

EARN BASIS
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LINCOLNSHIRE
FARMING
CONFERENCE 2025

Inspiring → the next generation



Thu 13 Feb, 2025



EST 1869
LINCOLNSHIRE
SHOWGROUND

2025 Programme

9:30

Welcome from the Chair
Charlotte Wright

9:45

Inspiring the Next Generation
David Fursdon

10:15

**How not to kill your Dad:
Planning for Succession**
Anna Jackson

10:45

Refreshment break & Workshops

- Farming life after the budget – time to get the family round the table.
- Future Skills in Food & Farming.

11:45

**The National Trust Farmed Estate
~ The Next 50 years**
Giles Hunt

12:05

**The Formula for Family
Farming Success**
Peter Craven

12:25

Panel session Q&A
Peter Craven & Giles Hunt

12:45

Buffet Lunch & Networking with Exhibitors

13:45

When I grow up I want to be a farmer
Bailey Elliot

14:15

**Panel discussion with
industry experts**

14:45

Closing remarks & conference close
Charlotte Wright

Workshops

The Lincolnshire Farming Conference will feature two fantastic one-hour workshops led by industry professionals. Don't miss this opportunity to gain valuable insights!

No need to book in advance.

10:45 - 11:45

Farming life after the budget – time to get the family round the table.

Hosted by

- Shakespeare Martineua
- Streets Chartered Accountants
- Brown & Co J H Walter

Life after the budget brings changes, but what matters most is talking. In this short session, we'll guide family farming businesses on key considerations for the future. While the outlook may have shifted, opportunities remain — sometimes it just takes a fresh perspective. We're here to help. By exploring a real family situation, we'll illustrate essential actions, from addressing tax and legal matters to tackling farming business challenges. Our aim is to equip you and your family with the knowledge and confidence needed to navigate life after the budget and secure a strong, prosperous future together. Let's start the conversation.

10:45 - 11:45

Future Skills in Food & Farming.

Hosted by

- University of Lincoln
- Lincolnshire Agricultural Society

Explore CPD and lifelong learning in food and agriculture. Join Lincoln Institute for Agri-Food Technology and Lincolnshire Agricultural Society for an interactive discussion about skills and training for the future of farming.

Discuss the challenges in the sector and explore how skills and training can drive change and address those challenges.

Find out more about future themes for the next generation of farmers.

Guest speaker



David Fursdon

Chairman & Rural Affairs Consultant

David is a qualified rural surveyor and a partner in a family property and farming business. He chairs Dyson Farming Ltd and is a Trustee of the Royal Countryside Fund and a Rural Committee member of the Duchy of Cornwall.

He recently chaired the independent review into protected sites on Dartmoor and the Institute of Agriculture and Horticulture from its inception until the end of 2024. He was also a Trustee Commissioner of the Food, Farming and Countryside Commission since its inception and a Commissioner since 2017.

Guest speaker



Anna Jackson

Pink Pig Co.

Anna's life journey is a compelling blend of urban and rural experiences. She started on a farm but spent seven years as a photographer in Oxford and London. During the last three years, she launched her sports photography business while running 'A Zero Waste Life,' a non-profit dedicated to waste reduction.

The COVID-19 pandemic prompted her return to the farm, which turned out to be a fulfilling decision. Inspired by her father and influenced by 'Dirt to Soil' by Gabe Brown, she embraced regenerative farming.

Their farm focuses primarily on arable, utilising sheep for grazing, disease control and Anna sells her own meat boxes. They haven't ploughed since 2015 and adopted a no-till approach since 2020. Crops include 11-way wheat blend, BOATS (beans and oats) and grass with clover for seed. They also rent land for pigs to create a more sustainable rotation.

Guest speaker



Giles Hunt

Estates and Land Director

Giles is the Land and Estates Director for the National Trust with strategic responsibility for all issues surrounding the Trust's extensive estate of over 250k ha – with c.11k tenants – including more than 5k rented domestic houses and 1.5k farms together with the maintenance, repair and renovation of their 29k buildings.

Giles studied Agricultural Business Management at Wye College, University of London before studying Rural Estate Management at the Royal Agricultural University. Having secured a training contract with the National Trust he moved to Norfolk where he qualified as a Rural Practice Chartered Surveyor. In September 2017, Giles relocated to the Trust's Headquarters in Swindon to take up the Head of Estate Management role and was appointed its Land & Estates Director.

Serving as an APC examiner and on various Boards and Committees for the RICS and currently serves on the CAAV's Property Committee, Giles has also worked with educational establishments as an external examiner and Advisory Board member.

Guest speaker



Peter Craven

Head of Agriculture, Nuffield Scholar

Raised on a family farm in South Lincolnshire, Peter studied Agribusiness Management at Wye College before returning home to specialise in potato and daffodil production alongside nature.

In 2018, attending the Worshipful Company of Farmers' Advanced Agri-Business Management Course was transformative, leading him to leadership roles, including the NFU Potato Policy Group, the OFC Emerging Leaders Programme, and earning a Nuffield Farming Scholarship. A member of the Worshipful Company of Farmers, Peter also serves on its education committee and captains their shooting team.

After completing the IAgM Leadership Programme last year, Peter joined Natural England as Head of Agriculture. He collaborates with farmer organisations, industry groups, eNGO's and policymakers to integrate sustainable practices, ensuring resilient and productive agriculture that supports nature recovery.

Guest speaker



Bailey Elliot

First Generation Farmer, Farm and Net Zero Manager

Over the past year, Bailey, a first-generation farmer, has achieved several remarkable milestones. She was awarded The Michael Peacock Rising Talent Award at The Lincolnshire Show, a prestigious recognition of her dedication and talent in the agricultural sector. Additionally, she began an exciting new role as Farm & Net Zero Manager at Branston Ltd., where she is driving innovative sustainability efforts.

Bailey's passion for agriculture and commitment to sustainability are truly inspiring. We look forward to hearing her valuable insights and experiences at this incredible event.

Meet the panel



Charles Anyan

Panel Chair,
Farmer and Farming Community
Network Ambassador



Chris Sheldon

Agricultural Business Consultant,
Brown & Co JH Walter



Tim Atkinson

Land Agent,
Brown & Co JH Walter



Michael Ball

Tax Partner,
Streets Chartered Accountants



Emma Carr

Legal Director,
Shakespeare Martineau



Simon Pearson

Director of the Lincoln Institute
for Agri-Food Technology,
University of Lincoln

Meet this year's Sponsors



Streets Chartered Accountants

Streets is a Top 40 UK Firm established in 1907 and offer audit, tax, and corporate financial services across 29 offices. They provide international support through the SBC Global Alliance.



OMEX Agricultural

Founded in 1976, provides liquid fertilizers and crop nutrition solutions to over 85 countries, supporting sustainable agriculture worldwide.



Shakespeare Martineau

Shakespeare Martineau is a UK full-service law firm with over 900 specialists across 12 offices, offering tailored legal services to businesses, government, and individuals.



Brown & Co JH Walter

The Lincoln office is a reputable firm offering services in land, residential, and commercial property, as well as agricultural business consultancy. They provide expert advice to farmers and landowners throughout Lincolnshire.



Branston Ltd

Branston is a specialist in fresh produce, particularly potatoes, supplying retail, wholesale and food manufacturing customers across the UK. With sites in Lincoln, Somerset and Perth, they work with top growers to handle 350,000 tonnes annually.

Meet this year's Sponsors



Lincoln Institute for Agri-Food Technology

The AgriFoRwArdS CDT, funded by UKRI EPSRC, unites top universities, researchers, and industry to develop robotics experts tackling real-world challenges in the UK's agri-food sector, addressing population growth, climate change, and sustainability through advanced RAS technologies. The UKRI SUSTAIN CDT, led by top universities, applies AI to sustainable agriculture, training 60 future leaders to tackle environmental and technological challenges in agri-food.



CLAAS Eastern Ltd

CLAAS Eastern, founded in 1993, is a key agricultural machinery dealer with branches across the region, offering a range of CLAAS and other farm equipment.



Woldmarsh

Woldmarsh is a farmers' co-operative based in Louth, Lincolnshire, with over 1,000 members. They offer a range of services including farm inputs, fuel, machinery, and professional services, supporting farmers across the region.



Dallas Scott Davey Ltd

Dallas Scott Davey (DSD), founded in 2021, is an insurance broker based in Lincolnshire offering commercial, personal, and specialized insurance services. With over 45 years of experience, DSD focuses on farming, property, and risk management, serving clients across the UK.