

2020 PROGRAMME

11am Exhibition opens and workshop sessions begin

The future of a farming family – what steps to take next
Wilkin Chapman, Brown & Co and HSBC

Healthy soils, healthy crops, healthy water
University of Lincoln and Anglian Water

Please book your place on these workshops by visiting lincolnshireshowground.co.uk

12pm Lunch

1pm Welcome from Simon Day, Chairman

1.15pm What does the 4th agricultural revolution mean for your farm?

Sam Watson Jones - Small Robot Company

1.45pm Future Lincolnshire farming systems

Professor Simon Pearson - University of Lincoln

2.15pm Michael Horsch - HORSCH Maschinen GmbH

2.45pm Break

3.15pm Farming insects for food: opportunities and challenges

Adam Banks - Nuffield Scholar

3.45pm Young people working in agriculture in Lincolnshire

Alec McNulty - British Sugar, Rosie Fox - ADM Agriculture, Ross Davenport - Cote Hill Cheese

4.15pm Farming beyond Brexit

Stuart Roberts - NFU Vice President



TICKET INFORMATION

Adults £15 | Students £6 | LAS Members Free

To book your place, visit lincolnshireshowground.co.uk



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Sam Watson Jones

Arguably the last analogue industry, farming is now set to go digital. This represents a world of opportunity for farmers - and will entirely change what's possible on farm. The future of farming will be defined by a per plant understanding of our fields, precision applications and systems which optimise soil health and productivity.

Sam Watson Jones, arable farmer and Co-Founder of Small Robot Company, will explain how this farmer focused ag-tech start up is developing the technology to enable transformative change to take place in the farming industry and to talk about ways in which farmers can get involved with shaping their own future.

Professor Simon Pearson

Professor Simon Pearson is the Director of the Lincoln Institute of Agri-Food Technology (LIAT), which sits within the College of Science at the University of Lincoln.

As Director of LIAT, Simon helps develop and run cross disciplinary research projects on behalf of the agri-food sector. This includes a large focus on the use and deployment of agri-food robotic systems including robotic crop harvesting and food processing systems, use of autonomous vehicles in the agri-food sector and the application of actuators within agri-food robotic systems.

Simon's research interests include a diverse range of agri technology

applications, the environmental physiology of fresh produce and ornamental crops, post-harvest physiology of vegetables, fruits and cut flowers, the effects of light manipulation on crop growth and development, the development of on farm decision support systems from remote sensing information and the development of pre and post farm gate supply and demand forecasting systems.

Prior to joining the University of Lincoln, he was the CEO of a large UK farming company, worked for Marks and Spencer Plc in a technical role and was a scientist at the University of Reading.

Michael Horsch

Michael Horsch is the founder of the HORSCH Maschinen GmbH. In 1979 he went to the USA with the plan in mind to have his own farm one day - and in 1981 he came back and built his first direct seeder instead.

In 1984 he founded the HORSCH Maschinen GmbH together with his father Dankwart and his uncle Walter. Since 1990, with the opening of Eastern Europe, the company has been growing very rapidly and today HORSCH still is one of the fastest growing short line farm machinery manufacturers in the world. Even in the downturn between 2013 and 2016 HORSCH grew by over 30%.

There are three factories in Germany, one in USA, one in Russia, one in Brazil and one in China. Today Michael runs HORSCH together with his

brother Philipp (CEO) and his wife Cornelia. Michael and his brothers also run several farms in East Germany and the Czech Republic. The farm AgroVation in CZ is a model future farm which many farmers around the world have already visited.

Adam Banks

Adam was awarded a Nuffield Farming Scholarship in 2018 and has recently completed his study entitled 'farming insects for food: opportunities and challenges'. This involved travelling around the world to meet entrepreneurs working at the forefront of insect agriculture.

After 6 years as a loss adjuster, first in the UK and then Latin America, Adam returned home wanting a new challenge. His time spent working in Mexico and Peru opened his eyes to the idea of eating insects and so he launched Instar Farming, an enterprise rearing crickets for human consumption. Adam is also a director of the Woven Network, which is an industry organisation representing those with a commercial or academic interest in producing insects for food or animal feed.

Through his business, Nuffield Farming study and work with the Woven Network, Adam has extensive knowledge of the technical and regulatory issues facing insect agriculture. He has also explored some of the challenges of marketing insects to Western consumers and how we might overcome negative attitudes towards entomophagy.

Alec McNulty

Alec McNulty is a Senior Contract Manager for British Sugar, supporting and managing around a hundred sugar beet contracts/farms in the greater Lincolnshire area. He is passionate about our home-grown sugar beet and wider farming industries and enjoys working with farmers, industry partners and suppliers to help grow the crop and improve sugar beet yields. Additionally, Alec works with several hauliers to manage the delivery of the crop to the Newark factory, managing sales of animal feed and other co-products, and supporting the British Beet Research Organisation (BBRO) with knowledge exchange.

Before his working life, Alec attended The University of Nottingham, Sutton Bonington campus studying Biotechnology with European Studies.

Rosie Fox

Having completed 6th Form, gaining three A-Levels and one AS Level, Rosie chose not to continue her education to a university level and instead to head straight for the workplace. She began her career at Gleadell Agriculture Ltd within the Farm Trading department in September 2014 after spending the summer on the family farm.

Rosie is now working for ADM Agriculture following the acquisition of Gleadell Agriculture by Archer Daniel Midlands (ADM). Her day-to-day role includes speaking to farmers about the

markets (grain, seed and fertiliser) and the many marketing options the company offer. Alongside this she manages her team of farm trading assistants across the company and the temporary staff throughout the harvest period.

Ross Davenport

Ross started his farming career early helping milk cows on his family's dairy farm whilst still at school, which continued into school and university holidays.

A love of science and animals led to a zoology degree at Manchester University before working within the agricultural economics department at Reading University which honed his accounting and business acumen.

The successful diversification and development of Cote Hill Cheese by his parents and older brother encouraged Ross to join the family business on a permanent basis in 2015.

Stuart Roberts

Stuart farms 400 hectares in Hertfordshire and Kent in partnership with his wife Emma and father Howard. A third generation arable and livestock farmer at Hammonds End Farm, Harpenden Stuart has also worked for Defra and the Food

Standards Agency and held senior management roles within the meat supply chain.

The farm incorporates around 300 hectares of combinable crops supplying grain to more than 50 artisan mills and bakers throughout the UK. The remaining land is predominately permanent pasture and a small amount of woodland. The farm includes two cattle herds, a commercial Simmental/Hereford herd producing 14 month old store cattle and a small but growing pedigree herd of Hereford cattle. The business also includes a small flock of laying hens.

Stuart has served as Hertfordshire NFU County Chairman since 2015 and has served on both the East Anglian livestock and combinable crops board. He has also previously served on the boards of Red Tractor and the Agriculture and Horticulture Development Board.

Prior to returning to the family farm, Stuart had a career in the civil service with the Food Standards Agency and Defra and has held a number of positions within the red meat supply chain with both the British Meat Processors Association and the ABP Food Group.

**This event is organised by the
Lincolnshire Agricultural Society.
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