



Larking Gowen

Autumn Farming Conference

October 2023



In partnership with the



Headline Partners



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Programme

Introduction

- 09:15** Arrival and coffee
- 09:50** Bruce Masson, Larking Gowen

Session 1

- 09:55** Cath Crowther, CLA
- 10:15** Matt Ryan, Oxbury Bank
- 10:50** Coffee break

Session 2

- 11:20** Emily Norton, Farmer and agri - political advocate and researcher
- 12:10** Henry Welham, YAGRO
- 12:45** Lunch

Session 3

- 13:45** Ian Evans, Copdock Hall
- 14:15** Water panel
- 16:00** Close

Introduction



Bruce Masson
Partner
Larking Gowen

Bruce Masson was integral to the launch of the Autumn Farming Conference in 2022 and has been heavily involved in the return of the event. Bruce will open the event alongside Cath Crowther, from CLA.

Bruce is passionate about bringing farmers, growers, landowners and agricultural professionals together to share experiences and learn from industry experts across the region.

Bruce has 20 years' experience as a Chartered Accountant and is a partner in the firm's Farm and Landed Estates team. Bruce works with businesses ranging from small family farms to landed estates, assisting them with all aspects of accountancy, taxation and advisory.



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Session 1



Cath Crowther
Regional Director
CLA in the East

Coming from a farming background, her family still runs an arable and sheep farm in South Wales, where her passion for the interests of landowners, farmers and rural businesses originates.

The Country Land and Business Association (CLA) exists to champion, protect and enhance the rural economy, environment and way of life. Cath leads a team who provide advice and rural representation for members in Bedfordshire, Cambridgeshire, Essex, Hertfordshire, Middlesex, Norfolk, Suffolk, Northamptonshire, Lincolnshire and Nottinghamshire. Prior to joining the CLA, Cath was a partner at property consultancy firm, Bidwells, where she headed up the rural diversification and planning team. She undertook a master's degree at Harper Adams and is a Chartered Surveyor and Fellow of the Central Association of Agricultural Valuers.

Synopsis

Farmers, landowners and rural businesses are facing challenging times with significant political, environmental and economic uncertainty. Cath will talk about the challenges and opportunities that lie ahead and the unique capacity of the industry to address many of today's problems including climate change and biodiversity decline. She will also stress the vital role of farmers in continuing to produce top quality, nutritious food, that meets the highest welfare standards. She will explore how the Government can ensure a thriving rural economy by fixing a broken planning system, connectivity, working on skills and innovation, a simplified tax regime, providing certainty for a profitable and sustainable farming and having more joined-up thinking between government departments.



Matt Ryan
Head of Farmer
Relationships

In February 2020, Matt joined Oxbury Bank Plc as Head of Farmer Relationships and assisted the business in gaining its banking licence through to its successful launch in February 2021. Since then, he's put together a national sales force and has led the farmer-facing team to major lending and revenue milestones.

Synopsis

Oxbury Bank is the only UK bank dedicated to British agriculture. Matt Ryan, Oxbury's Head of Farmer Relationships, discusses the role of Oxbury bank within the sector and offers insight into the impact of future environmental sustainability.



Coffee break

10:50

Session 2



Emily Norton
Farmer and
independent agri-food
policy researcher

Emily is a farmer and an independent agri-food policy researcher, with a particular interest in natural capital influences on land, food and farming. She has worked for politicians and in local food movements, as well as spending five years as head of Rural Research at property consultancy Savills. Emily lives and works on a 150-acre farm in Norfolk.

Synopsis

Emily will cover the main external drivers that are pushing farming to become sustainable, and the challenges and opportunities that this presents. The agricultural transition is not just about the switch from the Common Agricultural Policy to domestically derived rural policies. It's also about the pressure supply chains are under to deliver a net zero, nature positive future.



Henry Welham
Partnership Manager

Henry leads YAGRO's 'on-the-ground' relationship with core strategic partners, driving adoption and advocacy of YAGRO's tools and platform.

He has a real passion for agriculture and a drive to promote new technology within UK agriculture. Henry is BASIS and FACTS qualified with a background in the agrochemical industry, with roles including crop protection technical specialist and potato product manager. Working closely with industry advisors and businesses, Henry provides unique solutions and advice to both arable and horticulture enterprises.

He has an affinity for the value and needs of agronomists, farm traders and growers and enjoys building and maintaining close working relationships.

Synopsis

Henry will be discussing farm data – what to record and why – as well as some sage advice on how to implement a data strategy. Using case studies of farms that utilise different areas of their current and historic data, Henry will be showcasing the value a solid data strategy can bring to your



Lunch
12:45



Session 3



Ian Evans
Co-owner
Copdock Hall

Now 56 years of age, Ian was a journalist for most of his career, ending up as a freelance southern Africa correspondent, based in Cape Town, which is where he developed his love of wine.

Ian changed direction, bought Copdock Hall, and took risks that were way out of his 'comfort zone'. His successes at Copdock Hall have come from tackling the planning system, bureaucracy, scepticism, marketing a new business, the potential quagmire of social media, not to mention financing. Despite all of these hurdles really 'testing his mettle', Ian was determined to achieve his vision for the new business.

Synopsis

Ian will be sharing how he faced, the sometimes overwhelming, challenges when he first moved to Copdock Hall, along with the vision and determination that was needed to launch a successful business. He describes how new opportunities and income streams can have huge benefits...and boost the bottom line.

Water panel

In the light of last year's extreme drought and the last major water infrastructure in England being some 30 years ago, water management and how to make best use of this increasingly precious resource will be a key focus of this year's Autumn Farming Conference.

Join our panel of specialists to hear their stories and join the interactive discussion.



Andrew Marriott
Rural Advisor
CLA



Sarah Kerkham
Chair, Heronhill Water
LLP



Charlie MacNicol
Managing Director,
Stody Estate Ltd



Chris Robinson
Reclaim the Rain



John Patrick
Committee member of
the East Suffolk Water
Abstractors Group



Close
16:00



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Our funded counselling and confidential helpline is available for anyone over 18, from apprentice, to farm worker, manager, owner or if you are retired. We are here to help.



Attend training to develop the knowledge & confidence to have helpful conversations, learn practical tools and language for every day life.

Be curious and ask questions to help you understand how the other person is thinking and feeling. Create time for conversations.



Be willing to pause what you are doing to listen attentively, without judgement, or trying to solve problems. Help them feel listened to.

Be mindful of the bigger picture. A change in behaviour or attitude could be a result of something happening out of work.



Know the signs of poor mental health, stress, & anxiety and where to find help if it's needed.

Promote positive mental health around the workplace and in team meetings.



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Profits from this event will be donated to YANA and the Farm Safety Foundation. To make a donation scan the QR codes below or click on the following links. Donate to YANA [here](#). Donate to the Farm Safety Foundation [here](#).



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Your farm data is like a Rubik's cube. It looks challenging if you're unsure how or where to start... That's where we can help.

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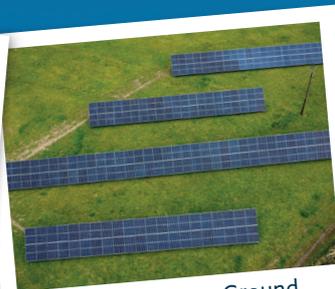
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