soil Association. In 1986, Browning took on her father's 1,350 acres (550 hectares) farm, which is rented from the Church Commissioners. She decided to adopt organic practices and has since founded Eastbrook Farm Organic Meats and the Helen Browning Organic brand. Helen is passionate about connecting people to good food and also runs the Royal Oak Hotel and pub. The farm has a diversity of enterprises with a dairy herd, lots of calves and beef cattle, 300 Romney ewes, 200 British Saddleback sows, 400 acres of cereal and pulse crops, a small flock of laying hens and orchards.



Synne Foss Budal

Synne Budal is the General Manager of Nofence UK Ltd. She has been working in Nofence since 2019. She recently relocated to the UK in order to set up our subsidiary. Synne is passionate about the product, and truly believes that farming is the solution to the global climate change challenge.



Glen Burrows

Glen Burrows is the cofounder of The Ethical Butcher and a former vegetarian of 25 years. He formed the company with meat trader Farshad Kazemian with the intention of bringing a new level of traceability and transparency to the meat industry. Glen's career before founding the business was in photography / film and advertising, he brings this skillset to the brand and in just over a year of trading The Ethical Butcher has proven to be an industry disruptor as it champions the farmers which supply the business and tells their stories of regenerative agriculture getting this important message to the public. Since its inception the brand has challenged all aspects of meat production and found itself a target for vegan activists for its claims of regeneration.



Rob Burtonshaw

Rob Burtonshaw is a director at Farm Services Ltd, land drainage contractors based in Warwickshire. He is the third generation to run the company, founded in 1942. The company carries out agricultural land drainage nationwide with a fleet of specialist drainage machines all operating with GPS grade control. In 2012 Rob was awarded a Nuffield Scholarship providing a unique opportunity to study land drainage across the globe, entitled “Land drainage and its role in Farming’s future”. Rob visited some of the best drainage professionals in the world, both contractors and academics. Since completing his Nuffield, Rob has promoted land drainage giving hundreds of talks, appearing in the press and collaborating with other organisations to promote best practise in the industry.



Angela Bywater

Angela has spent 20 years working in AD, with involvement in a number of projects/publications for Welsh government, the International Energy Agency and academic journals. She is joint manager of the BBSRC Environmental Biotechnology Network (formerly AD Network), a research project which provides funding and links to more than 1000 academics and industry members. She also is co-owned Methanogen UK who manufactured small farm and micro-scale anaerobic digesters. Projects includes LEAP’s micro-AD project near London’s Kings’ Cross, a ‘dog do gas lamp digester’ and a number of other community projects. She has run her own household digester for 10 years and is part of the University’s ‘Circular Bioeconomy’ team, demonstrating a solar-powered mobile digester and science activities to thousands of people.



Tom Calver

Tom Calver is a second generation artisan cheesemaker at Westcombe Dairy.
www.westcombedairy.com



Dr. Jude Capper

Jude L. Capper, PhD, DSc (h.s.) ARAGS is ABP Chair and Professor of Sustainable Beef and Sheep Production at Harper Adams University and also an independent Livestock Sustainability Consultant. Jude’s research focuses on sustainability of ruminant production systems – with projects relating to greenhouse gas emissions from beef production; climate footprints of smallholder farming; and the impacts of livestock health and welfare on sustainability. She sits on the National Beef Association board; and holds Chair and Vice-Chair posts at the Institute for Apprenticeships and Technical Education. She is active on social media, primarily aiming to de-bunk myths relating to livestock production.



Peter Cartwright

Over ten years at Revesby Estate in Lincolnshire, Farm Manager Peter Cartwright has taken the arable enterprise from a heavily tilled operation through to almost entirely direct drilling. He has altered the rotation dramatically to improve sustainability, uses no insecticides on winter wheat or beans, and has made big changes to the farm’s machinery policy. Regular open days are held on the farm to demonstrate the results of the farm’s regenerative agriculture approach. Peter also works closely with AHDB, and the farm hosts the AHDB national spring wheat trials.



Andy Cato

Andy Cato is a mixed arable and livestock farmer and co-founder of Wildfarmed. He is the first Englishman to be awarded the Chevalier L'Order Mérite de Agricole – the equivalent of a knighthood for services to agriculture. Andy's original 100Ha farm in Gascony, where his farming journey began, was recognised as the most innovative farm in France when awarded the prestigious Lauréat National de l'Agro-Ecologie 2020. Now back on British soil, Andy is on a mission to take what he's learned and, through the Wildfarmed project, help facilitate change for farmers by creating a consumer led market for food grown in regenerating landscapes. The National Trust recently awarded Andy a 20 year tenure of a 295Ha farm in Oxfordshire.



Tom Chatfield

Tom Chatfield runs the agri-food consultancy business, Make Hay which provides holistic support to clients across commercial strategy, talent management and leadership coaching. With a background of over 10 years working with cheese producers around the world, the Regen Cheese panel is a matter close his heart.



Peter Cheek

My name is Peter Cheek and I'm the farm manager for Godminster Farm

I came to Godminster in March 1998 when the farm was half way through organic conversion, converting 220ha and managing 180 pedigree Dutch Holsteins, now we are farming 445ha with a herd of 300 cross bred cows where 40 per cent of the milk goes to a local dairy for the liquid market and the rest going to Wyke Farms for cheese processing.

For the last 4 years we have been growing herbal leys in our grazing platform and have been part of a farmers innovation trial run by the soil association learning how best to establish and utilise these leys to gain maximum benefit from them.



John Cherry

John Cherry farms the Groundswell host farm with his brother Paul. His initial enthusiasm for no-till farming stemmed from laziness and an urge to avoid bouncing around on tractor seats, but the further the brothers advanced down the road of continuous no-till, the more obsessed John became about the various soils on the 2500 acres that they farm and how they should be looked after. The Groundswell show came about because he had too many questions that no-one had satisfactory answers for and the easiest thing seemed to be to gather all the experts in one place and see what happened. The result exceeded all expectations...



Paul Cherry

Paul has been farming at Weston Park Farms for 35 years with his brother John. Over the years the farm has expanded from 950 to 2,000 acres of arable (now all zero tilled) and 500 acres of pasture providing grazing for 150 head of commercial Beef Shorthorn herd of cattle. John and Paul started farming on a plough based system, but quickly moved to max-till, discing and pressing, but were aware that the heavy clay from which the farm comprises was getting more difficult to work. The window of opportunity when conditions were perfect seemed to be fewer and fewer. It was during a heavy autumn shower when they watched a neighbour's ploughed field gradually forming rivers then gullies as the topsoil moved down the hill, while their side of the valley, still in stubble stayed put that they realised that it was time to do something.



Helen Chesshire

Helen is lead farming advocate at the Woodland Trust, responsible for working with both the farming sector and policy makers to promote the benefits of trees on farms. Otherwise known as agroforestry, the deliberate integration of trees within agricultural crops and livestock is a win –win for sustainable food production and the natural environment. The Woodland Trust can provide advice and support to farmers interested in agroforestry. Helen grew up on a dairy and sheep farm in the Midlands.



Catherine Chong

Catherine Chong is an ecology, social, governance (ESG) advisor and activist. Catherine advises companies, institutional investors, and governments on linking corporate decisions to socio-ecological impacts, including climate-related risks. Her experience includes developing national and global sustainability accounting and reporting standards for a number of industries, including finance, food, and fashion.

Catherine grew up in a farming family and saw firsthand the adverse impact of industrial farming on her family and community in the global south. In 2020, she co-founded Farms to Feed Us CIC to champion small-scale agroecological and regenerative farming in the UK. She is also an advisor to C.L.E.A.R., a consortium lobbying for information on how our food is farmed and processed to be made mandatory on food labels in the UK.



Doug Christie

Doug Christie farms 540ha of land in Fife, Scotland of which one third is run organically on a mainly livestock (beef) based rotation where mob-grazing is being recently implemented. The rest of the farm is under an arable rotation where regenerative farming practices have increasingly been used over the last 20 years



Dr. Jill Clapperton

Dr. Jill Clapperton is the Principal Scientist and Owner of Rhizoterra Inc, an international food security consulting company. Recently, Jill has co-founded a new company called Edacious, that will help everyone know the quality of the food they eat, and assist producers to grow, raise and differentiate their food based on nutrient value.

As the Rhizosphere Ecologist at the Agriculture and Agri-Food Canada Lethbridge Research Centre for 16 years, her research had a strong focus on the effects of soil management and cropping practices (cover crops, companion crops and crop sequence) on soil biota with an emphasis on mycorrhizal fungi, earthworms and soil microarthropods (mites).

With the strong belief that healthy soils grow tasty nutrient rich foods, Jill pursued research aimed at uncovering which agricultural practices naturally increase nutrient uptake in plants, and how this changes the nutritional value of food.



Belinda Clarke

Belinda is driven by the belief that innovation is a vital driver for agricultural productivity, environmental sustainability and economic growth. Starting her career in research, she then developed experience at the interface between industry, innovation and government, and became determined to bring farmers, researchers and technology developers closer together to improve the efficiency of communication and understanding between them, and to accelerate the adoption of new innovations on farms. Over the last 8 years she has led the development and creation of the award-winning membership network which is Agri-TechE



Philippa Clarke

Philippa Clarke is a Biomedical Science graduate from Royal Holloway University of London. During the pandemic, she worked as a Genetic Technologist and Analytical Scientist for the PCR testing company, Oncologica, and is about to embark on a PhD in diet and epigenetics at the University of Cambridge. Her bachelors of science project investigated the signalling pathway of the medicinal plant, Astragalus Membraneus, in response to hormonal stress. Her dissertation explored the molecular pathways that link the Mediterranean diet with improved mental health. Philippa is a novice mushroom cultivator and a regenerative agriculture enthusiast.



Niels Corfield

Niels Corfield has been working to deliver truly sustainable food and farming systems for more than 15 years. He is a researcher, adviser, educator, designer and tree nurseryman. He has 12 years' experience teaching adults and is formally trained in Holistic Management and Regenerative Agriculture Design.

On a mission to create regenerative landscapes and farms in the UK and Europe, Niels focuses on agroecological systems that are low maintenance yet productive.



Dr Ambrogio Costanzo

Dr Ambrogio Costanzo – Head of Crops and Deputy Head of Research at the Organic Research Centre – is an agricultural scientist specialising in agroecology, mostly focusing on arable cropping systems, with experience of liaising with farmers in participatory approaches.

Currently in his sixth year at ORC, he is coordinating the “LiveWheat” project: a collective experiment on field-scale wheat variety testing with British organic and low-input farmers. What he likes the most in his researcher role is to learn from farmers and from their fields, and then translate this learning into useful collective actions.



Simon Cowell

Simon Cowell won the 2018 Soil farmer of The Year competition organised by Farm Carbon Cutting Toolkit and Innovation for Agriculture. He started getting interested in soil and its biology twenty years ago and has been improving his heavy clay soils by stopping all tillage, making and applying highly biologically active compost and building mycorrhizal fungi populations. To prove the theory that a balanced soil food web can provide all the nutrients a crop needs, he hasn't applied any phosphate or potash fertilisers in all that time and has started experimenting with cutting out nitrogen applications as well.



John Cresswell

John Cresswell has farmed approximately 2500 acres on the north Northumberland coast since 1990. Enterprises include sheep, suckler cows and combinable crops. Mainly organic since 2005. Also involved in upland management in the UK and crop consultancy in eastern Europe.



Jonny Crickmore

Jonny Crickmore, alongside his wife Dulcie began their cheese making journey back in 2013 after success in direct raw milk sales and introducing the milk vending machine concept into the UK. With a mission to make the UK's first raw milk brie style cheese with the inspiration from the famous Brie de Meaux cheese from France they went out to make Baron Bigod a cheese which went on to challenge the best of the French. Over the last 9 years Jonny has helped build up the business alongside working towards his goal of making the farm carbon negative over the coming years. He also is one of the founders and Chair of the Raw Milk Producers Association as well as vice Chair for the Specialist Cheesemakers Association.



Dan Crossley

Dan Crossley is Executive Director at Food Ethics Council, an independent think tank whose mission is to accelerate the shift towards fair food systems that respect people, animals and planet. Its work includes the Dairy Project, working to support a farmer-led transition to fairer and more ethical dairy. Dan has worked on food sustainability issues for over 15 years, leading work on issues from our relationship with meat to addressing household food insecurity to power dynamics in food systems. Previously, he worked for a food manufacturing company before leading Forum for the Future's work on sustainable food.



Matt Culley

Matt is currently serving his second term as NFU national crops board chair. He is a farmer in Hampshire and grows wheat, barley, and oilseed rape over 650 hectares. Matt first took up the position of Combinable Crops board chair in March 2020, and has taken a keen interest in a number of issues such as Farming Rules for water, revisions to Red Tractor standards and the recent rise in fertiliser prices.



John Cussans

John Cussans leads NIAB's portfolio of weed management work around effective and efficient use of herbicides. Promoting and developing cultural and non-chemical approaches to reduce our reliance on herbicide solutions.

Working on herbicide resistance assessment and risk analysis to monitor continuing development of herbicide resistance traits as well as risk assessment and baseline development for novel herbicide resistance traits in the UK.



Angus Dalton

A first-generation farmer, Angus is in a farming partnership with his wife Sue and son and daughter in-law Henry and Rosa. They farm around 750 acres of grassland lying at 500 – 1100 feet at the southern tip of The Peak District. Having followed a very conventional path in dairy farming, the business moved to more of a grazing system in 2008. In 2012, a Once a Day (OAD) herd was established, milking alongside the current herd. 2 years of well costed and recorded information led to the business going fully OAD in 2014. The next step, was moving fully grass fed in 2018. The herd now profitably operates a very simple low input grazing system. Daughter Rosie has also returned home, working entirely on the value-added diversification, Daltons Dairy, which started with making ice cream in 2017. It now also produces milk, butter and cheese with sales largely through the farm's honesty shop.



James Daniel

From a family farm in Cornwall James has been helping livestock farmers across the UK to adopt regenerative methods of farming since 2016. He brings his extensive, practical knowledge of pastoral farming systems to Grassroots Farming, working directly with our farmers to enable them to adopt new techniques.



Polly Davies

Polly is a mixed organic tenant farmer in South Wales on a 300ha lowland farm. The farm enterprises include a beef suckler herd, 500 Romney Ewes & 80ha of organic cereals in rotation. There is also a small organic pig unit to supply the farm butchery and meat box delivery business. 6 months of the year the farm also supplies weekly seasonal veg bags, to the local community.



Ian Davis

Ian Davis breeds suckler cattle on his small Hertfordshire farm. He studied at Harper Adams in the 1980's then returned to the family farm. He joined the National Rivers Authority in 1991 when BSE hit the income of the farm. He managed river maintenance and flood incident response across North London, Herts and Essex. He was transferred into the Environment Agency where he contributed to several national R&D projects and was the flood risk lead for the 2012 London Olympic park.

He resumed full-time farming in 2015 and has become focussed on reducing the environmental impact of Agriculture. He has completed the Savory Holistic Management training and operates Holistic Planned Grazing. He is a chartered member of the Chartered Institute of Water and Environment Management where he sits on the Natural Capital Panel. He is also a member of the Middle Lee Catchment Partnership, the Central Herts Green Corridor Group and is a trustee of Celtic Harmony, an outdoor educational charity.



Roger Davis

Roger has gained a wealth of experience and knowledge over the 35 years he has been practicing agronomy. He advises on a wide range of soil types and crops from conventional to organic and specialises in regenerative agriculture. In 2011, having Identified an increasing demand for truly independent advice, Roger set up Indigro Ltd. Indigro is an agricultural consultancy business based around a team of highly knowledgeable and motivated agronomists. With over 100 years of combined experience, Indigro take pride in offering a bespoke, professional and cost-effective service to their clients. This holistic advice maximises both the economic and environmental returns from the land and its natural capital, providing long term sustainable and profitable solutions to farmers and landowners. Roger and the Indigro team are passionate about soil health and the link between regenerative practices, increased carbon sequestration and biodiversity, reduced synthetic inputs and emissions and the positive impact on crop production and climate change.



Toby Diggins

Based in Devon, Toby runs Digg & Co. Studio, an ecological design firm specialising in landscapes which function deeply within their ecosystem. Each project brings as much ecological data to bear as possible and then uses it, among other cultural, aesthetic, and historic references, to form new paradigms in landscapes which will return the land to natural richness. The studio is centred within a working natural farm. A place where Toby and the Digg & Co. team experiment with all scales of landscape intervention (meadow restoration, wetland creation, river re-profiling etc.,) which are all used to return ecologically degraded land to health once again.

One example of this is Digg & Co's involvement as the designers for the Wendling Beck Environment Project. A ground-breaking natural capital collaboration in Norfolk where the aim is to restore 2,000 acres of arable land to a rich mosaic of semi-natural habitats managed by herded livestock and natural farming techniques.



Sheila Dillon

Sheila Dillon has been a food journalist for almost three decades, beginning work as an editor and writer at the New York based magazine, Food Monitor. For 20 years she has worked on The Food Programme, first as reporter, then producer and now presenter. Her investigative work has won many awards including the Glaxo Science Prize, Caroline Walker award and several Glenfiddich Awards, most recently for her documentary on the history of the American meat industry.

In the late 80s & 90s she and Derek Cooper covered the breaking scandal of BSE, the rise of GM foods, the growth of the organic movement from muck and magic to multi-million pound business, the birth of the World Trade Organisation and irradiation at a time when those subjects were not even a gleam in a newshound’s eye.

Recent programmes on the chocolate industry, fishing practices and food prices carry on the tradition. She is also the creator of Radio 4’s first interactive grocery show, Veg Talk.



Henry Dimbleby

Henry worked as a management consultant before co-founding Leon restaurants (with John Vincent), the Sustainable Restaurants Association in 2009, the charity Chefs in Schools, and London Union, which controlled some of London’s biggest street food markets.

In 2013, Dimbleby and Vincent co-authored the government-commissioned School Food Plan, which set out to transform what children eat in schools and how they learn about food. This led, among other things to the introduction of Free School Meals for all infants and cooking becoming compulsory on the curriculum for all children up to the age of 14.

He was appointed lead non-executive board member of the Department for Environment, Food and Rural Affairs in March 2018 and published the National Food Strategy (again commissioned by government) in 2021.



Shaun Dowman

Shaun Dowman is an agricultural advisor at Affinity Water. He works with farmers to find practical solutions that help protect drinking water catchments and enhance the farmed environment.

Affinity Water are a water supply company operating in the south-east of England and as the proud headline sponsor of Groundswell 2022 are keen to promote farming practices that are beneficial for soil, water and the wider environment.



Harry Dyer

Shrub began two years ago during the height of the Covid-19 pandemic with the aim of shortening supply chains, and improving relationships and understanding between producer and customer. Shrub works directly with UK farmers with a focus on soil health and rejuvenation and is 100% transparent in their sourcing with their customers. We stand against the green-washing that is rife across multiple industries but particularly in the food industry and aim to arm customers with the information and knowledge required in order to discriminate between what’s good and what’s not.



Ruth Edwards MP

Ruth Edwards is MP for Rushcliffe and a member of the CEN Parliamentary Caucus. She served on the Environment Bill Committee and now sits on the Home Affairs Select Committee. Since becoming an MP, Ruth has been a leading advocate for nature in Parliament, including calling for the new due diligence obligation in the Environment Act to tackle illegal deforestation and an ambitious Global Ocean Treaty.



Anthony Ellis

Anthony was brought up on a mixed family farm in South East Cornwall where he now farms alongside his father and brother. He has a passion for producing nutritious, environmentally responsible food both at home and with his customers, fostering a keen interest in the soil with those he works with. Anthony has 15 years experience as an agronomic and environmental professional and has worked as an agronomist in the UK and South Australia covering a wide variety of combinable, forage and pasture crops. Anthony's time in Australia set him up with a sound footing in soil health and science, a base that he has built on since his return to the UK working with partner organisations to understand the role and response of soil organic carbon within various farming systems.



Henrietta Courtauld & Bridget Elworthy

Henrietta Courtauld and Bridget Elworthy established The Land Gardeners to research plant and soil health. The Land Gardeners are producing and developing a compost that regenerates soil microbial diversity. The unique process turns raw organic matter inputs into high quality compost in as little as 8 weeks, providing a real solution for the fertility of our agricultural soils.



George Eustice MP

George Eustice was appointed Secretary of State for Environment, Food and Rural Affairs on 13 February 2020. He was previously Minister of State at the Department for Environment, Food and Rural Affairs (Defra) from 11 May 2015 to 13 February 2020. He was elected as the Conservative MP for Camborne and Redruth in 2010.

George served on the EFRA Select Committee from 2010.

Coming from a farming background, his family still run a fruit farm, restaurant and farm shop in Cornwall where they also have a herd of South Devon cattle and the country's oldest herd of the rare breed of pig, the British Lop. The family have shown a keen interest in educating children about farming and have opened their farm to 3000 schoolchildren a year.



James Evans

Former Farmers Weekly Beef Farmer of the year, James began his regenerative journey in 2018 and since then has transformed his mindset and grown his farming business to cover 1100ha. A regular speaker on regenerative farming James brings his practical knowledge of mindset change and environmental impact.



Simon Fairlie

Simon Fairlie worked for twenty years variously as an agricultural labourer, vine worker, shepherd, fisherman, builder and stonemason before being ensnared by the computer in 1990. He was a coeditor of The Ecologist magazine for four years until he joined a farming community in 1994 where he managed the cows, pigs and a working horse. He now runs a micro dairy at Monkton Wyld Court, a charity and cooperative in rural Dorset.

Simon is a founding editor of The Land magazine, and he earns a living by selling scythes. He is the author of the new book Going to Seed: A Counterculture Memoir (2022) as well as Meat: A Benign Extravagance (2010) and Low Impact Development: Planning and People in a Sustainable Countryside (1996).



Ian Farrant

Ian Farrant farms 600ac at Underley, with 300ac of grassland comprising permanent pasture and ryegrass and white clover leys. There is also 100ac of maize to finish cattle, 150ac of wheat and the remaining 150ac is woodland. He is a beef finisher from Herefordshire, finishing 750 per year for Dovecote on a forage-based system. He's planted lupins this year to improve soil health and structure and provide a home-grown protein source. He also had a number of herbal leys that he grazes and is an AHDB Beef & Lamb monitor farm.



Tim Field

Tim Field worked to found Agrico with the ORC and Allerton Project in 2014 to disseminate best practice and research on practical, sustainable farming. He is CEO of Carbon Quester, working with the Rothamsted Research Institute to develop an affordable, accurate soil carbon testing and modelling methodology. Tim is also facilitator of 100 farms across 82,500 acres in the North East Cotswold Farmer Cluster, who are currently bidding for a Landscape Recovery pilot project on the River Evenlode. With a background in biology and rural surveying, Tim has twenty years of experience in environmental management of farms, property, and the food supply chain.



Jake Fiennes

Jake Fiennes is the director of conservation at the Holkham Estate, one of the largest historic estates in England, covering 25,000 acres in north Norfolk. Fiennes is committed to an ambitious programme of habitat restoration and agricultural work across the estate which is helping to nature wildlife and improve crop yields to nurture its species and risen its crop yields – bringing back wetlands, hedgerows, birds, and butterflies. This week Jake is publishing his new book 'Land Healer', which chronicles a life of conservation lived at the edges and is a manifesto for rethinking our relationship with the natural world before it's too late.



George Fraser

George Fraser is one of the four family members making up A & R Fraser; a contracting and farming business based on the Dorset/Wiltshire border. The Frasers' journey began in 2015 when they decided that the future profitability of their business could be improved through adopting regenerative farming practises. Their contracting outfit has since been transformed into one that specialises in direct drilling, cover cropping and reducing inputs to improve soil health. 60% of A&R Fraser's contract-farmed and stubble-to-stubble arable agreements are now managed on a no-till basis. A&R Fraser were finalists in the Farmers Weekly Contractor of the Year Awards 2021.



David Fursdon

David Fursdon was educated at St John's College, Oxford and at the RAU Cirencester, where he is now an honorary Fellow. Previously he worked in the MOD after serving with the Gurkha Rifles. He subsequently qualified as a rural Chartered Surveyor.

He was President of the CLA (2005-2007), a Commissioner of the Crown Estate (2008-2017) and of English Heritage (2009-2013). He was on the Affordable Rural Housing Commission (2005/6) and then chaired the South-West Board for the London 2012 Olympics; the Government's 'Future of Farming' review (2013) and the SW Rural Productivity Commission (2017). He became Chairman of Dyson Farming in 2014 and serves on the Board of Trustees of the National Trust.

In 2017 he became a Food, Farming and Countryside Commissioner and in 2021 became Chairman of the Institute for Agriculture and Horticulture (TIAH). He has run his own small Estate in Devon since 1979.



Beki Gilbert

Beki Gilbert is Account Executive at The Natural Fibre Company in Cornwall. She is passionate about helping customers in the UK and worldwide transform their raw fleece into beautiful, high quality yarn. The Natural Fibre Company is a British wool spinner with expertise in handling Wool, Alpaca, Mohair, Rare and Specialised varieties of fleece. They offer Organically Certified Processing, Scouring, Carding, Woollen and Worsted Spinning and Finishing, all under one roof. They also work with a range of alternative and recycled materials in their inhouse testing facility, supporting the circular economy.

Where there's a Mill, there's a Way. www.thenaturalfibre.co.uk



John Gilliland

A former Director of the Oxford Farming Conference, John Gilliland, is a farmer from N. Ireland; the Director of Global Agriculture and Sustainability at Devenish; Professor of Practice in Agriculture and Sustainability at Queens University Belfast; and chair of the innovative, EIP, farmer led, carbon farming project, ARC Zero, www.arczeroni.org.

Formerly, John chaired DEFRA's Rural Climate Change Forum for seven years; helped set up SRUC's Carbon Management Centre; and chaired the writing of the N. Ireland Sustainable Land Management Strategy which led to the recent announcement of the creation of N. Ireland's Soil Nutrient Health and LiDAR Scheme, a World first.



Emma Gilmartin

Emma is the Woodland Trust's conservation adviser for trees. She specialises in the ecology and wildlife of veteran and ancient trees (our largest, oldest or featureful trees). Wood decay fungi in living beech trunks were the subject of her PhD research.



James Goodley

James Goodley has farmed on the Stiffkey Valley in North Norfolk for the past 12 years.

Unafraid of cliches, his "journey" into regenerative farming began 6 years ago. Driven by a curiosity as to how he could best future-proof his business, soil suddenly became so much more than a growing medium. A need to reduce 'bag and bottle' dependency has created both problems and solutions which he continues to celebrate in equal measure.

He understands the reluctance for change but without an appetite to explore the unfamiliar, he feels his business would struggle to meet the challenges of both a changing industry and climate.



Martin Gott

Since 2006, Martin has been the tenant farmer at Holker Farm in Cumbria. From the tender age of 24 he and his partner Nicola have developed a herd of milking sheep for cheese production; a move that Martin still describes as his worst ever financial decision! Having witnessed the decimation of independent food retailers and an entire food culture with it, Martin then opened and ran a cheese shop; Cartmel Cheeses before turning his full attention back to cheese making in 2016. He received a Nuffield Scholarship in 2018, which took him to the farming and cheese system of the USA.



Sara Grady

Sara Grady was previously the VP of Programs for agricultural non-profit Glynwood (www.glynwood.org) in New York's Hudson Valley, where she directed numerous initiatives to support regional farming and food culture. Prior to her agriculture-related work, Sara was a producer of educational media for broadcast and in interpretive exhibitions.

Now based in the UK, Sara consults with food and farming enterprises to provide strategic planning, research, and project management. Sara is a co-founder of Grady + Robinson, a new supply of leather made from the hides of animals raised on regenerative farms in the UK.



Alfred Grand

Alfred Grand is an organic arable field farmer, market gardener and entrepreneur from Austria. Alfred is a member of three soil-related EIP-Agri focus groups, three EIP-Agri operational groups and several Horizon 2020 projects. Alfred Grand is co-author of the book 'Biodünger selber machen' (Make your own fertilizer). In 2019 he was selected as a member of the Mission Board for Soil Health and Food for developing a mission for Horizon Europe. He is also a board member at the Californian initiative Regenerative Organic Alliance.



Harry Greenfield

Harry Greenfield is Senior Land Use Policy Adviser for the Country Land and Business Association (CLA), where he leads on environmental issues, advising members on agri-environment schemes and nature conservation. His areas of expertise include future environmental land management schemes, environmental policy and regulation, natural capital and environmental markets and Biodiversity Net Gain.

Prior to joining the CLA in 2018, he worked for 10 years in a number of roles related to farming and the environment. This included working on agricultural policy for the RSPB; managing the Oxford Real Farming Conference; working in Parliament as Coordinator of the All Party Parliamentary Group on Agroecology and a spell working for the Pasture Fed Livestock Association.



Joseph Gridley

Joseph Gridley is the Director of Soil Association Exchange – a new service to help all UK farmers get paid for farming sustainably. Previously, Joseph led EIT Food's work with start-ups building a better food system in Southern Europe and on regenerative agriculture. Before that, Joseph worked as a chef and at various NGOs. He also set up a new charitable foundation to make impact investments in businesses and charities tackling food security and food poverty.



Peter Grieg

Peter Grieg is the co-founder of Pipers Farm, which he started thirty years ago with his wife, Henri on their 50 acre permanent pasture farm in Devon. Now, they have established a sophisticated online marketplace for sustainably produced British meat, dairy and grains, which directly supports a network of 30 small-scale family farms.

Pipers Farm has long been committed to preserving small scale mixed family farms and allowing them to thrive without having to become increasingly industrialised in their operation. By focusing on each individual farm and the opportunities their land or crops present, they are able to support these businesses in diversifying their operations and provide a guaranteed and simple route to market. www.pipersfarm.com



Richard Gueterbock

Richard Gueterbock has spent over 30 years in the agri-food sector, in marketing, sales and business development roles. This has included on-site bio-energy and emissions reduction across the agri-food sector, championing on-site digestion for industrial sites as well as involvement in bio-energy policy formulation. Formerly Sales and Marketing Director of Clearfleau, a supplier of on-site, factory digestion systems, Richard is now working on a number of projects, including with Brewdog and on the rural use of Biomethane as an HGV fuel. He is part of a team working with the Royal Agricultural Society of England (RASE) on a 2022 report on the decarbonisation of UK agriculture titled “Farm of the Future – Journey to Net Zero”. He is also a Fellow of the Royal Agricultural Societies (FRAGS)



Natallia Gulbis

Natallia joined PlantWorks in 2009 where she focused on mass production of mycorrhizal fungi. In 2014, she took on the role of arable farm trials manager and has become an expert in beneficial soil microbes and their use as inoculants in farming systems. She remains involved in the research activities at PlantWorks as well as working with farmers and agronomists, sharing her knowledge on the uses of Arbuscular Mycorrhizal Fungi (AMF) and nitrogen fixing, Plant Growth Promoting Rhizobacteria (PGPR).

Natallia looks forward to meeting with you at the SMART ROTATIONS stand to discuss your farming system and how you can manage your land to enhance the biology of your soil to increase your plants’ efficiency at using your applied fertilisers.



Louise Hackett

Louise is the development lead for the Woodland Trust’s Sherwood Treescape in Nottinghamshire. Louise is an advocate for landscape scale conservation, with a background of specialising in ancient woodland restoration and a passion for ancient trees and wood pasture.



Prof. Peter Hammond

Professor Peter Hammond is Chief Technology Officer and a founder of CCm Technologies. His background is in commercial process engineering development and has had a particular focus on the application of carbon dioxide within the food, agricultural and petrochemical industries. He has worked at large scale in the development food processing plants in North and South America and on specialised phytochemical plants in Europe. As a Professor of Chemical and Biological Engineering at the University of Sheffield Research and a Fellow of Chemical Engineering at the University of Birmingham Peter has gained significant experience in the development of processes from fundamental research. His wider body of work includes patents for materials, processes and analytical techniques along with the founding of two successful businesses.



Richard Harding

Everything I do is driven by a passion to produce great tasting, healthy and nutritious food. I believe we have to go beyond sustainability to being truly regenerative and see agriculture as an integral part of a circular economy. An unashamedly but realistic eternal optimist at all times seeking out new and better ways of producing food. I feel very lucky to have grown up in Sidmouth, East Devon and after studying Agriculture at Harper Adams now work as an agronomist passionate about working with innovative rural farm businesses across the South of England and beyond. At the core of future proofing the rural farm business is knowledge transfer and I feel very proud to be working with the team at Groundswell, food producers with a production system that unashamedly starts with the soil.



James Hares

My Dad and I farm 130ha of mixed organic land in North Wiltshire. Our soil is mostly heavy clay soils with a small amount of brash. We typically use a 6 year rotation with 3 years grass ley, wheat, wheat/bean intercrop, and Oats. We also finish approx 70 head a year of cattle and are members of meadow quality.



Camilla Hayselden-Ashby

Camilla's experience of starting to grow hemp on her family's farm inspired her to apply for a Nuffield Scholarship. In particular, she saw how the lack of growing expertise and processing facilities, as well as restrictive licensing, is preventing the crop from reaching its potential in sectors as diverse as medicine, construction, textiles and bioplastics. Her study will cover how we can build a thriving hemp industry in this country by learning from international best practices and how policy could support this.



Oliver Heald MP

The Rt Hon Sir Oliver Heald QC has been MP for North East Hertfordshire since 1992. A barrister by profession, he has served as a former Solicitor General for England and Wales. He is a founding member of the Conservative Environment Network Parliamentary Caucus and a champion for nature-based solutions to climate change.



Tom Heap

Tom is a journalist and author covering science, environment, farming and energy stories. He is a regular presenter of BBC Countryfile on TV and Costing the Earth on BBC Radio 4. The podcast series '39 Ways to Save the Planet, emerged from a determination to celebrate the successes in our fight against climate change. Knowing where we are winning informs, inspires and stems anxiety. Tom started out wanting to make movies but while working as a sound man for Sky News he gained a taste for journalism. At BBC News he was a producer on the Today Programme, transport correspondent, science and environment correspondent and ended up specialising in rural affairs.

Outside of work Tom likes to ride bikes, paddle canoes, chop wood, watch films and grow chillies.



Clare Hill

Clare Hill is Regenerative Agriculture Director at FAI Farms, working with food businesses such as Arla, McDonalds and Ikea on their regenerative pilot's and programmes. Clare's latest own project is the development of a Model farm in Shropshire, aiming to bring vibrancy to family farms through regenerative agriculture. Clare started the transition of FAI's 1200 acre farm from organic to regenerative production in 2019, achieving Savory Institute Ecological Outcome Verification in 2020. Clare and her team have been through a transformation in the way they make decisions and approach the management of the farm. It is this practical experience of managing for regeneration which leads her to help others.



Vicki Hird

Vicki Hird MSc FRES is an award winning expert, author, strategist and senior manager who has been working on environment, food and farming issues for over 30 years. As part-time Head of Sustainable Farming at Sustain, Vicki manages the farm team, policy, research and related campaigning and provides comment and guidance on these issues.



Patrick Holden CBE

Patrick Holden, CBE, is the Founder and Chief Executive of the Sustainable Food Trust, an organisation founded in 2011 with the mission of accelerating the transition towards more Sustainable Food Systems.

He farms 140 hectares in west Wales, producing Hafod, a raw milk cheese from the milk of 90 Ayrshire cows on what is now the longest established organic dairy farm in Wales.

He has been advising the Prince of Wales on sustainability issues since 1982. He was director of the Soil association between 1995 and 2010 is Patron of the UK biodynamic agricultural Association.



Chris Hollingsworth

Chris has been running a family farm in West Suffolk since the early 1980's.

The farm's soil type is a heavy Hanslope series chalky clay soil and we grow mainly arable combinable crops. For a number of years we have become increasingly concerned about the reducing level of organic matter in our soil.

Regenerative farming seemed to me the key to solving this so we decided six years ago to convert the farm over to a mainly no till regenerative system. Our aims are to improve soil health, increase carbon sequestration and biodiversity, reduce soil erosion and water pollution, cut our costs of production and maintain our farm's profitability.



Ed Horton

We are a mixed farming operation, managing 3500ha across Gloucestershire, Wiltshire, Oxfordshire and Hampshire. We have a 180 cow Suckler herd of pedigree Beef Shorthorns, supplying Morrisons with fat cattle and producing 50 odd pedigree heifers and 5-8 pedigree bulls a year for sale. We also have a joint venture sheep flock with a neighbour comprising of 2500 ewes that are lambed all outdoors in April. We buy in around 1500-2000 extra store lambs a year for fattening.

The arable enterprise is what I like to call a 'Hybrid' system, a lower input, considered approach to growing arable crops somewhere between conventional and organic, that benefits the soil, water quality, biodiversity and gross margins. Livestock integration is key, the sheep are grazed on all cereal crops and OSR to remove disease and act as growth regulators, lowering our chemical usage. Pre-em herbicides have been dropped out of the system in favour of camera guided inter row hoeing to remove weeds.



Andrew Howard

When I came back to the family farm in Kent in 2003, after having studied at Durham University and at the Royal Agriculture University, wheat was £60/t. This financial pressure led to looking closer at soils and soil health. My research made me realise there was another way of farming that did not involve high energy and chemical inputs.

One of the goals I set for myself on the home farm is to reduce our artificial inputs by 50% in five years, I have achieved this goal and now I am working on reducing the remaining 50%. I believe it is possible and we that will still be able to maintain yields. Through doing the Nuffield Scholarship and meeting inspirational farmers from around the world I have seen first-hand that my goal is possible (read more). My travels abroad and the experiences on my home farm have given me a lot of insights in how to apply a systems approach to improve soil health and I hope to help others achieve their goals.



Dr Phil Howell

Phil has worked for almost 30 years in crop genetics and breeding, including ten years breeding wheat for Syngenta. Since 2007, he has been instrumental in establishing NIAB's leading cereal pre-breeding position, crossing and selecting within diverse pre-breeding germplasm and developing multi-founder MAGIC wheat populations.

Currently, Phil is active across several species including wheat, barley, legumes, oilseeds and fibre crops. He leads NIAB's germplasm development within the Designing Future Wheat and IWYP European Winter Wheat Hub projects. His research interests broadly centre around improving yield and quality under lower inputs.



Janet Hughes

Janet is Programme Director for Defra's Future Farming and Countryside Programme – the team that's responsible for transforming the way we support and regulate farming and the countryside in England. Over the next 7 years, the programme will be closing down existing schemes and rules and replacing them with Environmental Land Management, grant support, innovation, R&D support and a new approach to regulation and enforcement. Janet's job is to make sure the programme delivers all this successfully and in a way that works for farmers and achieves the intended outcomes.



Seth Itzkan

Seth Itzkan is cofounder of Soil4Climate, an international nongovernmental organization advancing the science, policy and practice of soil restoration as a climate solution. It expands and brings exposure to the community of researchers, producers, legislators, entrepreneurs and concerned citizens working in the areas of regenerative agriculture and soil carbon enhancement.

Soil4Climate provides support to regenerative grazing and agroforestry projects in multiple countries in East Africa including Maasai herders in Kenya and Tanzania. It maintains a compendium of peer-reviewed research and a database of soils legislation.



Nick Jeffries

Nick is a senior expert at the Ellen Mac, Arthur Foundation, which has a mission to accelerate the transition to a circular economy. Since 2017, Nick has been part of the Foundation's food initiative, working with individuals and organisations from across the food industry in different regions of the world, to better understand how circular economy thinking can contribute to a positive food system transformation. Nick is a professional environmental engineer, lives on the Isle of Wight and is in the process of developing his own 20-acre agroforestry project.



Greg Judy

Greg and Jan Judy of Clark, Missouri run a grazing operation on 1660 acres of leased and owned land. Greg and Jan went from near bankruptcy in 1999 to paying off a 200-acre farm and house in 3 years with custom grazing on leased land and are debt free. They own 4 farms and lease 13 farms. They graze South Poll cattle, St Croix hair sheep, guardian dogs and Shiitake mushrooms.

Greg wrote a book in 2001, entitled "No Risk Ranching, Custom Grazing on Leased Land", which details the methods they used to build their operation from scratch. In 2008 Greg wrote a second book "Comeback Farms, Rejuvenating Soils, Pastures and Profits with Livestock Grazing Management". Greg's second book covers all the methods they use with Holistic High Density Grazing, multi-species grazing, grass finishing animals, eliminating costly inputs. In 2021 Greg wrote his 3rd book entitled, "Greg Judy's How to Think Like a Grazier".



Tony Juniper

Tony Juniper CBE is Chair of the official nature conservation agency Natural England. Before taking up this role in April 2019 he was the Executive Director for Advocacy and Campaigns at WWF-UK, a Fellow with the University of Cambridge Institute for Sustainability Leadership and President of the Wildlife Trusts. Until January 2018 he was an independent sustainability and environment advisor, including as Special Advisor with The Prince of Wales’s International Sustainability Unit.

Juniper speaks and writes widely on conservation and sustainability themes and is the author of many books, including the multi-award winning bestseller ‘What has Nature ever done for us?’ published in 2013. Tony began his career as an ornithologist, working with Birdlife International. From 1990 he worked at Friends of the Earth, initially leading the campaign for the tropical rainforests, and from 2003–2008 was the organisation’s executive director. From 2000–2008 was Vice Chair of Friends of the Earth International.



Michael Kavanagh

Michael manages a 730 acre mixed farm in Shropshire and Staffordshire for the Thompson family, comprising of 550 acres of arable and the remainder in permanent grass and woodland. He was a finalist in the 2020 soil farmer of the year competition. Michael has been working hard on soil health since taking on the job in November 2014, and through a gradual process now farms without the use of most synthetic inputs. Michael uses tailored nutrition and biology as well as compost applications alongside zero tillage to optimise the health of his soils and the food he grows. The arable rotation is diverse and includes milling wheat, heritage wheats, quinoa, beans, grass, OSR, oats and barley. The farms flock of 400 ewes are integrated into the arable rotation grazing cover crops, cash crops and grass leys. The flock is purely forage fed with no concentrates used, and the majority of lamb sold locally to a farm shop.



Liz King

Liz works full time as a Project Officer at The Prince’s Countryside Fund, undertaking a diverse role within the farming team developing new programmes of support for UK famers.

Liz grew up on a family farm and though not full time on the farm, supports her brother in his sheep farming enterprise.

Liz is passionate about helping people get a foothold in agriculture and supporting small family farms.



Jussi Knaapi

I am a farmer on the coastal region in the middle of Finland. I got “a very ordinary” agronomic education from University of Helsinki (MSc Ag-mechanics). We are mainly No-tillers at home farm, but are also using spader (Imants technic) if potatoes are in rotation. We are testing many sustainable ag practises at home and nearby. As agronomists we have started (together with son Juha) soil mapping service with Veristech/Wintex combination. Already now our measurements have pointed out how No-till and grass based production have increased the organic content in the soil.

As longtime journalist for ag-magazine “Koneviesti” I try to follow what’s going on in modern agriculture. Together with the magazine and a local ag-school we have a longtime (16th year) trial site in south-west Finland. There we compare No-till, Min-till and conventional practices and have found many positive results in No-till.



Annie Landless

Annie is a farmer and freelancer, working closely with Vidacycle to support and train farmers in how to monitor soil health. Annie looks after an Organic & Pasture for Life certified Longhorn beef suckler herd and manages direct sales at Hampton Gay Farm alongside freelancing for Vidacycle, Pasture for Life and Farmerama Radio. Annie is interested in how regenerative farming can help farm businesses become more resilient, at Hampton Gay Farm and her own family’s mixed beef and arable farm.



Sarah Langford

Sarah Langford was a barrister for nearly a decade before going on maternity leave and writing her bestselling book 'In Your Defence'. During this time she took on the running of a 200-acre organic farm in Suffolk, an account of which forms part of her new 2022 book, 'Back to Earth'. She is the granddaughter of farmers, daughter of a land agent and niece of Farmers' Weekly columnist Charlie Flindt. Sarah is also studying a graduate diploma in agriculture at the RAU and is co-owner of the natural capital platform, Sward.



Mark Lea

Mark Lea's farm in Shropshire has been organic for 20 years with a system inspired by the belief that sustainability requires diversity. The rotation is mixed with clover leys grazed by sheep, and cropping which includes milling oats, peas grown for Hodmedods and 20 different milling grains for direct sale to millers and bakers. Companion cropping, cover crops, agroforestry and an on-farm stonemill all contribute to the resilience of the farm. In the past most crops other than clover leys have been established with a plough and combination drill system but trials with clover living mulch and direct drilling are showing potential to allow substantial reductions in cultivations.



Alastair Leake

Alastair Leake has a BSc in Horticultural Science and PhD in Farming Systems. He worked for 20 years for the Co-operative Farms (FamCare), initially as a Production Manager in glasshouse salad crops specialising in IPM, then headed up the company's ground-breaking farming systems research, including organics.

He is now head of GWCT's 300 ha Allerton Research and Demonstration farm in Leicestershire, where intensive farming and exceptional levels of biodiversity co-exist. The farm is involved in high profile & innovative research projects focusing on Conservation Agriculture, wildlife conservation and sustainable soil management.

He is actively involved in shaping Defra's Environmental Land Management scheme. He also runs a popular All-Party Parliamentary discussion Group in Westminster.



Martin Lines

Martin is an arable farmer and contractor in South Cambridgeshire, His special interest is in farm conservation management, and he currently runs ELS and HLS and Countryside Stewardship schemes on land he manages.

Martin is Chair of the Nature Friendly Farming Network UK and looks to sharing best practices and demonstrating what can be accomplished for nature and the environment while producing great produce. With the demands of climate change, reaching Net Zero is even more important and Martin wants to champion how this can be achieved through nature friendly farming whilst supporting and help to maintain profitable farming businesses.



Tony Little

Tony has been supporting organic and sustainable farmers and growers for over 25 years. During that time, he has: helped cotton farmers in South Asia deal with the devastating consequences of unsustainable pesticide use; supported farmers through organic conversion; coordinated knowledge exchange programmes; and managed farmer led research projects on issues from blight on potatoes to roundworm in cattle. His current role at the Landworkers' is supply chain focused, helping to build resilient and local food systems. His practical farming experience includes upland sheep farming, seed potato production, and market gardening in West Wales and the Falkland Islands (yes, really!).



Fergus Lyon

Fergus is a Hertfordshire farmer and university professor specialising in sustainable business. Easthall Farm has been developing regenerative approaches and is the UK's first B Corp, (verified to meet high standards of social and environmental performance and transparency). He is working with the Food Farming and Countryside Commission and others to research how farmers are involved in natural capital markets and how businesses are reporting on their actions for tackling environmental issues.



Ben Macdonald

Benedict Macdonald is a lifelong naturalist and now works as a conservationist transforming landscapes back to nature, for the Real Wild Estates company. An award-winning author, his first book, Rebirding (Winner of the Wainwright Prize), outlined how we can transform both the farmed and wilderness areas in our country for wildlife, people and create better financial and social outcomes in the process.

Ben has worked as a television producer on legacy-defining wildlife shows such as David Attenborough's Our Planet.



Alex Macdonald-Smith

Alex grew up on a neighbouring farm estate to the Wrangham's and has always harboured a deep fondness and respect for nature and the British countryside. He started with Drone Ag in 2017, initially assisting Jack with administration tasks and the running of training courses. Over the years his responsibilities have grown along with his love for British farming and his interest in cutting edge technology.

He is now Drone Ag's COO, heading up the day-to-day operations of the company, managing customer relations and training, software development and testing, admin and more. He has helped to develop Skippy from the very beginning, and is currently working with the company's development team to bring the next wave of useful features to life.



Kylie Magner

Kylie Magner is a farmer in South Tipperary Ireland. Originally hailing from Central West NSW, she runs a pasture range egg, pork, beef, lamb and chicken enterprise together with her husband Billy and their four children Matilda, Tadhg, Imogen and Finn.

Kylie was last year's winner of the EU Newbie Farmer of the Year for Ireland.



Gary Markham

Gary advises clients on such diverse subjects as succession planning, restructuring advice, mediation, management accounts and tax advice. Since 1992 Gary has produced benchmarking data from clients' annual management accounts and using this data has helped clients to identify strengths and weaknesses and to challenge business structures and practices.

He enjoys writing and has many articles published in the press together with books on Machinery Management and also two issues of the Institute of Chartered Accountants reference book on auditing and accounting. He is also a member of the Agricultural Law Association. A regular speaker at many events Gary is passionate about encouraging and helping young individuals progress and for clients to receive the very best advice available.



Tom Martin

Having spent 10 years working in the film industry, Tom returned home to the family farm, a predominantly arable holding in Cambridgeshire, focusing on cereals and oilseeds, as well as fattening sheep on grass. He has continued in the footsteps of his forbears carefully stewarding the environment and moving toward a 'no till lite' version of conservation farming.

Tom is passionate about sharing what happens 'behind the farm gate', which has led him to become involved in the CLA, NFU, LEAF, and East of England Agricultural Society, as well as writing monthly in local publications and hosting a well-supported presence on Facebook, Twitter, and Instagram as 'Farmer Tom'.

In 2017 he launched 'Farmer Time' (formerly called 'FaceTime a Farmer') which pairs farmers with school classes; currently over 10,000 school children video call to their paired farmer every fortnight to link curriculum learning with life on the farm.



Hugh Martineau

Hugh Martineau is Head of Sustainability at Map of Ag. Over the last 15 years he has worked with Government departments and private sector clients to review, analyse and develop strategies to address environmental impacts in farming systems. A major focus area has been in relation to climate change mitigation; developing measuring and monitoring programmes for greenhouse gas emissions and removals including assessment of 'Net Zero' emissions strategies.



Tim May

Tim May runs a mixed farming system in on the family Estate in North Hampshire. After Completing a Nuffield scholarship, Tim embarked on a journey to revitalize the soils of the farm. Rotational Herbal Leys were introduced over half the 2500 acre holding these are managed with Dairy cattle using a mobile Milking Parlor. Tim Completed a Holistic Management training program in 2013, and finds the insights gained over the 6-day training to be pivotal in how he now runs the Business. The estate is also now going through Organic Conversion.



Rebecca Mayhew

Rebecca farms with her husband Stuart and two children, Isobel and Jack in South Norfolk, where they're converting the once intensively farmed 500 acres into a regenerative oasis. Enterprises include a 60 head raw Jersey dairy keeping calves and cows together, a suckler herd, sheep, pigs, goats, laying hens, and a farm shop, cafe, butchery and vineyard. Holistic Management training in 2020 has provided an invaluable framework for healing the farm, and helping run to run a diverse business, whilst engaging with other farmers, the public and local schools about climate change, farming practices and nutrient dense food.



Oliver McEntyre

Oliver McEntyre, our National Agricultural Strategy Director, who has over 30 years of agricultural experience, examines the important issues affecting farming businesses today. With insights from those in the field, he discusses a range of topics from soil erosion to livestock and financial matters, digging deep into their daily challenges.



Teresa Meadows

Teresa is responsible for the development of environment-related training courses and professional development opportunities for BASIS, alongside leading the audit schemes team, who ensure compliance with legislation and best practice standards in the distributor and amenity sectors, and manages public affairs for the organisation. BASIS is a charitable organisation committed to raising professional standards across the land management and food production sector.

With a career background, which includes working with farmers and advisors in environmental stewardship with Natural England, improving water quality as a Catchment Advisor with Essex & Suffolk Water and most recently in arable knowledge exchange with AHDB, she has a keen interest in linking sustainable farmed landscapes with productivity and profitability, along with peer-to-peer learning, education and professional development.



Josiah Meldrum

Josiah Meldrum is co-founder of Hodmedod, a Suffolk company whose aim is to encourage us to grow and eat a wider range of British grown pulses, grains and seeds – creating healthier and more diverse diets and farming systems.

Working with farmers Hodmedod has pioneered ‘new’ crops for the UK, such as lentils and revived long-forgotten staples, like naked barley, central this has been finding engaged markets to support primary production. This enables change by encouraging the creation of more complex rotations, through more direct routes to market, and ultimately by adding economic and agroecological value.

Prior to Hodmedod Josiah worked for NGOs, farmers’ co-operatives and retailers whose aim was to create a more equitable and sustainable food system.



Greg Miller

Greg Miller is a principal leather technician with Blenkinsop Leathers, a British leather manufacturer situated in the heart of the English countryside. The company operates a premium service, combining a knowledge of traditional methods with the latest techniques.



George Monbiot

George Monbiot is an author, Guardian columnist and environmental activist. His best-selling books include *Feral: Rewilding the land, sea and human life*, *Heat: how to stop the planet burning*, and *Out of the Wreckage: a new politics for an age of crisis*. George cowrote the concept album *Breaking the Spell of Loneliness* with musician Ewan McLennan, and has made a number of viral videos. One of them, adapted from his 2013 TED Talk, *How Wolves Change Rivers*, has been viewed on YouTube over 40m times. Another, on *Natural Climate Solutions*, that he co-presented with Greta Thunberg, has been watched over 60m times. George’s latest book, *Regenesis: Feeding the World without Devouring the Planet*, was published in May 2022.

Photo credit: Guy Reece



Prof Andy Neal

Before joining Rothamsted in 2007, Prof. Andrew Neal held positions at the Center for Biofilm Engineering, Montana State University and The University of Georgia’s Savannah River Ecology Laboratory. His research is focused on understanding the integrated behaviour plant-microbe-soil systems, developing a theory of soil as an extended composite phenotype in the process. His research places organic carbon at the heart of soil.

Combining modern techniques he is working with colleagues to develop a radically different way of thinking about soil. Neal is a regular public speaker; his work has featured on BBC Radio 4’s *Inside Science*, at *New Scientist Live* events, and podcasts (*Agrii’s Tramlines*, *Farmerama Radio* and the *Croptec Show’s Crop It Like It’s Hot* podcast)



Geoffrey Newman

Geoff gained a BSc in Environmental Science in 1994 and completed an MSc in Environmental Rehabilitation studying soil science. Working on agri-environment schemes in Gloucestershire and Herefordshire, he quickly became interested in traditional orchards. He advised on traditional orchard silvopasture systems for 15 years and planted his own orchard 12 years ago – his own experimental plot. He is passionate about Perry Pears, making his own Perry and Cider.

His interest in the wider role of agroforestry was kindled by a session at Groundswell 3 years ago – he took up the NE agroforestry role this year.



Chantelle Nicholson

Chantelle Nicholson is a multi-award winning chef, restaurateur, and author. She is the founder of Apricity restaurant, in Mayfair, which celebrates conscious cooking and joyful dining. Chantelle is the former chef-owner of now-closed Covent Garden restaurant, Tredwells (the recipient of a green Michelin star in 2021), and All's Well, a 'pandemic pop-up'.

Chantelle is an advocate for seasonality and sustainability. Originally from NZ, and a trained lawyer, Chantelle is committed to creating a more sustainable future across her operations and activities, whilst also being an independent board member for ReLondon – moving London towards a more circular economy, and a member of City Harvest's Food Council.



Jim O'Neil

Jim left Newton Rigg Agriculture and National School of Forestry in 1989, joining the Forestry Commission in Argyll in harvesting and forest management. Returning to Cumbria as FC Woodland Officer, working with farmers and landowners, advising on woodland creation and management over 26 years. Jim led the 2018 Forestry Investment Zone Defra pilot, exploring the integration of trees, woodland, and forestry into the farmed landscape of Northeast Cumbria, developing relationships and novel approaches to incorporate trees on farms. Currently, Jim is the Forestry Commission Agroforestry Advisor, promoting and championing this important integrated land management approach for farmers and foresters alike.



Lennart Olsson

Lennart Olsson, professor of Geography at Lund University in Sweden, was the founding Director of LUCSUS 2000-17. His research focuses on the politics of climate change in the context of poverty, food insecurity and ill-health in sub-Saharan Africa, and most recently on the transition from annual monocultures to perennial polycultures in agriculture. He is a board member of The Land Institute, and he was Coordinating Lead Author for the chapter on Livelihoods and Poverty in IPCC's 5th Assessment Report 2011-14 and for the chapter on Land Degradation in the IPCC special report on Climate Change and Land (SRCCL), 2017-19. Here is a link to his publications.



Andrea Parry-Jones

RBST Conservation Adviser, who originally joined as Farm Parks Officer. Studied Zoo Biology at Nottingham Trent University and Zoology at Bangor University. Across all breeds of native equines and livestock responsibilities encompass the Approved Farm Park Network and Associates, aiding in and conducting various research and promotional projects, delivery of conservation grazing courses and consultation reports promoting the uses of rare and native breeds in habitat conservation and creation.

I have been involved in livestock and equines from a young age, having worked at multiple studs and farms across a variety of grazing systems alongside my own livestock. I run a conservation grazing and nature regeneration based system with pedigree herds of goats, sheep, ponies and pigs and have been involved in a range of nature restoration and habitat management projects across a diverse selection of habitats.



Timothy Parton

Tim is a Farm Manager from South Staffordshire farming 300 ha of arable land

He was FCCT 2017 Soil farmer of the Farmer, 2019 Arable innovator of the year, 2019 Sustainable farmer of the year and 2020 Innovation farmer of the year.

Tim is a No-till farmer focusing on brewing biology as much as possible to replace chemical inputs, using Bacteria to fix nitrogen release phosphorous and fight of disease. He has reduced the use of Glyphosate where possible, using rolling/crimping, he hasn't used insecticides for the last 7 years always working to improve soil carbon content through rotation and cover cropping, also using companion cropping where possible.



John Pawsey

John Pawsey converted his farm at Shimpling to organic production in 1999 for business reasons as well as concerns about soil health and decline in farmland wildlife species. John Has managed to halt and in some cases reverse wildlife decline, improve soil health and keep the farm profitable since that initial conversion. Since then John has increased his organically farmed area from 650 hectares to 1,760 delivering similar results to neighbouring farmers.



Antony Pearce

Antony trained in finance before returning to the 900 acre family farm in 2014. Since then, the mixed farm, located in Buckinghamshire, has evolved under his management, cattle & sheep have gone but Christmas turkeys and market focused combinable crops remain. The family also farm in the Cotswolds which has been farmed as a arable joint venture with neighbours since 2007. He was a board member of the Joint Venture Farming Group from 2011 and was recognised as an emerging leader by the Oxford Farming Conference in 2017. Antony promotes regenerative practises through his YouTube channel and was shortlisted for Soil Farmer of the Year 2021.



Bronwen Percival

Bronwen Percival is the cheese buyer for Neal's Yard Dairy in London. In addition to working with cheesemakers and the company's maturation team to select and optimize the quality of the cheese they sell, she works to mobilize collaboration between cheesemakers and the scientific community.

In 2012, she instigated a biennial conference on the Science of Artisan Cheese. In early 2014, she spent two months in the Dutton Lab at Harvard University studying the role of marine-associated Proteobacteria on cheese rinds. Along with Dr. Benjamin Wolfe, she co-founded the website MicrobialFoods.org, a scientific resource for producers, purveyors, and enthusiasts of artisan microbial foods. She is the co-author, with her husband Francis, of Reinventing the Wheel: Milk, Microbes, and the Fight for Real Cheese (Bloomsbury, 2017).



Jenny Phelps MBE

Jenny Phelps MBE, Senior Farm Environment Advisor for the Gloucestershire Farming and Wildlife Advisory Group. Member of Defra's Environmental Land Management Scheme Engagement Group; Trustee for the Foundation for Common Land; Lead Facilitator on the Farmer Guardians of the Upper Thames Facilitation Fund; Host for the Upper Thames Catchment Partnership and Lead for the Gloucestershire Regenerative Environment and Agriculture Transition (GREAT) Project Awarded an MBE in 2016 for 'Engaging Communities in Environmental Protection'. Jenny developed the Integrated Local Delivery framework with the CCRI and Natural England to create a framework for multi objective environmental delivery for climate emergency.



Ian Pigott

Ian Pigott OBE, DL runs a diversified farming business near Harpenden, Hertfordshire.

Committed to combining conservation agriculture, education, farming festivals and environmental stewardship the business has been no-till since 2015. It is a LEAF demonstration farm.

Ian built The Farmschool in 2014. The Charity delivers innovative programmes to secondary school aged children. Connecting the curriculum with sustainable farming, habitats, food and society through ‘Fork to Farm’ interactive and digital workshops.

He is a Nuffield Scholar, the founder of the UK’s National Farm Open day, Open Farm Sunday, a Trustee of LEAF and a columnist for the Farmers Weekly. Ian is also a representative of the Global Farmer Network.

Ian was awarded an OBE for services to Agriculture and Education in the 2016 New Year’s Honours List.



Nicole Pisani

Nicole Pisani is a chef who has worked at Yotam Ottolenghi’s Soho restaurant NOPI and Anna Hansen’s The Modern Pantry in London.

She co-founded the charity, ‘Chefs in Schools’ to inspire change in school food by freely sharing knowledge of what works well, both in kitchens and classrooms, to schools across the country.

A central part of the model is also providing education and hands on experience for the children. This encompasses growing, harvesting, preparing and eating food as a holistic approach.

With the motto, ‘Better is Possible’, Chefs in Schools provides various models from training existing teams to installing head chefs and whole school transformations. Children and their parents/ guardians are involved in an ongoing conversation and shared experiences with food.



Gillian Preece

Gillian is a senior agricultural consultant with ADAS and is based in South Shropshire. She is an experienced consultant who has worked in the livestock sector throughout her 24 years in the industry. She works predominantly with beef, sheep and dairy farmers assisting them with business management, technical aspects of livestock production and accessing environmental schemes. As a partner in their own farm business Gillian also has practical experience of beef and sheep farming, alongside her husband Phil.



Christopher Price

Christopher Price is the CEO of Rare Breeds Survival Trust. Christopher joined RBST in February 2019 from the CLA where he was Director of Policy and Advice. He is also the Chair of the Wildlife and Countryside Link Agriculture working group, leading coalition work on agricultural policy for England, and Vice Chair of the Uplands Alliance which aims to bring together practitioners, researchers and others involved in uplands policy.



Mike Purnell

Mike has been the Farm Manager of Whitbread Farms in central Bedfordshire since autumn 2018. The farm transitioned to regenerative agriculture in 2016 when it became apparent that the ‘conventional’ farm practice and rotation was detrimental to the economic, social and environmental standing of the farm.

The in hand farming operation covers 1000 hectares of arable cropping and a wide range of soil types, 200 hectares of environmental and a rare bread suckler beef enterprise that mob graze the estate’s parkland.

By all the tools currently available the farm is showing itself to be healthily carbon negative, with no offsetting outside the immediate farmed area.

Prior to this role, Mike converted a heavy land farm on the Sussex Weald to ‘no till’.



Ben Raskin

Ben has worked in horticulture and agroforestry for more than 25 years and has a wide range of practical commercial growing experience. For the Soil Association, he provides growers at all levels of production with technical, marketing, policy, supply chain and networking support.

Ben is an author of gardening books for children and grownups, including The Woodchip Handbook. He has been implementing a 200-acre agroforestry planting in Wiltshire since 2016. Ben also co-chairs the Defra Edibles Horticulture Roundtable and sits on the board of the Community Supported Agriculture Network UK and the Farm Woodland Forum committee.



Duncan Rawson

Duncan Rawson is a partner at European Food and Farming Partnership (EFFP). Over the last 15 years he has worked with a wide range of agri-food businesses to create and deliver and implement inventive new supply chains and business strategies. Kellogg's became a client over 8 years ago and Duncan was instrumental in the initial design of the Origin's concept – an initiative to help Kellogg's engage with its grower base. A project that is now global. Having supported the development of their rice growers in Spain and arable farmers in Germany, Duncan remains responsible for the delivery of the UK project working with 20 farmers across the UK.



Andrew Richards

Andrew Richards, is a senior agronomist with nearly 40 years' experience. Andrew has a keen interest in soil health, and has been working with the UK Centre for Ecology and Hydrology for 5 years on the ASSIST project to help achieve a better understanding of soil biology to inform future agricultural and environmental policy and practice. As part of his Agrii work, Andrew was also one of the founding members of the Harper Adams Soil and Water Management Centre. This is an industry-led centre for soil and water management that delivers sustainable improvements in farming and ecosystem efficiency through better knowledge coordination, transfer and development.



Pete Richardson

Pete has been growing Soil Association certified veg for more than 25 years at Westmill Farm and Coleshill Walled garden. His enterprise included no dig tunnels and 30 acres of field scale crops which were sold through multiple outlets including; box scheme, restaurants, shops and an honesty hut.

Pete is Chair of the Organic Growers Alliance.



Alex Robinson

Alex is a Commercial Director at Zulu Forest Sciences, responsible for advising landholders on how to establish a natural capital baseline, identify opportunities and unlock value.

Alex is a Chartered Surveyor previously having managed private estates for Savills and prior to that he was an officer in the British Army. Alex Co-Founded Nature Capital, a natural capital advisory firm and is implementing a regenerative agricultural approach on his farm in the Cotswolds.



Alice V Robinson

Alice V Robinson received her masters in Womenswear from the Royal College of Art in 2018. With a specialism in accessories Alice’s work has focused on the UK leather industry, exploring the journey of raw materials from holistically managed and ecological farms in the UK through to the fashion industry. In the last three years Alice has created two collections: “11458” and “374”. Each collection, made from a single animal, presents a transparent journey from farm to product to encourage discussion on the absence of traceability in the leather industry. Alice is a co-founder of Grady + Robinson, a new supply of leather made from the hides of animals raised on regenerative farms in the UK.



Daniel Robinson

Daniel Robinson is the Managing Director of Eurofins Agro Testing UK & Ireland. Coming from a farming background in Northumberland, Dan has 20 years’ experience in the agricultural industry, both nationally and internationally, with a particular interest in technology solutions that can help farming become more efficient and profitable.



Diana Rodgers

Diana Rodgers, RD, is a “real food” nutritionist and sustainability advocate near Boston, Massachusetts who spent 18 years living and working on an organic, pasture-based farm growing vegetables and raising animals for a CSA program. She runs a clinical nutrition practice, hosts the Sustainable Dish Podcast, and has served as an advisory board of numerous nutrition and agriculture organizations including Whole30, Animal Welfare Approved and Savory Institute. She speaks internationally about the intersection of optimal human nutrition, regenerative agriculture, and food justice. More recently, her work has focused on shifting the anti-meat narrative. Diana is co-author of Sacred Cow: The Case for (Better) Meat and the director, producer of the companion film, Sacred Cow. Her new initiative, the Global Food Justice Alliance, advocates for the inclusion of animal-sourced foods in dietary policies for a more nutritious, sustainable and equitable worldwide food system. She can be found at sustainabledish.com and globalfoodjustice.org and on instagram at [@sustainabledish](https://www.instagram.com/sustainabledish) and [@globalfoodjustice](https://www.instagram.com/globalfoodjustice)



Abby Rose

Abby Rose is a farmer, physicist and soil health advocate, the co-founder of Vidacycle Tech: making apps that support farmers to take a more regenerative approach to farming, including the Soilmentor Regen Platform in partnership with Nicole Masters.

Abby is also co-creator of Farmerama Radio: an award-winning podcast sharing the voices behind regenerative farming.

Based in the UK, Abby splits her time between working on her family farm, Vidacycle, in Chile, and visiting farms on multiple continents learning from soils and understanding what it’s going to take to build a more ecological farming future.

Abby was named one of the ‘50 Next’ young people shaping the future of gastronomy by The World’s 50 Best in 2021.



David Rose

David Rose, manages a 660 acre third generation farm in Screveton, Nottinghamshire, UK. His grandfather started working a 90 acre mixed farm in 1933, growing arable crops, milking cows and collecting fruit from trees to sell in the market. David has now moved away from intensive arable to a more environmental approach with minimum tillage, direct drilling, reducing pesticides, and follows the LEAF model.

Trees on the farm are now an integral part of the management and have been enhanced through replenishing & creating hedgerows, introducing woodland and agroforestry. He has established a silvoarable system based on cereals and fruit trees, planting 740 trees in 5 alleyways. Research has been gathered to share the environmental impact of the agroforestry. David is a Nuffield Scholar and keen to share his learnings with others. The farm is now a diversified mixed farm and engages with a range of audiences. It markets much of its produce direct and engages different communities via a range of experiences on farm.



Andy Rumming

Andy Rumming's family has been farming cattle on the banks of the Thames at Waterhay near Cirencester, and at Lydiard near Swindon for over 60 years. The farm provides the highest possible animal welfare together with a grass fed diet to produce superior beef.



James Rutter

James Rutter is the Managing Director of Britain's oldest cheesemonger and Royal Warrant Holder, Paxton & Whitfield. Yorkshireman Rutter is only 35, but has squeezed in a lot since studying politics at Kingston University, where he freely admits to spending more time reading cookery books than textbooks. After working as a chef, he joined Neal's Yard Dairy in 2008 as a cheesemonger. He then moved to truffle supplier, Truffle Hunter, for a few years, before being appointed Head of Operations at Paxton & Whitfield in 2018. James is passionate about ensuring a sustainable future for Britain's farmhouse and artisan cheesemakers.



Lizzie Sagoo

Lizzie is a principal soil scientist at ADAS with specialist knowledge of soil and nutrient management and diffuse pollution of air and water from agricultural systems. She is also Associate Managing Director of the Soils, Crops and Water business.



Dan Saladino

Dan Saladino is an award-winning food journalist who has worked at the BBC for twenty-five years producing programmes for BBC Radio 4 and The Food Programme. For more than a decade he has travelled the world recording stories of foods at risk of extinction— last year he published his first book, 'Eating to Extinction', a captivating and wide ranging exploration of some of the thousands of foods around the world that are at risk of being lost forever.



William Scale

William Scale has nearly 20 years of experience of continuous no tillage farming and is based in Pembrokeshire on possibly the most Westerly no till farm in the UK. With an annual rainfall of about 50 inches a year, the motivation to preserve soils against erosion and to keep driving down costs on the family farm has always been paramount. A keen conservationist, a Nuffield Scholar and a Churchill Fellow, Will has travelled and met a range of farmers and landowners over the years relevant to the field of Zero Tillage, Holistic Management, and Conservation from countries as diverse as Paraguay, Syria and Finland.



Dr Jim Scown

Jim works part time in the Food, Farming and Countryside Commission, sharing the leadership of the Farming Transition work with Emily Linton. Jim comes to the Commission having completed a PhD in Environmental Humanities at Cardiff University and the University of Bristol. This research examined the changing understanding and use of soils over the last two-hundred years. He is based in Bristol and spends plenty of time in his native Cornwall.

Jim also works as a researcher on Cardiff University's Science Humanities Initiative and is a member of the Agroecology Research Network at the University of Bristol. During his PhD, Jim worked with the Soil Association, writing a piece for their 75th anniversary on our changing attitudes to soil.



Annabel Shackleton

Annabel Shackleton has managed Open Farm Sunday for many years, bringing hundreds of thousands of people on to UK farms to learn, engage, and be inspired to Buy British.



Zsa Zsa Shea

Make Hay works holistically with organisation in the regenerative agri-food sector to realise their goals. Zsa Zsa is a founding practitioner who knows first-hand the joys and hard work of food production. She now works at Make Hay supporting farmers, bakers and beyond.



Merlin Sheldrake

Merlin is a biologist and author of *Entangled Life: How Fungi Make Our Worlds, Change Our Minds, and Shape Our Futures*, a New York Times and Sunday Times bestseller, and winner of the Royal Society Book Prize and the Wainwright Prize. Merlin is a research associate of the Vrije University Amsterdam, and works with the Society for the Protection of Underground Networks and the Fungi Foundation. A keen brewer and fermenter, he is fascinated by the relationships that arise between humans and more-than-human organisms. (merlinsheldrake.com)



Will Simonson

Will is Head of Research at the Organic Research Centre, overseeing its research programmes in crop diversity and agronomy, animal husbandry, agroforestry, sustainability and business and markets. In his subsidiary role as Principal Researcher in Agroforestry, he leads ORC's research in this field, including in European collaborations (e.g. AGROMIX, a Horizon 2020 project) and the agroforestry ELM Test as part of Defra's Tests and Trials process.

Based in Cambridge, Will has doctoral and post-doctoral research in forest ecology and conservation at the university there and latterly has worked as an environmental scientist in the policy areas of food security and climate change adaptation at UNEP WCMC. He has 12 years' work experience in Portugal, including with its montado wood pasture systems and as scientific director for A Rocha International helped developed conservation programmes elsewhere in Europe, Africa and Asia.



Ian Simpson

Ian is a founder member of the community led Bledington Flood Group, committed to preventing flooding in Bledington, a Cotswold village on the border of Gloucestershire and Oxfordshire. 24 properties were flooded in the most recent event in December 2019. The group worked to understand the complex factors contributing to property flooding and coordinate the various agencies with responsibility for water to prevent flooding in the future. Critical to this is the collaboration with 10 landowners within the wider catchment which includes five main rivers.



Guy Singh-Watson

Self-confessed veg nerd, Guy Singh-Watson has over the last 30 years taken Riverford from one man and a wheelbarrow delivering homegrown organic veg to friends, to a national veg box scheme delivering to around 70,000 customers a week. Guy is an opinionated and admired figure in the world of organic farming, who still spends more time in the fields than in the boardroom. Twice awarded BBC Radio 4 Farmer of the Year, Guy is passionate about sharing with others the organic farming and business knowledge he has accumulated over the last three decades. His weekly veg box newsletters connect customers to the farm with refreshingly honest accounts of the trials and tribulations of producing organic food, and the occasional rant about farming, ethical and business issues he feels strongly about. In June 2018, Guy handed over the reins of Riverford to its staff, choosing employee ownership as the model that will protect Riverford's ethical values forever and ensure the security of its employees.



Tom Sizmur

Tom Sizmur is an Associate Professor at the University of Reading whose research focuses on the biogeochemistry of soils. Tom's interests particularly relate to the benefits that can be obtained from the incorporation of crop residues and other organic amendments into soils to recycle nutrients, feed soil organisms, and increase soil organic matter. He was the Principal Investigator of the DIVERSE project, which investigated the influence of residues incorporated after growing cover crop mixtures on C and N cycling.



Will Smith

Will Smith is a Senior Trials Manager at NIAB where he leads the delivery of field trials that explore the management and control of weed species within an arable context. This includes the management of NIAB's National Black-grass Centre at Hardwick, as well co-ordinating trials work across the country. He is part of a pan-European project 'IWM PRAISE' that aims to develop and adapt Integrated Weed Management practices. He is regularly involved with the knowledge transfer of learnings of these trials to farmers, agronomists, manufacturers and other industry representatives. He is currently leading NIAB's involvement with the AHDB Strategic Farm network.

He is currently studying for a PhD exploring the role that inter-row cultivations can have in controlling black-grass in conventional production systems.



Beccy Speight

Beccy is a passionate conservationist and CEO of the Royal Society for the Protection of Birds, Europe's largest nature conservation charity. Speight started her career working in local government in Scotland and then with the management consultants Smythe Dorward Lambert. Since 2000 she has worked in the conservation charity sector. She began working for the National Trust in 2000 and in 2005 became director for the East Midlands and Midlands regions. She was responsible for the development of the Trust's sustainable food policy and also installation of contemporary art. She moved to be Chief Executive at the Woodland Trust in 2014 and led expansion of the woodland creation charity and also a review of its priorities.

With a membership of more than 1.1 million, the RSPB manage 222 nature reserves in the UK covering an area of over 158,751 hectares, including large areas of upland and lowland farmland, providing a home to over 18,500 species.



Sally-Ann Spence

Sally-Ann is a Fellow of the Royal Entomological Society and the Linnaean Society as well as an Honorary Associate at the Oxford University Museum of Natural History. She specialises in dung beetles and pastureland biodiversity and founded the UK Dung Beetle Mapping Project accumulating species data. A passionate advocate of British farming and biodiversity, she does a great deal of scientific public outreach at her ‘Berrycroft Hub’ centre on her farm, at various events and on all media platforms including television.



George Stagg

George co-founded Crossover Blendery with his business partner Charlie in 2019. Although he has no formal brewing experience, he’d spent the last 10 years on a journey of flavour exploration in beer which culminated in the start of this project.

Crossover Blendery is a small operation producing spontaneously fermented beers aged in oak barrels. This is a niche but growing area of the beer market, which appeals to those who are interested in low intervention alcoholic beverages which have a focus on real and local ingredients



Karl Starkie

Karl Starkie is a time-served injection moulding tool maker. He is a third generation part-time beef farmer in the south Pennines on a 70 acre SDA farm on the urban fringe and runs 20 suckler cows with all young stock sold as stores at weaning. He has Interests in mob grazing and improving soil health on his steep pasture. He is a member of the south Pennines farmers group and Instigated the TFF Grassroots Group.



Dan Stevenson

Having been a farm vet for nearly 20 years I have learnt a huge amount about the role of agriculture in the wider world and this has served to highlight how much I have still to learn. Early in my career I realised how central to animal health their nutrition was and so began my obsession with this area, resulting in a Masters in the subject. I now appreciate that animal health and nutrition cannot be optimised without consideration of soil and environmental health as all, together with nutritional value to the consumer, are inextricably linked. I believe that agriculture can provide solutions to many of humanities current and future challenges and that nature holds many of the answers if we are prepared to take notice. I hope that vets can play a valuable role in connecting all these elements to contribute to a more holistic view.



Kate Still

Kate leads the Soil Association’s farming and land use programmatic activity. She has been responsible for managing farming projects and programmes, focusing on transitioning farmers to agroecology, the reduction of antibiotic use and the delivery of farm led research through Innovative Farmers. She leads the farmer advise on livestock health and welfare and is a specialist in the implementation of welfare outcome assessment. Kate has been leading the SA work on herbal leys for the past few years through two Innovative Farmers field lab trials and the FABulous Farmers programme.



Richard Suddes

Richard started the regeneration agriculture journey 12 years ago on his family farm with the aim of cutting costs using Direct Drilling. He soon realised that the purchase of a direct drill was only the first chapter of a developing story.

Richard believes one of the key factors to success is working in harmony with nature. By eliminating insecticides, growth regulators and significantly reducing fungicides and artificial fertilisers, the natural ecosystem food web has thrived.

The soil structure of the farm's arable land is now outstanding. Soil erosion is a thing of the past with field drains running clear after heavy rain due to high infiltration rates. Years of undisturbed roots of multi-species, farmyard manure and active worms enhance the soil year on year increasing organic matter.



Rich Summers

Rich has worked in the British meat industry for over 30 years and gained an appreciation of quality British livestock and game along with an admiration for those who dedicate their time to producing it.

Drawing upon his experience as a butcher, charcutier, slaughterman and occasional stockman he has developed a forensic knowledge of ethically farmed and humanely slaughtered livestock and the importance of how these factors influence meat quality and in turn, a healthy and balanced human diet.

Rich has now become a well-respected industry figure by using his vast knowledge of whole carcass butchery which has allowed him help producers develop a range of innovative, value added products ranging from cured and cooked meats, pies and ready meals, smoked meat products along with salamis and whole muscle air dried meats. He specialises in taking a complex academic and scientific process and sophisticated practical skills and imparting them to his clients guaranteeing the very best eating quality.



Dr Stéphanie Swarbreck

Stéphanie is interested in understanding how plants integrate and respond to different environmental conditions such as nutrient availability and the presence of neighbour (e.g. weeds). Her research aims to provide useful information for the development of crop varieties (especially wheat) that can produce high yield with lower herbicide and fertiliser inputs. Through collaboration with Ethiopia and India, she has an interest in millet species (e.g. foxtail millet, pearl millet and finger millet) as well as tef (*Eragrostis tef*).



Ben Taylor-Davies

Ben Taylor-Davies, born and raised on a farm in Ross-on-Wye before studying geography at Liverpool University. A job as an agronomist was going extremely well until 2012 when our son was involved in a horrific car accident which changed everything, forever and had a huge impact on my mental health. A Nuffield scholarship in 2016 ensued where I studied blackgrass but much more than that was fortunate to travel the world and look at all aspects of farming, it was time to put the fun back into farming and my job and regenerate my mind, regenerative agriculture and it's principles as quite literally saved me!



Johann Tasker

Johann Tasker is the editor of the Farmers Weekly Transition project, which explores ways farm businesses can become more sustainable.

The phase-out of direct payments in England, UK-wide emphasis on environmental enhancement and global need to mitigate climate change all mean big changes for agriculture.

The Farmers Weekly Transition project aims to help farmers make this switch successfully – while recognising it will be easier for some than others.

An agricultural journalist for 25 years, Johann also co-hosts the popular Farmers Weekly podcast alongside Surrey farmer Hugh Broom.



Bruce Thompson

Bruce is a dairy farmer from County Laois in Ireland. Coming from a large commercial farm business, Bruce received a Nuffield Scholarship to investigate dung beetles as a biological control mechanism for animal parasites. His research and travels have been in the area of beetle husbandry and grazing strategies.



Emma Toovey

Emma is Ecology Director at Environment Bank, managing a team of 20+ ecologists and conservation land managers who are working directly with landowners to develop ecologically sound and achievable habitat creation projects across England. As a trained ecologist, Emma has over 18 years of ecological consultancy experience across diverse industries, specifically the development sector, working with landowners, developers, planning authorities and a range of stakeholders in the development consenting process. Emma ensures that sound ecological principles and technical integrity underpin every decision we make as a business.



Liz Tree

Liz is a final year BSc Agriculture student at Harper Adams University and is currently completing her dissertation research into ethnic diversity and inclusivity within the food supply chain.

Coming from South London with no prior connections to farming, Liz has now gained experience with sheep, pigs, poultry and fresh produce. A member of the WCB young butchers club, Liz gained scholarships from the British Poultry Council, the Staffordshire and Birmingham Agricultural Society and a bursary from the Butchers' and Drovers' Charitable Institute.

As a previous Groundswell attendee, Liz believes the future should involve blending arable and livestock promoting biodiversity.



Alastair Trickett

Alastair is a mixed farmer from Yorkshire with 7 years prior experience working in the corporate food sector, including 4 years for Associated British Foods. He is a 2020 Nuffield Scholar with a focus on how brands and farmers can work together to scale regenerative agriculture.



Mark Tufnell

Mark trained as a chartered accountant with Price Waterhouse, and owns and manages a traditional estate in the Cotswolds. The farm is mainly arable incorporating key conservation measures for wildlife and enhancing biodiversity. It is part of the Jordans Farm Partnership and a member of LEAF Marque. In addition, there are a number of residential properties and commercial lets.

Mark has been actively involved in the CLA for over 20 years at branch and regional level, then chairing the Business and Rural Economy committee, Agriculture & Land Use committee and latterly the Taxation committee.



Andrew Voysey

Andrew is Head of Impact and Carbon at Soil Capital, the regenerative agronomy firm that launched Europe's first certified, multinational carbon payment programme for farmers in 2020.

Andrew led the development of this programme, called Soil Capital Carbon, which has now enrolled more than 500 British, French and Belgian farmers. The programme has recently paid out nearly 1 million Euros to farmers for their first year's performance, with two thirds of those payments coming from food and agri businesses within the supply chain.

Soil Capital began life as an independent agronomy firm specialised in helping farmers improve farm profitability through transitions to regenerative agriculture. This activity continues through a separate entity, Soil Capital Farming, now with a track record across more than 200,000 hectares and 21 countries.



Dr Johnny Wake

Johnny Wake is the Managing Partner of Courteenhall Farms, a diverse rural estate business in Northamptonshire which he has grown substantially since taking over in 2013.

He has overseen the journey to a regenerative agriculture system, promoting soil health and biodiversity. He has also taken Courteenhall back into mixed farming, by building a broiler chicken farm, heated by ground source heat pumps, and is on the cusp of returning Traditional Hereford cattle to the land after an absence of six decades.

Johnny has led Courteenhall into a very large Countryside Stewardship Scheme and chairs the Tove Valley Cluster Farm group – a group of local farmers and landowners who work together synergistically to promote biodiversity and water quality in their area. Johnny also sits on the CLA Policy Committee, has set up an educational programme at Courteenhall for local schools and has made it the first farming business to become a member of the Good Business Charter.



Sarah Wakefield

Sarah is the Head of Food Transformation at WWF-UK. She joined WWF in 2021 after a decade of experience in food retail, focused on ethics and sustainability. She leads WWF's engagement with the food industry and oversaw the Retailers' Commitment to Nature launched at COP27 with the ambition of halving the impact of UK Baskets by 2030.



Ben Walgate

Ben is co-founder and managing director of Tillingham. He has been producing English Wine for the last 12 years. Originally, Ben is from a farming background in the North East of England.



Ian Waller

Ian is a first generation tenant farmer at Hampden Bottom Farm a 435 ha farm on chalk and loam soils at 600m in the Chilterns Area of Outstanding Natural Beauty. The farm is a fixed rotation of milling wheat, OSR and field beans with a flock of Herdwick sheep. He is passionate about environmental protection within the Chiltern Hills and promoting sustainable, commercial farming and integrated farm management. The farm has been in High Level Stewardship since 2006. Ian is enthusiastic about educating others in the work that farmers undertake to protect and support nature whilst producing sufficient high-quality food in an environmentally sustainable way. He regularly hosts visits for undergraduates at Reading University, local businesses, community interest groups, Young Farmers and overseas business and educational establishments on technical visits. Despite being a full-time, hands on, farmer he helps promote regenerative / conservation farming through active participation in national bodies and with local projects.



Ian Watson

Ian is the Joint Managing Director of Elite Farmers Trading Company based in Newmarket, Suffolk. The Company, in conjunction with independent agronomists, sources and supplies crop inputs at competitive prices, to use to enhance a farming business. This is achieved by having established and trusted relationships with suppliers and manufacturers throughout the UK and Europe.

Ian comes from a farming background and has over 35 years experience in agriculture. He is interested in reducing cost, delivering consistent production, and finding the most efficient way of getting nutrition to the plant.



Sam Watson-Jones

Sam is Co Founder of Small Robot Company and fourth generation arable farmer with a clear vision for making farming better. Sam was previously a management consultant at Accenture, and took over the family farm eight years ago. His focus on using technology to grow productivity and efficiency as margins continue to shrink. Sam is an experienced business operator, having run a diversified family business for the last five years. He has a range of previous experience including as an angel investor in EdTech startups.



George Webber

George is an innovative educator who has a personal philosophy about the importance of putting food and nature within the heart of the curriculum and school experience. This is mirrored in her work as Deputy Head at Greenside Primary School where she has developed an approach to teaching and learning that is centered around food and nature. Through this approach, learning about the natural world is more than a single subject specific lesson – it is integrated into everything. The school has its own inhouse kitchen and runs its garden space as a regenerative growing project – focusing on improving soil health to grow nutritionally rich produce using only the power of nature. They have grown a regenerative wheat field in the heart of urban London and opened the first school micro bakery where all students make bread which is shared with the whole community.



Brandon Welch

Brandon is the day in and day out driver of Mad Capital. Beginning in 2019, he formulated the idea for the Perennial Fund and has led all efforts from whitepaper creation, early research, managing sales, website development, financial modeling, fundraising, loan servicing, portfolio management, investor management, product development, and team management. In 2021 he led the close of \$10M into the Perennial Fund from 42 investors in 7 countries. Brandon has biked across the United States, hiked the Long Trail, lives in Boulder, CO with his wife Lily and dog Argo, and enjoys a strong stout.



David White

David White farms 160ha on light land over chalk between Cambridge and Newmarket. He is in his sixth year of practising conservation agriculture – utilising no-till direct drilling into catch and cover crops. Going from full cultivation to 100% no till in a single step was a big change and along the way it has required, and continues to require, trialling different things to see what works best on his soils. David is Vice Chair of Camgrain Stores Ltd, a four-site farmer-owned cooperative grain store business with two sites registered for organic storage. He's also a co-founder of RTK Farming Ltd which provides repeatable 20mm accurate subscription correction signal for any brand of machine across England.



Tom White

Tom White is part of Yeo Valley's agriculture team, who recently helped to launch the £2m Carbon Soil Project with Yeo Valley's supplying organic dairy farms and recently concluded the five-year soil carbon testing pilot at Yeo Valley Organic's own farm in Somerset



Matt Whitney

Matt has worked in renewable energy, sustainable transport and corporate reporting so has a rounded view of sustainability. Having completed MSc research into facilitation of collective actions amongst farmers to deliver landscape scale environmental benefits, he now leads the Glos Local Nature Partnership, where he works with the eNGO and public sector to put nature at the heart of decision-making. Currently working to establish the Gloucestershire Nature and Climate fund, to leverage private investment in natural solutions, including BNG and carbon.



Claire Whittle

Claire is a veterinary surgeon who mainly works within the dairy industry. She recently undertook a postgraduate certificate in Conservation Medicine which consolidated her interest in the principles of ecosystem health on farms. She was awarded a 2021 Nuffield Scholarship studying the benefits of regenerative agriculture on animal health and welfare.



Tim Williams

Tim has over 20 years' experience within farming and associated systems – dairy, arable, deer, sheep & beef; both growing and processing; conventional and organic; large scale and small. This mass of experience has allowed the development of a wide range of experiential and theoretical knowledge, a key strength of Tim's being his deep understanding of regenerative and low-input farming practices that work closely with natural systems and place soil health at the core.



Becky Willson

Becky is the business development and technical director for the Farm Carbon Toolkit, a farmer-led organisation providing tools and resources focusing on reducing greenhouse gas emissions, improving soil health and carbon sequestration and promoting business resilience for farmers. Becky has been leading work on measuring and managing soil carbon for the last 4 years and is working with farmers, estates, supply chains and other businesses to help understand how to integrate soil health into carbon accounting systems.

Becky also co-ordinates the Soil Farmer of the Year awards, which reward farmers who are passionate about soil health, and are pioneering new methods of farming that put soil health at the centre of their business management. She is also a Nuffield scholar, looking at how to better communicate carbon and climate change to inspire engagement. Although she has now fully crossed the boundary from dairy farmer into running FCCT, at home in Devon she runs a thriving community farm on a National Trust estate.



Charlie Wood

Before founding Crossover Blendery in 2019, Charlie spent six months travelling and researching in both Japan and America. The time speaking to producers of spontaneous beers, whisky and sake was a key foundation and further inspiration to getting the project off the ground. From the outset we've wanted our beers to showcase the best of British fruit, grains & herbs. We grow some incredible produce in this country which is often forgotten. Our priority is to build relationships and promote as many growers as possible. Groundswell is a perfect partner for our burgeoning adventure of British grown agricultural products.



Chris Woodhead

Chris, 30, farms beef cattle, lamb and goat in Kent. Chris lived on a family farm until aged 12 when his father died, subsequently Chris left the farm to live with his mother. Leaving school Chris became a gas engineer but was drawn back to farming after contracting a nearly fatal virus abroad. His dad's land wasn't an option to rent and so after a lot of searching (and begging) Chris managed to lease a field and bought 32 in-lamb ewes.

Six years later his business is growing steadily, minus some setbacks, and this year lambed over 500 sheep. The goat herd has grown to over 100 and runs 10 cows, all across Kent.



Dee Woods

Deidre 'Dee' Woods is an award-winning cook, community food educator, urban agriculturalist, broadcaster, and researcher, with over 25 years' experience of working in diverse communities. In 2016 she was awarded BBC Food and Farming Awards, Cook of the Year.

Dee is a Visiting Research Associate at CAWR, Coventry University, a member of the GLA London Food Board, the Community Food Growers Network (CFGN) and is co-founder of Granville Community Kitchen.

Dee is co-editor of A People's Food Policy and a member of Community Food Growers Network (CFGN).



Mike Woollacott

Mike is Managing Director of Greenwatt Technology – a low carbon project consultancy based in South Warwickshire established in 2006. A Derbyshire farmer's son and former Head of Agriculture at Shuttleworth and Lincolnshire Colleges, Mike is a specialist in renewable energy and low emission transport working with farmers, councils and community groups. He was a co-editor of the 'Refuelling the Countryside' report investigating alternative transport fuels. Mike served as Chair of the West Midlands Innovation and Low Carbon Working Group for three years, and holds the Galileo Master Certificate in Low Carbon Management and Finance from the European Energy Centre.



Jack Wrangham

Jack grew up on his family's 6000 acre farm in North Northumberland. Whilst working on the farm he developed an interest in aerial camera technology and built a successful aerial cinematography and photography business, (before camera drones were even invented!) Seeing a gap in the market, he and his brother Hugh, who manages the family farm, decided to bring those two aspects together, forming Drone Ag in 2015 – serving as a training, hardware and software centre for the use of drones in an agricultural setting; crop mapping and precision drone spraying being the two key uses at the time.

As complex drone software was too time consuming and expensive, he and Hugh conceptualised "Skippy Scout", an app that would scout crops for farmers and agronomists, autonomously flying a drone to act as a supplement for crop walking, providing leaf-level analysis and actionable crop data far quicker than traditional methods or other drone-based systems.

Food for Thought at Groundswell

The Earthworm Arms Bar and accompanying array of independent food and drink traders will be serving on the nights of 21st, 22nd and 23rd. All attendees are invited to stay and enjoy the evenings. The bar and campsite are open till late with live music on the 22nd.

Breakfast options from 8am each day range from bacon and sausage rolls to heritage grain sourdough buns and shakshuka cooked over fire. Be sure to check out the new Groundswell Real Bread Bakery open until 11am each day.

The SSAW Collective are also hosting a three-course long table banquet on the 21st and the 22nd at 7pm.

Some of the culinary legends you will find at Groundswell include:



Quite simply amazing coffee and food.

We are passionate about coffee, dedicated to quality and focus on being as environmentally friendly as possible.



Emilios Lebanese Street Food and coffee.

We offer barista specialist coffees, including iced drinks, along with a selection of premium teas.

We can also accompany our hot drinks with a mix of sweet crepes.



Pasture For Life Certified Beef.

BBQ – Black Baldy Beef Sandwiches, Burgers & Pork Sausages.

supplied by PFLA south east farms & cooked Army catering Corp Chef.



Speciality coffee roasters, introducing high quality coffee to the public from our 1976 VW Campervan.



The Jolly Trolley is a 100% Gluten free, regenerative and organic food truck, focusing on gut nourishment and wellness. We cook over fire and serve beautiful rainbow bowls of nourishing food and juices to help make our guests jolly from the inside out



Four Brothers Cheese is a small artisan cheesemaker based in east Wiltshire. Founded by Sam Guinness and his brothers in 2019, the creamery produces two

award-winning cheeses, Pippin and Bryony, from the family-owned herd of pasture-grazed pedigree Ayrshires at the neighbouring Biddesden Farm Dairy.

SALSA ROSE

Healthy, colourful and vibrant platters piled high with fresh salads and fire roasted steak designed to help yourself to. We will be championing seasonal vegetables, highlighting our local suppliers and cooking over fire. Our offering will be simple, fresh and delicious.



We make Italian style sourdough pizzas in our stove oven.



Natoora is bringing their radically seasonal, agro-ecologically grown produce, Tamoá's heritage corn and small scale Mexican ingredients to the road, in the form of an iconic converted 1969 Dodge Stepvan.

Not only will the taco truck support and raise awareness for the small scale farmers directly within the menu offered, but all the proceeds raised from the event will go into the Farm Fund – a Natoora initiative to support young agro-ecological farmers, diversity within farming and a better future for food.



Powters Jumbo Sausages made with hand trimmed British pork, bacon rolls with Norfolk smoked bacon, hand baked bread from Cambridgeshire.



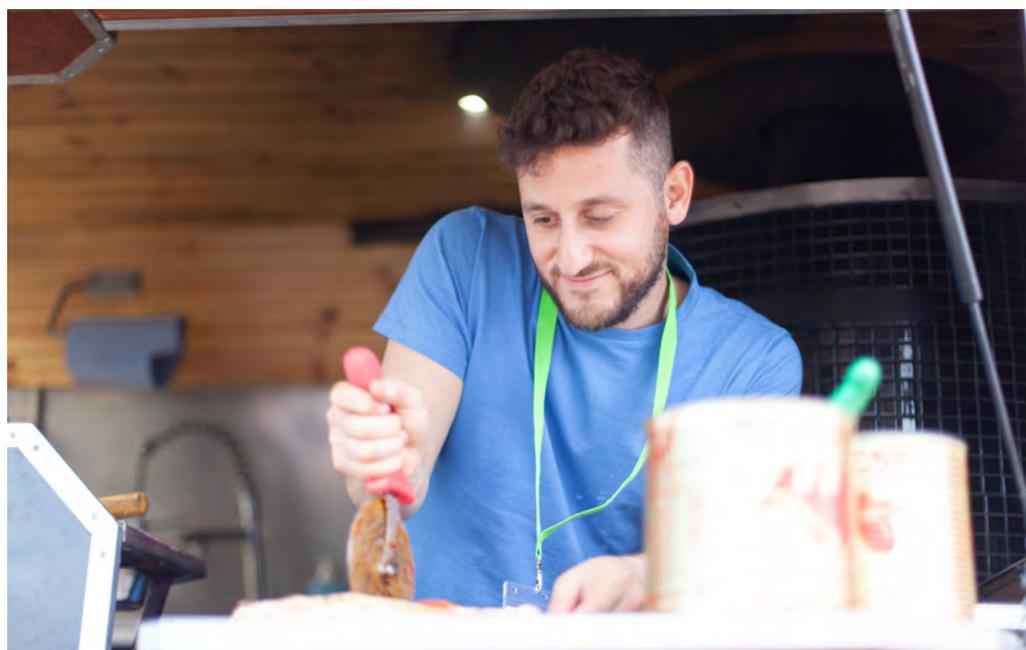
We sell delicious wood fired neapolitan style pizzas cooked in our handmade oven. All our pizzas are made with our special slow-proved dough.



Grass fed hogget, cooked over a live fire, served with flatbread and couscous, kebab style, also offering breakfast rolls and steak sandwiches early and late.



Grassroots sourced and regeneratively farmed beef cooked up by Honest Burgers in our Land Rover Field Kitchen





Artisan coffee, locally roasted in Halesworth, Suffolk, Tea and Hot

Drinks.



ChicP offer a range of hummus, salad and falafel wraps with varying flavours of hummus.

Gluten free option includes a hummus, salad & falafel bowl.

All Vegan.



We'll see you at The Earthworm Arms, Groundswell's very own on-site pub!

With a full range of British beers, cider, spirits, wines and soft drinks.

It's the place to relax, unwind & socialise with fellow attendees.



Speciality barista-style coffee, quality tea and home-baked cakes served from converted Vintage Horsebox.



Artisan dairy products from 100% Grass Fed dairy cows. Milk, Cheese, Butter, Ice Cream



Pasture For Life Farmer / Butcher / Caterer selling Wagyu burgers and other dishes.



All your coffee shop favourites served from our lovingly restored Citroen H Van. Handmade sweet treats, sausage rolls and samosas. Our milk comes directly from Kingarth Farm



We offer a wide range of Traditional farm pressed Cider & Apple juice. Our ciders are free from Sulphites or artificial sweeteners.



Authentic freshly made North Indian (Punjabi) cuisine. A selection of vegetarian and meat dishes. All vegetarian dishes are also vegan.

Most dishes are wheat, gluten and nut free. All produce locally sourced from independent suppliers. No artificial ingredients used.



Showcasing how breed, terroir and husbandry by PFLA farms produce distinctively different meats.

Join the #craftmeatrevolution



Crossover Blendery was started by Charlie & George in January 2020 with a focus on 100%

spontaneously fermented beer, aged in oak casks.

We work with British growers and farmers directly in order to source and utilise the best produce available, constantly on the



hunt for old fruit varieties or heritage grains to use in the fermentation process.

Please sign up for one of our tours to learn more about the world of spontaneous fermentation.



Grilled Cheese Toasties and Soft Drinks.



Join the SSAW Collective for one of the banquets in the old timber barn at The

Grainworks with a flower installation from their plots. A three course, ingredient driven dinner celebrating regenerative produce. Book here:

www.ssawcollective.com/product-page/groundswell-feast-2022

The SSAW Collective will also be offering a breakfast of focaccia sandwich /morning buns and afternoon tea in the Breakout Tent.



The Green Butcher will be showcasing 100% Pasture For Life & Organic beef

from the farms they work in partnership with. Using a range of cuts from a range of breeds from a range of farms! All cooked over open wood fire.

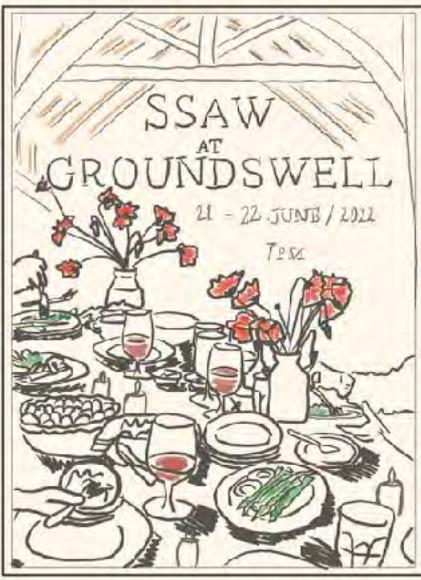


The first ever Groundswell Real Bread bakery serving 48hr

fermented bread, brioche and toast made entirely on-site by The Happy Tummy Co using local regenerative and heritage grains. Served with a side bar of cultured butter, local spreads, filter coffee and raw milk.



SSAW Collective Banquets at Groundswell



The Groundswell festival is a catalyst for change in the farming community and we are proud to be a part of the 2022 programme. Returning for the second year, we'll be taking over a beautiful 19th Century timber barn on site to offer communal dinners, creating an installation with our flowers and providing a dinner that's not just about bringing people together at a long table but honours the relationship between farmer and chef, flowers and food, using some of the best locally sourced produce.

Expect dishes that are simple and elegant: a focus on letting the ingredients speak for themselves, seasonal and consciously sourced. Dinner will be served on sharing platters to encourage guests to meet and connect, share ideas and inspire others to continue pushing for positive change in our respective communities and industries.

Food & flowers for people & planet.

Ticket price includes a three course long table dinner with a welcome drink & snacks.

Further information:

Organic wines and in-house soft drinks will be available to purchase at dinner

Max capacity 50 guests

Start time 7pm

Vegetarian options available upon advance request. Please let us know of any allergies at least 1 week prior to the event. {Menu is subject to seasonal amendments & availability}

Book your place via the SSAW Collective website:

www.ssawcollective.com/product-page/groundswell-feast-2022

Menu

Fresh soft cheese dip and crudité
Lamb sweetbreads, spring onion and wild garlic skewers
Wild farmed sourdough and Glastonbury salted butter
Asparagus with a warm egg dressing
Flourish tomatoes, broad beans, elderflower vinegar and herbs
Pasture raised BBQ'd beef, watercress and mustard vinaigrette
Stuffed onions, pink fir potatoes, bone marrow and parsley
BBQ'd beetroots, sour cream and wet garlic
Vegetarian option –
Grilled hispi cabbage, mustard breadcrumbs and a tarragon vinaigrette
Stuffed onions, pink fir potatoes and parsley
BBQ'd beetroots, sour cream and wet garlic
Gooseberry trifles to share



Grainworks Weston offers unique workspaces for enterprises focused in food and farming. We are situated at Lannock Manor Farm, home of the Groundswell Show.

The growing community of start-up businesses are breathing life back into the agricultural buildings which hosted the Groundswell Show talks from 2016 to

2019. What was the Conference Barn is now home to Crossover Blendery who make 100% spontaneously fermented beer, aged in oak casks. You can catch a tour of the Blendery each day at Groundswell to find out how they work with British growers and farmers directly to source produce. The Old Dairy has become the Vinegar Parlour where the famous Botivo aperitif is brewed. Also look out for Campervan Coffee who are supplying coffee this year with beans freshly roasted at the farm.

If you are a baker, miller or have another artisan food business and are looking for a happy home in North Hertfordshire then please get in touch - info@grainworks.co.uk





3LM are the local Savory Network hub, and educators of Holistic Management, a framework for decision-making developed by Allan Savory. By managing holistically, and by learning to read how well your ecosystem is functioning through Ecological Outcome Verification, you are able to verify whether your management practice is regenerating soil.

Contact: Sheila Cooke **Tel:** 0744 678 0081 **Twitter:** @3LM_HM
eMail: sheila.cooke@3lm.network
Website: www.3lm.network



A Call to ReWild offers advice and support to landowners on all aspects of managing your land for nature. As advocates for regenerative agriculture, we aim to blend farming and biodiversity land management techniques, to the benefit of nature, food security and farmers. Please come and have a chat.

Contact: Richard Godbehere **Tel:** 01788 544 082
eMail: info@acalltorewild.co.uk
Website: www.acalltorewild.co.uk



A GREENER WORLD

A Greener World certifies and supports farmers raising animals according the highest welfare standards, outdoors on pasture or range, empowering sustainable farming solutions through their Animal Welfare Approved, Regenerative, Grassfed and Non-GMO certification programmes.

Contact: Jason Gale **Tel:** 07973 181 540 **Twitter:** @AGreenerWorldUK
eMail: jason.g@agreenerworld.org
Website: www.agreenerworld.org.uk



With a combination of extensive insurance knowledge and farming experience our team of brokers are able to provide you with a balanced policy to suit your individual insurance needs.

Contact: Georgie Spencer **Tel:** 01536 607070 **Twitter:** @acresinsurance
eMail: georgie@acresinsurance.co.uk
Website: www.acresinsurance.co.uk



ADAS is the UK's largest independent provider of agricultural and environmental consultancy, policy advice and research and development.

With 75 years of experience in the farming and environmental sector, we translate science into pragmatic, workable solutions for farmers, landowners, corporate organisations and government.

Contact: Charles Goldingham **Tel:** 0333 0142950 **Twitter:** @ADASGroup
eMail: enquiries@adas.co.uk
Website: www.adas.co.uk



Owned by our 3,500 Members, **AF** is the UK's largest co-operative agricultural buying group. Our procurement expertise and independence, combined with our strong relationships with over 1,000 suppliers, helps our 3,500 Members – all over the country – make the best purchasing decisions for their farming and other businesses.

Contact: Susie Emmett **Tel:** 01603 881 881 **Twitter:** @afgroupuk
eMail: susie.emmett@af.farm
Website: af.farm



Affinity Water is the largest water-only supplier in the UK. Our catchment management team is keen to understand and support farming practices that are beneficial for water quality, water resources and the environment.

Contact: Shaun Dowman **Tel:** 0786 681 2991 **Twitter:** @AffinityWater
eMail: shaun.dowman@affinitywater.co.uk
Website: www.affinitywater.co.uk



Agreena

Conservation and regenerative farming will play a major part of our ability to both meet our Global climate goals and feed our planet over the coming decades. This is why we offer farmers opportunities to navigate in a more sustainable future, both commercially and environmentally.

Contact: Oliver Clarke **Tel:** 07795402447
eMail: oliver.clarke@agreena.com
Website: www.agreena.com



Agri-EPI Centres accelerates the research, development and adoption of precision agriculture and engineering technology.

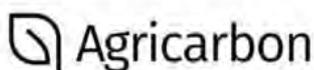
Sustainably boosting productivity, reducing emissions and increasing profitability across the whole agri-food chain, through our world-class R&D facilities, academic and industry partners, we explore how to optimise the performance of complex agricultural production and processing systems.

Contact: Annabelle Gardner **Tel:** 0131 239 7100 **Twitter:** @agri_epi
eMail: team@agri-epicentre.com
Website: https://agri-epicentre.com/



Agri-TechE is a business focused membership organisation, supporting the growth of a world-leading network of innovative farmers, producers, scientists, technologists & entrepreneurs who share a vision of increasing the productivity, profitability & sustainability of agriculture. Together, we aim to help turn challenges into business opportunities and facilitate mutually beneficial collaboration.

Contact: Fiona Rust **Tel:** 07860 955 355 **Twitter:** @Agri_Tech_E
eMail: fiona.rust@agri-tech-e.co.uk
Website: www.agri-tech-e.co.uk



Agricarbon uses robotics, mechanical design and AI to develop affordable and scalable solutions for soil carbon stock measurement, based on highly robust 'gold standard' direct sampling and analysis.

Contact: Stewart Arbuckle **Tel:** 07747 738 364
eMail: sarbuckle@agricarbon.co.uk
Website: www.agricarbon.co.uk



Agricology is a collaborative information hub, comprising independent information from over forty respected partners and many pioneering and innovative farmers. Designed to inspire conventional and progressive farming communities with science-based evidence brought to life through practical farmer experience it encourages farmers to adopt Agroecological practices that work with rather than against nature.

Contact: Vicky Smith **Tel:** (0) 1488 646 250 **Twitter:** @agricology
eMail: vicky.s@organicresearchcentre.com
Website: www.agricology.co.uk



Farmer Soil Health Testing Compaction, pH, NPK, Solvita (Soil Health), Sampling Spears. Crop Cooling Pedestal systems, Crop Moisture Metres, Haymeters – hay, straw, haylage, Woodchip, compost, biomass. Bio acoustic bird scarer, Grass measuring Platimeters

Contact: Charles Goldingham **Tel:** 01452 741 112 **Twitter:** @Agri_Supply
eMail: admin@goldingham-contracts.co.uk
Website: www.agrisupplyservices.co.uk



Agrii harnesses the power of skilled agronomists and the best intelligence to deliver unrivalled expertise and support for sustainable and profitable farming systems in the UK.

Whatever your sustainable farming, nature recovery or regenerative farming goals are, Agrii can guide you to a profitable and successful future.

Contact: Amy Watkins **Tel:** 0845 6073322 **Twitter:** @AgriiUK
eMail: info@agrii.co.uk
Website: www.agrii.co.uk





Agriton is devoted to the living environment for human beings, animals and plants in the broader sense. Through promoting a sustainable society we hope to protect this planet by helping to reduce mankind's impact on the environment. By correctly selecting environmentally sustainable products, and sharing knowledge we believe we can make a difference to our future. Agriculture is our specialism, nature is our passion.

Contact: Fran Box **Tel:** 01823 673344
eMail: info@agricon.co.uk
Website: www.agricon.co.uk



Agricultural machinery manufacturers located in Garton on the Wolds, Driffield, with almost 30 years' experience in the field. Our full product range is designed and manufactured in house.

Contact: Dean Foster **Tel:** 01377 259 140 **Twitter:** @AgriweldLtd
Website: www.agriweld.co.uk



We are delighted to be at Groundswell 2022, please visit our stand where we aim to demonstrate how we are bridging the gap between science and practical farming to ensure long term soil functionality and farm profitability. Join us to hear about

- Soil health
- Navigating nutrition
- Cover crops from the experts
- Lamport AgX

Contact: Emma Brownlie **Tel:** 07469 153359 **Twitter:** @AgrovistaUK
eMail: emma.brownlie@agrovista.co.uk
Website: www.agrovista.co.uk



The Agriculture and Horticulture Development Board (**AHDB**) is a statutory levy board, funded by farmers, growers and the supply chain. **AHDB** carries out research, knowledge exchange and business improvement programmes, provides market information and analysis, creates new market opportunities and funds education programmes, for its levy payers and wider stakeholders.

Contact: Harry Henderson **Tel:** 0738 701 5465 **Twitter:** @TheAHDB
eMail: Harry.Henderson@ahdb.org.uk
Website: www.ahdb.org.uk



Original **Aitchison** seed drill for the majority of seed variants, regeneration for pasture and fields.

Contact: Neil Ford **Tel:** 07487 301 846
eMail: neil@aitchisonagri.co.uk
Website: www.aitchisonagri.co.uk



We believe that to provide the best solutions for our clients, we first need to have a vested interest in understanding their processes. That is why we make it our mission to know our customers, delve into their unique needs and provide customised solutions. With a range of products that have been developed to meet the needs of the modern grower, **Aiva Fertiliser** is here to offer informative, regenerative options along with expertise and an invested passion that comes from years of pioneering regenerative agriculture solutions.

Contact: Nick Woodyatt **Tel:** 01235 834 997 **Twitter:** @AivaFertiliser
eMail: office@aivafertiliser.co.uk
Website: www.aivafertiliser.co.uk



With over a hundred years' experience in the agricultural world and a harvest to harvest philosophy.

Amazone is the specialist for fertiliser spreaders, seed drills, soil cultivations, precision air seeders and crop protection sprayers.

With 26 medals at the last eight Agritechnica exhibitions, Amazone is the most innovative company within the sector.

Contact: Josh Rhodes **Tel:** 07813 640 556 **Twitter:** @acresinsurance
eMail: josh.rhodes@amazone.co.uk
Website: https://amazone.co.uk/en-gb/





We are a UK based biotechnology company that design, manufacture and distribute high quality plant biostimulant products based on natural L-isomer amino-acids. Our products are suitable for use in all crops and, the majority, are registered for use in organic systems.

Contact: Richard Phillips **Tel:** 01633 894 300 **Twitter:** @aminoauk
eMail: richard@aminoa.co.uk
Website: www.aminoa.co.uk



Andersons provide independent farm business advice. All consultants have practical farming experience. Current member of the British Society of Soil Science. Consultants have expert knowledge and experience in all of the main sectors of both agriculture and horticulture, including vegetables and fruit, dairying and both extensive and intensive livestock.

Contact: Sebastian Graff-Baker **Tel:** 07831 454320
eMail: sgraff-baker@andersons.co.uk
Website: www.andersonsmidlands.co.uk



Applied Ecology Research Group (AERG) at **Anglia Ruskin University** undertakes world class research to understand and provide innovative solutions to a myriad of urgent and complex global issues facing natural ecosystems. The Agri-Food Technology and Sustainability Consortium at ARU brings together SME and multinational stakeholders from production to consumption.

Contact: Marcus Travers **Twitter:** @AngliaRuskin
eMail: marcus.travers@aru.ac.uk
Website: www.aru.ac.uk



Anglo American Crop Nutrients' mission is to help farmers around the world to increase crop production by improving their efficiency, effectiveness, flexibility and sustainability. POLY4 is a multi-nutrient, low-chloride fertiliser derived from a naturally occurring polyhalite mineral.

Contact: Maya Rehill **Tel:** 07817 422 748 **Twitter:** @AA_POLY4
eMail: maya.rehill@angloamerican.com
Website: www.poly4.com



Breeding agricultural grasses of the future. As the secondary largest global breeder and producer for agriculture, **Barenbrug** have been invested in producing crops for farmers since 1904. Producing UK grown grass seed, from British farmers for British farmers, Barenbrug UK delivers grass, forage, herbal and other beneficial crops for sustainable, productive and environmental advantage across farming systems.

Contact: Barenbrug UK **Tel:** 01359 272 000 **Twitter:** @BarenbrugUK
eMail: info@barenbrug.co.uk
Website: www.barenbrug.co.uk



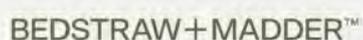
BASE-UK is an independent knowledge exchange organisation run by farmers for farmers and individuals interested in making agriculture sustainable using conservation and regenerative systems such as no-till, strip-till, cover crops, companion crops and integrating livestock.

Contact: Rebecca Goodwin **Tel:** 0779 953 2704 **Twitter:** @baseuk
eMail: rebecca@base-uk.co.uk
Website: www.base-uk.co.uk



BASIS is an independent, self-regulatory registration, standards and certification scheme serving the pesticide, fertiliser and allied organisations and interests.

Contact: Jade Prince **Tel:** 01335 301 205 **Twitter:** @BASISRegLtd
eMail: help@basis-reg.co.uk
Website: www.basis-reg.co.uk



We are a regenerative plant dyed close to the skin clothing label

Contact: Primrose Matheson **Tel:** 07791 629 357 **Twitter:** @bedstrawmadder
eMail: prim@bedstrawandmadder.com
Website: www.bedstrawandmadder.com





We are Bee Farmers supplying bees for pollination services and honey to local companies. We also supply the home counties with beekeeping supplies and equipment.

Contact: Gary Hammond **Tel:** 07889 112 399 **Twitter:** @bee1st_uk
eMail: gary@bee1st.co.uk
Website: bee1st.co.uk



Beef Shorthorns have responded well to the market for high quality sustainable pasture fed beef, in addition to being an excellent improving cross. The cows are easy fleshing, long lived, economic and calve easily with good milk. The bonus being a premium beef scheme through Morrison's.

Contact: Clive Brown **Tel:** 07711 878 946 **Twitter:** @Beef_Shorthorn
eMail: clive@beefshorthorn.org
Website: www.beefshorthorn.org



Bees did not evolve in thin-walled, intensively managed, square boxes on the ground. Returning them to the trees, to live in thick walled logs, gives them control of their lives and their essential needs. This low input approach produces healthy vigorous colonies, fit for their vital role as pollinators.

Contact: Matt Somerville **Tel:** 07717 251713
eMail: beekindhives@gmail.com
Website: https://beekindhives.uk/



UK charity championing: biodynamic regenerative farming, gardening and quality food. We offer: organic and Demeter Certification for producers, processors and traders, information & advice, training and education. Biodynamics is the world's oldest system of organic growing and scientists are discovering that it is truly effective at storing carbon to tackle climate change and restoring soils.

Contact: Mara Carrano **Tel:** 01453 759501 **Twitter:** @BiodynamicUK
eMail: mara.carraro@biodynamic.org.uk
Website: www.biodynamic.org.uk



Since 1870 **Blundstone** has been a company on the go, always evolving. Over the years, our business has grown but our ethos remains the same, to make the most durable, stylish and comfortable boots for all walks of life.

Contact: Blundstone **Tel:** 02073716554
eMail: dirk@centraltrade.com
Website: www.blundstone.co.uk



Bourgault Tillage Tools from Canada have been delivering quality, innovative ground engaging tillage tools to agriculture worldwide for 50 years. Now BTT UK Limited can offer a wider range of products from Disc blades both for drilling and cultivation, to carbide impregnated harrow tines, and wearing parts with fully carbide tile protection direct to the Farmer or Contractor

Contact: Ian Clayton-Bailey **Tel:** 07876 563514 **Twitter:** @BTTUK_Tillage
eMail: ian@bttuk.com
Website: www.bttuk.com



Breedr is the precision livestock network for progressive farmers looking to produce, market and fund more efficient and profitable animals:
 Livestock App: Save time and improve returns using our unique individual animal management tools

Online Livestock Market: Take control of sourcing and selling when you buy animals direct, backed by health & weight data
 Cashflow: Unlock cash as your animals grow with our livestock funding service

Contact: Suzy Wheal **Tel:** 0 3300 436 327 **Twitter:** @_Breedr
eMail: suzy@breedr.co
Website: www.breedr.co





The **British Hemp Alliance** is a not-for-profit membership organisation. We're dedicated to educating, lobbying and connecting different stakeholders within the UK. We work to de-stigmatise the low-THC Cannabis and represent the environmental and agricultural benefits domestically. We are working to promote an equitable and progressive sector for the wide societal benefits.

Contact: Nathaniel Loxley **Tel:** 07825 160 141 **Twitter:** @usebritishhemp
Website: www.britishhempalliance.co.uk



Working closely with Regenerative Farms, **Buitelaar group** specialises in providing cattle selected on suitability right through to the marketing of the beef.

Contact: Annabel Palmer **Tel:** 01244 579 400 **Twitter:** @BuitelaarGroup
eMail: info@buitelaargroup.com
Website: www.buitelaargroup.com



LKAB Minerals supplies a range of easy-to-apply granulated products for the agricultural and horticultural sectors.

The **Calcifert** range is best known for its flagship granulated lime product, Calcifert Lime, a highly reactive and pure agricultural lime product, made using 100% British lime from the Peak District – well-proven to effectively balance soil acidity and regulate pH in grassland and arable soils.

Contact: Eva Featherston **Tel:** 07540 767 885
eMail: eva.featherston@lkab.com
Website: https://www.lkabminerals.com/en/products/calcifert/



Cawood is the UK's leading independent scientific group. Our Agriculture business provides comprehensive analysis for soil health, crop nutrition and performance, animal health and nutrition, and water suitability, with tests delivered by NRM, Sciantec and Sci-Tech. Cawood Agriculture helps agronomists, farmers, vets and advisors to improve sustainability, productivity and profitability.

Contact: Rory Geldard **Tel:** 01344 886 338 **Twitter:** @CawoodGroup
eMail: enquiries@cawood.com
Website: www.cawood.co.uk/agriculture



CCm Technologies is a commercial, award winning cleantech company that optimises resource use through Carbon Capture, Utilisation and Storage (CCUS) technology. The technology developed enables CCm to capture waste CO2 that stabilises volatile chemicals within agricultural waste to produce sustainable fertiliser that have predictable nutrient contents enabling equivalent crop yields vs conventional mineral fertilisers.

Contact: Alexander Hammond **Tel:** 07593 564 355 **Twitter:** @CCmTechUK
eMail: info@ccmtechnologies.co.uk
Website: www.ccmtechnologies.com



We are a UK Agri-tech centre funded by Innovate UK. We bring together leading scientists, farmers, advisors, innovators and businesses to understand industry challenges, drive research and develop and trial solutions that transform crop systems.

Contact: Darren Hassall **Tel:** 07866 799 152 **Twitter:** @CHAP_Enquiries
eMail: darren.hassall@chap-solutions.co.uk
Website: www.chap-solutions.co.uk



The **Claydon** direct strip seeding technique was developed to increase profit margins and yields whilst improving soil health and plant rooting. It is central to the Opti-Till range of machinery for sustainable crop establishment including straw harrows, light cultivators and inter-row hoes.

Contact: Rachel Durrant **Tel:** 01440 820327 **Twitter:** @ClaydonDrill
eMail: info@claydondrill.com
Website: www.claydondrill.com





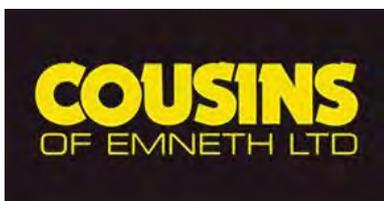
Cope Seeds and Grain is a market leader in organic and low input conventional seed. Built on over 85 years of experience, the family run business connects world-leading breeders with growers and sustainable end-markets

Contact: Simon Travers **Tel:** 01529 421 081 **Twitter:** @CopeSeeds
eMail: simon@copeseeds.co.uk
Website: www.copeseeds.co.uk



Cotswold Seeds has built its reputation on developing forage, diverse leys, green manures and complex seed mixtures and this year at Groundswell we have a plot of demonstration herbal ley. Lizzie and Sam will be on our stand to offer technical advice.

Contact: Sam Lane **Tel:** 0160 865 2552 **Twitter:** @CotswoldSeeds
eMail: info@cotswoldseeds.com
Website: www.cotswoldseeds.com



Cousins of Emneth Ltd design and manufacture a wide range of cultivation equipment for use in the UK and abroad. Proudly celebrating their 70th anniversary as a family run business in 2021. Visit the stand to discuss your particular requirements.

Contact: Bruce Reeve **Tel:** 01945 584 600
eMail: sales@cousinsofemneth.co.uk
Website: www.cousinsofemneth.co.uk



Cover crop establishment by UAV drone

Contact: Chris Eglington **Tel:** 01362 820 565
eMail: info@cropangel.com
Website: www.cropangel.com



As specialists in agricultural compliance, **CXCS** have been helping farmers prepare for inspections, secure accreditations, and attain rural payment subsidies for over 30 years. With the most experienced team in the business, farmers can be secure in the knowledge that their documents will be processed accurately and efficiently, with paperwork that is guaranteed to pass any inspection. CXCS also provide a bespoke range of Health & Safety, Human Resources and Rural IT services to help both agricultural and commercial businesses fulfil their legal obligations by working safely and efficiently.

Contact: Rhiannon Wilson **Tel:** 07471 036 061 **Twitter:** @CXCSLtd
eMail: rhiannon.wilson@cxcs.co.uk
Website: www.cxcs.co.uk



Dale Drills no-till seed drills offer maximum versatility, accuracy of seed placement and improved soil health.

We offer adjustable row spacing from 12.5-50cm, fertiliser placement, 4 products sown at the same time, independent drilling assembly depth control and low HP requirement (minimum 20HP/M).

Dale Drills will be demonstrating the Dale Eco Drill At Groundswell 2022.

Contact: Dale Drills **Tel:** 0165 265 3326 **Twitter:** @DaleDrills
eMail: james@daledrills.com
Website: www.daledrills.com



David's Bookshop has been an integral part of Letchworth Garden City since 1963. We will be providing a wide range of agricultural and related titles.

Contact: Steph **Tel:** 01462 684631 **Twitter:** @DavidsBookshop
eMail: events@davids-bookshops.co.uk
Website: www.davids-bookshops.co.uk





Defra staff will be on the stand to talk to you about how farming is changing with the government's new Agricultural Transition Plan. Find out more about our plans for farming and the countryside in England, including our new environmental schemes

Contact: Defra **Tel:** 03459 33 55 77 **Twitter:** @DefraGovUK
eMail: defra.helpline@defra.gov.uk
Website: www.gov.uk/government/organisations/department-for-environment-food-rural-affairs



A breed society keen to show off the attributes and versatility of this breed particularly in an arable rotation

Contact: Marg Cowley **Tel:** 01305 262 126
eMail: dorsetsheep@xlnmail.com
Website: http://www.dorsetsheep.org.uk/



Farmers Who Know Drones, **DroneAg** help to make farming more productive through practical, hassle-free drone automation. They've developed Skippy Scout; an app that automates leaf-level crop data collection and analysis in real-time using drones and AI technology

Contact: Drone Ag **Tel:** 01668 217 100 **Twitter:** @dronesforag
eMail: info@droneag.farm
Website: https://droneag.farm



The **easyconnect** system is a Closed Transfer System (CTS) consisting of a unique pre-fitted cap on product containers and a coupler, allowing liquid crop protection products to be directly transferred from the container into the sprayer tank, reducing operator and environmental exposure from direct contact, spills, and splashes.

Contact: Nathan Whitehouse **Tel:** 07342 990930
eMail: whitehouse@certiseurope.com
Website: https://easyconnect.tech/



The **ELC** want to see a living, working countryside where low-impact, land-based livelihoods flourish. Our mission is to provide affordable opportunities for ecological land-based businesses in England and Wales. We do this by creating clusters of residential smallholdings for new entrants to agroecology, which we let on affordable and long-term leases.

Contact: Luci Edwards **Twitter:** @ecolandcoop
eMail: info@ecologicaland.coop
Website: www.ecologicaland.coop



Edaphos provides agronomy, soil fertility & biological consultancy, and nutritional advice focused on sustainable agriculture. We understand that limitations and connections between soil fertility, crop nutrition, agrochemical inputs and standard agronomy practices connects with the whole ecological pattern which is integral in creating and maintaining a sustainable agricultural system.

Contact: Mike Harrington **Tel:** 01235 83 49 97 **Twitter:** @EdaphosAgronomy
eMail: mike.harrington@adaphos.co.uk
Website: www.edaphos.co.uk



Elsoms Seeds is the UK's leading independent seed specialist and plant breeder. We breed, supply and treat high quality vegetable and agricultural seed throughout the UK, using the latest in plant breeding research and seed technology.

Contact: Grant Hawkins **Tel:** 01775 715000 **Twitter:** @Elsomsseeds
eMail: grant.hawkins@elsoms.com
Website: www.elsoms.com





We are working with forward-thinking landowners to create a nationwide network of habitat banks. Fully funded and with a comprehensive management plan that works for the landowner and nature, these habitat banks enable **Environment Bank** to help organisations achieve their biodiversity net gain requirements whilst securing a guaranteed 30-year income for those who own the land.

Contact: Environment Bank **Tel:** 01926 651540 **Twitter:** @EnvironmentBank
eMail: admin@environmentbank.com
Website: www.environmentbank.com



Showcasing how breed, terroir and husbandry by PFLA farms produce distinctively different meats.

Join the #craftmeatrevolution

Tel: 0208 900 8585 **Twitter:** @ethical_butcher
eMail: office@ethicalbutcher.co.uk
Website: www.ethicalbutcher.co.uk



Eurofins Agro UK & Ireland is a leading analytical services provider for agriculture and horticulture. Our advanced technologies give more accurate results and our unique capabilities provide added insight and advice in our reporting. It gives farmers, growers, agronomists, nutritionists and advisors an advantage that helps increase efficiency and profitability on farm.

Contact: Sophie Cath **Tel:** 01902 62722 **Twitter:** @EurofinsAgroUK
eMail: AgroTesting@eurofins.co.uk
Website: https://www.eurofins-agro.co.uk/



Breeders of low input, low labour, wool shedding, parasite resistant ,performance recorded , high health status maternal sheep . Selected under pressure in commercial conditions

Contact: Tim White **Tel:** 01985 845 063 **Twitter:** @ExlanaSheep
eMail: tim@exlana.co.uk
Website: www.exlana.co.uk



FCCT are a farmer led organisation providing practical tools and advice on reducing greenhouse gas emissions, improving soil health and business resilience to farmers. We run the Soil Farmer of the Year competition, and have a Carbon Calculator and a Soil Carbon applied research project.

Contact: Emma Adams **Tel:** 07516 150 208 **Twitter:** @FarmC02Toolkit
eMail: emma.adams@farmcarbontoolkit.org.uk
Website: www.farmcarbontoolkit.org.uk



Farmdeals is the free online buying group for independent farmers. Our goal is to bring you transparency and value for money, without the overhead of traditional buying groups.

Contact: Farmdeals.ag **Tel:** 01543 399777
eMail:
Website: www.farmdeals.ag/



FarmED is a not-for-profit organisation based at Honeydale Farm, a diverse 107 acre mixed farm in the Cotswolds. Our mission is to provide learning spaces and events that inspire, educate and connect people to build sustainable farming and food systems that nourish people and regenerate the planet.

Contact: Sophie Wilkinson **Tel:** 07539 451363 **Twitter:** @RealFarmED
eMail: sophie@farm-ed.co.uk
Website: www.farm-ed.co.uk



Come and see the Mastenbroek 40/20 drainage plow at the show.

Contact: Rob Burtonshaw **Tel:** 01926 651540 **Twitter:** @FarmservicesLtd
eMail: info@farmservicesltd.co.uk
Website: www.farmservicesltd.co.uk





Farmplan is part of Proagrica Ag Solutions, providing trusted and fully-supported farm management software solutions specifically designed for UK farmers and professionals working in agriculture.

Contact: Louise Calverley **Tel:** 01594 545011 **Twitter:** @FarmplanUK
eMail: farmplansales@proagrica.com
Website: www.farmplan.co.uk



FECPAK2 has revolutionised parasite management. It's an internet-connected, cloud-based diagnostic platform scientifically validated to conduct faecal egg count tests on production animals. Using FECPAK2 saves time and money, improves animal health and performance, and ensures worming treatments are used sustainably. FECPAK2 is used in laboratories and by researchers, retailers, vet clinics and farmers.

Contact: Louise Calverley **Tel:** 01970 821918 **Twitter:** @fecpak2
Website: www.fecpak.com



Data & science combined to support sustainable land management decisions.

Contact: Guy Thallon **Twitter:** @FeraScience
eMail: guy.thallon@fera.co.uk
Website: https://www.fera.co.uk



FGS Organics supply and apply sustainable fertiliser replacements and soil health enhancing products to reduce agriculture's carbon footprint. Sister company Envar Composting operate green waste composting sites across England producing and supplying organic, high quality, peat free compost and soil improvers.

Contact: Andy West **Tel:** 01233 820055 **Twitter:** @FGSOrganics
eMail: info@fgsorganics.co.uk
Website: www.fgsorganics.co.uk



Field Options are a specialist seed business supplying seeds, associated products and technical support throughout the UK. We focus primarily on grass and forage, plus seed for environmental schemes and cover crops. With continuing market pressures on farming, growing and utilising more grass and forage is key to the profitability of all ruminant livestock enterprises. We use trials to select high performance varieties and mixtures, aiming to produce crops with the potential to increase efficiency and lower production costs for farmers.

Contact: Ben Westcott **Tel:** 01544 262 500 **Twitter:** @FieldOptions
eMail: info@FieldOptions.co.uk
Website: www.field-options.co.uk



First Milk is UK dairy farmer co-operative. We want our members to share in the Groundswell experience and inspire them to "see things differently". Our stand should be a "hub" to encourage dairy farmers to attend. We will invite our key customers to enthuse them about more holistic & regenerative farming.

Contact: Lee Truelove **Tel:** 07767 241507 **Twitter:** @first_milk
eMail: leetruelove@firstmilk.co.uk
Website: www.firstmilk.co.uk



Forestry Commission are the Government's forestry experts. We provide advice on woodland creation and management, alongside financial support, including the England Woodland Creation Offer (EWCO).

Tel: 0300 067 4900 **Twitter:** @ForestryComm
eMail: eandem@forestrycommission.gov.uk
Website: https://www.gov.uk/government/organisations/forestry-commission





The national **FWAG** Association represents local **Farming & Wildlife Advisory Groups** (FWAGs) across the UK. These groups have helped British farmers for over five decades by providing trusted, independent environmental advice.

Contact: FWAG **Tel:** 07713 333 167 **Twitter:** @FWAGAssoc
eMail: rebecca.inman@fwageast.org.uk
Website: www.fwag.org.uk



Gamechanger is an industry leading integrated beef supply chain, working with Sainsbury's and part of ABP UK. Focused on sustainability, profitability and consistency throughout the beef supply chain.

Contact: Gareth Scott **Tel:** 01458 259 413 **Twitter:** @GamechangerBeef
eMail: enquiries@gamechangerintegratedbeef.com
Website: www.gamechangerintegratedbeef.com



Garford Farm Machinery Ltd is a development, manufacturing and distribution company supplying high quality products to the UK and world agricultural market. Garford manufacture a range of robotic mechanical weed control products including Robocrop Precision Guided Hoes, InRow Weeders and Baby Leaf Hoe. Garford also supply manual hoes, hooded sprayers and the Weedfoil Wiper.

Contact: David Bowman **Tel:** 07934 299 572 **Twitter:** @garfordrobocrop
eMail: david.bowman@garford.com
Website: www.garford.com



Germinal is a grass and forage seed specialist, developing sustainable grassland varieties and supplying a range of premium agricultural seed to the UK, Irish and New Zealand markets.

Our focused research in plant breeding combined with knowledge-sharing and innovative partnerships will facilitate a productive and sustainable food future for all.

Contact: Helen Mathieu **Tel:** 01522 868 714 **Twitter:** @GerminalUKAgri
eMail: helen.mathieu@germinal.com
Website: www.germinal.co.uk



Grassroots Farming are helping to scale up the adoption of regenerative farming practises by linking livestock farmers who care about their soil with food service and hospitality business who care about their sustainability. Their holistic approach to supply chains means honest terms, fair pricing and long term security for businesses.

Contact: James Daniel **Tel:** 07534 930484
eMail: office@grassrootsfarming.co
Website: www.grassrootsfarming.co



The CCRI is one of the largest specialist rural research centre in the UK, working at the interface of agriculture, society and the environment in the UK, Europe and further afield.

Contact: Carole Markey **Tel:** 01242 714220 **Twitter:** @CCRI_UK
eMail: ccri@glos.ac.uk
Website: www.ccri.ac.uk



Groundswell Agronomy is for anyone interested in investigating or implementing anything from a complete system rethink or just one specific technique of Regenerative Agriculture. Tailored to provide as much, or as little, ongoing support as is required.

Groundswell Agronomy is made up of agronomists and consultants selected to advise farmers and land managers, driven by strong clear values we believe in a vibrant and productive rural community with regenerative local production of food, fibre and renewable energy at its heart.

Contact: Groundswell Agronomy
Website: https://groundswellag.com/agronomy/





Every year we support projects across a wide range of subject areas that help drive positive change in animal and equine wellbeing, agriculture, sports performance and public health. Research undertaken at **Hartpury** is regularly published and presented to audiences worldwide.

Contact: Jonathan Sharpe **Tel:** (0) 1452 702 100 **Twitter:** @Hartpury
eMail: jonathan.sharpe@hartpury.ac.uk
Website: <https://www.hartpury.ac.uk/>



Using a free smart phone app, the microBIOMETER is able to provide an objective measurement of soil microbial activity (=soilhealth) for approx £10 per sample, now also giving the ratio of bacterial to fungal microbes. The phone app also provides a GPS location and the date/time when accessed.

Contact: Jack Ingle **Tel:** 07984 018 400
eMail: jingle@harvestagri.co.uk
Website: www.harvestagri.co.uk



Hazel Press is an independent publisher with a focus on the environment, the realities of climate change, feminism and the arts. Our books are only sold through Independent Bookshops, and are printed with one of the most pioneering environmental printers in the UK, using 100% recycled paper and vegetable-based inks.

Contact: Daphne Astor **Tel:** 07769 704 354 **Twitter:** @hazel_press
eMail: hazelpresspublishers@gmail.com
Website: <https://hazelpress.co.uk/>



Our vision begins with the soil and our commitment to the design and manufacture innovative products that promote soil regeneration, whilst also helping our customers to improve productivity, yield and profitability.

Contact: Jamie Williamson **Tel:** (0) 7496 803 545 **Twitter:** @horizonagriculture
eMail: jamie.williamson@horizonagriculture.com
Website: www.horizonagriculture.com



Suppliers of forage crop seed, environmental seed, cereal seed and amenity seed to farms across the UK.

Contact: Jim Juby **Tel:** 016379 873377 **Twitter:** @HorizonSeeds
Website: www.horizonseeds.com



As farmers ourselves, **Horsch** undertands the challenges farmers face and builds the best, innovative cultivation, seeding and spraying solutions, proven on our own farms to meet those challenges

Contact: Stephen Burcham **Tel:** 01733 66 78 95 **Twitter:** @HorschMaschinen
eMail: stephen.burcham@horsch.com
Website: www.horsch.com/uk



HSBC UK Commercial Banking's team of specialist agriculture managers provide finance to a broad range of farming customers throughout the UK. If you would like to find out more about our work email Jenny Ferris, National Agriculture Support Manager: jennifer.m.ferris@hsbc.co.uk

Contact: Jenny Creed **Twitter:** @HSBC_UK
eMail: jennifer.m.creed@hsbc.com
Website: <https://www.hsbc.co.uk/>





Hummingbird Technologies provides advanced remote sensing analytics to improve the sustainability of the agri-food sector. The company uses artificial intelligence and deep learning to deliver monitoring, reporting & verification (MRV) for regenerative agriculture, enabling farmers to monetise carbon credits and other ecosystem services.

Contact: Matthew Guinness **Tel:** 020 8123 2389 **Twitter:** @TechHummingbird
eMail: sales@hummingbirdtech.com
Website: www.hummingbirdtech.com



Suppliers and producers of agricultural seed mixtures including herbal leys, cash crops and soil improvers.

Contact: Jo Elstob **Tel:** 01377 271 400 **Twitter:** @HmSeedsAgri
eMail: jo@hmseeds.com
Website: www.hmseeds.co.uk



Hutchinsons is one of the UK's leading providers of agronomic advice and crop inputs, offering comprehensive advice from crop management decisions to long-term strategic business planning.

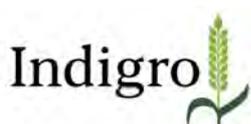
Hutchinsons provide specialist advice on agroecology, environmental services, carbon measurement, mapping and management, precision farming, soil health and farm business management.

Contact: Hutchinsons **Tel:** 01945 461177 **Twitter:** @Hutchinsons_Ag
eMail: information@hlhld.co.uk
Website: www.hlhld.co.uk



At **Ilex EnviroSciences Ltd** we understand the constant challenges farmers and agronomists face everyday. Since 2004 we have been helping them improve efficiency, boost crop yield and quality and lessen environmental impacts.

Contact: Mike Burton **Tel:** 07540 066998 **Twitter:** @cropnutrition
eMail: mike@ilex-envirosciences.com
Website: www.ilex-envirosciences.com



Indigro was formed in 2011 by independent agronomists Roger Davis and Rob Ding. The company was created in order to pool their combined knowledge, to share resources, provide back-up for one another and their respective clients and to develop a cutting-edge agronomy business committed to an independent ethos and well prepared for future challenges within the agricultural sector.

Contact: Rob Ding **Tel:** 07971 798815 **Twitter:** @Indigro1
eMail: info@indigro.co.uk
Website: www.indigro.co.uk



Innovation for Agriculture builds bridges between farming, science, technology and policy through practical, digital and interactive workshops, farm walks and on farm demonstrations. We independently promote innovation to ensure farming businesses are profitable, sustainable and resilient to change.

Contact: Martha Hayes **Tel:** 02476 692470 **Twitter:** @InnovationforAg
eMail: info@i4agri.org
Website: www.i4agri.org



Innovative Farmers is a network made up of a growing group of progressive farmers, growers, researchers and advisors; working together to tackle the stark challenges which farming faces. There are more than 1,700 farmer and grower members with 300 currently involved in field labs and 20 research institutions supporting them.

Contact: Astrid Barrowman **Tel:** 01179 874602 **Twitter:** @IFarmers
eMail: abarrowman@soilassociation.org
Website: www.innovativefarmers.org





Innovis is the leading supplier of sheep breeding technologies to the UK livestock industry; a young, dynamic and forward-thinking company that is passionate about making a difference. Innovation is an integral part of our DNA!

Contact: Dewi Jones **Tel:** 01970 828236 **Twitter:** @InnovisLtd
eMail: dewijones@innovis.org.uk
Website: www.innovis.org.uk



As the UK's leading adjuvant supplier and with a strong presence in Europe, we work in partnership with farmers, distributors, and experts within the agricultural industry to help protect crops across the globe from pests, weeds, diseases, and more recently, climate change, that impact the food we eat.

Contact: Sarah Ferrie **Tel:** 07799 603 856 **Twitter:** @InteragroUK
eMail: sarah.ferrie@interagro.co.uk
Website: www.interagro.co.uk



J.J.Metcalf & Son are a family run agricultural engineering company, specialising in the design and manufacture of tungsten carbide wearing parts. Recognised for our extensive 'in-field' knowledge and customer support, we strive to provide farmers and growers with the tools and information to succeed.

Contact: Mike Metcalfe **Tel:** 01609 771124 **Twitter:** @jjmandson
eMail: info@jjmetcalfeandson.com
Website: www.jjmetcalfeandson.com



We are arable farmers and sheep breeders who integrate livestock and arable systems to bring huge advantages and cost savings to both enterprises and create one big profitable, holistic machine. Working with nature rather than fighting it to benefit sheep, crops, wildlife, landowners, staff, farmers and the environment.

Contact: Jo Franklin **Tel:** 07919 995432
eMail: office@kaiapoi.co.uk
Website: www.kaiapoi.co.uk



Everything we do starts with the soil. From basic nutrient sampling to full carbon assessments, pH mapping to Precision Agronomy. As well as a range of liming products we also supply Fibrophos PK fertiliser, Recycled Gypsum and Green Waste Compost. Serving farmers for over 150 years.

Contact: Andrew Mount **Tel:** 01284 811 729 **Twitter:** @MountLiming
eMail: info@mountliming.co.uk
Website: www.mountliming.co.uk



Combined expertise between **Kings'** environmental specialists, **Frontier's** soil and plant health experts, and **SOYL's** precision services has led to the creation of a seven-step sustainability crop production model to support farmers, including help via soil analyses, carbon audits, IPM, agri-environment and natural capital management, digital tools and farm compliance.

Tel: 0800 227 445 **Twitter:** @Kingscrops
eMail: info@frontierag.co.uk
Website: www.frontierag.co.uk/sustainable-crop-production



A range of drills including direct, mechanical weeding solutions from weeders through "Rotonet" to Inter-Row Guided Systems. Fertiliser spreaders and flail mowers.

Contact: Ted Barker **Tel:** 01423 324 221 **Twitter:** @KRM_Ltd
eMail: info@krm-ltd.co.uk
Website: www.krm-ltd.co.uk





Kuhn Group is the world's leading supplier of machinery for hay and silage making, baling and wrapping, bedding and feeding, soil preparation, seeding, fertilisation, spraying and landscape maintenance.

Contact: Hannah Britland **Tel:** 01952 239300 **Twitter:** @KUHN_UK
eMail: infouk@kuhn.co.uk
Website: www.kuhn.co.uk



Kverneland is a leading international company developing, producing and distributing agricultural implements, electronic solutions and digital services. Kverneland offers an innovative range of soil and seeding equipment, including the Kultistrip, which is Kverneland's answer for strip-till, and the u-drill with minimum disturbance discs for reducing establishment costs.

Contact: Adam Burt **Tel:** 01744 853 200 **Twitter:** @KvernelandGroup
eMail: info-uksales@kvernelandgroup.com
Website: http://uk.kverneland.com/



KWS is widely recognised as one of the key breeding companies world wide with leading maize, sugar beet and cereal products and operates in over 70 countries.

Contact: Will Compson **Tel:** 01763 207 300 **Twitter:** @KWSUKLtd
eMail: will.compson@kws.com
Website: www.kws-uk.com



LandFamilyBusiness

We advise clients on such diverse subjects as succession planning, restructuring advice, mediation, management accounts and tax advice. Since 1992 we have produced benchmarking data from clients' annual management accounts and using this data have helped clients to identify strengths and weaknesses and to challenge business structures and practices.

Contact: Gary Markham **Tel:** 01480 445490 **Twitter:** @LFBAGri
eMail: gary.markham@landfamilybusiness.co.uk
Website: www.landfamilybusiness.co.uk



THE LAND GARDENERS

Henrietta Courtauld and Bridget Elworthy established **The Land Gardeners** in 2016 to research plant and soil health through growing, cutting and designing productive gardens. The Land Gardeners are now producing and developing a compost that regenerates soil microbial diversity. The unique process turns raw organic matter inputs into high quality humus in as little as 8 weeks.

Contact: Bridget Elworthy **Tel:** 07540 388 678
eMail: studio@thelandgardeners.com
Website: www.thelandgardeners.com



Providing farm business management software and apps to help farmers to improve administrative efficiency, stay compliant and make better decisions. Accounting, cropping, livestock and payroll solutions with award winning support.

Contact: Landmark Systems Ltd **Tel:** 01798 877100 **Twitter:** @LandmarkSysLtd
eMail: info@landmarksystems.co.uk
Website: www.landmarksystems.co.uk



The Landworkers' Alliance is a union of farmers, growers, foresters and land-based workers. Our mission is to improve the livelihoods of our members and create a better food and land-use system for everyone. We offer support to farmers considering transition to agroecological farming and short supply chain food systems. We actively campaign for policy and legislative framework that removes barriers for agro ecological farms and food businesses, enabling them to thrive and build a food system that meets the challenges of the 21st Century

Contact: Tony Little **Tel:** 07969 541 113 **Twitter:** @LandworkersUK
eMail: tony.little@landworkersalliance.org.uk
Website: https://landworkersalliance.org.uk/





LEAF (Linking Environment And Farming) is a leading organisation delivering more sustainable food and farming. We work at a farmer-led, grass roots level, providing management tools, resources, farm visits and practical on-farm training to support the uptake of more sustainable farming through Integrated Farm Management.

Contact: Justine Hunt **Tel:** 02476 413911 **Twitter:** @LEAF_Farming
eMail: enquiries@leaf.eco
Website: www.leaf.eco



Limagrain are plant breeders and suppliers of superior seed varieties for farmers, growers and the food industry. We breed and market agricultural seeds for the UK market under the established brand LG.

Contact: Laura Davey **Tel:** 01472 370 151 **Twitter:** @LGSeedsUK
eMail: laura.davey@limagrain.co.uk
Website: www.lgseeds.co.uk



University of Lincoln – Lincoln Institute for Agri-Food Technology and School of Life Sciences offering higher education, industry focused research and BASIS and FACTS to support future development and efficiency of farming and agriculture. Visit our stand to find out more about Lincoln's exciting soil research.

Contact: Heather Smith **Tel:** 07743 226 451 **Twitter:** @unilincn
eMail: hesmith@lincoln.ac.uk
Website: www.lincoln.ac.uk



LS Plant Breeding Ltd are a UK based plant breeding company and subsidiary of German breeder NPZ, offering Oilseed rape, Peas, Beans and Spring Wheat to UK farmers. We select parents in the UK specifically for UK conditions and believe in plant breeding for the future of British Agriculture.

Contact: Michael Shuldham **Tel:** 01223 236 808 **Twitter:** @LSPBLtd
eMail: info@lspb.eu
Website: www.lspb.eu



McArthur Agriculture supplies high quality Grain drying, cleaning & storage equipment. Supported by years of technical & practical experience

Contact: Sarah Williams **Tel:** 01724 747110 **Twitter:** @McArthur_Agri
eMail: sarahw@mcagri.co.uk
Website: www.mcarthuragriculture.co.uk



McVeigh Parker is one of the country's largest suppliers of fencing and farming materials. With over 40 years' experience the firm is able to offer solutions and advice for all fencing requirements. Our award-winning steel Triple X system, incorporating Clipex posts, now qualifies for Countryside Stewardship funding.

Contact: Edward Wilkinson **Tel:** 01622 891 085 **Twitter:** @McVeigh_Parker
eMail: ed@mcveighparker.co.uk
Website: www.mcveighparker.com



Michelin Tyre innovates and offers a full range of agricultural and construction products and services to increase your levels of profitability, productivity, reliability and environmental protection.

Contact: Emma **Tel:** (0)1782 402 000 **Twitter:** @MichelinAgriUK
eMail: b2benquiriesuk@michelin.com
Website: business.michelin.co.uk/agriculture



We brew bio live cultures, also known as probiotics, for human health and soil health. Our fermented solutions contain billions of effective microorganisms which accelerate soil regeneration, and support nitrogen and carbon fixing, nutrient cycling and water retention.

Contact: Sue Allen **Tel:** 01249 760 486 **Twitter:** @MicrobzPro
eMail: sue@microbz.co.uk
Website: www.microbz.co.uk





Biostimulant and Micronutrient company

Contact: Grant James
eMail: gjames@olmix.com
Website: www.micromix.com

Twitter: @MicromixLtd



The **NFU** is the leading trade association for farmers and growers in England and Wales with over 46,000 members. Our lobbying activities provide the voice for British farming.

Twitter: @NFUtweets



Website: www.nfuonline.com

Nature Capital helps landholders to optimise their land-use choices and unlock returns from their natural capital. Our innovative platform combines 100+ data layers with scientific and carbon market expertise to provide:

- rapid digital baselines of a landholding's natural capital assets
- insightful heatmaps of opportunities for woodland, soil, peat, water and biodiversity uplift
- detailed woodland and peatland project scoping reports and grant identification
- tailored plans and structuring options at a landholding, landscape or cluster level.

Contact: Alex Robinson
Website: www.naturecapital.co.uk

Twitter: ar @zuluforest.com



The **Nature Friendly Farming Network (NFFN)** is a farmer-led organisation, uniting farmers from all backgrounds (big and small, organic and conventional) who want to manage their land in ways that deliver benefits for wildlife, soil quality, flood prevention and carbon emissions, at the same time as growing healthy food.

Contact: Alison Rickett **Tel:** 07771 911 905 **Twitter:** @NFFNUK
eMail: alison.rickett@nffn.org.uk
Website: www.nffn.org.uk/



Natures Crops International is a leading global supplier of speciality, traceable plant oils for the food, health and cosmetics industries. Produced from seeds grown on contract with UK farmers, we offer high margin buy-back contracts for a range of low input, regeneratively suitable crop species such as Ahiflower and Meadowfoam.

Contact: Simon Meakin **Tel:** 01904 520131
eMail: smeakin@naturescrops.com
Website: www.naturescrops.com



Educational blog on dye gardening. Workshops on planning and planting dye gardens and dyeing yarn, fibre and fabric. Fifteen years experience growing and using dyeplants for craft.

Contact: Susan Dye **Tel:** 07947 759 379 **Twitter:** @walker55ashley
Website: www.naturesrainbow.co.uk



Experts in soils, crops and agri-technology from **Newcastle University** will be available to talk to you about our research and facilities.

Contact: Dr Julia Cooper **Tel:** 0191 208 8888 **Twitter:** @UniofNewcastle
Website: www.ncl.ac.uk/nes





Newtone is a seed company specialising in Grasses, Soil Health plants, Environmental Mixes and Wildflowers. We are the UK distributor for Sunergy a new crop which allows profitable farming in a way that is kind to nature and the environment.

Contact: Nick Green **Tel:** 07973 800 796 **Twitter:** @NewtoneAgri
eMail: nickgreen@newtone.uk
Website: www.newtone.uk



The NIAB Group is the UK's fastest growing crop science organisation, having trebled in size over the past decade through a strategic programme of investment, merger and acquisition.

NIAB is at the forefront of the application of genetics, physiology, soil science, precision agronomy and data science to improve the yield, efficiency and resilience of crop production across the arable, forage and horticulture sectors.

Contact: NIAB **Tel:** 01223 342200 **Twitter:** @NIABTAG
eMail: info@niab.com
Website: www.niab.com



We at **Nofence Grazing Technology** believe that livestock should graze on fresh and healthy pastures, as they were designed to do. Nofence is the world's first system for GPS-based virtual fencing for grazing animals and will take the pain out of your fence work and potentially enable mob grazing at scale.

Contact: Rachel Fuller **Tel:** 01952 924 044 **Twitter:** @Nofence_AS
eMail: sales.uk@nofence.no
Website: www.nofence.co.uk



Farmer owned and run buying group and grain marketing based in Hertfordshire and surrounding counties.

Contact: James Williams **Tel:** 01462 790 777 **Twitter:** @Nofence_AS
eMail: jwilliams@nhfarmers.co.uk
Website: www.nhfarmers.co.uk



Novag takes farmers into the future : modern no-tillage seed drills ensure greater yields with reduced costs and less soil damage.

Novag – Gaining Ground.

Contact: Ramzi Frikha **Tel:** +33 6 24962717 **Twitter:** @NovagTForce
eMail: r.frikha@novagsas.com
Website: www.novagsas.com



nutri-bio provide biosolids to farmers across East Anglia. Benefits of biosolids are high levels of phosphate, nitrogen and organic matter. We aim to improve soil health and nutrition.

Contact: Megan Ward
Website: www.nutri-bio.co.uk



Manufacturers and suppliers of bio-stimulants

Contact: Mark Atkins **Tel:** 07795 467 938 **Twitter:** @NutricorA
eMail: mark@nutricor-agronomics.com
Website: Nutricor-agronomics.com



Oakbank specialise in supplying seeds and advice for habitat creation, soil health and general environmental purposes. We also have an excellent Woodland Management team that can provide management plans, planting advice and help with grant applications.

Contact: Ian Gould **Tel:** 01480 890686 **Twitter:** @oakbankgame
eMail: charlotte@oakbankgc.co.uk
Website: www.oakbankgc.co.uk





OASIS offers support for farmers considering organic conversion and provides existing organic farmers with management advice and information. OASIS is a partnership between OF&G and Abacus. OF&G is a Community Interest Company with more than 40 years experience in the organic sector. We certify over 50% of all organic land in the UK. Abacus provides independent advice with a practical, hands-on approach to integrated farm management and agronomy for organic and low input agriculture.

Contact: Ian Knight **Tel:** 0844 800091 **Twitter:** @ofgorganic
eMail: advice@organicinfo.org.uk
Website: www.organicinfo.org.uk



At **OMEX** we're committed to helping farmers grow sustainably. With a global R&D network working to establish best practice, continually trailing established products to ensure they are being applied at optimum levels, and research new sustainable practices both in house, and teamed up with external research organisations and universities. OMEX promote Total Crop Nutrition, and encourage the use of SAP Analysis and Soil Analysis, to establish the nutrition the plant will need to thrive, without over or under applying.

Contact: Scott Baker **Tel:** 01526 396 000 **Twitter:** @OMEXCompanies
Website: www.omex.com



OPICO Ltd is the largest independent distributor of agricultural machinery in the UK. The company is the sole UK importer for HE-VA, including the low disturbance, medium depth, soil conditioning Stealth and Sky EasyOrill -The future of establishment.

Contact: Thomas Brookes **Tel:** 01778 421 111 **Twitter:** @OPICOag
eMail: ask@opico.co.uk
Website: www.opico.co.uk



We champion British agriculture. That's why we only lend to farmers and the rural economy. Every pound saved with us supports the viability of British food production

Website: www.oxbury.com



Oz OverBoots is a leading supplier of overboots, sox savers and workwear to the agricultural industry.

Contact: Hannah Mahon **Tel:** 07773 392340 **Twitter:** @OzOverboots
eMail: info@ozoverboots.co.uk
Website: www.ozoverboots.co.uk



John Deere Dealer for the south East of England, with branches across Suffolk, Essex, Hertfordshire, Bedfordshire, Kent and East Sussex. Showing the well proven 750A Drill and also the wide range of technology available from our Precision Ag Department

Contact: Gary Buckle **Tel:** 0771 255 6387 **Twitter:** @PTuckwellLtd
eMail: gbuckle@tuckwellgroup.com
Website: www.tuckwell.co.uk



Pasture for Life is a diverse movement of farmers and butchers to chefs, vets, academics and many more, driving change to our food and farming system. We work together to champion the restorative power of grazing animals on pasture, and the positive impacts this brings for biodiversity and carbon, human health and wellbeing, and animal health and welfare. We are the home of regenerative grazing and 100% pasture-fed in the UK

Contact: Philippa Stagg **Tel:** 0333 772 9853 **Twitter:** @PastureForLife
eMail: membership@pfla.org.uk
Website: www.pastureforlife.org





Pelagia has designed and manufactured a high quality, cost effective, organic soil improver, Sea2Soil. Sea2Soil is a responsibly sourced hydrolysed marine protein, providing a full range of amino acids, fatty acids, vitamins, macronutrients and micronutrients, producing a healthier more productive soil.

Contact: Liz Brown **Tel:** 07976 880 013
eMail: liz.brown@pelagia.com



Grass-based cattle genetics for a profitable, ecological farming system. Breeding bulls, breeding females and semen/straws from UK and international grass-fed operations.

Contact: Rob Havard **Tel:** 07973 771 832 **Twitter:** @RobHavard1
eMail: rob@phepsonfarm.co.uk
Website: www.phepsonangus.com



Premium Crops – Premium Prices

The UK's largest provider of speciality and added value arable crops.

Contact: Sam Bazeley **Tel:** 02393 632883 **Twitter:** @PremiumCrops
eMail: sam.bazeley@premiumcrops.com
Website: www.premiumcrops.com



Direct Drilling Specialists, supplying Cross Slot Direct Drills, crimper rollers, Liquid fertiliser systems, and consultancy

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Bespoke front or re mounted Liquid fertiliser Systems, Drill fillers, the safe way to fill your drill.

Contact: James Alexander **Tel:** 07779 149 466 **Twitter:** @Primewest_ltd
eMail: james@primewest.co.uk
Website: www.primewest.co.uk/



ProCam aims to develop and deliver the best agronomy by focusing on knowledge, opposed to information. We see the role of our agronomists being vital in delivering sustainable advice at farm level and our advisors can support growers with solutions that help them integrate regenerative practices into their businesses

Contact: Alison Hardesty **Tel:** 01273 478860
eMail: alisonhardesty@procam.co.uk
Website: www.procam.co.uk/



Pure Farming – Powering up innovation through trusted data

We connect data from farms and the agri-food supply chain. Our platform sorts, standardises and provisions permissioned data from multiple sources to help businesses and organisations be more effective.

Contact: Megan Bryant **Tel:** 07982 781 788
eMail: info@mapof.ag
Website: www.purefarming.com



Over the last 50 years **Rappa Fencing** has built a reputation for offering the best electric fencing and animal management solutions in the industry. From its unique winding machines, which allow farmers to erect and dismantle up to four electric fence lines in minutes, to its range of lightweight aluminium mobile sheep handling yards, Rappa leads the field in innovative agricultural engineering

Contact: Clare Ridley **Tel:** 01264 810 665 **Twitter:** @RappaFencing
eMail: clare@rappa.co.uk
Website: www.rappa.co.uk





The **Rare Breeds Survival Trust** exists to conserve and promote our native livestock breeds

Contact: Christopher Price
eMail: christopherprice@rbst.org.uk
Website: www.rbst.org.uk

Twitter: @RBSTrarebreeds



This stand features research from the **University of Reading**, including: the SHOWCASE project on farmer-led co-design; the ENVISION project on remote monitoring services; and projects on cover crops, soil, agroforestry in arable, biodiversity recording apps, and citizen science. Please come and visit us, there are many opportunities to get involved!

Contact: Amelia Hood **Tel:** 07591 599137 **Twitter:** @UniRdg_SAPD
eMail: a.s.hood@reading.ac.uk
Website: www.reading.ac.uk/apd



Real Wild Estates work with landowners to restore land to nature, combining ecological recovery with financial viability. Extensive grazing, real estate, tourism and natural capital incomes. Ensuring ecosystem recovery on larger marginal estates and with farmers on recovering species abundance, allowing resilient ecosystems to thrive within productive farms.

Contact: Laura Paul **Tel:** 01963 824514
eMail: laura.paul@realwildestates.com
Website: www.realwildestates.com



regenagri is a regenerative agriculture program for securing the health of the land and the wealth of those who live on it. It supports farms and organisations transitioning to holistic farming, increasing soil health, encouraging biodiversity and sequestering CO2. regenagri provides routes to additional funds through the green finance market

Contact: Rose Riley **Tel:** 07798 895 886 **Twitter:** @regenagri_CU
eMail: rriley@controlunion.org
Website: https://regenagri.org/



Re-generation Earth is a company that has been created by farmers for farmers and want to give land managers the ability to take control of their environmental and carbon sales and sell, trade or borrow against these assets, whilst also ensuring that the holdings are net zero to begin with.

Contact: Richard Bowe **Tel:** 07717 020225 **Twitter:** @ReGenerationEa1
eMail: richard@re-generationearth.com
Website: www.re-generationearth.com



Rewilding Britain, is the first and only country-wide organisation in Britain focusing on rewilding and the amazing benefits it can bring for people, nature and climate. The breakdown of our climate and the species extinction crisis are no longer fringe concerns but are increasingly recognised as urgent existential threats to both nature and human society.

Contact: Sara King **Twitter:** @RewildingB
eMail: sara.king@rewildingbritain.org.uk
Website: www.rewildingbritain.org.uk



The Independent Grain Merchant, specialising in an array of Organic & Low input crops. Winter & Spring Oats for Food & Drink, Maris Otter & Winter Malting Barley, Spring Malting & Distilling Barleys, Linseed & pulses contracts. The company's ethos has forever been driven by real markets & an ability to develop supply chains.

Contact: Robin Appel Ltd **Tel:** 01489 896 388 **Twitter:** @RobinAppelLtd
eMail: enquiries@robin-appel.com
Website: www.Robin-Appel.com





Rothamsted Research is a world-leading, non-profit research centre that focuses on strategic agricultural science to the benefit of farmers and society worldwide.

Contact: Knowledge Exchange Team

Twitter: @Rothamsted

eMail: diane.roberts@rothamsted.co.uk

Website: www.rothamsted.ac.uk



The **RSPB** is part of the Farm Wildlife Partnership offering guidance on a six-point plan to restore biodiversity on farmland adopted by Fair to Nature. We can share our experiences of trialling sustainable agriculture on our own farms and those of the nature-friendly farmers we work with.

Contact: Bridget Gaskill

Twitter: @FarmWildlifeUK

eMail: bridget.gaskill@rspb.org.uk

Website: <http://www.farmwildlife.info>



Low disturbance direct drills from MaAg and own manufactured Restorer low disturbance sub soiler

Contact: Mark Harrison **Tel:** 01944 72 81 86

eMail: info@ryetec.co.uk

Website: www.ryetec.co.uk



Developed for practical application on farm, Safe Ag Systems is designed to train and gather records in real-time and remove the physical paperwork associated with safety and compliance. An operational software for managing health and safety, the cloud-based safety solution is developed in a way farmers can understand.

Contact: Hannah Clarke **Tel:** 0203 327 0200 **Twitter:** @SafeAgSystems

eMail: hannahc@safeagsystems.com

Website: www.safeagsystems.com



The Virkar direct drill. With the total contour system is the most advanced no tillage system on the market. It can work in the most difficult conditions involving stones, harvest residue and moisture. Hydraulic control of the disc knife combination allows accurate sowing in all conditions with low maintenance costs.

Contact: Sam Berry **Tel:** 01256 384208 **Twitter:** @SamagriLtd

eMail: samagri@btconnect.com

Website: www.samagri.co.uk



Sencrop's community of over 20,000 connected ag-weather stations provides farmers reliable measurements in real-time from the field. The data is sent to a user-friendly mobile app where farmers can set alerts, check the forecast and precipitation radar, and react in case of risk to crops to optimize time and resources.

Contact: Victoria Nicol **Tel:** 077 23 58 09 41 **Twitter:** @sencrop

eMail: contact@sencrop.com

Website: www.sencrop.com



Did you know Biosolids represent a fantastic source of nutrients and organic matter and provide a cost effective phosphate for your soil requirements? At **Severn Trent** we are talking Biosolids so come and discuss your fertiliser plans with our dedicated team.

Contact: Angela Parkes **Tel:** 07825 938 051 **Twitter:** @stwater

eMail: angela.parkes@severntrent.co.uk

Website: www.stwater.co.uk



Shuttleworth College (a part of Bedford College) offers a wide variety of full-time and part-time land-based courses, making full use of the natural resources available, which include parkland, farm land, lakes and woodland.

Contact: Shane Durham

Tel: 01767 626222

Twitter: @shuttleworthcol

eMail: mcurry@bedford.ac.uk

Website: www.shuttleworth.ac.uk



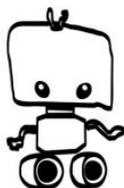


Simtech T-Sem

Low disturbance inverted T-Slot seed drills. T-Sem for direct, min-till, pasture rejuvenation and conventional drilling. Also ideal for establishing & drilling into Cover Crops, models 3 to 8m.

T-Sem Grass for all the crop establishment needs of livestock farmers, including pasture rejuvenation, forage/fodder crops and cereals, models 2.4 and 3m

Contact: Simon Clarke **Tel:** 01728 602 178 **Twitter:** @Simtech_TSEM
eMail: simon@simtech-aitchison.co.uk
Website: www.simtech-aitchison.co.uk



Small Robot Company is re-imagining farming with robotics and artificial intelligence. Its vision is to make food production sustainable, by creating an entirely new model for ecologically harmonious farming. Its no-till farmbots Tom, Dick and Harry will plant, feed and weed arable crops autonomously, with minimal waste.

Contact: Sarra Mander **Tel:** 07941 470 406 **Twitter:** @smallrobotco
eMail: sarra@smallrobotcompany.com
Website: www.smallrobotcompany.com



The **Smart Rotations** brand was launched in 2017 after four years of laboratory and field research by PlantWorks, the UK's leading producer of mycorrhizal fungi and beneficial bacteria. The company offers biofertiliser products and advice on soil health and management for agriculture and horticulture.

Contact: Natallia Gulbis **Tel:** 01795 41 15 27 **Twitter:** @SmartRotations
eMail: natallia.gulbis@plantworksuk.co.uk
Website: www.smart.plantworksuk.co.uk



Soil Association Certification is the UK's leading organic certification body, certifying over 70% of the UK organic market including thousands of farms and businesses. We provide a comprehensive, expert certification service for farmers interested in organic conversion and offer our licensees a range of tangible benefits and supply opportunities to help grow their enterprises.

Contact: Beth Kelsey **Tel:** 0117 314 5104 **Twitter:** @SoilAssociation
eMail: bkelsey@soilassociation.org
Website: www.soilassociation.org/certification/farming/what-is-organic-certification/



Independent agronomy firm operating Europe's first certified and multinational carbon payment programme for farmers.

Contact: Andrew Voysey **Tel:** 07810 251703 **Twitter:** @SoilCapital
eMail: a.voysey@soilcapital.com
Website: www.soilcapital.com



Pioneers of Biological Farming: Analysis is key – What is in the soil/plant? If you don't measure it you can't manage it!

WE CAN HELP YOU MANAGE IT! Minerals need to be in balance as excesses lead to deficiencies. What is going on in your soil/plant?

Contact: Keryn Middleton **Tel:** 01366 384899 **Twitter:** @SoilFertilityUK
eMail: info@independentsoils.co.uk
Website: www.independentsoils.co.uk



Soil Heroes is on a mission to regenerate supply chains by restoring our soils. Our platform provides measured and verified evidence on improvements in soil carbon, biodiversity and water, generated by the adoption of regenerative practices. We enable companies to pay farmers for these ecosystem services which accelerates the transition towards a more resilient and sustainable food system.

Contact: Tom Ludwig **Tel:** 07400 430 948
eMail: tom@soilheroes.com
Website: www.soilheroes.com





Soil Nurture helps farmers and growers reduce their synthetic and mineral inputs and improve their environmental footprint, by supplying vermicast based products. This allows farmers and growers to have a long term positive effect on their soil, crops,

Contact: Luke Boxall **Tel:** 07846 654979
eMail: l.boxall @ soilnurture.co.uk
Website: www.soilnurture.co.uk



A breed of cattle built for the future. **The Stabiliser** is a highly efficient breed which is backed up by decades of data collection and hybrid vigour. Trialled and tested this breed can reduce suckler beef carbon output by 40%, the ultimate breed for the regenerative farmer.

Contact: Seth Wareing **Tel:** 01377 227 790 **Twitter:** @StabiliserBeef
eMail: info @ stabiliser.co.uk
Website: https://stabiliser.co.uk/



Stocks has been manufacturing applicators and seeders along with a range of dual, fixed and adjustable centre wheels for over 40 years. Alongside a healthy UK market in the agricultural and horticultural sectors, Stocks also supplies OEMs and export customers.

Contact: Tim Farrow **Tel:** 01945 464 909 **Twitter:** @ag_stocks
eMail: sales@stocks-ag.co.uk
Website: www.stocks-ag.co.uk



We help farmers lower input costs, improve yields & protect the environment using our range of efficient, British-built cultivation and seeding farm machinery.

Contact: Darren **Tel:** 01759 319900 **Twitter:** @SumoUKLTD
eMail: darren.anderson@sumo1.com
Website: www.sumo1.com



Sustainable Soil Management offers the most comprehensive and advanced soil analytical and interpretation service available to UK and European farmers. The only report providing both total and available nutritional, rotational nutrient-cycling and a programmed approach to soil improvement.

Contact: Ian Robertson **Tel:** 07970 286 420 **Twitter:** @ssmsoilhealth
eMail: ian@soiladvice.com
Website: www.soiladvice.com



SwiftDetect is a unique rapid crop detection test, so sensitive and rapid that is able to identify down to a few pathogen cells with results in 1 business day.

Contact: Chris Steel **Tel:** 01225 985 850
eMail: info@swiftdetect.co.uk
Website: www.microgenetics.co.uk/swiftdetect/agriculture



Specialist manufacturer of application machinery for small seeds, cover crops and fertiliser. Products to be displayed include our Outcast V2, Terracast, Nutristart, Placement Pro and zero tillage Autocast applicator

Contact: Tom Neat **Tel:** 01353 862044 **Twitter:** @techneat
eMail: info@techneat.co.uk
Website: www.techneatengineering.co.uk



Independent, regenerative farming & biological farm consultants, advising UK farms on sustainable farming systems. We offer detailed soil sampling and scanning services that measures your soil organic carbon and how it varies over time, as well as the ongoing going support

Contact: Tom Tolputt **Tel:** 01529 712 341 **Twitter:** @TerraFarmer_Ag
eMail: info@terrafarmer.co.uk
Website: www.terrafarmer.co.uk





Terravesta is the world leading Miscanthus specialist. Its mission is to manage global natural resources responsibly, helping to replace the dependence on fossil derived products with a sustainable fast-growing, plant-based alternative – Miscanthus.

Terravesta produces Miscanthus ‘Performance Hybrid’ varieties and develops new markets to replace fossil-derived feedstocks and products.

Tel: 01522 731 873

eMail: enquiries@terravesta.com

Website: www.terravesta.com



The only specialist publication focusing on soil health, best crop establishment practice and cultivation philosophy. Targeted specifically at cereal and oilseed rape growers, contractors, the trade and industry professionals. Authoritative editorial, written by leading journalists and industry experts provides essential and timely information to help readers improve their businesses.

Contact: Fran Taylor **Tel:** 07764 230 515

eMail: info@farm-smart.co.uk

Website: https://tillageandsoils.net



Global leaders for innovation in Soil, Plant and Animal Health. Our company ethos has always been focused on improving your soil, to make it work for you, by increasing fertility and your end yield. Is it time to try something new?

Contact: Sam Leadbeater **Tel:** 07939 026550 **Twitter:** @TimacAgroUK

eMail: samuel.leadbeater@uk.timacagro.com

Website: https://uk.timacagro.com/



Trees Please Ltd grow a range of high-quality bare root trees and hedging plants for supply across the British Isles from our nursery in the Tyne Valley. Our motto is the Right Tree in the Right Place at the Right Time for the Right Price. Our UK grown range of trees includes conifers, broadleaves, an extensive offer for hedging and now bio-degradable tree guards.

Contact: Tracy Reid **Tel:** 014346 330 049 **Twitter:** @treesplease1

eMail: tracy.reid@treesplease.co.uk

Website: www.treesplease.co.uk



Tricet UK Ltd providing sustainable Bio-Nutrition & Bio-Agronomy solutions for soils and plants, working towards reducing artificial inputs and helping to create sustainable and environmentally friendly farming systems.

Contact: John Scott **Tel:** 07711 456 905 **Twitter:** @TricetUK

eMail: john@tricetuk.com

Website: www.tricetuk.com



Trinity AgTech offers a cutting-edge digital platform providing full sustainability decision support to farmers supported by a 37 strong Scientific Board. It has developed an ecosystem of products which in combination aim to improve the measurement of agricultural economics and sustainability. The product offering for farmers is Sandy, which allows farmers to measure, optimise and report all aspects of natural capital across their farming enterprises, as well as non-field-based enterprises such as packhouses and AD Plants.

Contact: Anna Woodley **Tel:** 07931 212 937 **Twitter:** @TrinityAgTech

Website: www.trinityagtech.com



TT Engineering Fabrication designs and builds latest cutting edge liquid applications systems.

Contact: Trevor Tappin **Tel:** 07837 743371 **Twitter:**

eMail: ttapengineering@icloud.com

Website: www.ttapplicators.co.uk





Based on the company ethos of using natural processes to tackle climate change, **UNDO** is developing a UK wide programme of suppling and spreading organically certified soil improvement minerals to farmers. Complimentary to this we are also working to produce and supply Biochar to the market. Come along and find out what is happening!

Contact: Ben Westcott **Tel:** 07980 605843 **Twitter:** @undo_hq
eMail: business@undo.com
Website: un-do.com



Unium Biosciences is an innovation driven company dedicated to link world class science with agricultures need for sustainable solutions. At Unium Bioscience, it's our mission to support growers to maximise crop production with innovative, sustainable and affordable solutions.

In the UK Unium Biosciences has shown remarkable success with its product line in the last four years

Contact: John Haywood **Tel:** 07801 307376 **Twitter:** @uniumbioscience
eMail: john @ uniumbioscience.com
Website: www.uniumbioscience.com



UPL is a global provider of sustainable agriculture products & solutions. We are a purpose-led company. Through OpenAg™, UPL is focused on accelerating progress for the food system. We are building a network that is reimagining sustainability, redefining the way an entire industry thinks and works – open to fresh ideas, innovation and new answers as we strive towards our mission to make every single food product more sustainable. Our robust portfolio consists of biologicals and traditional crop protection solutions.

Contact: Bertha Spangenberg **Tel:** 07341 864 907 **Twitter:** @UPL_UK
eMail: bertha.spangenberg@upl-ltd.com
Website: www.upl-ltd.com/uk



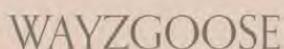
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Contact: Holly Jones **Tel:** 01480 861824
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Contact: James Dodson **Tel:** 01273 891 777
eMail: sales @ vine-works.com
Website: www.vine-works.com



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Contact: Katherine Preston **Tel:** 07919 123 766
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Contact: Sarie Weaving **Tel:** 01386 49155 **Twitter:** @Weaving_Mach
eMail: info@weavingmachinery.net
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Contact: Jenny Carpenter **Tel:** 07741 333 921 **Twitter:** @WoodlandTrust
eMail: jennycarpenter@woodlandtrust.org.uk
Website: www.woodlandtrust.org.uk



Yara's Analytical Service, **Lancrop Laboratories**, offers analysis services to the agricultural sector. Working with Cornell University we have developed a suite of Soil Health measures to assess key indicators of chemical, physical and biological processes. Information is used to plan soil management practices; to build, monitor and maintain healthier soils.

Contact: Jonathan Telfer **Tel:** 01759 305 116 **Twitter:** @yara
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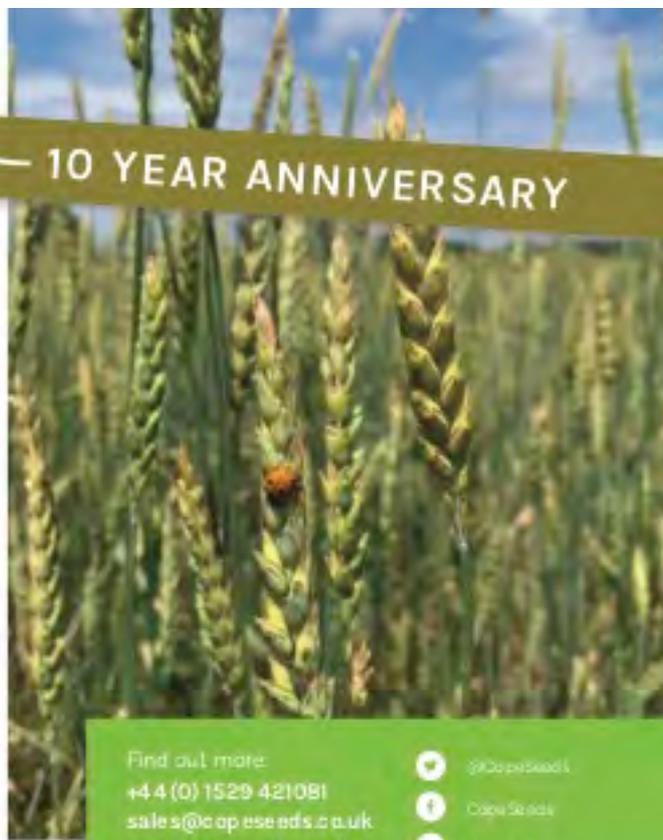
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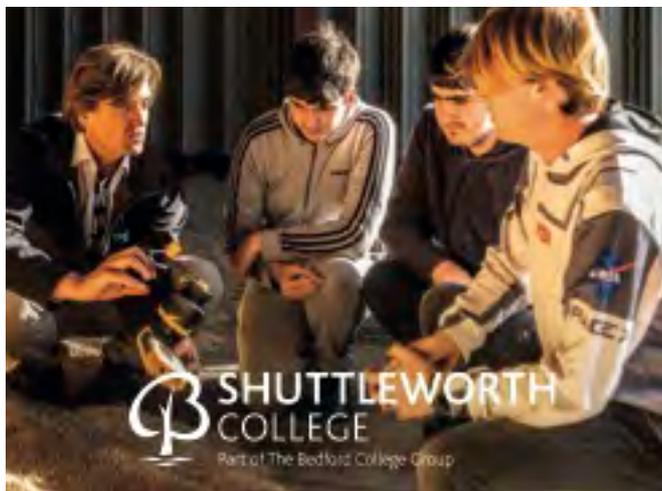


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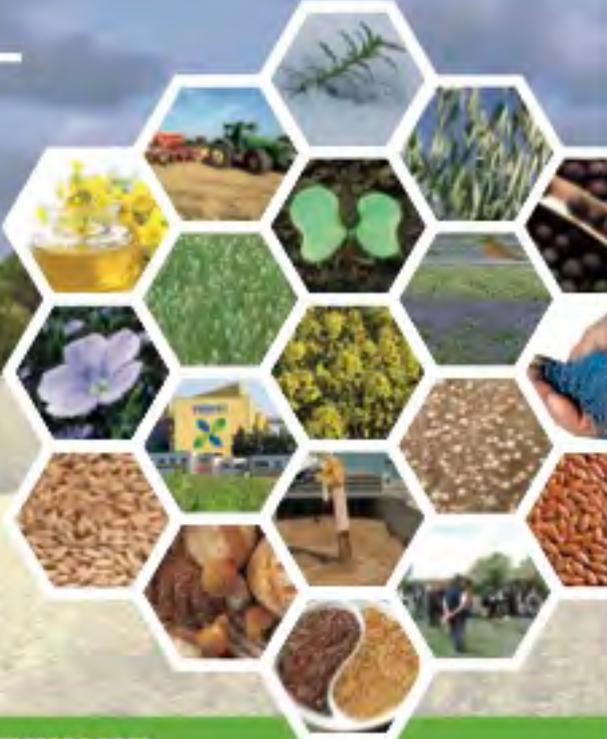


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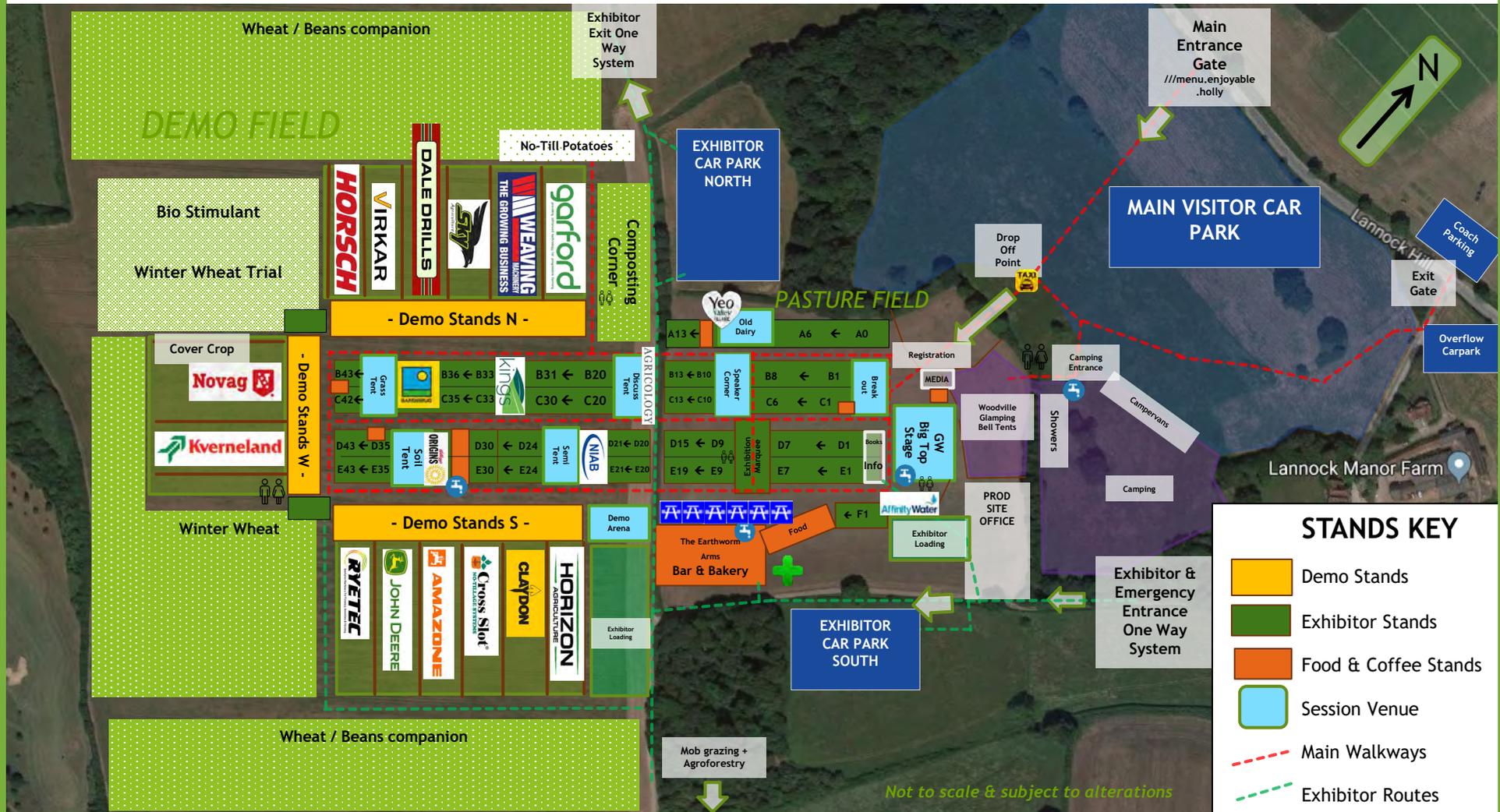
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