

# Livestock Transition

Monday, 1<sup>st</sup> – Tuesday, 2<sup>nd</sup> November 2021

## Participants



### **Mr Brendan Bayley**

Brendan is a Senior Policy Adviser in HM Treasury's International Group where he leads on agricultural trade policy and climate-related trade issues. He has a Masters in Agricultural Economics from Manchester University. He worked on agricultural policy in Lesotho (1990-1994) and in South Africa (1994-8), and then as a consultant in Oxford, before joining HM Treasury in 2001. Since then, he has worked on aspects of financial services, economic and monetary policy and the EU Budget, but agricultural policy has been a mainstay of his work at HM Treasury (domestic agricultural policy and spending, CAP reform, the agricultural price spikes of 2007-2012, and most recently, agricultural trade). Brendan serves on the Executive of the Agricultural Economics Society and was awarded an OBE in 2019.



### **Dr Jason Beedell**

Jason is a director in Strutt & Parker's research department and supports the firm's rural team with information and analysis on farming, land management, planning, environment, energy, forestry and rural capital markets.

Before joining Strutt & Parker in 2016 he set up and led the research team at Smiths Gore for over ten years. He is a Chartered Surveyor and represents the RICS on Defra's external working group on the Rural Development Programme for England.

He is a nationally recognised commentator on rural issues, particularly rural property markets and CAP reform. He has led multi-disciplinary research teams on a wide range of subjects, including the rural economy, rural housing, property markets and environmental policies.

He leads Strutt & Parker's collaboration on natural capital accounting with eftc.



### **Dr Chris Brown**

Chris worked in Government before joining the Meat and Livestock Commission as Beef Strategy Manager.

He moved into retail as an Agriculture Technologist with Marks and Spencer. After joining ASDA as Agriculture Development Manager, with a remit to develop ASDA's strategies and activities across all sectors of agriculture, Chris's role was extended to Head of Ethical and Sustainable Sourcing.

Chris was appointed to his present role in 2019 covering supply chain sustainability including natural capitals, greenhouse gas emissions, seafood production, commodity sourcing and agricultural development. He is a member of the BBSRC Bioscience for Sustainable Agriculture and Food Strategy Advisory Panel and a Commissioner for the Yorkshire and Humberside Climate Commission.



### **Professor Patrick Brown, MD, PhD**

Patrick is the CEO and founder of Impossible Foods, emeritus professor of biochemistry at Stanford University School of Medicine and member of the US National Academy of Sciences and National Academy of Medicine. In 2010, he recognized that the only way to avert catastrophic climate change and a global collapse of biodiversity was to replace the most destructive technology in human history – animal agriculture. He therefore founded Impossible Foods with the mission of completely replacing animals in the food system by developing a new technology platform that would outperform today's animal-based technology in every way that matters to consumers.



### **Ms Helen Browning, OBE**

Helen farms organically in Wiltshire and supplies branded products to retailers, big and small, as well as through her mini hotel/dining pub on the farm. She is Chief Executive of the Soil Association and prior to that was Director of External Affairs at the National Trust. Helen is a trustee of the RSPB, a Commissioner for the Food Farming and Countryside Commission and sits on the BBC's Rural Affairs Advisory Committee. Up until recently, Helen was a member of the Food Ethics Council and sat on the National Food Strategy Advisory Panel. Helen was awarded an OBE in 1998 for services to organic farming.



### **Dr Richard Carden, CB**

Richard has been involved with agricultural trade and support policy, and with food issues, since the UK joined the European Community in 1973. His civil service career was mainly in MAFF, but latterly in DTI. He held Director-General posts in both Departments. He was awarded the CB in 1998.

After retiring from Whitehall in 2003, he spent two years as a senior adviser to DG Trade in the European Commission. Since then he has worked on trade issues in association with the London School of Economics and with a consultancy based in Mumbai.

He has a longstanding interest in birds and the environment, was a Council Member of the RSPB, and is on the Council of the World Pheasant Association.



### **Mr Tom Curtis**

Tom is a founding Partner of 3Keel, a sustainability risk management and innovation firm, based in Oxford. 3Keel is a certified B-Corp, committed to making the business case for a future that works for people, environment, and economy. 3Keel is ranked top of the Financial Times' list of 'Leading Management Consultants for Sustainability'. Tom's professional background is in forestry and mixed estate management, and he maintains an interest in practical land management through involvement on the organising committee for Food and Farming Consultations at St George's House, and through work with the Soil Association Land Trust, where he is Chair of Trustees.



### **Mr Jim Elliott**

Jim is a senior policy adviser at the environmental think tank and charity Green Alliance. He joined Green Alliance in 2016, and has led the organisation's Natural Environment work programme since February 2019. His work in recent years has focused on sustainable land use and management in the UK to achieve climate and nature goals, and the role of diet change in making these changes possible. Jim's work before joining Green Alliance included an integrated sustainability assessment of alternative proteins for the Netherlands government. He holds an MSc in Sustainability Science and Policy from Maastricht University.



### **Mr Dan Fairweather**

Dan is currently head of Livestock, Aquaculture and Fisheries at AJ Gallagher, a global risk consultancy and insurance broker. Before this Dan worked at various insurance companies and was senior aquaculture underwriter at RSA in London. As well as looking at present and emerging risks in livestock production, Dan is also examining the role of insurance and finance in incentivising environmental stewardship, and how insurance can play a role in valuing and protecting ecosystems. Dan has experience in developing national insurance programmes, individual farm products and integrated solutions for large corporate clients in the food sector.



### **Mr David Gardner**

David was a professional farm manager with the Co-operative Farms where he was involved in the management of dairy, cereal, vegetable and fruit farms. He spent six years as the CEO of the RASE where he set up Innovation for Agriculture, a consortium of sixteen Agricultural Societies working together to bring new innovation to the farming community. He is currently a Director at Waldersey Farms on the fens, the Chairman of the Farm Carbon Toolkit, a Trustee of Nuffield Farming Scholarship Trust and a Trustee of the Frank Parkinson Agricultural Trust. He also helps to shape and organise the George's House consultations. His interests are broad across all sectors of agriculture, renewable energy and the environment.



### **Mr Mike Gooding**

An agricultural graduate, Mike has followed a 30-year professional career in commercial farming, R&D, accountancy, finance, marketing, and public relations. Experienced in the livestock sector and food processing, he works with some of the World's leading food brands.

He is a Director of Farmers First, with abattoirs in the Midlands and Wales. Farmers First is owned by 2,700 farmer shareholders from all over the UK and seeks to develop market opportunities for lamb in both export and domestic markets.

Formally as MD of FAI Farms and General Manager of Sheepdrove Organic Farm he has been responsible for low throughput, farm-based slaughtering and processing of poultry and red meats.

He is Chairman of RAFT Solutions a veterinary research and training business, involved in the development of new technologies in the animal health sector; he is a former Chairman of the Oxford Farming Conference and a judge in the BBC Food and Farming Awards.



### Mr Andrew Griffiths

Andy is Head of Value Chain Sustainability for Nestlé's UK&I businesses, responsible for the development and delivery of the Environmental Sustainability strategy both within the operation and across the value chain.

He has worked for Nestlé UK&I for over 20 years, originally in operational and engineering roles. He is both a chartered environmentalist and IEMA fellow, as well as a chartered engineer (IET). He is focused on bringing together the engineering expertise, operational experience and environmental insights of the organisation alongside collaborative partnerships with academia and key delivery partners to develop and implement robust and effective sustainability programmes.

Andy co-developed the LENs (Landscape Enterprise Network) model with 3Keel, to enable effective shared interest investment, at scale, into the transition to regenerative agriculture and restoration of multifunctional landscapes.



### Ms Vicki Hird

Vicki is Head of the Sustainable Farming Campaign for Sustain: The Alliance for Better Food and Farming (over 100 non-profit organisations), and she runs an independent consultancy. An experienced and award-winning environmental campaigner, researcher, writer and strategist working for the past 30 years mainly in the food, farming and environmental policy arena, Vicki has worked on government policy for many years and is the author of *Perfectly Safe to Eat? The facts on food*. She was founder and chair of the Eating Better Alliance – an alliance working to deliver a less and better meat outcome from national policy and practice - and has written and campaigned extensively on livestock issues for over 15 years at a global, EU and national level. Vicki's other passion is insects and other invertebrates and she has a Masters in Pest Management and is a Fellow of the Royal Entomological Society (FRES). Twitter and Instagram: @vickihird website [www.rebuggingthepalnet.org](http://www.rebuggingthepalnet.org)  
**She is also author of new book - *Rebugging the Planet-The Remarkable Things that Insects (and Other Invertebrates) Do – and Why we need to love them more* -**  
Published September 2021 by Chelsea Green Publishing White River Junction, Vermont/ London.



### **Mr Alastair Johnston**

Alastair has over 25 years of experience working and advising companies within the red meat, grazing livestock and dairy supply chains throughout the UK. He has worked with Policy makers in London and Brussels on red meat and livestock issue particularly in upland areas. Currently working across several supply chains looking at the carbon footprint and sustainability of dairy and red meat products and developing dedicating supply chains to ensure sustainable supplies.



### **Professor Tim Lang**

Tim is Professor Emeritus of Food Policy at City University of where he was Director of the Centre for Food Policy 2002-2016. Hill farming in Lancashire UK in the 1970s formed his interest in the relationship between food, health, environment, culture and political economy. His book *Feeding Britain* (Pelican, Feb 2021) explored the UK as a case study of a rich country's food system. He is co-author of *Sustainable Diets* (2017), *Food Wars* (2015), *Unmanageable Consumer* (2015), *Ecological Public Health* (2012) and *Food Policy* (2009). He was policy lead on the 2019 EAT-Lancet Commission proposing the planetary diet.



### **Mr Christopher Price**

Christopher Price is Chief Executive Officer of the Rare Breeds Survival Trust. A solicitor by background, he spent 17 years at CLA, 10 of them as Director of Policy and Advice. He has a strong interest in rural land use and regenerative agriculture, particularly the role of grazing livestock and equines. Much of Christopher's work has focused on maximizing the economic, environmental and social benefits our various native breeds.



### **Mr Adam Quinney**

Adam farms in Warwickshire with his wife, Sarah. The farm mainly comprises of an Easy-Care sheep flock and a Salers suckler herd. Away from the farm Adam has been involved in the NFU as vice President and a short while as a board member of the NFU Mutual. Until recently he chaired the Beef and Lamb sector at AHDB. He is also a Trustee of the Plumb Foundation and the Studley College Trust.



### **Mr Graham Ramsbottom**

Graham leads Warrants Group as its CEO – with the objective of optimising commercial and social benefit – ensuring that the solutions we bring in the way food is grown, produced, distributed and consumed enhance human health, our environment and enable producers to thrive.

Graham joined The Grosvenor Estate in March 2009 and was appointed Chief Executive of Warrants Group in 2011. Leading the business since its inception, Graham has helped grow Warrants into one of the largest and longest established investment teams in the sector.

Until 2009, Graham worked for The Co-operative Group as Director of Rural Estates where he was responsible for the promotion of a number of sustainable energy, rural and urban property development projects throughout the UK. Prior to this, he was an Associate Partner with the land management consultancy, Strutt & Parker, where he managed rural enterprises and landholdings throughout Scotland and Northern England. During this time, Graham created a farm management consultancy focused on restructuring traditional farm businesses.

Graham studied at the University of Newcastle-upon-Tyne (BSc Agriculture), The Royal Agricultural College (MSc Rural Land Management) and completed the Harvard Business School Advanced Management Programme in 2010. He is a Member of the Royal Institution of Chartered Surveyors.



### **Mr Brian Richardson**

Yorkshire born and bred, Brian, has spent his career in agri-business, starting as a management trainee at a feed milling and meat processing company in Harrogate. He has held senior positions with JSR Farms Ltd in East Yorkshire, Farm supply businesses Woldmarsh Producer Ltd and CWG Ltd and for 10 years prior to taking up his current position was CE at H&H Group, the UK's largest livestock marketing business. He joined Virgin Money (formerly Yorkshire/Clydesdale Bank) as Head of Agriculture in 2018, to lead a specialist team in providing financial insight and support to primary producers and farming businesses.



### **Mr Stuart Roberts**

Stuart farms 120 hectares in Hertfordshire in partnership with his wife. 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 100 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 a small pedigree Hereford herd and a flock of Lleyn Sheep. The business also includes a flock of laying hens.

Stuart was elected to the post of NFU Deputy President in February 2020 after serving two years as Vice President. He previously chaired the NFU Hertfordshire branch and served on both the East Anglian livestock and combinable crops board. Stuart has also previously served on the boards of Red Tractor and the Agriculture and Horticulture Development Board. Stuart has a daughter and three sons and enjoys cycling and running (slowly).



### **Dr Katharine Scarfe-Beckett**

An experienced writer and editor focusing on social sustainability, culture and the arts, Katharine followed her MA in English with a doctorate on Anglo-Saxon perceptions of the Islamic world (published CUP, 2000) and three years as staff writer at the Hashemite Court in Jordan before leading the English writing team at Forbes Associates Qatar (acquired 2018 by Portland Communications). Since 2000, she has reported high-level consultations at St George's House, Windsor Castle. Currently based in West London with her husband and step-daughter, Katharine continues to write and edit for corporate and private clients and pursue interests in calligraphy and illumination.



### **Mr Mark Suthern**

After graduating from Sheffield Hallam University Mark worked in industry for a short while before joining Barclays in 1986.

Mark was Managing Director & National Head of Agriculture for Barclays Bank where he led a team of c200 colleagues within the UK focused entirely on Farming, Landed Estates, Agri-Tech and Energy & Environment until 2021.

Mark is now a Non-Executive Director working with for example Rural Payment Agency, a Lay-Canon at Lincoln Cathedral and Chair of The Board of Trustees for The Farming Community Network Charity.

Mark spent three months on a secondment in India, where he worked with a charity (VSO) focused on enterprise-based development.

Mark is an Associate of the Chartered Institute of Bankers, a Fellow of the RSA, a Fellow of the Institute of Sales Marketing and Management, a member of the Lincolnshire Agricultural Society, a member of The Farmers Club, a Council Member with the Institute of Agricultural Management, an External Advisor with Greater Lincolnshire LEP, a Mentor for the Lord Henry Plumb Foundation and a member of The Ceres Investment Committee (University of Cambridge et al).



### **Mr Adrian Tomlinson**

Adrian, originally from a Cheshire farming background, spent his early career years involved in dairy farming and dairy herd management whilst attending the Cheshire College of Agriculture both part and full time.

In 1989 moved to the Royal Farms at Windsor to look after Her Majesty's 180 cow pedigree herd of Ayrshire dairy cows. During this time Adrian served for 12 years on the Council of the Ayrshire Cattle Society and judged dairy cattle throughout England and Wales and in New Zealand.

Following the dispersal of the Ayrshire herd in 2007, Adrian joined Countrywide Farmers and trained as a ruminant nutritionist. Today Adrian is a self-employed ruminant nutritionist supplying and supporting livestock farmers across the South of England.



### **Mr Garth Weston**

Garth has spent his whole career in the food and ingredients industry, in both FMCG and B2B, primarily in the UK and Asia.

After graduating he spent over ten years at the Ryvita Company, first in manufacturing and supply chain roles before heading up the business. He then moved to an Asia Pacific role in food ingredients with the primary focus being the growth of its China business. Garth lived in China for more than seven years and oversaw a period of huge expansion, as well as change in those markets.

Since his return from Asia, he has been working with a number of agriculture, food, fishery and green technology businesses, he also runs his mixed farm in Oxfordshire.

Garth has a degree in Agricultural Mechanisation from Newcastle university and an MBA from INSEA.



### **Mr Ian Wheal**

Ian, Founder and CEO Breedr. Ian is a technology entrepreneur with a background in management consulting, technology start-ups and international business development and geographic expansion. He was previously Global Strategy Director Head of Product & Global Sales at Adstream a technology company with 570 employees, setting up Adstream's USA operations and reaching \$20m of revenue after two years. Ian was founding CTO at Mush, a mum's social networking app which exceeded 200,000 users after two years and holds an MBA from London Business School and a BEng in computer science. Ian is also a born and bred livestock farmer from South Australia giving him a unique insight into the opportunity for technology-based solutions in the agriculture and livestock sector.



### **Mr Richard Williamson**

Richard graduated from the Royal Agricultural College whereupon he joined the Velcourt's Management Training Scheme and rapidly progressed through the company to become Farms Director for the South and South West of England.

From here Richard joined Beeswax Dyson Farming Limited as Managing Director in November 2014.

In 2021, Richard joined Trinity AgTech as Senior Managing Director subsequently guiding the launch of the first in a suite of software that elevates farmers to the heart of the food and farming ecosystem.

He has a genuine passion for sustainable agriculture and a comprehensive understanding of farming practices.



### **Miss Harriet Wilson**

Harriet is responsible for Agriculture & Sustainable Sourcing at McDonald's UK & Ireland and is based on her family's beef & sheep farm in Staffordshire. With a passion for Agriculture, her career so far has involved roles with retailers ALDI UK&I and Co-op Food, and industry placements with Sainsbury's and McDonald's whilst at university.4444

She graduated from Harper Adams University in 2014 and during her studies was a columnist for the Farmers Weekly and spent her placement year at McDonald's - which inspired her to return to the business in her current role in 2020.

Harriet is a member of the NFU's Next Generation Policy Forum and Meat Business Women's UK & Ireland committee. Previously an active Young Farmers' member, Harriet was chairman of the NFYFC Agricultural and Rural Affairs Steering Group and continues to be a club leader for her local club Eccleshall YFC. Here she enjoys coaching younger members in public speaking and stock judging, as well as organising various charity events.



### **Mrs Helen Woolley**

Helen had a long career working in the Agriculture and land based sector until November 2018 when she retired from fulltime work after choosing to retire from her position as Director General of the Country Land and Business Association (CLA) a post she held for 7 years. She was a trustee and Director of the Nuffield Farming Scholarships Trust for 9 years and was Chairman of the Board of Trustees from November 2018 to November 2020.

She has a degree in Agricultural Science from Nottingham University, completed a Nuffield Scholarship in 1998 travelling in Eastern Europe

studying the impact of EU enlargement on the UK Dairy Industry and attended the Worshipful Company of Farmers Rural Leadership Course 2003.

Helen has varied Board, commercial and operational management experience together with an in-depth knowledge and understanding of agriculture and the wider rural sector gained from 40 years in the industry both as an ADAS Consultant working directly with farmers primarily in the livestock sector and Policy development and industry representation gained from roles she held in CLA. She and her husband have an arable farm in south Lincolnshire.