



Norfolk Farming Conference



10 FEBRUARY 2026
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OUR PROGRAMME

0815-0900

ARRIVAL
WITH TEA AND COFFEE

0900-0905

LAUNCH OF THE NORFOLK RURAL BUSINESS AWARDS
CLLR FABIAN EAGLE

0905-0915

WELCOME AND INTRODUCTION
DR BELINDA CLARKE OBE
CONFERENCE CHAIR

0915-0945

OPENING KEYNOTE ADDRESS:
DAVID WEBSTER
CHIEF EXECUTIVE
LINKING ENVIRONMENT AND FARMING (LEAF)

SESSION 1 - ACHIEVING MORE VALUE FROM OUR LAND

0945-1030

JEREMY MOODY
SECRETARY AND ADVISER
THE CENTRAL ASSOCIATION OF AGRICULTURAL
VALUERS (CAAV)

0945-1030

HENRY ASTOR
OWNER
BRUERN FARMS

0945-1030

JOE HOWARD
DIRECTOR
HOWARD FARMS AND GRASSROOTS FARMING

1030-1100

CASE STUDY:
DR JOHNNY WAKE DL
MANAGING PARTNER
COURTEENHALL FARMS

1100-1130

BREAK
WITH TEA AND COFFEE

1130-1215

JULES PRETTY OBE DL
EMERITUS PROFESSOR OF ENVIRONMENT
AND SOCIETY
UNIVERSITY OF ESSEX

1130-1215

EMILY ROUT
HEAD OF STRATEGIC ACCOUNTS AND
INDUSTRY COLLABORATION
MONDRA

1130-1215

TOM PEARSON
FARMS AND ESTATE MANAGER
RAYNHAM ESTATE

1215-1245

CASE STUDY:
DAVID CROSS
TENANT FARMER
GLOVERS FARM

1245-1345

LUNCH
AND NETWORKING

1345-1415

KEYNOTE ADDRESS:
DR REBECCA HARDING
GLOBAL SUPPLY CHAIN ECONOMIST
CEO CENTRE FOR ECONOMIC
SECURITY

SESSION 3 LANDING THE MESSAGE - ENABLING FARMERS TO USE THEIR VOICE FOR POSITIVE CHANGE IN UK FARMING

1415-1600

INTERACTIVE SESSION CHAIRED BY KAREN BROSnan AND INCLUDING

MANAGEMENT CONSULTANT, FORMER CHAIR NUFFIELD IRELAND

CASE STUDY:

OLLY HARRISON DL
FARMER, AGRI-INFLUENCER AND ENTREPRENEUR

AMY JACKSON
DIRECTOR, OXTALE SPECIALIST COMMUNICATIONS

RYAN MCCORMACK
FARM MANAGER, DENNINGTON HALL FARMS

THERE WILL BE A TEA BREAK DURING THIS SESSION FROM 1510 TO 1530.

1600-1635

CLOSING KEYNOTE ADDRESS:

SIR PETER KENDALL
FARMER AND NFU FORMER PRESIDENT

1635-1645

CLOSING REMARKS

CONFERENCE CHAIR

Conference Introduction



Cllr Fabian Eagle

Cabinet Member for Economic Growth

Fabian Eagle has been Cabinet Member for Economic Growth at Norfolk County Council since 2023. A long-standing champion of the rural economy, he has served as a county councillor since 2017 and represents the County Council on the RNAA Council.

Fabian initiated the Rural Business Awards in partnership with the RNAA, and also launched the High Streets Matter programme to support market town high streets.

Outside local politics, Fabian is an auctioneer and valuer, a Fellow of the Livestock Auctioneers Association, and celebrated 40 years in auctioneering last year. He is recognised as a leading poultry and avian species valuer in the UK and Europe and has advised APHA on valuations for over 20 years.

Fabian is also a fourth-generation family farmer, with interests in poultry and a herd of traditional Herefords.

Dr Belinda Clarke OBE

Director of AgriTech-E

Belinda is driven by the belief that innovation is vital to agricultural productivity, environmental sustainability and economic growth. Beginning her career in crop research, she developed experience across industry, innovation and government, and became determined to bring farmers, researchers and technology developers closer together to accelerate the adoption of new innovations on farms. For the past decade she has led the award-winning Agri-TechE network, now one of Europe's largest and longest-established agri-tech innovation ecosystems.

She is a Trustee of Niab, a member of the Royal Society's Science, Industry and Translation Committee, a recipient of the Sir Timothy Colman Prize, and was awarded an OBE for services to agri-technologies and farming in 2024.

Opening Keynote Address



David Webster

Chief Executive, Linking Environment and Farming (LEAF)

David joined LEAF as Chief Executive Officer in September 2023, before this David worked as Director of Sustainability and External Affairs for the UK Grocery Division of Associated British Foods (ABF). David joined ABF via W. Jordans (Cereals) Ltd. David worked closely with founders Bill and David Jordan to publicise the Jordans breakfast cereal brand and its longstanding commitment to wildlife friendly farming. Jordans was acquired by ABF in 2008 and David subsequently went on to lead sustainability for the Jordans

& Ryvita Company, before being promoted to the position of Divisional Director for Grocery in 2017.

He has a deep interest in farming and wildlife stemming from this work, and in particular the formation of the highly respected Jordans Farm Partnership, through which he worked alongside longstanding farm suppliers to the Jordans business together with LEAF, the Wildlife Trusts and The Prince's Countryside Fund.

A photograph showing three people at a trade show booth. A woman with blonde hair in a blue jacket is smiling and talking to a man in a green jacket. Another woman with blonde hair and glasses, wearing a blue shirt with an 'AF' logo, is also present. The background shows a display board with a green and blue design. In the bottom left corner, there is a logo for 'AF' with a heart symbol and the text 'Buying better, together.' In the bottom right corner, there is a QR code and the text 'Try out our Savings Calculator live on stand today'.

Session 1 ACHIEVING MORE VALUE FROM OUR LAND



Jeremy Moody
Secretary and Adviser, CAAV

Jeremy Moody is Secretary and Adviser to the Central Association of Agricultural Valuers (CAAV) since 1995, supporting professional advice to farmers and landowners across the UK and liaising with governments on emerging agricultural and rural policy. Writing and speaking widely on policy and practice, his work spans agricultural tenancy and land occupation, taxation, valuation, planning, competition for rural land use, climate change, energy and environmental issues. He analysed the October 2024 Budget's Inheritance Tax proposals, giving evidence to the Commons EFRA Committee and the House of Lords, with current work

focused on improving farm profitability and productivity amid policy change, extreme weather and international uncertainty. He is an Assembly Member of TEGoVA and Vice Chairman of the European Valuation Standards Board.

Henry Astor
Owner Bruern Farms

Henry Astor is a third generation farmer and miller based in the Cotswolds. He is a founder of the North East Cotswolds Farm Cluster, works with Good Food Oxfordshire to help create farm to fork in the county; and runs the Bruern Flour Mill that supplies bakers nationwide with a variety of traditional and heritage flours milled from wheat grown on his farm. His mission is to create an alternative farming system and business that operates outside the current agro-industrial complex.



Joe Howard
Director of Howard Farms and Grassroots Farming

Joe grew up on an intensive arable and vegetable farm in Nottinghamshire and joined the family business after graduating from Nottingham University with a 2.1 in Agriculture in 2007. Becoming a partner in 2009, he took responsibility for root vegetable production, retaining a majority share of the UK Chantenay carrot market. A passion for livestock developed during time spent in New Zealand, leading the family to adopt a mixed farming approach focused on soil and business sustainability. This included the introduction of grass into the arable rotation, the development of an Angus suckler herd, and later the creation of a

grass-based spring-calving dairy, Lundie Farming Ltd, milking 600 cows near Dundee. Joe has since led the transition to a dairy cross beef system and now finishes around 2,000 cattle annually, while also serving as a shareholder and director of Grassroots Farming Ltd, marketing regeneratively produced beef to premium restaurant markets.

Case Study 1



Dr Johnny Wake DL
Managing Partner Courteenhall Estate

Johnny Wake is Managing Partner of Courteenhall Farms, a diverse rural estate business in Northamptonshire, which he has grown substantially since taking over in 2013. After transitioning from a career in medicine, he has led the business's move to regenerative agriculture, improving soil health and biodiversity and securing a major Higher Tier scheme with Natural England.

He co-founded the Tove Valley Cluster Farm group and chairs the Central England region of the Environmental Farmers Group.

Johnny is a Trustee of LEAF, a former member of the CLA Policy Committee and Wildlife Farms and Estates England Committee, and chairs the educational charity New Leaf Learning at Courteenhall. He is also a Deputy Lieutenant of Northamptonshire and a Patron of HomeStart Daventry & South Northants.

He has received multiple awards, including the British Farming Awards Sustainability Award, the RASE Bledisloe Gold Medal, and Cranfield University's Entrepreneur Alumni Award.

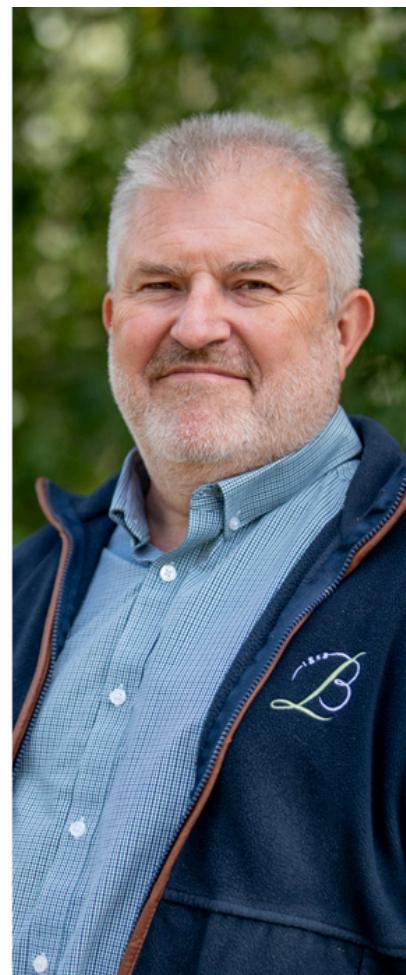
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Session 2 FUTURE NEEDS FOR FUTURE FARMING SYSTEMS



Jules Pretty OBE DL

Emeritus Professor of Environment and Society
University of Essex

Jules Pretty is Emeritus Professor of Environment and Society at the University of Essex and the author of influential books including *The Low-Carbon Good Life*, *The Edge of Extinction*, *Agri-Culture*, and *Regenerating Agriculture*.

He has held senior advisory roles for the UK government, research councils, and the Royal Society, and was appointed A D White Professor-at-Large at Cornell University. Jules has received numerous honours, including an OBE

for services to sustainable agriculture, the British Science Association Presidential Medal, and the Tropical Agriculture Association's Development Agriculturalist of the Year award. He is President of Essex Wildlife Trust, Chair of the Essex Climate Action Commission, and a Deputy Lieutenant for Essex.

Tom Pearson

Farms and Estate Manager Raynham Estate

Tom Pearson is Farms and Estate Manager at the Raynham Estate in Norfolk. Growing up in a farming family, he developed an early passion for agriculture and has worked in Norfolk for the past ten years. At Raynham, Tom works to evolve farming practices that respond to political change, weather volatility, and rising costs, with a strong focus on attention to detail and achieving marginal gains. He is particularly interested in developing future farming systems that remain profitable while delivering improved environmental outcomes through the use of technology and data.



Emily Rout

Head of Strategic Accounts and Industry Collaboration Mondra

Emily Rout is a food innovation and sustainable diets leader with over 15 years' experience across the food supply chain, from grassroots farming to large-scale UK retail. With more than six years at Tesco, working across Sustainable Food & Innovation, Healthy and Sustainable Diets, and Product Development, experience includes leading customer-led health strategies, HFSS reformulation, and the delivery of commercially viable, sustainable food innovation. Now working across the food industry through Mondra and the BRC Mondra Coalition, collaborating with retailers, foodservice, agriculture, NGOs and government to drive future-focused change, with a

strong grounding in UK nutrition policy, sustainability frameworks and customer behaviour, and a focus on building resilient, scalable food systems.



Case Study 2



David Cross
Tenant Farmer Grovers Farm

David farms a tenanted family farm in north-west Norfolk and is an AHDB Monitor Farmer (2021-2025). Formerly a conventional arable system based on sugar beet, wheat and barley, the farm has undergone a major transition in both enterprise mix and management.

Significant investment in livestock infrastructure, including an alleyway grazing system across most of the farm, has enabled integrated livestock enterprises focused on profitability, soil health, and labour efficiency. Farming on drought-prone sandy loam over chalk, David uses decision-support tools and drought-resilient crops to manage risk.

Current enterprises include an Easydam multiplier ewe flock, contract-reared cattle, and pasture-raised laying hens sold direct, with most of the farm entered into SFI and Countryside Stewardship, and participation in the Regenerate Outcomes programme.

Keynote Address

Dr Rebecca Harding
Supply Chain Economist & CEO Centre for Economic Security

Dr Rebecca Harding is CEO of the Centre for Economic Security and a leading authority on international trade economics. She is a Director of Sovereign Resilience Finance and serves in senior advisory roles, including Chief Economic Adviser to the Defence Security and Resilience Bank Development Group.

Through her advisory business, Rebeccanomics, she specialises in sustainable and digital trade, and defence and security finance, and was named Net Zero Entrepreneur of the Year in 2022.

She has founded three data-driven technology businesses and held senior academic and research roles at Deloitte, London Business School, and the British Foreign Policy Group. Dr Harding has advised parliamentary committees and government, and is a member of the Alphen Group, a Senior Associate at Earendel Associates, and an Associate Partner at T3i Partners.



Session 3

LANDING THE MESSAGE: ENABLING FARMERS TO USE THEIR VOICE FOR POSITIVE CHANGE IN UK FARMING



Olly Harrison DL

Farmer, Agri-Influencer, Entrepreneur

Farmer and entrepreneur Olly Harrison has spent 44 years building his farming business, growing it from 180 acres to over 1,500 across the Liverpool-Manchester corridor. The face behind the YouTube channel @OllyBlogsAgricongractfarmer, he shares daily videos offering an honest, humorous insight into modern farming, reaching over 450,000 followers and more than 120 million views across 2,400+ videos. A prominent voice for UK agriculture, he led a major London march in 2024 opposing proposed inheritance tax changes for farmers and is a regular contributor across BBC platforms. His highly diversified business spans 14 income streams,

alongside significant charitable fundraising exceeding £450,000, and his work has been recognised with industry awards and his appointment as a Deputy Lieutenant of Merseyside.

Amy Jackson

Agricultural Communications Specialist at Oxtale

Amy is an agricultural communications specialist with extensive experience working across the UK and Irish farming industries on high-profile and often contentious issues, including horsemeat, megafarms, bovine TB, antibiotic use and environmental impact. Her work focuses on public perceptions of modern farming, leading to a Nuffield Scholarship in 2012 and a PhD in 2022 examining public preferences for dairy farming in the UK. Alongside running her consultancy, Oxtale, she is a part-time Research Fellow at the University of Nottingham vet school, chairs the Dairy Technical Advisory Committee for Red Tractor, sits on the Appeals Panel for Quality Meat Scotland, and was recognised as an industry 'Gamechanger' at the 2024 Farmers Weekly Awards.



Karen Brosnan

Management Consultant, Former Chair Nuffield Ireland

Karen Brosnan is a management consultant, facilitator and board adviser with over 25 years' experience working with agri-food businesses, boards and public bodies in Ireland and internationally. Specialising in strategy, leadership and organisational development, governance and executive coaching, she works closely with boards and senior leadership teams to support organisational change and build leadership capability. Karen holds a range of senior board and advisory roles, including Horse Sport Ireland, the Agri-Food Regulator and Agri Aware, chairs the Northern Ireland Nutrients Action Programme, and directs the WCF Rural Business

Management Programme, bringing a strong commitment to leadership, sustainability and inclusive growth across the agri-food sector.



Case Study 3



Ryan McCormack

Farm Manager at Dennington Hall Farms

Ryan is Farm Manager at Dennington Hall Farms in East Suffolk, a 1,500-hectare combinable crops and sugar beet business. Since joining in May 2022, he has led the development of a more diverse and regenerative farming system, introducing an extended 12-year crop rotation, a revised machinery strategy, and a forward-thinking team culture.

With a strong focus on soil, air, and water health, Ryan has integrated grazing livestock across arable land, transitioned to variable-rate liquid fertiliser, reduced tillage, and introduced a block of Wildfarmed bi-cropping. He is BASIS and FACTS qualified and has a strong interest in data, innovation, and agricultural technology.

Ryan is the current Farmers Weekly Farm Manager of the Year, a member of the 68th Worshipful Company of Farmers, and completed the Advanced Business Management Course in 2018. He also sits on the NFU National Combinable Crops Board.

Closing Keynote Address

Sir Peter Kendall

**Honorary Professor, Centre for Food Policy and Foresight
at the University of Nottingham**

Sir Peter Kendall is a highly regarded leader in British and European agriculture, with over 15 years' experience at the forefront of the sector. A graduate in Agricultural Economics and Honorary Doctor of the University of Nottingham, he is an active partner in a family farm, combining practical farming experience with deep knowledge of policy, legislation and agricultural innovation. As NFU President from 2006 to 2014, he made changing the public image of agriculture a central priority, leading a rejuvenated organisation that reversed a 17-year decline in membership. His extensive leadership roles include President of the World Farmers Organisation, Chair of AHDB, Trustee of the Lawes Agricultural Trust, and Chair of Rothamsted Research and Elveden Farms Ltd. Knighted in 2015 for services to agriculture, he continues to support food and farming policy through strong industry and policy networks across the agri-food chain.





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Easton College is a leading land-based and technical college set in 160 hectares of countryside just outside Norwich, offering practical, industry-focused learning across land-based, technical and professional subjects. With excellent facilities including a working farm, Equestrian, Animal Management and Construction Centres, alongside elite sports facilities, the college also delivers full-time programmes, leisure courses, online learning and bespoke training in partnership with employers.

Department for Environment, Food and Rural Affairs (DEFRA)

Defra are committed to working with the farming sector. As we work with farmers, land managers and stakeholders on new and existing schemes, we will share our thinking and policy progress, so please come to our stall to share your views, concerns and suggestions.

East Green Energy

East Green Energy are leading specialists in renewable energy, providing electrical and mechanical contracting expertise across a wide range of technologies. We deliver trusted advice, high quality solar installations, with ongoing maintenance for both commercial and domestic properties nationwide.

Farming Community Network

FCN are a voluntary organisation and charity that support farmers and families within the farming community. They run a confidential, national helpline which is open every day, to provide free, confidential support to anyone who seeks help.

Food & Farming Discovery Trust

Offering a year-round programme of events for students from primary to sixth-form age, the FFDT seeks to educate and inspire young people about food, farming and the countryside.

Hutchinsons

Hutchinsons is one of the UK's leading providers of agronomic advice, crop inputs and Omnia - the ultimate digital farming platform, offering comprehensive advice from crop management decisions to long-term strategic business planning. Come and see how the latest updates to Omnia can help transform your business and help you make better decisions from your farm data. Hutchinsons also provide specialist advice on agroecology, environmental services, carbon measurement, mapping and management, precision farming, soil health and farm business management.

Lycetts

Lycetts has grown to become one of the UKs leading independently-operated insurance brokers. We specialise in farm and estate insurance but also provide bespoke financial services, commercial and bloodstock insurance advice.

Natural England

Natural England is here to conserve and enhance the natural environment, for its intrinsic value, the wellbeing and enjoyment of people and the economic prosperity it brings.

Norfolk Federation of Young Farmers and Country Siders

Norfolk YFC are a sub federation of the National Federation of Young Farmers Clubs who are one of the biggest rural youth charities in the UK. We thrive on promoting our values of fun, learning and achievement within a countryside and rural setting. We have approximately 500 members in our 10 senior clubs and 7 juniors clubs for our members aged 10-30 years.

Norfolk FWAG

Norfolk Farming and Wildlife Advisory Group (FWAG) is a not-for-profit organisation that is run by farmers and conservation specialists. We are dedicated to supporting Norfolk farmers and landowners to manage their land for the enrichment of wildlife. Our farming advisory work is steered by our ongoing projects and our farmer members; our services have been created specifically with Norfolk farmers and landowners in mind.

Norfolk Rivers Trust

River conservation charity who internally advise farmers and land managers on best practices to protect watercourses and can provide funding for interventions through partnership projects.

Origin Soil Nutrition

Origin Soil Nutrition is a national manufacturer and distributor of fertiliser with a strong local presence throughout the country.

Payne Crop Nutrition

Founded in 1972 the Woodland Trust is the largest woodland conservation charity and a leading voice in bringing the UK's trees and woodlands to the attention of Government, land owners and the public. With a supporter base of half a million they were the first and remain the most significant contributor to woodland protections, restoration and creation in the UK.

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The Woodland Trust

Founded in 1972 the Woodland Trust is the largest woodland conservation charity and a leading voice in bringing the UK's trees and woodlands to the attention of Government, land owners and the public. With a supporter base of half a million they were the first and remain the most significant contributor to woodland protections, restoration and creation in the UK.

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A rural mental health charity providing confidential support, counselling funding, and suicide prevention training for those involved in farming and agriculture.



Norfolk County Council

Norfolk County Council actively supports our rural communities through many initiatives, including our County Farm Estate. The Norfolk Rural Business Awards are run in partnership with the Royal Norfolk Agricultural Association and are now in their third year.

Categories are as follows:

- Best Rural Community Initiative
- Best Rural Innovation in Practice
- Best Food and Drink Producer
- Norfolk's 'Unsung Hero'
- Best Food and Farming Champion
- Best Emerging Talent
- Best Rural Tourism Attraction
- Best Woman in Agriculture
- Best Rural Business

Help us to celebrate and encourage applications for the people and businesses that fly the flag for Norfolk by visiting and sharing the link: www.norfolk.gov.uk/RuralBusinessAwards



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Birketts is proud to sponsor the Norfolk Farming Conference 2026. Our dedicated agriculture team works side-by-side with farmers, landowners and agri-businesses to help them achieve their goals. We're committed to supporting the sector and encouraging discussion on the issues shaping the future of farming and food production. #NFC2026 #Agriculture #FarmingFuture



Brown&Co are proud sponsors and co-organisers of the Norfolk Farming Conference. As a Firm, we proudly back British farming. Amid tax changes, reduced governmental support and rising costs, we're here to help protect your family farm and secure its future.

To contact your local office, visit: brown-co.com/offices



Busseys

Busseys INEOS is delighted to support the Norfolk Farming Conference 2026. The Grenadier was built for the demands of real farm life, and our sponsorship reflects our commitment to the people who rely on robust, capable vehicles every day. We're proud to champion Norfolk's agricultural community and its forward-thinking future.

Lovewell Blake

Chartered Accountants and Financial Planners



Lovewell Blake are proud to support the Norfolk Farming Conference. Our specialist agricultural team understands the financial and practical challenges farmers face. From sole traders to diversified estates, we work alongside clients to provide expert guidance, ensuring they are supported to achieve their goals and reach their full potential.

OUR SPONSORS

As custodian of one of the country's largest County Farms estates, we know agriculture is a key economic driver. So, we are proud to sponsor the Norfolk Farming Conference which is an important opportunity to hear about exciting and innovative things happening in the industry and make our region's voice heard.



Norfolk
County Council

We are proud to support The Norfolk Farming Conference, a forum where our region's innovative and dedicated agricultural community comes together to discuss our collective future.

Our free-range pigs add value to the land of our partners across Norfolk & Suffolk. We are keen to discuss how we can add value to more businesses across the region by working together to integrate pigs in their rotation in 2026 and beyond.

**NORTH
FARM
LIVESTOCK**

Oxbury Bank is proud to be the headline sponsor at the Norfolk Farming Conference 2026!

Oxbury is the first bank of its kind to be set up in the past two centuries. It is the UK's only bank 100% dedicated to serving the rural economy, and they are actively helping UK farming and food production businesses thrive now and for generations to come. They are delighted to sponsor the conference uniting industry leaders and championing British agriculture

Oxbury///

Founded in 1847, Royal Norfolk Agricultural Association is a leading charity supporting food production, farming, and the countryside in Norfolk. Best known for the Royal Norfolk Show, the UK's largest two-day county show, we deliver a range of programmes and events throughout the year to support the agricultural sector and to provide a point of connection for the public to learn more about where their food comes from.



Sentry is a leading employee-owned farming business delivering crop production, land management and procurement services across the UK. Committed to sustainable, efficient agriculture, we empower farms with expert management and strategic buying. We're proud to support the Norfolk Farming Conference, championing collaboration and innovation that strengthens the region's farming future.

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