

LEAF's President's Event 2014

#LPE 14



LINKING ENVIRONMENT AND FARMING
Integrated Farm Management

Defining Resilience and Diversity in Agriculture

Tuesday 11 November 2014

HSBC Headquarters, Canary Wharf, London

Hosted by Baroness Hazel Byford DBE DL



Ensuring a resilient and diverse agriculture that is socially, economically and environmentally sustainable is amongst the greatest global challenges.

Global population growth in both wealth and number of people is causing the demand for food to increase faster than supply. As competition for food on the global market increases, farmers and growers are facing unprecedented pressures to meet these requirements, whilst ensuring they do so sustainably. Pressures are further compounded by the impacts of climate change and a range of complex and inter-related technological, societal, regulatory and economic issues. This year's LEAF President's Event will assemble key evidence and debate this vital topic.

This event is
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Programme

9:30 am **Arrival & coffee**

10:00 am **Welcome - Allan Wilkinson, Head of Agriculture, HSBC**
Our host and Head of Agriculture, HSBC

10:05am **Introduction - LEAF President, Baroness Hazel Byford, DBE DL**

10:10am **From the Chairman, Stephen Fell**
Setting the scene – LEAF's role in building resilience through diversity

During 2014, LEAF has strengthened its role and recognition in the industry in delivering more sustainable farming practices. We are conscious of our part in providing more sustainable solutions to our members, through disseminating technical expertise, creating market opportunities and encouraging a greater public understanding of food, farming and nature. As a result, we are pleased with the success of LEAF Marque, Open Farm Sunday and the role of our demonstration farms. It is essential that we truly integrate the benefits and delivery of food production, environmental stewardship, health and well-being, together with farming's contribution to rural communities. Such new challenges require new thinking and we are gearing up to try and integrate and internalise some of these values in the marketplace more effectively.

10:20am **Dr Gordon Jamieson, Knowledge Exchange and Commercialisation Director, John Innes Centre**

Crop diversity

Given that climate change is likely to cause more uncertainty in weather patterns with an increased likelihood of extreme weather events, diverse agricultural systems must become more adaptable and resilient. Dr Jamieson has a clear and strategic mind and will be highlighting some of the key insights from a range of projects and research at the JIC, highlighting the importance of species and variety choice but specifically, will focus on the exciting opportunities for farmers and sharing that enthusiasm with the general public.

11:00am **Two minute silence**

11:02am **Dr Grant Walling, Director of Science and Technology, JSR Ltd**

Livestock Diversity

One of the largest family owned farming businesses in the UK, JSR runs a substantial arable business, commercial pig operation and livestock breeding company. Dr Walling will talk on the changing demands in livestock breeding to ensure prolific dam-lines, robust sire-lines, superior meat quality, excellent health status and consistency in particular for the pig and beef sectors. He will highlight some of the challenges and trade-offs arising from our current populations and methodologies, before addressing the opportunities and solutions available through modern genetics and the challenges these present to the producers of the future.

11:15 am **Fraser McKevitt, Head of Retail and Consumer Insight, Kantar Worldpanel**

Market diversity

Consumers all want different things at different times for different reasons and such diversity leads to both opportunities and compromises. Understanding those trends is critical to build a more resilient and robust farm business in an ever changing world. Mr McKevitt will give us a clear insight into retail and consumer market trends and nuances and will be highlighting some of these key opportunities.

11:30am **Questions**

11:40am **Coffee**

12 noon **Patrick Barker, EJ Barker & Sons, LEAF Demonstration Farmer**

Biodiversity

With 15 of 24 global ecosystems in dramatic decline, the impact on global biodiversity is severe. The role agriculture plays in habitat decline has been carefully scrutinized, however we have less understanding of the value that diverse habitats hold for farmers. This relationship is further complicated by the changing climate and the subsequent changes in biodiversity this will bring about. Creating diverse and varied habitats for a wide array of biodiversity will help combat these uncertainties. Patrick Barker, farmer and conservationist will explain the valuable role biodiversity has to play in his farm business.

Programme

12:15 pm Caroline Drummond, LEAF Chief Executive

Diversity in our diets

Earlier this year, Caroline completed her Nuffield Scholarship looking at 'what farmers can learn from science to improve the nutrition of our food?'. Diversity in the diet is a challenge as the Western world's diet is built around individuals eating the same 10 meals time after time. Caroline will discuss what more can be done to engage with consumers, farmers and government to build diversity in our diets.

12:30 pm Andrew Francis, Senior Farms Manager, Elveden Estate

LEAF Demonstration Farmer

Food and agricultural producers everywhere balance growing and changing demand for food with the constraints and opportunities of the physical and economic environments in which they operate. Through Integrated Farm Management, LEAF Farmers have found ways to minimize water use, enhance soil, improve habitat, reduce greenhouse gas emissions, and minimize reliance on chemical fertilizers and pesticides while building profitable businesses. Balancing such diversity is critical and Elveden Estate is one such example where this is done well. Andrew Francis will highlight the importance of a range of decisions which have enabled him to build a more resilient business.

12:45 pm Discussion & Questions

Led by Baroness Hazel Byford, DBE DL

1.00pm Launch of LEAF's new guide to Integrated Farm Management

'Integrated Farm Management: A Guide'

1:10pm LEAF Marque lunch

Lunch is sourced from LEAF Marque growers for a delicious menu compiled by Compass.

2.15 pm Debating the issue, chaired by Tom Heap, broadcaster & journalist

Shaping the Future – Building diversity in crops, livestock, biodiversity, our markets and diets for more resilient farming

Our morning speakers will discuss the issues in more detail as we establish the priorities to take agricultural diversity forward in order to deliver more sustainable agriculture and build more robust and resilient businesses. This will be run as a question and answer session with questions from the floor.

3:30 pm Rt Hon Michael Jack, Food & Agriculture Adviser, HSBC

Closing Remarks

The Rt Hon Michael Jack has a long history in the food and farming sector, understanding the balance of investment, policy and power along the food chain and practical application. He will sum up the day and share his take on how to drive the core values of sustainability forward in order to bring about the changes required for future food and farming strategies to be more resilient.

3:40 pm Tea

Join LEAF

LEAF (Linking Environment And Farming) is a leading organisation delivering more sustainable food and farming. We work with farmers, the food industry, scientists and consumers, to inspire and enable sustainable farming that is prosperous, enriches the environment and engages local communities. We help our farmer, corporate and college members farm more sustainably and demonstrate their commitment to sustainable farming through our tools, services and demonstration activities.

You can support our work and get involved in all our activities by joining LEAF at www.leafuk.org



Speakers

**Allan Wilkinson, Head of Agriculture, HSBC Bank**

Allan Wilkinson is the Head of Agriculture for HSBC Bank plc, the dedicated farming division of HSBC Bank plc and responsible for the Bank's farming customers in the UK. He took up the role in 2010 and is only the sixth Head of Agriculture in over 45 years that the Team has been in existence.

**Fraser McKeivitt, Head of Retail and Consumer Insight, Kantar Worldpanel**

In over a decade at Kantar Worldpanel, Fraser McKeivitt has helped advise some of the country's biggest brands and supermarkets. He is an expert in ever changing consumer and shopping behaviours, explaining how and why these trends influence and impact both manufacturers and retailers. He closely watches and describes as the grocers battle competitively for market share each month.

**Baroness Hazel Byford, DBE DL, LEAF President**

Hazel Byford is a Conservative member of the House of Lords and has been President of LEAF since 2006. She is a Fellow of the Royal Agricultural Society and an Honorary Canon of Leicester Cathedral. Lady Byford also serves as a Deputy Lieutenant for Leicestershire and, from October 2013, as Master of the Worshipful Company of Farmers.

**Patrick Barker, EJ Barker & Sons, LEAF Demonstration Farmer**

Patrick Barker is a partner in EJ Barker & Sons, a family farming partnership in Mid-Suffolk. Along with his cousin Brian, they farm 625ha and have always looked to demonstrate that it is possible to grow high yielding crops on an intensive arable farm whilst increasing biodiversity and farmland wildlife populations at the same time. The farm was launched as a LEAF demonstration farm in 2012.

**Stephen Fell, LEAF Chairman**

Stephen Fell is LEAF's Chairman and Managing Director of the family farming business HR Fell and Sons Ltd, running a flock of 1000 sheep and growing root crops at Thorganby in the Vale of York. He is also Managing Director of Lindum Turf, a business growing and marketing a range of turf and specialist grass and wildflower products.

**Caroline Drummond, LEAF Chief Executive**

Caroline has worked at LEAF since it began in 1991. Her work focuses on encouraging more sustainable farming practices and building a better public understanding of farming and the environment. She is actively involved in many industry partnerships and initiatives. In 2009, Caroline was awarded the MBE for services to the agricultural industry and has recently completed a Nuffield Scholarship.

**Dr Gordon Jamieson, Knowledge Exchange and Commercialisation Director, John Innes Centre**

Gordon works closely with the scientists who carry out research into plant and microbial science, helping them bring their research to market and to benefit society more widely. He has held board-level technical, business development and general management roles in international businesses across chemical, pharmaceutical, food and agriculture sectors.

**Andrew Francis, Senior Farms Manager, Elveden Farms Ltd**

Andrew has worked at Elveden since 1994. It is one of the largest privately owned farms in England. He has been instrumental in driving forward the farms ethos, based on sustainability and attention to detail. Andrew's commitment to applying science to best practice, while maintaining traditional landscape and enhancing the environment underpins the whole farming business. Elveden Farms Ltd was launched as a LEAF Demonstration Farm in 2013 and is LEAF Marque certified.

**Dr Grant Walling, Director of Science and Technology, JSR Ltd**

Grant runs the genetic programme for the largest pig production pyramid in Russia. He is currently looking at using more genomic information into the JSR programme to expand on the existing use in meat eating quality and disease resistance traits as well as adapting the genetic improvement programme to accelerate and enhance overall profitability on farm. JSR Ltd is also a LEAF Demonstration Farm and are LEAF Marque certified.

**Tom Heap, Freelance Broadcaster and Journalist**

Tom presents the investigations on Countryfile – Britain's most popular factual TV programme. He is also the principal voice of 'Costing the Earth' on Radio 4, the nation's only dedicated environment series. He is also a regular Panorama reporter covering food, farming energy and wildlife. He was the presenter of the long running BBC 1 Daytime series Animal 24:7.

**The Rt Hon Michael Jack, Food and Agriculture Adviser to HSBC**

Michael has been Food and Agriculture Adviser to HSBC since 2010. Michael was an agriculture Minister and chaired the DEFRA Select Committee during his parliamentary career, and has worked at Proctor and Gamble, Marks and Spencer and LO Jeffs Ltd, a fresh produce supply company.

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