1

00:00:00,670 --> 00:00:04,030

[Music]

2

00:00:02,000 --> 00:00:10,800

[Music]

3

00:00:04,030 --> 00:00:13,679

[Music]

4

00:00:10,800 --> 00:00:15,759

Hello, and welcome to Ear to the Ground, a

5

00:00:13,679 --> 00:00:16,960

podcast brought to you by Farming

6

00:00:15,759 --> 00:00:18,880

Connect.

7

00:00:16,960 --> 00:00:20,960

Well, this episode was recorded at the

8

00:00:18,880 --> 00:00:23,359

Innovation and Diversification Wales

9

00:00:20,960 --> 00:00:26,400

event held at the Royal Showground on

10

00:00:23,359 --> 00:00:28,160

15 June. It followed the hugely

11

00:00:26,400 --> 00:00:31,119

successful launch of the very first

12

00:00:28,160 --> 00:00:33,440

event that took place in 2019, and three

13

00:00:31,119 --> 00:00:35,840

years later it was back. The event was

14

00:00:33,440 --> 00:00:38,239

full of stallholders and speakers

15

00:00:35,840 --> 00:00:40,320

sharing information, advice and products

16

00:00:38,239 --> 00:00:41,680

to help businesses innovate and

17

00:00:40,320 --> 00:00:43,520

diversify.

18

00:00:41,680 --> 00:00:45,280

Jim and I spent the day there, and I was

19

00:00:43,520 --> 00:00:48,160

very lucky to speak to two of the

20

00:00:45,280 --> 00:00:49,520

headline speakers - Tom Pemberton and

21

00:00:48,160 --> 00:00:51,760

RegenBen.

22

00:00:49,520 --> 00:00:53,840

Tom Pemberton is a farmer, television

23

00:00:51,760 --> 00:00:56,480

personality, best-selling author and

24

00:00:53,840 --> 00:00:59,600

social media phenomenon from Lancashire,

25

00:00:56,480 --> 00:01:02,000

and Ben Taylor-Davies from Ross-on-Wye

26

00:00:59,600 --> 00:01:04,720

(aka RegenBen) is an agronomist turned

27

00:01:02,000 --> 00:01:06,560

regenerative agriculture consultant.

28

00:01:04,720 --> 00:01:09,520

Wherever you are, whether you're on

29

00:01:06,560 --> 00:01:11,360

the farm, in the tractor or just relaxing,

30

00:01:09,520 --> 00:01:14,479

step back, and I hope you enjoy this

31

00:01:11,360 --> 00:01:16,000

episode of Ear to the Ground.

32

00:01:14,479 --> 00:01:18,400

Tom Pemberton, you're one of the main

33

00:01:16,000 --> 00:01:20,159

speakers at the event here today, and

34

00:01:18,400 --> 00:01:21,759

we've just grabbed you, taking you to one

35

00:01:20,159 --> 00:01:23,600

side for a quick chat because at every

36

00:01:21,759 --> 00:01:25,360

turn somebody's wants a selfie with you,

37

00:01:23,600 --> 00:01:27,360

wants to chat with you - you're a

38

00:01:25,360 --> 00:01:29,040

walking celebrity! But Tom, you’ve just

39

00:01:27,360 --> 00:01:31,439

come off the stage, you were speaking

40

00:01:29,040 --> 00:01:32,960

earlier and your topic was ‘making hay

41

00:01:31,439 --> 00:01:34,640

while the sun shines’, and the sun is

42

00:01:32,960 --> 00:01:36,400

shining on Llanelwedd here today. Yes, it's

43

00:01:34,640 --> 00:01:38,880

nice. But you're making your hay from

44

00:01:36,400 --> 00:01:40,720

both farming and social media.

45

00:01:38,880 --> 00:01:43,520

Yes, 100%. Tell us a bit about your background.

46

00:01:40,720 --> 00:01:45,280

I started farming when I was like 15

47

00:01:43,520 --> 00:01:47,680

years old – it never was really pushed on to me. I

48

00:01:45,280 --> 00:01:49,040

went to university and my dad was always

49

00:01:47,680 --> 00:01:51,119

like “Don't go into farming, it makes no money”, and I

50

00:01:49,040 --> 00:01:54,479

thought, “Oh, okay”, and then didn't get involved.

51

00:01:51,119 --> 00:01:56,719

It all started when I was 15 during

52

00:01:54,479 --> 00:01:58,320

summer holidays, weekends, Christmas and all

53

00:01:56,719 --> 00:02:01,280

that kind of thing, and went to university at

54

00:01:58,320 --> 00:02:04,159

the Royal Agriculture College, and then at 19 I got

55

00:02:01,280 --> 00:02:05,520

involved into the farm. We've

56

00:02:04,159 --> 00:02:06,960

always done doorstep delivery; we've

57

00:02:05,520 --> 00:02:08,000

always been to the end consumer, and that

58

00:02:06,960 --> 00:02:09,840

was the big thing for us.

59

00:02:08,000 --> 00:02:12,000

Diversification and innovation is kind of

60

00:02:09,840 --> 00:02:14,239

where we've been at since 1950 - my

61

00:02:12,000 --> 00:02:16,000

grandad and my great uncle, and then we put

62

00:02:14,239 --> 00:02:17,920

up the raw milk vending machine to try

63

00:02:16,000 --> 00:02:19,440

and make the end product worth even more.

64

00:02:17,920 --> 00:02:21,680

And then the other thing we tried to do

65

00:02:19,440 --> 00:02:23,599

was open a farm shop, so again we can

66

00:02:21,680 --> 00:02:25,200

sell beef, lamb, milk that we produce on-farm through our farm

67

00:02:23,599 --> 00:02:27,360

shop, and

68

00:02:25,200 --> 00:02:29,040

then the other thing, I got into social

69

00:02:27,360 --> 00:02:31,120

media as well, so this is kind of why I’m

70

00:02:29,040 --> 00:02:32,720

here. It was completely by accident.

71

00:02:31,120 --> 00:02:34,239

Social media wasn't this thing of like

72

00:02:32,720 --> 00:02:35,840

“Oh, you could be a social media star”, and

73

00:02:34,239 --> 00:02:38,560

I’m definitely not a star; I’m just a random

74

00:02:35,840 --> 00:02:39,760

bloke making videos of himself.

75

00:02:38,560 --> 00:02:41,440

I just wanted to

76

00:02:39,760 --> 00:02:43,680

promote our product to our end consumer

77

00:02:41,440 --> 00:02:46,560

in Lytham St Annes where we live, and

78

00:02:43,680 --> 00:02:48,000

then it just grew into this thing now.

79

00:02:46,560 --> 00:02:50,640

It took a long time to grow,

80

00:02:48,000 --> 00:02:52,640

like 12-18 months, and then we just got

81

00:02:50,640 --> 00:02:55,120

bigger and bigger and bigger, and now

82

00:02:52,640 --> 00:02:57,200

it's got into this kind of what we

83

00:02:55,120 --> 00:02:58,640

could say a monster thing -

84

00:02:57,200 --> 00:03:00,720

completely by accident, and I really

85

00:02:58,640 --> 00:03:02,239

enjoy. I like to kind of show the end

86

00:03:00,720 --> 00:03:04,319

consumer, and that’s a big thing, the general

87

00:03:02,239 --> 00:03:06,640

public what farmers do.

88

00:03:04,319 --> 00:03:08,080

When I started in 2016, there were a few

89

00:03:06,640 --> 00:03:10,480

people shouting about it but not a

90

00:03:08,080 --> 00:03:12,800

lot, just Countryfile probably, and

91

00:03:10,480 --> 00:03:14,400

then I decided to go for it. Actually,

92

00:03:12,800 --> 00:03:16,400

a guy called Funky Farmer (Richard

93

00:03:14,400 --> 00:03:18,000

Cornock) - he started it, and I was

94

00:03:16,400 --> 00:03:20,080

like “I can do that”, and then did it and

95

00:03:18,000 --> 00:03:21,760

then it slowly grew, and then we are

96

00:03:20,080 --> 00:03:23,440

where we are now. So you've got a strong

97

00:03:21,760 --> 00:03:25,280

focus on the consumer, but are you

98

00:03:23,440 --> 00:03:26,480

also lucky in where you're located? Have

99

00:03:25,280 --> 00:03:28,319

you got a big

100

00:03:26,480 --> 00:03:30,159

urban audience on your doorstep?

101

00:03:28,319 --> 00:03:32,400

Yes, definitely. We have Lytham St

102

00:03:30,159 --> 00:03:34,959

Annes, which are two towns

103

00:03:32,400 --> 00:03:36,959

that are quite busy. We're just on the coast, and

104

00:03:34,959 --> 00:03:38,720

Blackpool is a 15-minute drive from our

105

00:03:36,959 --> 00:03:41,760

farm shop as well. We had

106

00:03:38,720 --> 00:03:43,519

semi-retail delivery

107

00:03:41,760 --> 00:03:45,200

vans that used to go to Blackpool and

108

00:03:43,519 --> 00:03:46,720

then Lytham St Annes. We don't do Blackpool

109

00:03:45,200 --> 00:03:48,400

anymore, we just do our local town.

110

00:03:46,720 --> 00:03:50,560

It was getting too far and diesel cost X, Y and Z,

111

00:03:48,400 --> 00:03:52,640

so we got out of it. But yes,

112

00:03:50,560 --> 00:03:54,400

we are very fortunate of where we are,

113

00:03:52,640 --> 00:03:57,040

but even if we weren't where we are, I'd

114

00:03:54,400 --> 00:03:58,400

like to think maybe I’d be where I am.

115

00:03:57,040 --> 00:04:00,560

116

00:03:58,400 --> 00:04:03,680

Again, the social media stuff and how I

117

00:04:00,560 --> 00:04:05,280

started, because my uncle and my grandad

118

00:04:03,680 --> 00:04:06,480

talked to the end consumer, my dad knows

119

00:04:05,280 --> 00:04:07,920

how to talk to the end consumer, I've

120

00:04:06,480 --> 00:04:10,239

been very fortunate to talk to the end

121

00:04:07,920 --> 00:04:12,799

consumer, bring things down to

122

00:04:10,239 --> 00:04:15,599

basics instead of talking

123

00:04:12,799 --> 00:04:18,079

about hay, straw and haylage. They've got

124

00:04:15,599 --> 00:04:19,600

no idea – hay bale looks like a straw bale, and

125

00:04:18,079 --> 00:04:20,959

big black bales is like

126

00:04:19,600 --> 00:04:22,479

“That's where grass is”. We know

127

00:04:20,959 --> 00:04:24,880

the difference, but then if you explain

128

00:04:22,479 --> 00:04:26,720

it to people and the importance of doing

129

00:04:24,880 --> 00:04:28,160

this or doing this this time of the year,

130

00:04:26,720 --> 00:04:29,520

I think that's the important thing, and

131

00:04:28,160 --> 00:04:31,440

just getting the general public on our

132

00:04:29,520 --> 00:04:33,360

side. What are the type of questions you

133

00:04:31,440 --> 00:04:34,560

get from the public?

134

00:04:33,360 --> 00:04:36,479

135

00:04:34,560 --> 00:04:38,080

I don't really get questions.

136

00:04:36,479 --> 00:04:40,479

I probably do get questions but it’s more like

137

00:04:38,080 --> 00:04:42,560

“I never knew that was like that” and “I

138

00:04:40,479 --> 00:04:44,320

never knew that it took so much to get a

139

00:04:42,560 --> 00:04:46,080

glass of milk”. People think you milk

140

00:04:44,320 --> 00:04:47,680

the cow then job done; they don't see

141

00:04:46,080 --> 00:04:49,440

everything to do with it. And then

142

00:04:47,680 --> 00:04:50,960

the grazing platform

143

00:04:49,440 --> 00:04:53,360

obviously now. It's quite a big thing

144

00:04:50,960 --> 00:04:54,880

because we're in June/July, and that's

145

00:04:53,360 --> 00:04:56,240

really important in terms of how our cows graze.

146

00:04:54,880 --> 00:04:57,360

It's not just a case of putting

147

00:04:56,240 --> 00:04:58,720

them into a field, they eat the grass and they

148

00:04:57,360 --> 00:05:00,160

make the milk - it's all about moving the

149

00:04:58,720 --> 00:05:02,560

cows, and people are really interested in it,

150

00:05:00,160 --> 00:05:03,840

and it's like “Oh, farmers aren't as thick as

151

00:05:02,560 --> 00:05:05,759

we thought”. They don't think we’re

152

00:05:03,840 --> 00:05:07,840

thick but it's more complicated,

153

00:05:05,759 --> 00:05:10,080

and I think that's the thing - just how

154

00:05:07,840 --> 00:05:11,840

anything happens - how even grain

155

00:05:10,080 --> 00:05:13,759

comes out of the ground.

156

00:05:11,840 --> 00:05:16,080

So selling the story adds value to the

157

00:05:13,759 --> 00:05:18,800

products you're selling? I think, 100%.

158

00:05:16,080 --> 00:05:20,960

When people buy from us, they

159

00:05:18,800 --> 00:05:23,039

kind of have that relationship of “Well,

160

00:05:20,960 --> 00:05:24,880

Tom’s done this for me to

161

00:05:23,039 --> 00:05:26,080

buy that”. I definitely

162

00:05:24,880 --> 00:05:28,080

think.

163

00:05:26,080 --> 00:05:30,320

You've really embraced social media

164

00:05:28,080 --> 00:05:32,000

as a part of the farming business.

165

00:05:30,320 --> 00:05:33,919

Where do you find the time, because

166

00:05:32,000 --> 00:05:36,639

you're posting two videos a week, your

167

00:05:33,919 --> 00:05:39,600

on stories every day?

168

00:05:36,639 --> 00:05:41,120

How do you do it? I chatted

169

00:05:39,600 --> 00:05:42,560

about it in the talk I’ve just done.

170

00:05:41,120 --> 00:05:44,320

I become a little bit obsessed

171

00:05:42,560 --> 00:05:45,759

with anything I do. It’s

172

00:05:44,320 --> 00:05:47,360

got a really bad name for itself -

173

00:05:45,759 --> 00:05:48,880

obsession, but you have to be obsessed

174

00:05:47,360 --> 00:05:50,639

with something if you want to be good at

175

00:05:48,880 --> 00:05:52,800

it. You can't just turn up 9-5

176

00:05:50,639 --> 00:05:54,000

and be done, and that's

177

00:05:52,800 --> 00:05:56,400

what I probably started with - I became

178

00:05:54,000 --> 00:05:57,840

obsessed with cows and created a good

179

00:05:56,400 --> 00:05:59,199

platform, like ‘cows are super healthy’ and that did very

180

00:05:57,840 --> 00:06:00,720

well because I love it, and

181

00:05:59,199 --> 00:06:02,240

that's the main thing, and social media

182

00:06:00,720 --> 00:06:04,479

had to do that. I had to find some time.

183

00:06:02,240 --> 00:06:06,479

I’m still working 12 hours a day

184

00:06:04,479 --> 00:06:08,000

on the farm most of the time anyway,

185

00:06:06,479 --> 00:06:09,039

apart from getting dragged to other

186

00:06:08,000 --> 00:06:11,120

places.

187

00:06:09,039 --> 00:06:13,199

It’s just in the morning, I get up

188

00:06:11,120 --> 00:06:15,120

at three o'clock, do it before I

189

00:06:13,199 --> 00:06:17,840

start work and then start work at

190

00:06:15,120 --> 00:06:20,560

quarter to six, finish at six/seven

191

00:06:17,840 --> 00:06:21,919

o'clock, get home, shower, eat food

192

00:06:20,560 --> 00:06:22,960

and then work for two hours at night, and

193

00:06:21,919 --> 00:06:25,520

then when I fall asleep in front of the

194

00:06:22,960 --> 00:06:27,280

computer, I go to bed and start again. I

195

00:06:25,520 --> 00:06:28,880

get up at three o'clock probably twice a

196

00:06:27,280 --> 00:06:31,120

week/three times a week sometimes;

197

00:06:28,880 --> 00:06:33,039

it's not every day, but I think

198

00:06:31,120 --> 00:06:35,199

you've just got to. No one's

199

00:06:33,039 --> 00:06:37,039

created anything, like I said, just by doing

200

00:06:35,199 --> 00:06:37,840

the normal hours - you have to just keep

201

00:06:37,039 --> 00:06:39,440

going.

202

00:06:37,840 --> 00:06:41,280

The content you're putting out,

203

00:06:39,440 --> 00:06:42,800

it's professional content, because

204

00:06:41,280 --> 00:06:44,080

205

00:06:42,800 --> 00:06:46,080

206

00:06:44,080 --> 00:06:48,960

you're self-taught.

207

00:06:46,080 --> 00:06:51,520

Yes, 100%. I had no idea

208

00:06:48,960 --> 00:06:53,840

how to use social media. My wife is

209

00:06:51,520 --> 00:06:55,520

very good (she was in media studies), and

210

00:06:53,840 --> 00:06:58,639

she knew how to do it. At the time she

211

00:06:55,520 --> 00:07:00,800

was my girlfriend, wife now, and she

212

00:06:58,639 --> 00:07:02,319

showed me how to do it.

213

00:07:00,800 --> 00:07:03,599

I was like “I want to do this but I’ve got no

214

00:07:02,319 --> 00:07:05,039

idea how to do it”, and she was like “Why won’t you

215

00:07:03,599 --> 00:07:06,400

do this, this and this?” - she helps with

216

00:07:05,039 --> 00:07:08,960

everything. When we first

217

00:07:06,400 --> 00:07:10,960

started on Snapchat, I tell the story

218

00:07:08,960 --> 00:07:14,319

because it shows how much I did not

219

00:07:10,960 --> 00:07:16,560

know, but I posted something on

220

00:07:14,319 --> 00:07:18,160

a Sunday night after going out, I

221

00:07:16,560 --> 00:07:20,960

was with the wife in my mate's

222

00:07:18,160 --> 00:07:22,240

house and she opened the snapchat and 14

223

00:07:20,960 --> 00:07:24,000

people had seen the story, and I was like

224

00:07:22,240 --> 00:07:27,120

“This is really cool - 14 people has

225

00:07:24,000 --> 00:07:28,400

listened to the story, and she was like “140 have

226

00:07:27,120 --> 00:07:30,639

seen mine”. She’s blonde, she's

227

00:07:28,400 --> 00:07:33,520

female - they're more likely to get more.

228

00:07:30,639 --> 00:07:35,440

I think peak Snapchatness, I was

229

00:07:33,520 --> 00:07:37,680

on like, 32,000 in terms of people who had seen my story

230

00:07:35,440 --> 00:07:39,360

regularly - it's just mad. I

231

00:07:37,680 --> 00:07:41,360

was excited about 14, so you can imagine

232

00:07:39,360 --> 00:07:42,800

how excited I was with 32,000.

233

00:07:41,360 --> 00:07:44,160

Give us some more numbers now. What's the

234

00:07:42,800 --> 00:07:45,280

reach now? This is something

235

00:07:44,160 --> 00:07:46,560

you've been working on for quite a

236

00:07:45,280 --> 00:07:48,160

lot of years - it doesn't

237

00:07:46,560 --> 00:07:52,560

happen overnight. No. I started

238

00:07:48,160 --> 00:07:54,639

in 2016 and we are in 2022 now, so six years.

239

00:07:52,560 --> 00:07:56,400

We just got to (and I only know this

240

00:07:54,639 --> 00:07:57,840

because we do it every time) discuss numbers

241

00:07:56,400 --> 00:07:59,360

because that's what people are

242

00:07:57,840 --> 00:08:00,960

interested in. I talk about the

243

00:07:59,360 --> 00:08:03,199

growth and talk about how we did it and this and that, but

244

00:08:00,960 --> 00:08:04,720

people don't care. People are like “Oh,

245

00:08:03,199 --> 00:08:06,639

what are your numbers now? How do you do it?”.

246

00:08:04,720 --> 00:08:07,639

I think we're

247

00:08:06,639 --> 00:08:12,080

248

00:08:07,639 --> 00:08:14,319

on 436,000 subscribers – 115,000 on Instagram

249

00:08:12,080 --> 00:08:15,520

and then I say 22,000 on Snapchat

250

00:08:14,319 --> 00:08:17,440

because the stories have probably

251

00:08:15,520 --> 00:08:18,960

dropped, but I think Snapchat has slowed

252

00:08:17,440 --> 00:08:21,520

down and my Instagram and my YouTube videos have

253

00:08:18,960 --> 00:08:24,479

pushed on, but 22,000 minimum

254

00:08:21,520 --> 00:08:26,639

on Snapchat as well. It’s

255

00:08:24,479 --> 00:08:29,120

great, it's cool and just keep posting. And

256

00:08:26,639 --> 00:08:30,639

last month you had 4.6 million views.

257

00:08:29,120 --> 00:08:32,800

Yes, 4.6 million views on

258

00:08:30,639 --> 00:08:35,680

YouTube. That's incredible. That’s nuts, isn’t it?

259

00:08:32,800 --> 00:08:38,000

Seeing me, just an average bloke milking 120

260

00:08:35,680 --> 00:08:39,599

cows in north west of England, and people

261

00:08:38,000 --> 00:08:40,800

want to see it, so it's pretty cool. Tell

262

00:08:39,599 --> 00:08:42,719

us a bit more about the content. Do you

263

00:08:40,800 --> 00:08:45,600

struggle to think of things to talk

264

00:08:42,719 --> 00:08:47,040

about? No, not really.

265

00:08:45,600 --> 00:08:48,320

The only time, I think January and

266

00:08:47,040 --> 00:08:49,839

February are slow months because the

267

00:08:48,320 --> 00:08:52,240

cows are inside and nothing's really

268

00:08:49,839 --> 00:08:53,680

going on, but then I’ll go more into

269

00:08:52,240 --> 00:08:56,080

why we're doing jobs - that would

270

00:08:53,680 --> 00:08:58,240

be my learning kind of basis. But

271

00:08:56,080 --> 00:08:59,760

get past that and then spring work starts

272

00:08:58,240 --> 00:09:01,360

cracking on, and you've got jobs all the

273

00:08:59,760 --> 00:09:03,279

time and it changes all year. The

274

00:09:01,360 --> 00:09:06,320

weather's not the same every 12 months;

275

00:09:03,279 --> 00:09:08,320

it has the struggles of drought. I

276

00:09:06,320 --> 00:09:10,000

think 2018, we had a drought where we were

277

00:09:08,320 --> 00:09:11,920

getting a tank and putting water on, and

278

00:09:10,000 --> 00:09:14,080

then the year after, those floods -

279

00:09:11,920 --> 00:09:16,880

it's mental.

280

00:09:14,080 --> 00:09:18,320

I could video more,

281

00:09:16,880 --> 00:09:20,080

it's just I don't have the time to do it.

282

00:09:18,320 --> 00:09:22,240

I was up to three times a

283

00:09:20,080 --> 00:09:23,600

week quite often, and then I was just

284

00:09:22,240 --> 00:09:25,120

struggling for time, so what I just kind

285

00:09:23,600 --> 00:09:27,279

of thought was to make

286

00:09:25,120 --> 00:09:29,760

the videos Tuesday to Friday

287

00:09:27,279 --> 00:09:31,040

better, and drop the Sunday so I could have

288

00:09:29,760 --> 00:09:33,200

a bit of time to myself. Is the

289

00:09:31,040 --> 00:09:35,680

turnaround pretty quick? What your

290

00:09:33,200 --> 00:09:37,600

posting is what's happening now or

291

00:09:35,680 --> 00:09:39,680

is it pre-planned? It’s pre-planned; it’s

292

00:09:37,600 --> 00:09:41,440

probably 10 days or two weeks behind all

293

00:09:39,680 --> 00:09:43,360

the time, because that kind of chills me

294

00:09:41,440 --> 00:09:45,120

out a bit. If I’m videoing and

295

00:09:43,360 --> 00:09:47,760

then uploading the day after, it kind of

296

00:09:45,120 --> 00:09:49,200

puts a bit of stress on. But

297

00:09:47,760 --> 00:09:50,480

I can have a busy week of like four

298

00:09:49,200 --> 00:09:52,480

videos and then a chill that week and the

299

00:09:50,480 --> 00:09:54,560

week after, so it's good because

300

00:09:52,480 --> 00:09:56,640

you know you've got two weeks,

301

00:09:54,560 --> 00:09:58,640

if you know what I mean?

302

00:09:56,640 --> 00:09:59,839

Maybe it’s not the greatest way, but it works for me

303

00:09:58,640 --> 00:10:01,519

and I think that's the important thing

304

00:09:59,839 --> 00:10:03,040

for anything you want to do, is to make it

305

00:10:01,519 --> 00:10:05,120

work for you. If I was running it

306

00:10:03,040 --> 00:10:07,600

like that, I would just be stressed.

307

00:10:05,120 --> 00:10:09,200

If

308

00:10:07,600 --> 00:10:10,480

I’m behind and I know what video

309

00:10:09,200 --> 00:10:11,600

I’m doing, it’s in the back of my head all day and I

310

00:10:10,480 --> 00:10:13,279

know I’m going to edit tonight -

311

00:10:11,600 --> 00:10:14,480

it just works.

312

00:10:13,279 --> 00:10:16,079

That's the big thing as well. I chatted

313

00:10:14,480 --> 00:10:17,519

about my videos being on a Tuesday or Friday

314

00:10:16,079 --> 00:10:19,600

like “Oh, is that the algorithm? Is that

315

00:10:17,519 --> 00:10:21,519

the best time to post – 14:30?”. No,

316

00:10:19,600 --> 00:10:23,519

it just works for my life

317

00:10:21,519 --> 00:10:25,440

and that's the important thing. If I’m

318

00:10:23,519 --> 00:10:26,880

busy, I can finish anything off at lunch

319

00:10:25,440 --> 00:10:28,560

and get it done. I go for lunch at one

320

00:10:26,880 --> 00:10:30,560

o'clock, I can get it done and it’s out for half

321

00:10:28,560 --> 00:10:31,839

two, and I can crack on with milking the cows at half

322

00:10:30,560 --> 00:10:33,440

three, and that's it and that's the

323

00:10:31,839 --> 00:10:34,720

basics of it. Maybe there's a better

324

00:10:33,440 --> 00:10:36,160

way of doing, but it won't work around my

325

00:10:34,720 --> 00:10:37,519

life so it won't work.

326

00:10:36,160 --> 00:10:39,680

And I guess the question you get all the

327

00:10:37,519 --> 00:10:41,120

time is how do you monetise that

328

00:10:39,680 --> 00:10:42,720

incredible following that you've got?

329

00:10:41,120 --> 00:10:45,120

Obviously,

330

00:10:42,720 --> 00:10:47,120

I’ve been very fortunate to gain money

331

00:10:45,120 --> 00:10:48,959

and gain revenue from it so we do

332

00:10:47,120 --> 00:10:51,360

merch. Obviously, I’ve got a hat; I’ve always

333

00:10:48,959 --> 00:10:53,519

got a hat on. I gain revenue through

334

00:10:51,360 --> 00:10:55,279

YouTube through demos,

335

00:10:53,519 --> 00:10:56,560

sponsorships and stuff.

336

00:10:55,279 --> 00:10:58,720

How does the revenue through

337

00:10:56,560 --> 00:11:00,240

YouTube work? If you watch the video

338

00:10:58,720 --> 00:11:02,000

and it comes with an advert and you’re like, “Oh my God,

339

00:11:00,240 --> 00:11:03,760

that's so annoying – the advert!”, I’m like,

340

00:11:02,000 --> 00:11:05,760

“Well, I've just gained point zero zero of

341

00:11:03,760 --> 00:11:07,360

a penny, so thank you very much”.

342

00:11:05,760 --> 00:11:08,959

But that's how it works pretty

343

00:11:07,360 --> 00:11:11,120

much, and just watching the adverts in

344

00:11:08,959 --> 00:11:12,720

between and stuff, or it

345

00:11:11,120 --> 00:11:14,720

just flicks up and you get paid from it.

346

00:11:12,720 --> 00:11:16,399

I think you get like 45%

347

00:11:14,720 --> 00:11:18,480

of the Google revenue, or you get

348

00:11:16,399 --> 00:11:20,240

55%, one or the other,

349

00:11:18,480 --> 00:11:21,920

and you just get a monthly

350

00:11:20,240 --> 00:11:24,000

payment from it which is just amazing,

351

00:11:21,920 --> 00:11:26,079

and I just keep firing it back into the farm

352

00:11:24,000 --> 00:11:27,680

for as long as can, and I’ll keep going until

353

00:11:26,079 --> 00:11:29,519

I’ve got the perfect farm - so probably

354

00:11:27,680 --> 00:11:31,200

till the day I die.

355

00:11:29,519 --> 00:11:33,120

Give us some examples of the things

356

00:11:31,200 --> 00:11:35,120

you've invested in on the back of the

357

00:11:33,120 --> 00:11:37,040

social media success. We’ve invested in

358

00:11:35,120 --> 00:11:37,760

smaller things.

359

00:11:37,040 --> 00:11:39,680

360

00:11:37,760 --> 00:11:41,279

We got a new mower last year, well

361

00:11:39,680 --> 00:11:42,640

the farm bought that sorry,

362

00:11:41,279 --> 00:11:44,560

but I was

363

00:11:42,640 --> 00:11:45,839

able to invest in a new tanker.

364

00:11:44,560 --> 00:11:47,680

We've always been carting slurry with

365

00:11:45,839 --> 00:11:50,320

a small tanker so we’ve been able to go bigger.

366

00:11:47,680 --> 00:11:53,440

Collinson’s been; we got new tires for

367

00:11:50,320 --> 00:11:55,519

our kit, like the

368

00:11:53,440 --> 00:11:58,800

manitou was on slicks; it was just awful -

369

00:11:55,519 --> 00:12:00,240

no one buys tires. We

370

00:11:58,800 --> 00:12:01,920

got a new bubbler machine, and then the

371

00:12:00,240 --> 00:12:04,240

big thing was the new shed, the

372

00:12:01,920 --> 00:12:05,519

state-of-the-art cow building.

373

00:12:04,240 --> 00:12:08,480

Everything in there was to do with cow

374

00:12:05,519 --> 00:12:10,720

comfort and like no expense was spared,

375

00:12:08,480 --> 00:12:12,880

probably daft looking at it now because

376

00:12:10,720 --> 00:12:14,720

the bills to pay, but it was worth it and

377

00:12:12,880 --> 00:12:16,560

I can look back in 10 years’ time, fingers

378

00:12:14,720 --> 00:12:17,519

crossed, and if everything just stops, and

379

00:12:16,560 --> 00:12:19,360

I don't know why but I’m going to keep

380

00:12:17,519 --> 00:12:20,720

working, but if it does, I can look back

381

00:12:19,360 --> 00:12:21,519

and go “Okay, well

382

00:12:20,720 --> 00:12:22,959

I

383

00:12:21,519 --> 00:12:24,880

made something from that”, and I

384

00:12:22,959 --> 00:12:26,480

can look back and hold my head up high,

385

00:12:24,880 --> 00:12:28,079

and I can work another job and

386

00:12:26,480 --> 00:12:29,600

maybe one day, I’ll get that Ford Ranger

387

00:12:28,079 --> 00:12:31,040

which I’m always chasing,

388

00:12:29,600 --> 00:12:32,800

but everything keeps

389

00:12:31,040 --> 00:12:34,399

coming in between, and want to keep

390

00:12:32,800 --> 00:12:35,920

pushing and keep going forward. And whenever

391

00:12:34,399 --> 00:12:37,920

you engage in social media, clearly

392

00:12:35,920 --> 00:12:39,360

there are the positives,

393

00:12:37,920 --> 00:12:41,120

there are the good news stories that you

394

00:12:39,360 --> 00:12:42,800

share, but there's always that risk that you

395

00:12:41,120 --> 00:12:44,320

might get somebody that comes back at

396

00:12:42,800 --> 00:12:46,560

you and questions what you're doing, and

397

00:12:44,320 --> 00:12:48,399

potentially post negative messages. How

398

00:12:46,560 --> 00:12:50,240

do you deal with that? I

399

00:12:48,399 --> 00:12:51,760

used to be a lot worse with it.

400

00:12:50,240 --> 00:12:53,120

It’s

401

00:12:51,760 --> 00:12:55,519

like

402

00:12:53,120 --> 00:12:56,880

trial and error, and when

403

00:12:55,519 --> 00:12:58,720

you first get something you think, “Oh my God, the

404

00:12:56,880 --> 00:13:00,480

world's going to fall apart”, but then you

405

00:12:58,720 --> 00:13:02,000

kind of realise you're not as bad

406

00:13:00,480 --> 00:13:04,399

as you think. My family chat to me

407

00:13:02,000 --> 00:13:06,079

and then I’ve

408

00:13:04,399 --> 00:13:07,839

got a good connection with other social

409

00:13:06,079 --> 00:13:08,959

media people now and we have a chat,

410

00:13:07,839 --> 00:13:10,399

and if they have a bad time they'll

411

00:13:08,959 --> 00:13:12,160

tell me, and if I have a bad time I’ll tell

412

00:13:10,399 --> 00:13:14,079

them, and they’ll just say, “Well, that person's been on

413

00:13:12,160 --> 00:13:15,680

me as well”, so it’s like “Alright”, and

414

00:13:14,079 --> 00:13:17,120

you kind of just ignore it. I think

415

00:13:15,680 --> 00:13:19,040

that's the best way. My

416

00:13:17,120 --> 00:13:21,279

wife, who's just the best, she’s

417

00:13:19,040 --> 00:13:23,120

like “Just block it. Don't need

418

00:13:21,279 --> 00:13:25,360

it”, and

419

00:13:23,120 --> 00:13:27,440

that's amazing. She's a serial

420

00:13:25,360 --> 00:13:28,880

blocker. She's better than me. I’m like

421

00:13:27,440 --> 00:13:30,000

“Whatever, just ignore it”, but she’s like “Get

422

00:13:28,880 --> 00:13:31,839

rid of it, you don't need it in your life”,

423

00:13:30,000 --> 00:13:33,440

which is the important thing.

424

00:13:31,839 --> 00:13:35,519

What's your advice to other people

425

00:13:33,440 --> 00:13:38,079

that might have tried a bit of social

426

00:13:35,519 --> 00:13:40,000

media and doing a little clips here and

427

00:13:38,079 --> 00:13:41,600

there but possibly not have a structure

428

00:13:40,000 --> 00:13:43,279

around it? Do you think more young

429

00:13:41,600 --> 00:13:45,519

farmers need to get involved, or farmers

430

00:13:43,279 --> 00:13:47,519

in general? Yes. I think for

431

00:13:45,519 --> 00:13:49,279

me, it's worked great because I’m

432

00:13:47,519 --> 00:13:51,199

promoting a product and promoting what I

433

00:13:49,279 --> 00:13:52,399

do. You've got to be

434

00:13:51,199 --> 00:13:54,079

passionate for it and you've got to be

435

00:13:52,399 --> 00:13:56,079

really keen for it, and you've got to

436

00:13:54,079 --> 00:13:58,000

promote the good that farmers are

437

00:13:56,079 --> 00:14:00,240

doing - show the good, the bad and the ugly.

438

00:13:58,000 --> 00:14:02,000

We had cows that did the splits,

439

00:14:00,240 --> 00:14:03,360

we've had twisted stomachs - we've had

440

00:14:02,000 --> 00:14:04,880

all this. Things don't go

441

00:14:03,360 --> 00:14:06,800

perfect all the time and I think that's

442

00:14:04,880 --> 00:14:09,519

important as well - show it all, and then

443

00:14:06,800 --> 00:14:10,800

the end consumer can make that choice.

444

00:14:09,519 --> 00:14:12,800

But if a young person wants to get

445

00:14:10,800 --> 00:14:14,959

involved with it, as I say, just show it all,

446

00:14:12,800 --> 00:14:16,240

be the person you are and don't try

447

00:14:14,959 --> 00:14:18,399

and change who you are, because I am the

448

00:14:16,240 --> 00:14:20,000

person I am in the videos. I’m an idiot, but

449

00:14:18,399 --> 00:14:22,320

I like to have a good time. I’m

450

00:14:20,000 --> 00:14:23,760

30 years old acting 15. I think that's

451

00:14:22,320 --> 00:14:26,480

important - just be who you are. If you're

452

00:14:23,760 --> 00:14:27,920

a serious person, make serious videos. If

453

00:14:26,480 --> 00:14:29,920

you're a playful person, have a bit of a

454

00:14:27,920 --> 00:14:31,120

laugh because then

455

00:14:29,920 --> 00:14:32,480

you'll last long. If you're trying to be

456

00:14:31,120 --> 00:14:33,519

someone you're not, it's not

457

00:14:32,480 --> 00:14:36,079

going to work.

458

00:14:33,519 --> 00:14:37,600

What next for Tom Pemberton? What

459

00:14:36,079 --> 00:14:40,880

next for Tom Pemberton? Oh God, I’m going to

460

00:14:37,600 --> 00:14:42,800

breathe, I think. Last year was mad.

461

00:14:40,880 --> 00:14:44,720

We had a new TV programme which was really

462

00:14:42,800 --> 00:14:46,959

cool; I wrote a book; we had the new shed;

463

00:14:44,720 --> 00:14:48,720

I got married - we had four massive things

464

00:14:46,959 --> 00:14:50,959

that some people will do in a

465

00:14:48,720 --> 00:14:52,240

life, but I did it in a year, and my wife says,

466

00:14:50,959 --> 00:14:53,760

“Sometimes you need to chill out”.

467

00:14:52,240 --> 00:14:56,320

I think this

468

00:14:53,760 --> 00:14:58,320

year we're going to do a new TV

469

00:14:56,320 --> 00:14:59,440

programme again; we're looking at tidying

470

00:14:58,320 --> 00:15:01,600

up the farm, and I think the big thing

471

00:14:59,440 --> 00:15:03,199

for me this year is I want to push the farm

472

00:15:01,600 --> 00:15:04,399

shop a bit more and I want to kind of

473

00:15:03,199 --> 00:15:06,399

create stuff like that - I want to get the

474

00:15:04,399 --> 00:15:08,000

general public to my farm a little bit

475

00:15:06,399 --> 00:15:09,600

in between everything else.

476

00:15:08,000 --> 00:15:11,040

I say it'll be a little bit more

477

00:15:09,600 --> 00:15:13,040

calm, but I think I’m away for six weeks

478

00:15:11,040 --> 00:15:14,560

this summer, which it hurts me because I

479

00:15:13,040 --> 00:15:16,880

want to be farming and I want to be there,

480

00:15:14,560 --> 00:15:19,279

but it's important because

481

00:15:16,880 --> 00:15:22,880

I can bring other things to the farm.

482

00:15:19,279 --> 00:15:23,920

That's it – develop, go forward and push on.

483

00:15:22,880 --> 00:15:25,519

Well, it sounds to me that you're

484

00:15:23,920 --> 00:15:26,639

certainly not slowing down, and I’m going to

485

00:15:25,519 --> 00:15:28,000

have to let you go because there's a queue

486

00:15:26,639 --> 00:15:29,440

of people waiting to see you. Tom

487

00:15:28,000 --> 00:15:31,920

Pemberton, thank you ever so much. Thank

488

00:15:29,440 --> 00:15:33,600

you very much. Cheers.

489

00:15:31,920 --> 00:15:35,600

Ben Taylor-Davies, or as you're better

490

00:15:33,600 --> 00:15:36,959

known as RegenBen,

491

00:15:35,600 --> 00:15:38,720

but you haven't always been known as

492

00:15:36,959 --> 00:15:40,320

RegenBen because if you turn the clock

493

00:15:38,720 --> 00:15:42,480

back to the beginning of your career, you

494

00:15:40,320 --> 00:15:44,079

started life as an agronomist. Tell

495

00:15:42,480 --> 00:15:45,920

us about that and how you

496

00:15:44,079 --> 00:15:47,279

possibly took a slightly different turn

497

00:15:45,920 --> 00:15:50,399

and different take on things. That’s

498

00:15:47,279 --> 00:15:52,800

very true. Yes, I was essentially

499

00:15:50,399 --> 00:15:54,320

bought up on a family farm.

500

00:15:52,800 --> 00:15:55,839

I firmly believed I was going to end up

501

00:15:54,320 --> 00:15:57,199

taking over the farm

502

00:15:55,839 --> 00:15:58,480

until my father decided that I

503

00:15:57,199 --> 00:16:00,880

certainly wasn’t going to take over the

504

00:15:58,480 --> 00:16:03,040

farm,

505

00:16:00,880 --> 00:16:04,639

and ended up throwing me a bunch of

506

00:16:03,040 --> 00:16:07,199

Farmers Weekly magazines, I’ll never forget it, in

507

00:16:04,639 --> 00:16:08,399

the kitchen and saying, “Go get a job”.

508

00:16:07,199 --> 00:16:10,800

509

00:16:08,399 --> 00:16:12,079

I applied for a trainee agronomist

510

00:16:10,800 --> 00:16:14,399

and

511

00:16:12,079 --> 00:16:15,680

ended up becoming an agronomist.

512

00:16:14,399 --> 00:16:18,320

513

00:16:15,680 --> 00:16:19,759

One thing I will say is that

514

00:16:18,320 --> 00:16:22,399

everybody I’ve always worked with,

515

00:16:19,759 --> 00:16:23,440

they're always trying to do the best.

516

00:16:22,399 --> 00:16:25,279

517

00:16:23,440 --> 00:16:27,360

I can criticise myself looking back but

518

00:16:25,279 --> 00:16:28,240

at the time, it was always something that

519

00:16:27,360 --> 00:16:29,759

520

00:16:28,240 --> 00:16:31,040

you

521

00:16:29,759 --> 00:16:32,720

firmly believed in. With the best

522

00:16:31,040 --> 00:16:34,639

intentions. Absolutely best intentions.

523

00:16:32,720 --> 00:16:36,959

And sometimes, I look at the way my

524

00:16:34,639 --> 00:16:38,320

father farmed and you

525

00:16:36,959 --> 00:16:39,680

cringe, but in actual fact he

526

00:16:38,320 --> 00:16:41,360

was trying to do his best at the time as

527

00:16:39,680 --> 00:16:42,639

well with the best available knowledge

528

00:16:41,360 --> 00:16:44,800

and that sort of thing and the

529

00:16:42,639 --> 00:16:48,240

technologies available at the time.

530

00:16:44,800 --> 00:16:49,040

Yes, for 20 years I was an agronomist

531

00:16:48,240 --> 00:16:50,720

532

00:16:49,040 --> 00:16:52,959

up in Oxfordshire, based in

533

00:16:50,720 --> 00:16:55,040

Banbury in Oxfordshire.

534

00:16:52,959 --> 00:16:57,040

Then all things changed when

535

00:16:55,040 --> 00:16:58,639

my son unfortunately had that

536

00:16:57,040 --> 00:17:01,279

horrific accident where he was kicked in

537

00:16:58,639 --> 00:17:03,680

the head by a horse,

538

00:17:01,279 --> 00:17:05,439

which eventually led

539

00:17:03,680 --> 00:17:07,039

to us spending an awful lot of time in

540

00:17:05,439 --> 00:17:09,520

Birmingham children's hospital as

541

00:17:07,039 --> 00:17:11,280

he went through his whole comma thing

542

00:17:09,520 --> 00:17:13,360

and recovered, and the amount of

543

00:17:11,280 --> 00:17:15,439

praying you end up doing that your

544

00:17:13,360 --> 00:17:16,559

child's actually going to live

545

00:17:15,439 --> 00:17:18,480

546

00:17:16,559 --> 00:17:20,079

became a bit of a conflict in my head

547

00:17:18,480 --> 00:17:22,079

between that and the fact that I was

548

00:17:20,079 --> 00:17:25,360

actually killing most things for a

549

00:17:22,079 --> 00:17:27,679

living. I was keen on field sports,

550

00:17:25,360 --> 00:17:29,520

and as an agronomist for obvious reasons,

551

00:17:27,679 --> 00:17:31,120

it was the killing of pest disease and

552

00:17:29,520 --> 00:17:33,280

weeds and that sort of thing,

553

00:17:31,120 --> 00:17:34,720

and I really struggled with my

554

00:17:33,280 --> 00:17:36,799

mental health and really struggled

555

00:17:34,720 --> 00:17:39,520

for about three years, until

556

00:17:36,799 --> 00:17:41,039

essentially, Helen

557

00:17:39,520 --> 00:17:43,679

suggested that I went and applied to do

558

00:17:41,039 --> 00:17:45,919

a Nuffield.

559

00:17:43,679 --> 00:17:47,360

I can't speak highly enough of the

560

00:17:45,919 --> 00:17:48,720

opportunity,

561

00:17:47,360 --> 00:17:50,480

and it was more than an opportunity, it

562

00:17:48,720 --> 00:17:52,880

was a kick up the ass really.

563

00:17:50,480 --> 00:17:53,840

564

00:17:52,880 --> 00:17:55,679

565

00:17:53,840 --> 00:17:56,960

566

00:17:55,679 --> 00:17:59,200

The one thing I will say about the whole

567

00:17:56,960 --> 00:18:00,880

Nuffield thing is that it's probably not much

568

00:17:59,200 --> 00:18:02,640

about the subject you've actually

569

00:18:00,880 --> 00:18:04,160

written down that you're going to learn;

570

00:18:02,640 --> 00:18:05,760

it's the fact you learn about yourself.

571

00:18:04,160 --> 00:18:07,520

You learn about farming, you learn about

572

00:18:05,760 --> 00:18:08,720

people, you learn about all those sorts

573

00:18:07,520 --> 00:18:11,200

of things,

574

00:18:08,720 --> 00:18:15,200

and I was very fortunate in so much

575

00:18:11,200 --> 00:18:17,360

as when I landed in North Dakota that

576

00:18:15,200 --> 00:18:19,280

I had a couple of days free. I

577

00:18:17,360 --> 00:18:20,799

remember sitting in the car and thinking,

578

00:18:19,280 --> 00:18:21,919

“You've got a choice to make in life here - a

579

00:18:20,799 --> 00:18:23,840

crossroads.

580

00:18:21,919 --> 00:18:25,280

You either mope round wishing you were at

581

00:18:23,840 --> 00:18:27,039

home or you actually make this an

582

00:18:25,280 --> 00:18:28,400

opportunity”.

583

00:18:27,039 --> 00:18:30,080

I went down to the farmers market in

584

00:18:28,400 --> 00:18:32,400

Bismarck, North Dakota, and that's where I

585

00:18:30,080 --> 00:18:35,039

stumbled across this chap giving it

586

00:18:32,400 --> 00:18:36,720

all large about nutrient dense food

587

00:18:35,039 --> 00:18:38,080

and all that, which happened to be Gabe

588

00:18:36,720 --> 00:18:39,360

Brown.

589

00:18:38,080 --> 00:18:41,280

590

00:18:39,360 --> 00:18:44,000

He invited me to his ranch and showed me

591

00:18:41,280 --> 00:18:45,600

what I called at the time ‘opposite farming’.

592

00:18:44,000 --> 00:18:47,120

And it was more than opposite; it was not

593

00:18:45,600 --> 00:18:49,120

only the things he was doing, but the fact he

594

00:18:47,120 --> 00:18:51,440

was much happier than I was and he was

595

00:18:49,120 --> 00:18:52,880

making money, and he was actually

596

00:18:51,440 --> 00:18:54,640

involved in the community and he was

597

00:18:52,880 --> 00:18:56,720

doing what I considered

598

00:18:54,640 --> 00:18:58,080

pretty amazing stuff from where

599

00:18:56,720 --> 00:19:00,080

I came from.

600

00:18:58,080 --> 00:19:01,679

601

00:19:00,080 --> 00:19:03,840

That really got my head spinning really

602

00:19:01,679 --> 00:19:05,440

as to what to do. He put me in

603

00:19:03,840 --> 00:19:06,880

touch with hundreds of people

604

00:19:05,440 --> 00:19:08,720

around the world

605

00:19:06,880 --> 00:19:11,360

of which I ended up visiting

606

00:19:08,720 --> 00:19:13,919

most of them. So Gabe Brown kick-started

607

00:19:11,360 --> 00:19:15,760

your regen journey to an extent?

608

00:19:13,919 --> 00:19:17,360

Looking back at that

609

00:19:15,760 --> 00:19:19,440

meeting, what are the things

610

00:19:17,360 --> 00:19:21,520

you took from meeting Gabe? What are

611

00:19:19,440 --> 00:19:23,919

the principles do you think are now

612

00:19:21,520 --> 00:19:25,919

part of the parcel of your philosophy

613

00:19:23,919 --> 00:19:28,160

for farming?

614

00:19:25,919 --> 00:19:29,440

It begins, ends and is all to do with

615

00:19:28,160 --> 00:19:32,160

soil,

616

00:19:29,440 --> 00:19:33,919

and I’ll be absolutely honest, as an

617

00:19:32,160 --> 00:19:35,200

agronomist for 20 years, I’m almost

618

00:19:33,919 --> 00:19:36,480

fairly embarrassed to say I probably

619

00:19:35,200 --> 00:19:37,520

wouldn't have been able to identify

620

00:19:36,480 --> 00:19:39,760

correctly

621

00:19:37,520 --> 00:19:41,679

something as simple as compaction.

622

00:19:39,760 --> 00:19:43,360

Hard ground and compaction are

623

00:19:41,679 --> 00:19:44,400

two very different things,

624

00:19:43,360 --> 00:19:45,360

625

00:19:44,400 --> 00:19:48,400

and

626

00:19:45,360 --> 00:19:51,520

he talked about soil in knowledge and

627

00:19:48,400 --> 00:19:53,520

in terms and in words I’d never heard.

628

00:19:51,520 --> 00:19:55,840

629

00:19:53,520 --> 00:19:57,280

When he poured an IBC of water onto

630

00:19:55,840 --> 00:19:59,679

his ground and it literally just

631

00:19:57,280 --> 00:20:01,200

disappeared and pushed a rod into the

632

00:19:59,679 --> 00:20:02,080

ground and all that, it was

633

00:20:01,200 --> 00:20:04,320

634

00:20:02,080 --> 00:20:06,320

just amazing.

635

00:20:04,320 --> 00:20:07,679

But every conversation we ever had, no

636

00:20:06,320 --> 00:20:09,360

matter whether it was about his livestock,

637

00:20:07,679 --> 00:20:11,520

his crops or anything else, it always

638

00:20:09,360 --> 00:20:12,880

came and started with soil and ended

639

00:20:11,520 --> 00:20:14,799

with soil, and he just said, “You look

640

00:20:12,880 --> 00:20:16,080

after that and it’ll look after you”.

641

00:20:14,799 --> 00:20:18,080

642

00:20:16,080 --> 00:20:19,840

What are the common problems you

643

00:20:18,080 --> 00:20:21,280

come across when you look at soil?

644

00:20:19,840 --> 00:20:23,039

We're recording this podcast in Mid

645

00:20:21,280 --> 00:20:25,760

Wales; we've got the

646

00:20:23,039 --> 00:20:27,840

Llanelwedd, Builth Wells countryside

647

00:20:25,760 --> 00:20:29,440

surrounding us - an area dominated by

648

00:20:27,840 --> 00:20:31,679

permanent pasture and relatively high

649

00:20:29,440 --> 00:20:33,039

rainfall. What are the issues you would

650

00:20:31,679 --> 00:20:34,480

come across or what are the common

651

00:20:33,039 --> 00:20:36,159

problems with soil health in this

652

00:20:34,480 --> 00:20:37,919

particular part of Wales?

653

00:20:36,159 --> 00:20:39,520

Interestingly, I actually do quite a lot of

654

00:20:37,919 --> 00:20:43,039

work with Farming Connect or getting

655

00:20:39,520 --> 00:20:44,799

more to do with Farming Connect.

656

00:20:43,039 --> 00:20:46,240

Then I’ll be honest, because

657

00:20:44,799 --> 00:20:48,880

that's the sort of person I am, some of

658

00:20:46,240 --> 00:20:51,280

the worst soils I ever encounter

659

00:20:48,880 --> 00:20:52,240

are under permanent pasture.

660

00:20:51,280 --> 00:20:53,840

661

00:20:52,240 --> 00:20:56,080

This is

662

00:20:53,840 --> 00:20:57,360

multi-layered essentially, but you

663

00:20:56,080 --> 00:20:59,360

can imagine

664

00:20:57,360 --> 00:21:01,280

the historic use of some of the sheep

665

00:20:59,360 --> 00:21:03,600

dips that we used in the past are

666

00:21:01,280 --> 00:21:06,960

massively long living in soil.

667

00:21:03,600 --> 00:21:09,679

The wormer issues we have now

668

00:21:06,960 --> 00:21:12,400

with all these highly

669

00:21:09,679 --> 00:21:14,240

resistant worms meaning we're using more

670

00:21:12,400 --> 00:21:16,240

and more of these wormers that are

671

00:21:14,240 --> 00:21:18,400

having a terrible effect on the soil

672

00:21:16,240 --> 00:21:19,760

biology, and that combined with fly sprays

673

00:21:18,400 --> 00:21:22,159

and all the sorts of things that are actually

674

00:21:19,760 --> 00:21:23,919

used on sheep as well as all other

675

00:21:22,159 --> 00:21:25,520

animals, for obvious reasons, they're

676

00:21:23,919 --> 00:21:28,080

having a rather detrimental effect on

677

00:21:25,520 --> 00:21:31,520

soil biology, and it's the soil

678

00:21:28,080 --> 00:21:33,280

biology that actually keep soils open

679

00:21:31,520 --> 00:21:35,360

and free draining - they're the things

680

00:21:33,280 --> 00:21:37,919

that actually

681

00:21:35,360 --> 00:21:40,480

build carbon and all that. As you

682

00:21:37,919 --> 00:21:42,240

remove them through whatever methods

683

00:21:40,480 --> 00:21:44,320

(if you're an arable farmer, lots of

684

00:21:42,240 --> 00:21:46,720

cultivation will do that - kill the soil

685

00:21:44,320 --> 00:21:48,720

biology, and permanent pasture doing

686

00:21:46,720 --> 00:21:49,840

that sort of thing has the same

687

00:21:48,720 --> 00:21:52,080

effect),

688

00:21:49,840 --> 00:21:54,720

the soil essentially slumps down, becomes

689

00:21:52,080 --> 00:21:56,960

tighter and becomes more compact, and then within a high rainfall area,

690

00:21:54,720 --> 00:21:59,280

that becomes

691

00:21:56,960 --> 00:22:02,000

anaerobic,

692

00:21:59,280 --> 00:22:04,320

and then the anaerobic bacteria

693

00:22:02,000 --> 00:22:07,440

actually produce sulphides which are

694

00:22:04,320 --> 00:22:10,559

acidic, so you then have an acidic soil,

695

00:22:07,440 --> 00:22:13,520

over-compacted, waterlogged grassland

696

00:22:10,559 --> 00:22:15,280

that when you dig, it smells terrible.

697

00:22:13,520 --> 00:22:17,280

One of the things

698

00:22:15,280 --> 00:22:20,080

I say an awful lot is we need to use our

699

00:22:17,280 --> 00:22:22,480

five senses as farmers and landowners.

700

00:22:20,080 --> 00:22:24,080

Smell your soil. If it

701

00:22:22,480 --> 00:22:26,240

doesn't smell very good, I can guarantee

702

00:22:24,080 --> 00:22:27,760

it's not very healthy.

703

00:22:26,240 --> 00:22:30,080

We're farming in an environment now

704

00:22:27,760 --> 00:22:31,919

at a time where quick fixes are very

705

00:22:30,080 --> 00:22:33,760

expensive. Fertiliser is £1,000/T

706

00:22:31,919 --> 00:22:35,760

or more, and we need to

707

00:22:33,760 --> 00:22:37,280

understand the soil biology, the physics

708

00:22:35,760 --> 00:22:38,799

and the chemistry, and get that

709

00:22:37,280 --> 00:22:40,480

equilibrium

710

00:22:38,799 --> 00:22:42,640

to get it right. Absolutely.

711

00:22:40,480 --> 00:22:44,000

And the one thing, farmers

712

00:22:42,640 --> 00:22:47,280

are always in a rush,

713

00:22:44,000 --> 00:22:49,760

and I’m as impatient as most, and

714

00:22:47,280 --> 00:22:51,840

it's rather quite amazing.

715

00:22:49,760 --> 00:22:53,440

I use the analogy of going by

716

00:22:51,840 --> 00:22:54,799

heifer calf.

717

00:22:53,440 --> 00:22:57,280

On the day you decide you're going to

718

00:22:54,799 --> 00:22:59,440

change the way you actually farm your

719

00:22:57,280 --> 00:23:01,520

soils, buy a heifer calf and you take

720

00:22:59,440 --> 00:23:03,760

that heifer calf all the way up to 14-15

721

00:23:01,520 --> 00:23:05,600

months, and then put it to the bull.

722

00:23:03,760 --> 00:23:07,039

She then runs nine months pregnant; she

723

00:23:05,600 --> 00:23:09,120

then has a calf and you take that all

724

00:23:07,039 --> 00:23:10,960

the way to fat - it takes four to five

725

00:23:09,120 --> 00:23:12,320

years to go through that cycle. Funnily

726

00:23:10,960 --> 00:23:14,960

enough, it takes about that sort of

727

00:23:12,320 --> 00:23:16,240

length of time to get your soil starting

728

00:23:14,960 --> 00:23:17,840

to recover,

729

00:23:16,240 --> 00:23:20,559

and then this isn't a jump off the cliff -

730

00:23:17,840 --> 00:23:23,520

it's a weaning process away.

731

00:23:20,559 --> 00:23:25,919

What we do as farmers is our minds run

732

00:23:23,520 --> 00:23:28,799

far faster than what our soils repairing, and

733

00:23:25,919 --> 00:23:30,559

then you get a phone call saying, “Right,

734

00:23:28,799 --> 00:23:32,640

I’ve bought a drill”.

735

00:23:30,559 --> 00:23:33,919

“Is your soil ready?”.

736

00:23:32,640 --> 00:23:35,360

“I don't know”.

737

00:23:33,919 --> 00:23:37,280

I pretty much guarantee. “How's your heifer

738

00:23:35,360 --> 00:23:38,400

doing?”

739

00:23:37,280 --> 00:23:39,600

“She's only seven months old”.

740

00:23:38,400 --> 00:23:41,200

It's like “Right, okay. I don't think we're

741

00:23:39,600 --> 00:23:43,600

ready”, and it's that

742

00:23:41,200 --> 00:23:45,039

patience, and I think one of the most

743

00:23:43,600 --> 00:23:46,880

important things

744

00:23:45,039 --> 00:23:48,640

is everything is slightly

745

00:23:46,880 --> 00:23:50,320

changing, as we're all aware, with these

746

00:23:48,640 --> 00:23:53,279

environmental schemes and

747

00:23:50,320 --> 00:23:55,919

support,

748

00:23:53,279 --> 00:23:59,440

and thankfully, I believe we're going to have enough

749

00:23:55,919 --> 00:24:01,279

support to farm profitably and

750

00:23:59,440 --> 00:24:03,600

actually use this transition that when

751

00:24:01,279 --> 00:24:05,520

we hand over to another generation, if

752

00:24:03,600 --> 00:24:07,039

all of those things disappear, they're

753

00:24:05,520 --> 00:24:09,600

going to end up with soil that actually

754

00:24:07,039 --> 00:24:11,600

can be farmed and farmed well. I personally believe we're

755

00:24:09,600 --> 00:24:13,120

very fortunate

756

00:24:11,600 --> 00:24:14,720

in that we are actually going to

757

00:24:13,120 --> 00:24:16,640

get support to make these

758

00:24:14,720 --> 00:24:19,039

changes. And to see us through that transition.

759

00:24:16,640 --> 00:24:20,960

When we think about soil health,

760

00:24:19,039 --> 00:24:23,360

we think it's about going back to the

761

00:24:20,960 --> 00:24:24,960

basics, but is there a lot that we don't

762

00:24:23,360 --> 00:24:26,720

know about soil health that we're still

763

00:24:24,960 --> 00:24:28,000

finding out?

764

00:24:26,720 --> 00:24:30,080

Every day.

765

00:24:28,000 --> 00:24:32,080

Every single day, and it's

766

00:24:30,080 --> 00:24:33,039

something that becomes a real problem,

767

00:24:32,080 --> 00:24:34,799

because

768

00:24:33,039 --> 00:24:36,960

when we consider that a teaspoon of

769

00:24:34,799 --> 00:24:38,799

healthy soil, as you know, contains six

770

00:24:36,960 --> 00:24:40,880

billion microbes (more people than on

771

00:24:38,799 --> 00:24:42,960

planet Earth),

772

00:24:40,880 --> 00:24:45,039

and we believe as farmers that we're

773

00:24:42,960 --> 00:24:46,559

scientists, although I firmly believe a

774

00:24:45,039 --> 00:24:48,640

gut feeling is probably as important as

775

00:24:46,559 --> 00:24:50,320

that. But if we believe science, how on

776

00:24:48,640 --> 00:24:52,880

earth can we understand six billion

777

00:24:50,320 --> 00:24:54,960

interactions of all these microbes doing

778

00:24:52,880 --> 00:24:56,799

what they're going to do.

779

00:24:54,960 --> 00:24:58,480

It takes a brave man and a brave

780

00:24:56,799 --> 00:25:01,039

decision to actually step back a little

781

00:24:58,480 --> 00:25:03,200

bit from the science and actually look

782

00:25:01,039 --> 00:25:04,559

at the overall of what we call ‘biomimicry’

783

00:25:03,200 --> 00:25:06,640

and actually look at what happens in

784

00:25:04,559 --> 00:25:08,960

nature and say, “Would that happen

785

00:25:06,640 --> 00:25:10,080

normally? How does that work? Why are

786

00:25:08,960 --> 00:25:11,600

all these

787

00:25:10,080 --> 00:25:13,120

verges

788

00:25:11,600 --> 00:25:15,039

during the summer months when we are in

789

00:25:13,120 --> 00:25:16,080

drought conditions, all nice and green and

790

00:25:15,039 --> 00:25:17,360

everything, and yet you look over the

791

00:25:16,080 --> 00:25:19,039

hedge and what we're farming is all

792

00:25:17,360 --> 00:25:21,279

brown and dead and

793

00:25:19,039 --> 00:25:23,200

something's going on?”. All you need to do

794

00:25:21,279 --> 00:25:25,679

is go and dig with a spade that verge

795

00:25:23,200 --> 00:25:27,600

and dig inside your field.

796

00:25:25,679 --> 00:25:30,159

They are three metres apart, and the

797

00:25:27,600 --> 00:25:32,000

difference will be the soil.

798

00:25:30,159 --> 00:25:34,240

Earlier on, you were on the stage and you were

799

00:25:32,000 --> 00:25:36,000

giving a very comprehensive presentation.

800

00:25:34,240 --> 00:25:37,520

I think you just had the Inspiring

801

00:25:36,000 --> 00:25:38,880

Leaders Programme from the Oxford Farming

802

00:25:37,520 --> 00:25:40,400

Conference spending two days with you,

803

00:25:38,880 --> 00:25:42,159

and you had to cram in two days’ worth

804

00:25:40,400 --> 00:25:44,080

of content in 20 minutes on stage and

805

00:25:42,159 --> 00:25:45,360

did it very well. But I want to pick up

806

00:25:44,080 --> 00:25:47,360

on a couple of really interesting points

807

00:25:45,360 --> 00:25:49,360

you make around your other businesses on

808

00:25:47,360 --> 00:25:51,279

the farm. You've got an honesty farm shop.

809

00:25:49,360 --> 00:25:54,880

Tell us a bit about that. It's

810

00:25:51,279 --> 00:25:57,039

just something we set up,

811

00:25:54,880 --> 00:25:58,400

it was just a bit of an idea. We've got a

812

00:25:57,039 --> 00:25:59,840

footpath going through the farm and then

813

00:25:58,400 --> 00:26:01,200

one day, I’ll never forget,

814

00:25:59,840 --> 00:26:02,159

one of our contractors was there filling a seed

815

00:26:01,200 --> 00:26:04,080

drill up,

816

00:26:02,159 --> 00:26:05,279

and this person was walking through

817

00:26:04,080 --> 00:26:06,559

the yard and he said, “Doesn't that

818

00:26:05,279 --> 00:26:08,559

annoy you?”, and I said, “Well, it’s a

819

00:26:06,559 --> 00:26:10,240

footpath. Why would it?”.

820

00:26:08,559 --> 00:26:12,400

And it got me thinking a little bit

821

00:26:10,240 --> 00:26:14,400

about this annoyance, and I thought, “Well

822

00:26:12,400 --> 00:26:16,880

actually, if this person came through the

823

00:26:14,400 --> 00:26:18,960

yard and bought a pint of milk and a bit

824

00:26:16,880 --> 00:26:21,279

of cheese or a cake or something like

825

00:26:18,960 --> 00:26:23,120

that, then in actual fact, that puts a

826

00:26:21,279 --> 00:26:26,080

smile on your face surely?”.

827

00:26:23,120 --> 00:26:27,760

So me and Helen sat down and had a

828

00:26:26,080 --> 00:26:30,080

bit of a chat, and I said, “Well, I think we

829

00:26:27,760 --> 00:26:32,159

can convert one of these trailers, a

830

00:26:30,080 --> 00:26:34,320

horse trailer - a Rice horse trailer”.

831

00:26:32,159 --> 00:26:35,600

I must admit, they're all

832

00:26:34,320 --> 00:26:38,559

rather quite expensive now, it doesn't

833

00:26:35,600 --> 00:26:40,400

matter what nick they are. And we

834

00:26:38,559 --> 00:26:42,720

literally took three weeks to

835

00:26:40,400 --> 00:26:44,320

convert this trailer into a little

836

00:26:42,720 --> 00:26:46,159

honesty shop, and we've got a little SumUp

837

00:26:44,320 --> 00:26:48,240

card machine, and I think they cost

838

00:26:46,159 --> 00:26:51,440

£29 to buy, and they take very

839

00:26:48,240 --> 00:26:54,159

little margin off your sales, and obviously a little

840

00:26:51,440 --> 00:26:55,840

tin out there.

841

00:26:54,159 --> 00:26:58,400

We were thinking of a

842

00:26:55,840 --> 00:26:59,919

a vending machine was when we started.

843

00:26:58,400 --> 00:27:01,600

£12,000 was quoted for a

844

00:26:59,919 --> 00:27:02,880

vending machine, and we soon came to the

845

00:27:01,600 --> 00:27:04,840

conclusion

846

00:27:02,880 --> 00:27:08,080

that if the shop was

847

00:27:04,840 --> 00:27:10,080

hired five times, it still would come to

848

00:27:08,080 --> 00:27:12,480

less than £12,000. We could be stolen,

849

00:27:10,080 --> 00:27:13,600

the contents and the shop itself, and it

850

00:27:12,480 --> 00:27:15,360

still wouldn't come to £12,000,

851

00:27:13,600 --> 00:27:16,960

so we thought, “Well actually, let's

852

00:27:15,360 --> 00:27:17,679

take this with a bit of pinch of salt

853

00:27:16,960 --> 00:27:19,679

and

854

00:27:17,679 --> 00:27:20,880

go for an honesty and see how we get

855

00:27:19,679 --> 00:27:23,840

on”.

856

00:27:20,880 --> 00:27:26,559

And the response we had was

857

00:27:23,840 --> 00:27:28,960

almost overwhelming,

858

00:27:26,559 --> 00:27:30,480

almost overwhelming of people coming and

859

00:27:28,960 --> 00:27:31,919

saying it was fantastic. We had a little

860

00:27:30,480 --> 00:27:33,279

Facebook page and

861

00:27:31,919 --> 00:27:34,480

people were more honest than we could

862

00:27:33,279 --> 00:27:35,440

ever believe.

863

00:27:34,480 --> 00:27:37,919

864

00:27:35,440 --> 00:27:39,520

And then that developed, and so for

865

00:27:37,919 --> 00:27:42,640

two years we had that running, it

866

00:27:39,520 --> 00:27:45,120

made enough money to convert a building.

867

00:27:42,640 --> 00:27:47,279

Everybody wanted a cafe or a

868

00:27:45,120 --> 00:27:48,480

cup of coffee. They were like “I love

869

00:27:47,279 --> 00:27:49,520

everything about it. We love walking up

870

00:27:48,480 --> 00:27:51,279

with the children and things; they get

871

00:27:49,520 --> 00:27:52,640

a milkshake among other things, but any chance we

872

00:27:51,279 --> 00:27:53,840

could have a coffee machine?”. We've

873

00:27:52,640 --> 00:27:56,799

just opened a

874

00:27:53,840 --> 00:27:58,080

a self-service cafe as well.

875

00:27:56,799 --> 00:27:59,120

And what’s your approach with regards to

876

00:27:58,080 --> 00:28:01,200

labour, because you're doing something

877

00:27:59,120 --> 00:28:02,880

quite innovative, almost entering into a

878

00:28:01,200 --> 00:28:04,799

joint venture with a lot of businesses?

879

00:28:02,880 --> 00:28:08,000

I mean

880

00:28:04,799 --> 00:28:09,440

essentially, we made a bit of a

881

00:28:08,000 --> 00:28:11,679

rule that we weren't going to employ

882

00:28:09,440 --> 00:28:13,440

anybody. There's a lot of

883

00:28:11,679 --> 00:28:15,120

history in that.

884

00:28:13,440 --> 00:28:16,960

It's not worth going into, but

885

00:28:15,120 --> 00:28:18,159

essentially, we came up with a slightly

886

00:28:16,960 --> 00:28:20,240

different idea

887

00:28:18,159 --> 00:28:21,200

of how we could bring people on

888

00:28:20,240 --> 00:28:24,000

the farm.

889

00:28:21,200 --> 00:28:25,679

I often show a photograph

890

00:28:24,000 --> 00:28:28,720

in my talks where

891

00:28:25,679 --> 00:28:30,399

in 1938 we were supporting 17 families

892

00:28:28,720 --> 00:28:32,000

on our farm,

893

00:28:30,399 --> 00:28:34,159

and now it's just me.

894

00:28:32,000 --> 00:28:35,679

895

00:28:34,159 --> 00:28:37,360

No wonder there are an awful lot of

896

00:28:35,679 --> 00:28:38,960

sort of mental health issues on farms.

897

00:28:37,360 --> 00:28:40,640

There are no people to talk to, the

898

00:28:38,960 --> 00:28:42,559

camaraderie and all that's gone sort of

899

00:28:40,640 --> 00:28:45,039

thing, so how do we bring people on the

900

00:28:42,559 --> 00:28:47,520

farm? We decided in actual

901

00:28:45,039 --> 00:28:49,200

fact to do, and this was Tim May’s

902

00:28:47,520 --> 00:28:51,039

idea, and we didn't call it ‘Pitch Up’ but

903

00:28:49,200 --> 00:28:53,360

he has, and I thought, “I’m going to hijack

904

00:28:51,039 --> 00:28:55,360

that name – Pitch Up”, where you come to us

905

00:28:53,360 --> 00:28:57,919

with an idea.

906

00:28:55,360 --> 00:28:59,440

You're generally short of space is

907

00:28:57,919 --> 00:29:01,200

normally the biggest problem – “We want to

908

00:28:59,440 --> 00:29:02,880

rent a barn off you”, and I’m like “I’m not

909

00:29:01,200 --> 00:29:04,799

really interested in renting a barn, but

910

00:29:02,880 --> 00:29:07,039

how about this for an idea”, and then

911

00:29:04,799 --> 00:29:08,799

we become partners. “I want to empower

912

00:29:07,039 --> 00:29:10,320

you to run a business; I want you to

913

00:29:08,799 --> 00:29:12,880

use one of my farm buildings. I don't

914

00:29:10,320 --> 00:29:15,600

want a wage bill every month

915

00:29:12,880 --> 00:29:17,919

and you get a premises and we'll make

916

00:29:15,600 --> 00:29:19,679

it very simple in that I own the

917

00:29:17,919 --> 00:29:21,520

premises and everything that's bolted

918

00:29:19,679 --> 00:29:23,600

down and you own everything that isn't”.

919

00:29:21,520 --> 00:29:25,279

And then we do a

920

00:29:23,600 --> 00:29:27,039

sort of a two third split, so I end

921

00:29:25,279 --> 00:29:28,399

up with a third of the profit.

922

00:29:27,039 --> 00:29:30,480

And it’s wonderful, because if they do

923

00:29:28,399 --> 00:29:32,320

well, you do more

924

00:29:30,480 --> 00:29:33,679

smiling, if you know what I mean, rather

925

00:29:32,320 --> 00:29:35,600

than “I’m going to collect the rent every

926

00:29:33,679 --> 00:29:37,520

month”, and it's all quite

927

00:29:35,600 --> 00:29:39,120

disconnected.

928

00:29:37,520 --> 00:29:41,440

And it was just beautiful the other day.

929

00:29:39,120 --> 00:29:43,760

Our microbrewery has just opened,

930

00:29:41,440 --> 00:29:45,679

our kefir water factories have just opened as

931

00:29:43,760 --> 00:29:48,240

well,

932

00:29:45,679 --> 00:29:49,440

and people are coming back to my

933

00:29:48,240 --> 00:29:51,600

farm,

934

00:29:49,440 --> 00:29:53,919

and there were

935

00:29:51,600 --> 00:29:55,679

children in the brewery helping mix the barley and

936

00:29:53,919 --> 00:29:57,200

that sort of thing, and you just think, “Isn't

937

00:29:55,679 --> 00:29:58,640

this what farming should really all be

938

00:29:57,200 --> 00:30:00,399

about - community and that sort of thing?”.

939

00:29:58,640 --> 00:30:01,279

And regen is a lot about people

940

00:30:00,399 --> 00:30:04,080

as well?

941

00:30:01,279 --> 00:30:05,840

Regen is not just the farm itself;

942

00:30:04,080 --> 00:30:07,919

it's regenerating yourself, regenerating your

943

00:30:05,840 --> 00:30:10,159

mind, the environment and everything else.

944

00:30:07,919 --> 00:30:12,880

And as a final question, what

945

00:30:10,159 --> 00:30:14,000

next for RegenBen?

946

00:30:12,880 --> 00:30:17,279

947

00:30:14,000 --> 00:30:19,919

On the farm, we've just decided to

948

00:30:17,279 --> 00:30:22,640

build

949

00:30:19,919 --> 00:30:25,520

the ‘Moveable Feast” we're calling it.

950

00:30:22,640 --> 00:30:27,600

It’s a mobile restaurant.

951

00:30:25,520 --> 00:30:30,399

We've got some of the most beautiful

952

00:30:27,600 --> 00:30:32,799

landscaping in Ross-on-Wye.

953

00:30:30,399 --> 00:30:36,399

We're producing some of the finest foods

954

00:30:32,799 --> 00:30:38,320

I believe, some beautifully

955

00:30:36,399 --> 00:30:39,520

produce food with high nutrient

956

00:30:38,320 --> 00:30:41,279

density

957

00:30:39,520 --> 00:30:43,840

of all the spectrum of animals. There

958

00:30:41,279 --> 00:30:45,600

isn't an animal we don't farm - honeys

959

00:30:43,840 --> 00:30:48,399

as well as some of the salads, fruits

960

00:30:45,600 --> 00:30:50,960

and vegetables and things like that.

961

00:30:48,399 --> 00:30:52,480

If we're going to integrate more with

962

00:30:50,960 --> 00:30:55,440

a consumer,

963

00:30:52,480 --> 00:30:57,519

why not actually cook it for them?

964

00:30:55,440 --> 00:30:59,760

What’s going to make that unique? Well,

965

00:30:57,519 --> 00:31:02,080

we've got a bluebell wood that in May is

966

00:30:59,760 --> 00:31:03,919

stunning, but in sort of June it's not

967

00:31:02,080 --> 00:31:05,600

so much, but we've got other things that

968

00:31:03,919 --> 00:31:07,760

could be part, so we're

969

00:31:05,600 --> 00:31:11,279

converting an artic lorry trailer

970

00:31:07,760 --> 00:31:14,159

into a 12 place,

971

00:31:11,279 --> 00:31:16,480

six sittings little mobile

972

00:31:14,159 --> 00:31:18,720

restaurant, and actually going to tow

973

00:31:16,480 --> 00:31:20,559

it around the farm. Brilliant.

974

00:31:18,720 --> 00:31:23,039

Exciting times ahead. Yes, and that's going to

975

00:31:20,559 --> 00:31:24,480

be a joint venture too. Fantastic. RegenBen,

976

00:31:23,039 --> 00:31:27,279

it's been an absolute pleasure to

977

00:31:24,480 --> 00:31:28,640

meet you, and I just admire your passion,

978

00:31:27,279 --> 00:31:30,159

your enthusiasm, but where you get the

979

00:31:28,640 --> 00:31:32,640

time to do it all? It’s amazing.

980

00:31:30,159 --> 00:31:32,640

RegenBen, thank you very much.

981

00:31:35,120 --> 00:31:38,720

If you would like more information about

982

00:31:36,880 --> 00:31:41,200

the support available through Farming

983

00:31:38,720 --> 00:31:42,960

Connect, then please contact your local

984

00:31:41,200 --> 00:31:44,279

development officer or the Service

985

00:31:42,960 --> 00:31:47,840

Centre on

986

00:31:44,279 --> 00:31:47,840

08456 000 813.

987

00:31:48,559 --> 00:31:52,960

And there we are, we've reached the end

988

00:31:50,320 --> 00:31:54,960

of yet another episode. We'll be back in

989

00:31:52,960 --> 00:31:57,200

two weeks’ time with plenty more to talk

990

00:31:54,960 --> 00:31:59,360

about, but in the meantime, don't forget

991

00:31:57,200 --> 00:32:01,760

to hit ‘subscribe’ on whichever platform

992

00:31:59,360 --> 00:32:04,240

you use to keep notified of all new

993

00:32:01,760 --> 00:32:06,000

episodes of Ear to the Ground.

994

00:32:04,240 --> 00:32:08,240

On behalf of the team at Farming

995

00:32:06,000 --> 00:32:09,919

Connect and myself, Aled Jones, thank you

996

00:32:08,240 --> 00:32:12,919

for listening, and goodbye for now.

997

00:32:09,919 --> 00:32:12,919

[Music]

998

00:32:13,420 --> 00:32:26,740

[Music]

999

00:32:14,760 --> 00:32:26,740

[Music]

1000

00:32:29,360 --> 00:32:31,440

[Music]