

60<sup>th</sup> Anniversary

# NATIONAL FARM MANAGEMENT CONFERENCE

**PLANNING FOR GROWTH**  
**PEOPLE: PROFIT: PLANET**

**THURSDAY 6<sup>TH</sup> NOVEMBER 2025**

TELFORD THEATRE | ONE GREAT GEORGE STREET |  
WESTMINSTER | LONDON | SW1P 3AA



**PROGRAMME & INFORMATION**

# CONFERENCE AGENDA



TIME	TITLE	SPEAKER
<b>SESSION 1: PEOPLE – THE JOHN ALLISTON MEMORIAL SESSION</b>		
<b>CHAIR:</b> Richard Price PFIagrM CEnv, Huntapac & Chair, IAgRM		
10.00	Opening Remarks	Richard Price, <i>Chair IAgRM</i>
10.10	Plausible futures and what it might mean for UK agriculture	Professor Tim Benton
10.30	Farming according to James Peck	James Peck, <i>Managing Director, P.X. Farms Ltd</i>
10.50	Future-Proofing the Farm: People, Planning, and Possibilities	Adam White, <i>Chief Executive Officer, Roythornes</i>
11.10	Questions	
11.20	COFFEE BREAK	

TIME	TITLE	SPEAKER
<b>SESSION 2: PROFIT</b>		
<b>CHAIR:</b> Will Gemmill, Ceres Rural		
11.45	Rooted in Results: Growing Towards a Sustainable Future	Stephen Shields, <i>Technical &amp; Sustainability Director at Huntapac Produce Ltd</i>
12.05	Innovating for the future in sugar beet	Dan Green, <i>Agriculture Director, British Sugar</i>
12.25	Scotland: the choice for premium red meat	Sarah Millar, <i>Chief Executive, Quality Meat Scotland</i>
12.45	Questions	
13.05	LUNCH	

TIME	TITLE	SPEAKER
<b>SESSION 3: PLANET</b>		
<b>CHAIR:</b> Kate Russell, Tellus Natural Capital		
14.15	Climate change and extremes: Building resilience in UK agrifood through adaptation	Dr Pete Falloon, <i>Met Office/University of Bristol</i>
14.35	Why good management practice is the key to a sustainable future	David Webster, <i>Chief Executive, LEAF (Linking Environment And Farming)</i>
14.55	Operational Resilience: Leading Large-Scale Farming Through Climate Uncertainty	Nick Shorter, <i>Chief Executive, Velcourt Group Limited</i>
15.30	Questions	
15.45	Closing remarks	Lord Taylor of Holbeach CHE FRAGS, <i>President, IAgRM</i>
16.15	Conference closes	

## OUR SPONSORS



## CHARITY PARTNERS





# ABOUT OUR SPEAKERS



**PROFESSOR TIM G. BENTON**

**Professor Tim G. Benton is an independent advisor on food systems and sustainability.**

Formerly he was Distinguished Fellow in the Environment and Society Programme at Chatham House, and served as Research Director and head of the Centre 2019-2024. He first joined Chatham House in 2016 as a visiting fellow, at which time he was also dean of strategic research initiatives at the University of Leeds.



**DR PETE FALLOON**

**Dr Pete Falloon (FRMetS, FRSA) is the Met Office's Science Lead – Food Security, and leads the Met Office's Climate Service for Defra on Food, Farming and Natural Environment.**

From 2011-2016 he was the 'champion' of the UK's Global Food Security programme which was a multi-agency partnership of the UK's public bodies (government departments, devolved governments and research councils) with an interest in the challenges around food.

As a leading advocate on food systems transformation, he has worked with UK governments, the EU, G20 and a range of other governments around the world, as well as leading businesses and civil society organisations. He has been a global agenda steward of the World Economic Forum, and was an author of the IPCC's Special Report on Food, Land and Climate (2019), and the UK's Climate Change Risk Assessment (2017, 2022).

He has published more than 200 academic papers, many tackling how systems respond to environmental change. His work on sustainability leadership has been recognized with an honorary fellowship of the UK's Society for the Environment, and a doctorate honoris causa from the Université Catholique de Louvain, Belgium. He also remains a (part time) Research Professor at the University of Leeds.

Pete has nearly 30 years of experience in the impacts of climate and land use change on food systems and the environment.

Pete has been at the Met Office Hadley Centre since 2004 and led the Climate Impacts Modelling team from 2009-2019. He is a Fellow of the Royal Society of Arts, and of the Royal Meteorological Society, a contributing author to the UK's Climate Change Risk Assessment (CCRA) and was a member of the Global Food Security Programme's Programme Coordination Group board from 2013-2023.

Pete is also Associate Professor in Climate Resilient Food Systems at the University of Bristol, Sustainability Director for Food Drink Devon CIC and an Honorary Associate at the Walker Institute.



**DAN GREEN**

**Dan Green, Agriculture Director, British Sugar.**

Dan has a breadth of experience ranging from his family arable farming background, as well as working through various operational roles since joining British Sugar in 2003.

Having graduated from the University of Sheffield with a degree in Chemical Engineering, he joined British Sugar's graduate programme based at Cantley sugar factory and progressed through various roles at both Cantley and Wigginton before becoming Site General Manager at Cantley in 2016.

Dan has been Agriculture Director since 2022, and his focus remains on strengthening collaborative relationships with growers, as well as across the wider industry to ensure the homegrown sugar beet industry continues to thrive.



**JAMES S. PECK**

**James S. Peck is the Managing Director of P.X. Farms Ltd, based at Scotland Farm in Dry Drayton, Cambridge.**

After studying at Lackham and Writtle Agricultural Colleges he managed Peck's Contracting Services for five years.



**SARAH MILLAR**

**Sarah joined QMS in 2018 and took on the role of Chief Executive in 2022.**

She lives on her husband's family farm in Angus but grew up on a hill livestock farm in rural Lanarkshire.

After leaving school at 16, Sarah worked in the family butchery business, selling meat from the family farm throughout central Scotland, giving an early insight to consumers relationship with food and Scottish farming.

She graduated from SAC Auchincruive with an honours degree in Green Technology.

Sarah is past chair of SAYFC Agri and Rural Affairs committee and past vice chair of NFUS's Next Generation committee.

He took over the 750 acre family farm in 2003 and farmed a further 150 acres under contract.

Today he manages over 12,500 acres across Cambridgeshire, Lincolnshire, Bedfordshire and Hertfordshire offering services in farming, crop storage, crop lab testing, haulage, crop hospital and property lettings.

James won the Farmers Weekly Firestone Young Farmer of the Year award in 2006 and was awarded a Nuffield Farming Scholarship in 2010 to study the future of arable farming. He has served as Chairman of the Cambridgeshire and Bedfordshire CLA and is currently Court Assistant of the Worshipful Company of Farmers. He was also Chairman of the Henman Brooks Committee.

He has over 22 thousand subscribers on his Youtube channel offering viewers an open and honest insight into his business operations and the promotion of British Agriculture.





**NICK SHORTER**

**Nick Shorter, CEO of Velcourt Group Limited, grew up in Dorset and studied Agricultural Science at Harper Adams.**

After graduating with a 2:1 Honours degree and gaining experience dairy farming in New Zealand, he joined Velcourt in 2001.

Over the years, he progressed through various management roles in the UK and Eastern Europe, including Farm Manager, Regional Farm Manager, and Farms Director.

His leadership has spanned large-scale operations in arable, dairy, and fresh produce farming, overseeing thousands of hectares and managing extensive teams.

Appointed Managing Director of Velcourt Ltd in 2021 and CEO of Velcourt Group in 2024, Nick now leads the group's three companies, of Velcourt Ltd, Oakbank Ltd and Bronwin and Abbey Ltd who supply management services and advice to the farming game, stewardship and forestry industries respectively.

A qualified agronomist and Professional Fellow of the Institute of Agricultural Management. In November 2024 he was awarded the IAgRM Annual Farm Management Award for outstanding career contribution to the advancement of farm management.

Nick lives in Hampshire with his family and enjoys outdoor pursuits such as shooting, running, and hill walking.



**STEPHEN SHIELDS**

**Stephen Shields is Huntapac's Technical and Sustainability Director and has worked within the food industry for the last 30+ years, notably within Huntapac Produce for the last 19 years.**

Stephen heads up the technical division at Huntapac with the additional responsibility of ensuring the business meets its sustainability ambitions.

Huntapac Produce Ltd is a 4th generation family-owned business, based on the fertile Lancashire plains that grows on a national scale circa 4000 acres of root crop production from Suffolk to Inverness whilst also having growing partnerships in Spain and France. The business grows, processes, packs and distributes roots crops to its major retail customers.

He also holds the positions of Vice Chair of the NFU's Horticulture and Potato Board and is a member of the Horticultural Crop Protection Board and a member of the Red Tractor Fresh Produce Board.



**LORD TAYLOR**

**Lord Taylor, a prominent figure in the Conservative Party, has held various roles including peerage in 2006, serving as a minister in Defra and the Home Office, and acting as Chief Whip in the House of Lords from 2014-2019.**

As a former President of the Lincolnshire and East of England Agricultural Societies, he understands the agricultural industry's challenges, particularly in adapting farming practices amid changing regulations.

As the new President of the Institute, Lord Taylor aims to promote excellence by sharing best practices and influencing policy, helping farmers maximize productivity while navigating a complex environment.



**ADAM WHITE**

**As CEO of Roythornes Solicitors, Adam brings over two decades of experience in financial and professional services, having worked with a diverse portfolio of clients, from SMEs and corporate enterprises to real estate businesses.**

Before joining Roythornes, he led Barclays UK Agriculture and Landed Estates, where he played a pivotal role in shaping the bank's strategy for rural and agricultural clients.

Adam's expertise lies in driving strategic growth, transforming organisations, and enhancing client experience. His leadership focuses on fostering a culture of innovation and engagement, ensuring that both clients and employees thrive in an evolving legal landscape. His ability to navigate change and deliver sustainable commercial growth has made him a respected figure in the industry.



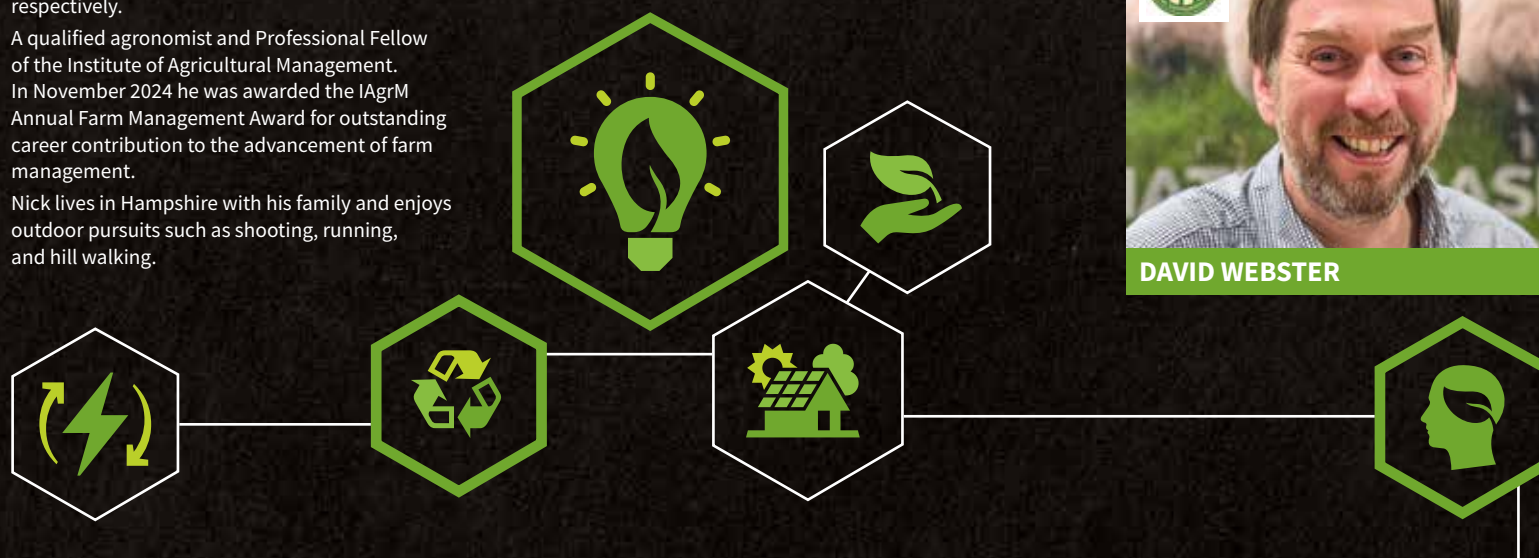
**DAVID WEBSTER**

**David joined LEAF as Chief Executive Officer in September 2023, before this David worked as Director of Sustainability and External Affairs for the UK Grocery Division of Associated British Foods (ABF).**

David joined ABF via W. Jordans (Cereals) Ltd. David worked closely with founders Bill and David Jordan to publicise the Jordans breakfast cereal brand and its longstanding commitment to wildlife friendly farming.

Jordans was acquired by ABF in 2008 and David subsequently went on to lead sustainability for the Jordans & Ryvita Company, before being promoted to the position of Divisional Director for Grocery in 2017.

He has a deep interest in farming and wildlife stemming from this work, and in particular the formation of the highly respected Jordans Farm Partnership, through which he worked alongside longstanding farm suppliers to the Jordans business together with LEAF, the Wildlife Trusts and The Prince's Countryside Fund.





# ABOUT OUR CHAIRPEOPLE



**WILL GEMMILL**

**Will Gemmill is the Executive Partner at Ceres Rural. He specialises in strategic farm management and is on the board of several progressive farming businesses.**

Will was previously the National Head of Farming for Strutt & Parker, Chair of its Regional Executive, and a Management Board member.

He built up a successful farming team of over 40 specialists, responsible for the management and agronomic advice for over 250,000 acres.

Will is a Fellow of the Royal Agricultural Society, a qualified agronomist, agricultural valuer and past Chair and Fellow of the Institute of Agricultural Management.



**RICHARD PRICE**

**Richard, hailing from a farming family in Shropshire, began his agricultural career with a YTS apprenticeship, followed by a diploma at Warwickshire College.**

He gained experience working on the Pilkington Estate, Warwickshire and in the U.S. Midwest before becoming Farm Manager at Warwickshire College and later Farms Manager at the Lowther Estate, where he won prestigious awards.

In 2008, Richard transitioned to Director of Farming at Lowther, and is now Farms Director for Huntapac Produce Ltd. Huntapac are based in Tarleton, Lancashire which grow, pack and distribute fresh produce across the UK.

Richard is also a Fellow of CARAS and the Royal Agricultural Society, a Chartered Environmentalist, and a mentor for the Lord Plumb Foundation.



**KATE RUSSELL**

**Kate Russell is the Chief Operating Officer of Tellus Natural Capital Ltd. She is a fourth generation Agricultural Valuer and a Chartered Environmentalist with 30 years' experience in rural land and property.**

Kate co-founded Tellus Natural Capital Ltd in 2021 as an independent natural capital consultancy to help farmers and landowners across the UK to prepare for and take advantage of emerging markets in ecosystem services.

She is currently advising clients across England from Cumbria to Somerset in the private, public and voluntary sectors on biodiversity net gain, nutrient neutrality, carbon and natural flood management.

She is working on a number of Landscape Recovery and NEIRF projects and has a particular interest in farmer and landowner engagement and the factors which influence their decision-making.

Kate sits on the Institute of Agricultural Management's Council, the CAAV's Environment and Land Use Committee and the ALA's Natural Capital Committee and is a Liveryman of the Worshipful Company of Farmers.

She lives in Oxfordshire with her farm manager husband and a couple of boisterous terriers.



# NATIONAL FARM MANAGEMENT CONFERENCE

## BOOKING FORM

BOOKING CONTACT DETAILS	
Name	Company
Address	
Postcode	Job Description
Phone	Email

ATTENDEE NAMES	EMAIL ADDRESS

DELEGATE TYPE	PRICE PER DELEGATE	NO. OF DELEGATES	TOTAL PRICE
Early Bird Members' Only -Until 31st Aug	£120 (£100 +VAT)		
Members	£180 (£150 +VAT)		
Non-members	£282 (£235 +VAT)		
Organisations	£240 (£200 +VAT)		
Students	£60 (£50 +VAT)		

If you require a VAT invoice please retain a copy of this form for your records. VAT Registration No. 119027335.  
VAT charged at 20%.

**TOTAL PAYMENT**

HOW TO PAY
<ul style="list-style-type: none"> <li>• <b>Log into our website</b> - <a href="http://www.iagrm.com">www.iagrm.com</a></li> <li>• <b>Bank electronic payment</b> – Sort Code: 404335 Account No: 21085972 Ref: NFM25</li> <li>• <b>Debit/Credit card payments</b> – Please phone the office on 01275 843825</li> </ul>

☐ Please tick here to receive details of future events offered by IAgrM

☐ Please tick here to receive details of all communications offered by IAgrM

Details of IAgrM Privacy Policy can be found on our website at [www.iagrm.com](http://www.iagrm.com)