



The British Institute of
Agricultural Consultants

BIAC **ONLINE** BUSINESS MANAGEMENT CONFERENCE 2021

SEVEN YEARS TO CHANGE?

**ABOUT OUR
SPONSORS & SUPPORTERS**



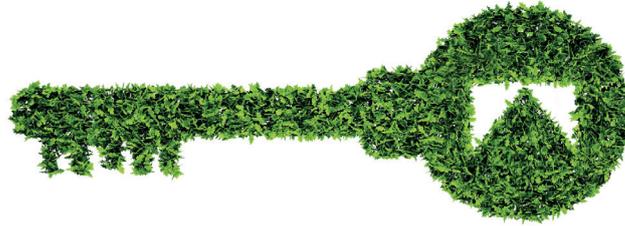
☎ 01275 375559

✉ info@biac.co.uk

🌐 www.biac.co.uk

BOOK YOUR PLACE BY VISITING - WWW.BIAC.CO.UK/EVENTS

Does your **Land** have development potential?



We have the key to unlocking the **maximum** return

For further details, please contact enquiries@rosconngroup.com or telephone 01789 294520
Rosconngroup.com



Trusted Transparent Innovative

Alice De Soer - Rural Response

SPECIALIST CONSULTANCY SUPPORT FOR RURAL PROFESSIONALS AND ORGANISATIONS

Alice De Soer BSc(Hons) MRICS FAAV MIAgrM is a rural surveyor with over 17 years' experience of working on agricultural policy design and implementation in England, Wales and Scotland.

A wealth of knowledge and expertise has seen Alice deliver trusted advice and support to hundreds of rural professionals and their clients on existing and emerging rural schemes and funding.

Alice founded Rural Response in 2020 to offer specialist advice and support to professionals and organisations in the rural and agricultural sector.



Alice De Soer
Rural Response

Having worked extensively on the introduction of the Single Payment Scheme in 2005, Basic Payment Scheme in 2015, Environmental Stewardship and Countryside Stewardship, Alice specialises in issues around existing and new rural schemes and grants, as well as natural capital and ecosystem services.

CONTACT DETAILS:

Tel: 07811 147092

Email: alice@alicedesoer.co.uk

Website: www.alicedesoer.co.uk

Increment Limited

INCREMENT™

Increment Limited is a specialist business focused on agricultural problems requiring analysis of financial, market, policy or technical data with a view towards finding novel solutions or providing rigorous assessment for investors or expert witness purposes. Projects have been undertaken in the UK and abroad. Increment also mentors and invests in new start-up businesses.

The business developed the first widely used carbon calculator for the farming industry and remains one of the longest established consultancies in this subject area.

CONTACT DETAILS:

Contact: Simon Ward

Email: Simon.Ward@increment.co.uk

Telephone: 01954 252859

Promar International



JOHN GILES – DIVISIONAL DIRECTOR, AGRI FOOD, PROMAR INTERNATIONAL

John is a Divisional Director of Promar International – the agri food value chain consulting subsidiary of Genus plc. He graduated from the University College of Swansea in 1981 with a BSc Econ degree.

John is also the President of the UK Chartered Institute of Marketing's Food, Drink and Agriculture Group and a past Chair of the UK Institute of Agricultural Management. He still serves on the IAGRM Council.

John is a Visiting Lecturer at the University of Reading. He is also the Chair of the Organising Committee of the City Food Lecture (held in London on an annual basis and organised by 7 City based livery companies involved in the agricultural and food sector). He is also a Fellow of the RASE.

John has now worked with Promar extensively throughout the UK and in some 60 other countries on agri food marketing research and related assignments, including the US, Canada, New Zealand, Australia, South Africa, Chile, the UAE, Saudi Arabia, India and China.

He has worked on a wide range of qualitative and quantitative based market research studies that



include trade and consumer analysis of dairy, pork, beef, lamb and fruit and vegetable markets, as well as cereals, oilseeds, bakery products, canned, dried and frozen products, packaged goods, soft drinks, beer, wine and bottled waters.

He has carried out market research and marketing based assignments for the likes of Defra, the AHDB, NFU the US Department of Agriculture, the Welsh Government, Bord Bia of Ireland, Scottish Enterprise, INVEST Northern Ireland, PROCHILE, AUSTRALIA, NZ Trade & Enterprise, the Netherlands Embassy, INNOVATE UK, as well as the likes of Nestle, Rabobank, HSBC, Bayer Crop Science, Sumitomo International, Pink Lady® apples and the Economist Intelligence Unit.

John is a regular contributor to the leading agricultural and food trade press both in the UK and not least in the US, has appeared on the BBC and spoken at numerous UK and international agri food conferences and evening events – ranging from small groups of farmers around the UK to major global trade events in Australia.

Contact Details:-

Promar International Ltd
Alpha Buildings,
London Road,
Stapeley,
Nantwich,
Cheshire,
CW5 7JW

Tel: *44 (0) 1270 616800

Fax: *44 (0) 12760 616704

Web: www.promar-international.com

George Cook FBIAC

THE ANDERSONS CENTRE

George is a Senior Consultant in The Andersons Centre team based at Melton Mowbray. He has over 30 years consultancy experience taking a whole business, problem solving approach to consultancy. He is also responsible for all client farm environmental and soil management within the business. Outside of work his interests include working gun dogs, golf and a the maintaining of a small orchard.

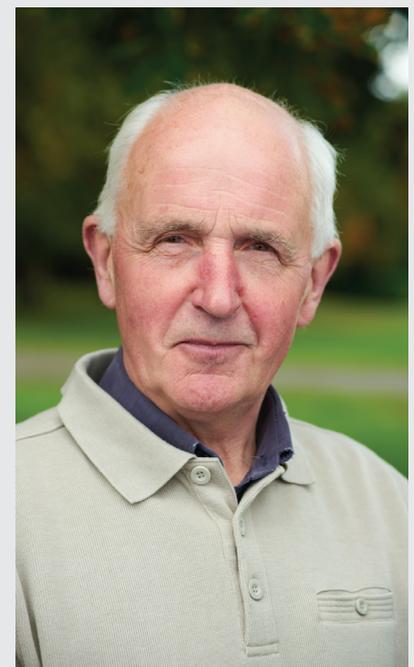
CONTACT DETAILS:

The Andersons Centre
Old Bell House,
2 Nottingham Street,
Melton Mowbray,
Leicestershire,
LE13 1NW

T: 01664 503 200

D: 01664 503 217

M: 07836 707 360



DJM Consulting

DJM Consulting advises a wide portfolio of clients including farmers, landowners and business managers across Wales and the Midlands. Our consultants are all from farming and rural backgrounds and are well equipped to understand the issues surrounding our clients' business. We help our clients to run their business more effectively in order to achieve their aims and objectives. Whatever our clients' requirements, our advice will be flexible to meet their specific needs. Our raison d'être is "Helping Your Business To Prosper".

SERVICES WE OFFER

Setting Strategy

Identifying, achieving objectives and developing a workable strategy - the masterplan.

Management & Development

Focusing on implementation, management and development - getting results.

Land & Asset Enhancement

Adding value to, securing/protecting, improving, and progressing/developing land and assets.

Green Money

Helping our clients to get involved in an alternative and additional income that spreads risk, is a form of cost control and ticks the 'green' box.

Land & Environment Schemes

Identifying opportunities from land to make the most of existing schemes and grants for projects.



Conflict, Avoidance & Advice

A professional helping hand to make sure that our clients are getting it right and avoiding/reducing conflict. Arbitration expertise if it goes wrong.

Contact Details:

DJM Consulting
The Rural Centre, West Farm, Aston Eyre, Bridgnorth, Shropshire, WV16 6XB

01746 714089

Alex Olivant MBIAC PMIAgrM CEnv



Active Business Partnerships specialise in farm business support and development across the UK. Based in Newark, our team work in farm business consultancy, financial management, farm management, bookkeeping and advising on environmental & renewable projects. Our service is entirely bespoke and structured to meet the specific needs of the business.

CONTACT DETAILS:

www.activebp.com
ABP@activebp.com
01636 705817

Barclays Agriculture

OLIVER MCENTYRE NATIONAL STRATEGY DIRECTOR

Oliver grew up on a family farm in Lancashire, after 3 years at Myerscough College he spent 10 years managing pig units throughout the north west, then spent 6 years as an independent Farm Business Advisor.

In 2006 he joined Barclays as Senior Agricultural Manager for Cumbria and Scotland before being appointed National Agricultural Specialist in 2012.

In his current role as Barclays' National Agricultural Strategy Director, Oliver oversees Barclays' agricultural strategy and positioning from an industry perspective.



WebbPaton

GEORGE PATON

George is an Equity Partner of Wiltshire based WebbPaton Land Agents. He is the son of a North Buckinghamshire arable and beef farming family. He was educated at Great Houghton Prep School, Northampton, and Wellingborough School, before going to the Royal Agricultural College, Cirencester. From college he joined Loveday and Loveday in Swindon, as a rural surveyor. In September 1999, along with Mark Webb, he set up WebbPaton, a rural chartered surveyor practice, who now acts for farmers, tenants and landowners throughout Oxfordshire, Wiltshire and Gloucestershire.

George specialises in advising clients on the promotion/disposal of residential development land and renewable projects.

WebbPaton's clients currently have over 45,000 residential plots proceeding through various stages of the planning system, with the largest single site being promoted for 12,000 dwellings. He is also working on the exciting new Science Park for Swindon, which will create a significant number of new jobs. In the energy sector George acts for the landowners on 56 different solar farm developments, with an installed capacity of 523 megawatts, including 2 of the UK's largest solar farms being Landmead and Sandridge. He has also advised on various battery storage, wind farms and gas generators sites.

Over the years George has set up WebbPaton's Single Farm Payment applications, Entitlement Trading, Renewable and Residential Development departments.



In his free time he has now worked at two Olympic Games and two Commonwealth Games in the Media Centre. He enjoys watching cricket and gardening. He is married with two teenage children and a Cavalier spaniel. He is has recently become a Freeman of the Worshipful Company of Fuellers.

Contact Details:

Tel: 01793 842055

Mobile: 07768 038943

Email: george@webbpaton.co.uk

Web: www.webbpaton.co.uk

Kernon Countryside Consultants Ltd

TONY KERNON

Tony is a Chartered Surveyor, a Fellow of BIAC and is currently Chairman. Tony grew up in north Lincolnshire but has been based in north Wiltshire since graduating in 1987. He has since then specialised in agricultural and equestrian development, farm diversification and building re-use, and related rural planning matters, as well as assessing the effects of development on rural businesses.

Tony works widely across the country, mostly England and Wales but occasionally further afield, acting for local authorities, Government and landowners/occupiers. He is an experienced expert witness, having given evidence at many Hearings and Public Inquiries for a wide range of rural developments and road

schemes. His particular areas of expertise include:

- essential workers' dwellings;
- farm and equestrian buildings, gallops, tracks, lagoons etc;
- farm diversification and building re-use (residential, commercial, tourism etc.);
- agricultural land quality and the policy implications of non-agricultural development on land and soils;
- the effects of development (eg solar, residential, roads, rail) on rural businesses;
- and inputs to Environmental Assessment.

Tony's endeavour is to provide sound and consistent planning advice for rural development.



Contact Details:

Kernon Countryside Consultants Ltd

Tel: 01793 771333

Mob: 07767 350730

Email: tony@kernon.co.uk

Website: www.kernon.co.uk

Jamie Lockhart, Managing Director Frederick Hiam

UNLOCKING THE POTENTIAL OF DATA USE AND AGRI-TECH WITHIN AGRICULTURE

Jamie grew up in Norfolk and have been involved in farm management since graduating from Shuttleworth Agricultural college in 1995.

He has recently taken up a new role as Managing Director for Frederick Hiam Ltd. The company specialises in growing field scale vegetables and operates its own Pack house and marketing business. Prior to this he was Director of Farming at Honingham Thorpe Farms.

Jamie recently took on the role of Chairman of Norfolk NFU This allows him to get involved with the wider issues facing our industry.

PROJECT DETAILS

We along with many other farmers across the UK have been collecting various forms of data for the past 15 plus years.

A large proportion of this data is sitting unused on various floppy discs, USB sticks and more recently in clouds gathering dust and not fulfilling it's potential. I would like to explore the barriers that are preventing farmers utilising this valuable information to help their businesses be more sustainable. As farming enters a period of uncertainty, with the loss of direct support payments it will be more important than ever for farmers to understand their costs and to identify which parts of their business is profitable and those which are not. I believe with the use of technology and the data it produces we should be able to set individual fields as cost centres, recording all activities, inputs and outputs. We can then identify which areas can be profitably farmed and which areas might be best used to deliver public goods.



The technology is available today, but it is offered to farmers in different formats with one system not being compatible with another. We need a common format that will allow information to be gathered and shared to unlock it's potential.

Contact Details:

Office: 01842 815500

Mobile: 07801 571091

Email: jamie.lockhart@frederick-hiam.co.uk

Website: www.frederick-hiam.co.uk

Cefetra Ltd

Cefetra Ltd is a major importer of agricultural raw materials into the UK and Ireland, to supply to the feed, food and fuel industries.

The company also has a domestic grain origination arm that has grown out from the acquisition of Wessex Grain in 2017.

This business now purchases in excess of 1m tonnes of grain per annum across the UK.

The company is focussed on being both supplier and consumer focused, being independent and cost competitive, and taking a long-term partnership approach to business.

The company has sister companies across Europe including the Netherlands, Spain and Hungary. It is part of the BayWa group, a multi-national company, founded in Munich in 1923. BayWa is the largest agricultural co-operative in Europe.

The group has a turnover of in excess of €16bn and a balance sheet value of circa €1.44bn and employees over 18,000 people.



Contact Details:

Contact: Simon Wilcox
Manager – UK Farm Grain
Origination

Tel: 01963 363162

Email: wilcox@cefetra.co.uk

Website: www.cefetra.co.uk

Twitter: @cefetra

LEAF (Linking Environment And Farming)

LEAF (Linking Environment And Farming) is the leading organisation delivering and promoting Climate Positive, thriving, resilient and exemplar agro-ecological farming at an increasingly global level. Working with farmers, the food industry, scientists, environmentalists, teachers, young people and consumers we are looking at new ways to deliver productivity and prosperity among our farmers, enrich the environment and engage young people and society in a valuable and meaningful way.

LEAF promotes Integrated Farm Management (IFM), a whole farm business approach that delivers more sustainable farming. IFM uses the best of modern technology and traditional methods to deliver prosperous farming that enriches the environment and engages local communities.

Our three workstreams of:

- Knowledge Generation & Exchange;
- Market Opportunity, and;
- Education and Engaging Society;

are key to transforming food and farming systems and include:

- Our LEAF Network. Our LEAF Demonstration Farms and commercial farms which show the beneficial practices of IFM to a broad range of audiences, through organised events. This is to further encourage the uptake by farmers, support from the industry and political awareness of sustainable food and farming. They work alongside the LEAF Innovation Centres. These research organisations whose work supports the research, evidence, development and promotion of IFM. They investigate and communicate practices which underpin the continual improvement to help



deliver more sustainable food and farming.

- The LEAF Marque is an assurance system recognising more sustainably farmed products. It is based on the sustainable farming principles of IFM, which addresses areas such as soil and water management, pollution control, crop health, animal welfare, community engagement, energy efficiency and landscape and nature conservation. LEAF Marque businesses are independently assessed and certified against the principles of IFM.
- Our outreach work including LEAF Open Farm Sunday. Where hundreds of farmers open their gates and welcome hundreds of thousands of people onto their farms to discover the world of farming, live and virtually.
- LEAF Education provides teachers with curriculum focused training, tools and resources to help them deliver high-quality learning experiences about farming. It also helps farmers navigate the world of education and supports them in delivering inspiring and engaging on-farm and in-classroom activities.
- LEAF Education manages a number of industry and educational initiatives, including Farmer Time, Access to Farms, CEVAS (Countryside Educational Visits Accreditation Scheme), Countryside Classroom, Chef on the Farm and LEAF Open Farm School Days.

Farm Carbon Toolkit



SAM SMITH

The Farm Carbon Toolkit is a not-for-profit organisation run by farmers for farmers.

We provide practical, scientifically robust and relevant resources and services for farmers, to increase awareness and understanding of greenhouse gas emissions within agriculture and the role of soil within carbon sequestration.

Our free farm carbon calculator allows farmers to understand where the sources of carbon emissions and sinks are on their farms, and our toolkit helps save energy and optimise other farm inputs.

We also facilitate learning through group events and knowledge exchange activities.

CONTACT DETAILS:

Find out more:

farmcarbontoolkit.org.uk

Contact us: info@

[farmcarbontoolkit.org.uk](mailto:info@farmcarbontoolkit.org.uk)



**The British
Institute of
Agricultural
Consultants**