

## SPEAKERS

### Tom Pemberton - TP Farm Life



**Farmer, television personality, best-selling author and social media phenomenon 'Make hay while the sun shines'**

In 2016, Lancashire beef, dairy and sheep farmer Tom Pemberton uploaded a one-minute video to YouTube about how to use the farm shop's new raw milk vending machine. He thought a handful of people would watch it. It turns out many more did. And so he began uploading regular videos, every Tuesday, Friday and the occasional Sunday, to show what he gets up to on the farm. A presenter on BBC Three's hit show 'The Fast and Farmer-ish', more recently Tom has become a Sunday Times bestselling author, with his debut book 'Make Hay While the Sun Shines: A Year on the Farm.' Now a farming and social media sensation, Tom has garnered a huge following globally, his infectious sense of humour and natural charisma in front of the camera attracting tens of thousands of followers across numerous platforms. In 2018, Tom won the British Farming Award for Digital Innovator of the Year and he has continued to build his brand, having worked with the likes of Mercedes, Case IH, Kirby Tyres and Can Am to name a few. Tom relishes any opportunity to open the gates to his family farm for a wryly funny and warm-hearted look at agricultural life, from raw milk vending machines to the pitfalls of being the farmer's son. He affectionately calls his dad Andy the 'ginger warrior' with 'mother bear' and a horse-loving sister part of his close family unit. For six generations, the Pemberton family have farmed at Birks Farm near the picturesque town of Lytham on Lancashire's Fylde Coast, working at the heart of the area since the 1830s and supplying dairy produce to the local community ever since.

### Ben Taylor-Davies – RegenBen



**Regeneration...saving the farmer...saving the farm**

Ben Taylor-Davies was raised on a 540-acre family farm in Ross-on-Wye, before studying geography at Liverpool University. His job as an agronomist was going extremely well until 2012, when his son was involved in a horrific car accident. Life changed for the whole family, and it had a huge impact on Ben's mental health. Awarded a Nuffield scholarship in 2016 to study black-grass, Ben says that this opportunity made him re-evaluate both his life and farm business. He says that regenerating his mind, regenerative agriculture and its principles of enterprise stacking quite literally 'saved' him! His main focus today is giving something to the next generation, including more soil, a better environment, a diverse income stream and no debt – all set out in the farm's 30-year plan.

### Gwerfyl Owen-Harding – Dylunio Dy Dŷ



**Creating the 'wow' factor at your farmhouse or diversification venture**

Farmer's daughter, Gwerfyl, is an experienced interior designer based in Mid Wales. This creative wife and mum decided to turn her lifelong interest into a business, setting up her own interior design consultancy several years ago. Gwerfyl specialises in creating schemes and project-managing the interiors of new-build, residential and commercial properties, including a number of farm tourism diversification ventures. A good listener who takes account of her clients' style preferences and budget, she will encourage you 'not to play it too safe' when it comes to interior décor. Expect to learn how the right styling, layout, colour schemes, furnishings and accessories can transform cottages, tents, huts, wood cabins, and of course, your own home or office, into truly special and memorable spaces.

### Christian Nightingale - Lely Atlantic Ltd



**How Lely products and new innovation can make a difference in the farming world**

With over 30 years' experience working in the agricultural industry, Christian joined Lely Atlantic Limited in May 2021. Previously, he had worked for major tractor manufacturers and agricultural dealers, predominantly in machinery-based positions. In his current role, Christian is responsible for the Lely barn equipment portfolio, of which the Lely Sphere is a part. In his presentation, he will explain how Lely, with the use of the Lely Sphere, aims to reduce airborne ammonia emissions within housed dairy barns.

### Laura Lewis – Squirrels Nest Treehouse Retreats



**Standing out from the crowd...ensuring your holiday let becomes a successful venture**

Young wife and mum Laura will share her journey on the creation of a successful luxury glamping business at the family's 130-acre sheep farm in Mid Wales. As the marketing guru, Laura's imagination, vision and skill has ensured the new enterprise 'stands out from the crowd'.

Set atop a spectacular 900'-acre hillside, the cedar and larch treetop retreats have stunning interiors, hot tubs, firepits and hammocks which have ensured rave reviews from the national press and visitors alike. Laura will share the family's approach to attracting and retaining bookings, and explain how social media has benefited them as a business. Laura has also set up 'The Wanderlist', a new online directory listing luxury accommodation in the UK.

### Dr Will Stiles – Institute of Biological, Environmental and Rural Sciences (IBERS), Aberystwyth University

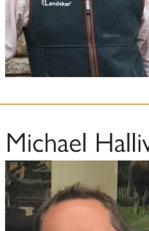


**Putting a figure on carbon stocks on Welsh farms**

Dr Will Stiles is a lecturer for the Institute of Biological, Environmental and Rural Sciences (IBERS) at Aberystwyth University. In addition to his teaching responsibilities, he leads the Knowledge Exchange Hub in IBERS for Welsh Government's Farming Connect programme. From the KE Hub, Will has produced numerous technical articles on a range of topics, with particular focus on climate and environmental change, to disseminate current scientific research to the agricultural industry.

Will has a research background in soil science, biogeochemistry and ecology, and his research looks for ways to reduce the environmental impact of agriculture, to make farming and food production more sustainable.

### Menna Williams – Farming Connect



Menna Williams has been working within the Farming Connect programme since 2014, and is currently the Red Meat Technical Officer for South-west Wales. Menna lives on a beef and sheep farm in Machynlleth. Menna is one of the leading technical officers involved in a pan-Wales study called the 'Welsh Soil Project', which involves Farming Connect demonstration sites. The aim of the project is to estimate the soil carbon stock of multiple fields from varying farming systems.

### Dr Non Williams – Farming Connect



Dr Non Williams joined Farming Connect in 2020 as the Red Meat Technical Officer for North Wales. Prior to this, Non completed a PhD at Bangor University, researching into the environmental cost-benefits of improving pasture productivity, focusing on upland cattle systems. Non is one of the leading technical officers involved in a pan-Wales study called the 'Welsh Soil Project', which involves Farming Connect demonstration sites. The aim of the project is to estimate the soil carbon stock of multiple fields from varying farming systems.

### Gary Howell – Morgan Walsh Consultancy Ltd



**Using LoRaWAN SMART Tech on the farm**

Gary is an electronic engineer, software writer and technical trouble-shooter, with over 30 years of practical experience solving technical problems using a broad range of technologies. He has been a consultant for Welsh Government for Superfast Broadband, and is actively involved in a number of Internet of Things (IoT) and LoRaWAN projects, exploring the monitoring of dairy farms, water pollution and community projects to reduce anti-social behaviour.

### Jeremy Bowen Rees – Landsker Business Solutions



**Farm diversification trends and opportunities...post-pandemic**

The pandemic affected all businesses, and Jeremy has clear views on what has happened, what may return to pre-pandemic times, what new market opportunities and trends have and continue to emerge. One of Farming Connect's lead diversification consultants, Jeremy is also a director of Landsker, one of Wales' foremost management consultancies, and has advised many successful rural enterprises on how to change, grow and generally prosper in a very dynamic marketplace. Jeremy's presentation will cover common diversification sectors such as tourism, agri-food, retail, renewable energy and property development and other niche areas. Expect his presentation to be both informative and provocative!

### Michael Halliwell – CattleEye



**How autonomous video monitoring can help keep eyes on your cows 24/7...early lameness management**

Michael Halliwell, during many years of actively selling into the dairy farm production chain, has generated a broad knowledge of dairy operational requirements. His experience working with highly focused commercial operations, both in the UK and internationally, has given him a broad experience of the challenges faced by increased consumer pressure, and the shift in skills available to many UK farms. The implementation of technology to better assist management and welfare considerations on-farm has been a specific focus, and CattleEye are developing sustainable solutions that are consistent and deliver returns for farmers.

### Sam Carey - Milkwell



**The road to regen... 'no input' dairy farming**

Harper Adams agriculture graduate Sam Carey is confident that 'regenerative' farming can, and probably should, replace 'conventional' farming. Brought up in west Wales, Sam farms on three dairy units in mid and north Wales. Conventional farming has historically relied on chemical fertilisers, liming, reseeding, antibiotics and many other time-consuming, costly inputs that Sam believes don't equate to optimum productivity. Most significantly, they all pose risks to the environment, to biodiversity, to human health and the planet. Having converted a former sheep farm near Machynlleth to a spring calving dairy unit with 'no inputs other than cows and hay', will Sam convince you that regenerative farming is both sustainable and profitable?

### Peter Gohery – Embrace Crypto, Physical Impairment (Ireland)



**It's better to lose a minute in life than lose your life in a minute**

Peter Gohery grew up on a family dairy farm in East Galway. He emigrated to America in 1998 before returning to take over the farm in 2000, which was by then mainly a suckler unit. In October 2009, in a tragic farm accident, Peter lost a leg and sustained other life-changing injuries which had a dramatic impact on the whole family. Because of the accident, he went into tillage and returned to college, where he attained a BSc in Health & Safety. Today, he is a farm safety adviser, delivering behavioural-based safety talks and lectures to farmers throughout the UK and America. Peter will tell his uplifting story and explain his heartfelt motto: "it's better to lose a minute in life than lose your life in a minute."

### Adam Jones - Adam yn yr ardd



**Introducing growing skills to a new generation**

Adam Jones has had a life-long love of horticulture and all things 'green' since, aged just three, he loved helping his late grandfather tend to his vegetable garden. Today, Adam is a well-known gardener, author and Welsh media television personality. He has his own YouTube and Instagram channels, 'Adam yn yr ardd', which attract thousands of followers. He has an organic garden near Llanelli where a passionate about biodiversity and encouraging wildlife and nature, he operates a 'no dig' system. More recently, he has been working as an instructor with schools and community groups to develop the skills of a new generation of growers. Longer-term he plans to establish his own market garden and garden school.

### Gwawr Edwards-Philips - Best of Wales



**Make a success of your holiday lets**

Ceredigion-born, Gwawr Edwards-Philips is an internationally acclaimed soprano. Always busy with her professional life as a singer, which she combines with Welsh television and radio appearances, the young wife and mum grew up on a farm near Aberystwyth. Together with her husband, Dan Edwards-Philips – a former member of the award-winning Only Men Aloud group, the couple have now stepped into the world of tourism. Having returned to their roots at Gwawr's family farm near Aberaeron, they are already diversifying into rural holidays. Gwawr will also share with you her experience as part of the team running 'Best of Wales', one of the country's leading holiday-letting agencies which offers more than 450 four- and five-star holiday cottages and apartments in almost every conceivable location in Wales. Find out what it takes to make a success of rural tourism, and why e-marketing, online advertising and web system design are so critical.

### Joshua Riddett - CEO of Easy Crypto Hunter



**Cryptocurrency Mining and Agriculture – Up to 121% ROI**

Joshua Riddett is an award-winning entrepreneur and a leading expert in the UK Cryptocurrency space. Founder of Easy Crypto Hunter, the UK's premium Cryptocurrency hardware provider, Josh has keynoted at major Cryptocurrency, Property, Agriculture and Energy conferences all over the UK. Alongside this, consulting and advising for some of the biggest names in the Cryptocurrency industry and mentoring new companies trying to enter the space. Josh's achievements have culminated in advisory positions for both the EU Parliament and the UK Home Office. Alongside this Josh has been featured in leading national and global publications. Josh's honest and transparent approach to Cryptocurrency has established him as the 'go-to guy' for Cryptocurrency Mining equipment. Along with more classical sectors of investors, his company now works closely with the UK farming industry, helping to diversify British farms to ensure they can be financially stable for future generations. This has led to now having equipment deployed on over 60 renewable energy installations across the country, spanning solar, wind, hydro and anaerobic digestion. Having open offices and a place for anyone to come and see the real tangibility of the Cryptocurrency industry was unheard of. People want to speak to real people and see where their investment is going, so that's the logic behind Josh's rapidly expanding company, which even during the pandemic still managed to grow over 500% in 2021.

### Tim Hughes – Behind the Lens Media



**Stand out from the crowd...creating imagery for websites and social media marketing**

If a picture paints a thousand words, it's essential you take a special picture, one that stands out from the crowd! Tim Hughes is a professional photographer and videographer based in Pembrokeshire. Using stills photography, videography, and drone technology, as well as 3D and 360 panoramas, Tim creates compelling, engaging and eye-catching visual stories, which provide fantastic promotional tools. Find out how you can stop 'just taking pictures' and instead 'capture the moment', as Tim shares his top tips on what to shoot when you are 'behind the lens', or how to market your particular enterprise, produce or farm business with stills, 3D tours or drone footage.

### Rhys Jones - Cattle Strength



**Cardio or kettlebells? The farm gym that's going from strength to strength**

Fitness guru, husband and dad to three small children, Rhys Jones was brought up on a dairy and sheep farm near Lampeter. Sports coaching and performance graduate Rhys (31) is a former semi-professional rugby player, who set up a gym at a building on the family farm some years ago. Today, Rhys leaves most of the farming duties to other family members to focus on his rapidly expanding diversified fitness business. Armed with a business plan he obtained through Farming Connect, Rhys will shortly move into a larger purpose-designed gym. He has his own fitness app and clothing line, and is transforming the lives of clients drawn from as far afield as Aberystwyth and Cardigan. He trains all age groups and abilities, both in person and online. Find out how he's achieved his ultimate 'work/life' balance.

### Sara Jenkins - Llaeth Teulu Jenkins Family Milk



**Milk vending... our journey!**

Sara Jenkins works alongside her husband and family on their dairy farm in Ceredigion. Certified organic for more than 25 years, their business, which is run in partnership between Eifion, his brother Geraint and their parents, has a herd of 160 pedigree Holsteins on 550 acres. Around 1.3 million litres of milk are produced annually, with the majority being sold to an organic marketing co-operative. In 2020, the combination of falling milk prices; Brexit and the pandemic led the family to investigate the feasibility of selling directly to the public via milk vending machines. Today, they also sell their organic, pasteurised, non-homogenised milk via two vending machines, available 24/7 in Aberystwyth and Machynlleth, as well as to numerous retail outlets and restaurants, including two with Michelin stars.

### Geraint Hughes – Dewin.tech



**Utilising 21st century technology to 'make life simpler'**

Dewin.tech is an Anglesey-based 'Internet of Things' (IoT) technology company, providing LoRaWAN technology and solutions for service providers and businesses. Founded by business consulting duo: Meinir and Geraint, the couple create value for their customers by using 21st century technology to save costs, improve quality, efficiency and control processes, as well as safety and security systems. Both have varied backgrounds and influence within the enterprise sector in Wales and are passionate about developing Dewin.tech technology into all aspects of business life, focusing on both the public and agricultural sectors in Wales and beyond. Geraint is also a freelance agri-food consultant who founded Madryn Foods in 2012, establishing well-known brands, including Jones Crisps, Blodyn Aur Rapeseed Oil and Calon Lan groceries. Dewin.tech has teamed up with Dr Gareth Jones to develop 'Dewin AI' (Artificial Intelligence), which secured pre-seed funding in March 2021 by M-SPARC (Menai Science Park) to develop a calving notification system using computer vision AI.

### Mark Lord - Berrys



**Are you ready for change? Get your finances in order!**

Mark joined Berrys, a UK-wide property consultancy, in 2017, having taken early retirement from a Lloyds Bank after a 36-year career. He has more than two decades of experience within the agricultural sector, and was the bank's senior agricultural manager, managing clients in North and Mid Wales. A member of BIAC (British Institute of Agricultural Consultants), Mark is also an approved Farming Connect adviser, through AgriPlan Cymru. His role involves the preparation of business plans, appraising businesses, producing projected profit and loss statements, balance sheets and cash flow forecasts. Mark's specialism is finance and ensuring that repayments on borrowings align with the farm's business as available.

### Gwennan Jenkins – JMS Planning & Development



**Don't be afraid of planning – the 'to do' list you need**

Gwennan is a chartered town planner and an associate director of JMS Planning & Development, who leads the Wales office of this UK-wide town and country planning consultancy. A fluent Welsh speaker from Ceredigion, Gwennan has more than 12 years' experience within the planning profession. Having initially worked in the private sector, she moved back to Ceredigion to work with the local authority as a planning officer and team leader, before taking up her current role. Gwennan has a wealth of knowledge and experience of dealing with rural diversification projects, including conversions, residential development, agricultural buildings, TAN 6, which covers rural enterprise dwellings, Section 106 legal agreements, which are needed between landowners and local authorities, as well as the commercial redevelopment of brownfield sites.

### Richard Corbett – Roger Parry & Partners



**How to maximise the income from your land**

A chartered surveyor and planning consultant, Richard's formative years were spent growing up on the local family farm. He joined Roger Parry & Partners in 2003, after graduating from Harper Adams University with a degree in Rural Enterprise and Land Management. A member of the RICS and fellow of the CAAV, in 2011 Richard became a partner in Roger Parry & Partners LLP. Richard has specialised in agricultural planning consultancy, and has been involved in the development of numerous dairy and poultry units, renewable schemes, and more recently, a large number of tourism projects. He also provides expert advice on large-scale housing schemes, as well as agricultural, rural and local planning needs. He is actively involved in all agricultural and estate management matters, including valuations, entitlements and quotas, landlord and tenant issues, compulsory purchase and compensation, farm management and rural planning. Richard also undertakes some residential and commercial work.