

# W A L E S

# FARMING

# CONFERENCE 2021

# 1 – 5 February 2021

Make sure you don't miss any part of the Wales Farming Conference 2021.

This year, the virtual doors will be open round-the-clock for you to listen in and watch, as and when it suits you, from the convenience of your home.

A series of 20 minute 'not to be missed' presentations will inspire and inform as you see and hear keynote speakers discuss a wide range of themes. Expect to be motivated on both a personal and business level. Plan your own timetable and once you have registered, 'tune in' at any time between 1- 5 February.

**HOW TO REGISTER:** [CLICK HERE](#) to access the registration form. You only need to register once to receive a link to access all conference sessions. Alternatively, if you have connectivity issues call us on 08456 000 813 to pre-order a DVD recording.

Spread the word – share your views on this year's virtual Wales Farming Conference [#walesfarmingconference](#)

## SPEAKERS:



Wrexham,  
Wales

**LESLEY GRIFFITHS MS,**  
Minister for Environment, Energy and Rural Affairs

### Creating a sustainable agriculture sector for future generations

Lesley Griffiths, the Welsh Government Minister for Environment, Energy and Rural Affairs wants to see an industry that maintains the highest food quality and safety standards, as well as achieving exemplary animal welfare standards. The Minister thanks our farmers for feeding the nation, keeping rural communities thriving and for safeguarding family businesses for future generations. She also looks to the future and will set out her vision for Wales' new Sustainable Farming Scheme.



Shropshire,  
England

**OLLIE OLLERTON**  
The most important project is you!

A former Special Forces operative with both the SAS and SBS, Ollie has undertaken operations in some of the most dangerous and remote locations on the planet and is one of the most highly trained fighters in the world. After 13 years overseas he returned home and started developing a concept that would put his years of training and experience to use and would benefit others. Developed from Special Forces expertise, Ollie's approach to personal development aims to change the way you think, the way you feel and subsequently, the way you perform.

**In addition to the conference session, Ollie will host a live Q&A session at 20:00 on Monday 1 February**



Hururui,  
New Zealand

**ANDY FOX**  
Forty tips for turbulent times - when the going gets tough ...it's called life!

Brexit, a pandemic, unpredictable weather and the reality of a financial recession that's apparently the worst for 300 years – it's not surprising that many of us are feeling the pressure! In the last thirty years, as he witnessed the devastation caused by both numerous droughts and a massive earthquake, Andy Fox has developed his own amazing coping strategies. In this presentation, Andy will share some of his personal experiences and learnings which he says we can all apply to both work and personal situations. Whatever hard times lie ahead, Andy's practical and often humorous tips will help get us all through!



Adelaide,  
Australia

**ALEX THOMAS**  
#PlantASeedForSafety

Compliance is a dirty word. To be compliant with work health and safety legislation is more often than not associated with policies, penalties and personal protective equipment. It gives the impression of being costly, complicated and time consuming – and yet we forget – that the intent of compliance, is simply: to save lives. With a focus on personal stories, practicality and prevention, this presentation seeks to change the focus from 'box-ticking' to empowering people, managing risk and ultimately reducing the number of people killed or injured in rural industries.



Shropshire,  
England

**ALEX CARSON-TAYLOR FRGS**  
Brave new world? The implications of leaving the EU for the agri-food sector

An independent international trade specialist operating across the agri-food sector, Alex Carson-Taylor provides a timely update on the UK-EU trade relationship following the end of the transition period in December 2020, our agreements with other countries and how we can develop future trade opportunities for the sector.

**In addition to the conference sessions, Alex will host a live Q&A session at 20:00 on Tuesday 2 February.**



Dungannon,  
Northern Ireland

**DR JONATHAN BIRNIE**  
21 in 21 in 21

In 21 minutes, Nuffield Scholar Dr Jonathan Birnie shares 21 facts on how to do business in 2021.



Llyn Peninsula,  
Wales

**IORWERTH WILLIAMS**  
Tea time tax talk

Iorwerth Williams from Dunn & Ellis Accountants tells us all we 'need' to know about tax in the same time it takes to finish a cup of tea!

### Born a farmer or born on a farm?

First generation farmers who are running successful businesses share what motivates and drives them forward, while offering some valuable lessons for owner occupiers or next generation farmers taking over from parents.

**RHUN WILLIAMS** - First generation beef and sheep farmer - Tregaron, Wales

**MATTHEW JACKSON** - First generation dairy farmer - Pwllheli, Wales

**RHIDIAN GLYN** - First generation beef and sheep farmer - Machynlleth, Wales



**In addition to the conference session, Rhidian, Rhun and Matthew will host a live Q&A session at 20:00 on Wednesday 3 February.**



Dublin,  
Ireland

**PROF. ALICE STANTON**  
Have a sit down with science

What's the up-to-date evidence concerning animal sourced foods? Are they harmful or beneficial to human health? Professor Alice Stanton will discuss recently published data about healthy diets, including the role of animal sourced foods. She will demonstrate the evidence that moderate meat and dairy consumption have important positive health impacts. She will also talk about the need for clear and informative nutritional and sustainability information on package labelling.



Staffordshire,  
England

**SOPHIE COLQUHOUN**  
The value of Welshness and what shoppers of the future will need

As we say farewell to 2020 and welcome 2021 in a completely new kind of world, Sophie Colquhoun, with insight provided by the Welsh Government's Food and Drink Wales team, talks about how our lives are changing, the needs of the future shopper and what opportunities and challenges this brings.



Copenhagen,  
Denmark

**ANNE VILLEMoes**  
Reputation Management – from farm to fork

Are we harvesting hogs or killing pigs? Are we farmers or food-producers? Are we part of the problem – or part of the solution? It all depends on who is asking and, of course, on who is answering. In a world where food plays maybe the most important part in the increasing polarisation between countries, cultures and living standards, the perception often overrules the facts. At the end of the day, reputation and perception decides whether a business is thriving or not.

**In addition to the conference session, Anne will host a live Q&A session at 20:00 on Thursday 4 February.**





Make sure you don't miss any part of the Wales Farming Conference 2021.

This year, the virtual doors will be open round-the-clock for you to listen in and watch, as and when it suits you, from the convenience of your home.

A series of 20 minute 'not to be missed' presentations will inspire and inform as you see and hear keynote speakers discuss a wide range of themes. Expect to be motivated on both a personal and business level. Plan your own timetable and once you have registered, 'tune in' at any time between 1- 5 February.

**HOW TO REGISTER:** Visit the Farming Connect website to access the registration form. You only need to register once to receive a link to access all conference sessions. Alternatively, if you have connectivity issues call us on 08456 000 813 to pre-order a DVD recording.

Spread the word – share your views on this year's virtual Wales Farming Conference **#walesfarmingconference**

## SPEAKER BIOGRAPHIES



### LESLEY GRIFFITHS MS, Minister for Environment, Energy and Rural Affairs

Lesley Griffiths was brought up in North East Wales and has lived and worked in Wrexham all her adult life. She has two daughters and has served as a school governor and community councillor. She worked at the Wrexham Maelor Hospital for 20 years. Prior to her election she worked as constituency assistant to Ian Lucas, MP. As a strong supporter of devolution for Wales, she played an active role in the 1997 'Yes for Wales' campaign. She was elected to the National Assembly for Wales in May 2007 and served on several Assembly Committees. She set up and chaired the Cross-Party Hospice Group. In December 2009, she was appointed Deputy Minister for Science, Innovation and Skills. Following re-election to the National Assembly for Wales in May 2011, Lesley Griffiths was appointed Minister for Health and Social Services and in March 2013 was appointed Minister for Local Government and Government Business. In September 2014, she was appointed Minister for Communities and Tackling Poverty. In May 2016, following re-election, she was appointed Cabinet Secretary for Environment and Rural Affairs. Lesley was appointed Cabinet Secretary for Energy, Planning and Rural Affairs on 3rd November 2017. On 13th December 2018, Lesley was appointed Minister for Environment, Energy and Rural Affairs. Outside of politics, her main hobbies are music, walking and watching Wrexham Football Club. Lesley is formerly an elected director of the Wrexham Supporters Trust.



### OLLIE OLLERTON

As one of the first former UK Special Forces members to talk openly to the media and reveal his true identity, Matthew 'Ollie' Ollerton has an incredible story to tell. A former Special Forces operative with both the SAS and SBS, Ollie has undertaken operations in some of the most dangerous and remote locations on the planet and is one of the most highly trained fighters in the world. After leaving school and joining the Royal Marine Commandos, Ollie's exploits soon earned him his recommendation for the SAS. There he undertook high profile missions involving hostage rescue, counter narcotics and counter terrorism, amongst other things. Ollie then went on to use his expertise as a private bodyguard where he was responsible for employing and training a 2,000 strong Iraqi guard force, before heading to South-East Asia to command a three man team infiltrating child trafficking rings, a cause that is still close to his heart today. Ollie returned to the UK in 2014 after 13 years overseas and started developing a concept that would put his years of training and experience to use and would benefit others. With this, BREAK-POINT was born: a leadership programme of performance tools and insights developed from Special Forces expertise to change the way you think, the way you feel and subsequently perform.



### ANDY FOX

Andy Fox farms a 1,600 hectare beef and sheep farm in Hurunui, New Zealand, which has been in the family for four generations. In the last thirty years, as he witnessed the devastation caused by both numerous droughts and a massive earthquake, he has developed his own amazing coping strategies. So, when he sees people within his own rural community struggle to cope, he steps up to help. In addition to his farming duties Andy has held numerous leadership roles throughout his career including director of Beef and Lamb New Zealand and the New Zealand Meat Board from 2006 – 2015. He was appointed Chairman of Wool Research of New Zealand in 2019. He is married and has 3 adult sons. In this presentation, Andy will share some of his personal experiences and learnings which he says we can all apply to both work and personal situations. Whatever hard times lie ahead, Andy's practical and often humorous tips will help get us all through!



### ALEX THOMAS

Inspired by her experiences as a part-time carer for her disabled father as a result of his life's work in agriculture, Alex is the Founder of the globally acclaimed #PlantASeedForSafety Project and is a fierce advocate for the health, safety and wellbeing of those in rural industries and communities. With over 14 years' experience in work health and safety, Alex was a regional winner in the 2020 Syngenta Growth Awards, a finalist in the 2020 Weekly Time Shine Awards, was the 2018 AgriFutures Rural Woman of the Year (South Australia) and the winner of the 2018 SafeWork SA Augusta Zadow Award, amongst many others. The proud Director and Principal Consultant of her own consulting business, Alex's core objective is to help her clients recalibrate the value proposition of work health and safety from 'box-ticking' to empowering people, reducing risk, and ultimately preventing people from getting hurt. In hot pursuit of challenging the status quo, Alex adopts concepts from applied psychology, neuroscience, sociology and modern health and safety to help facilitate safer, healthier outcomes for businesses, industries and communities. A Fellow of the Governor's Leadership Foundation and a past member of the Hart Field Site Group Board, Alex's work has been formally endorsed by the Executive Director of SafeWork SA and she loves daring to do things differently. An eternal empath and a master-collaborator, Alex is also a lover of horses, a two-time trekker of the Kokoda track and an amateur yogi.



### ALEX CARSON-TAYLOR FRGS

Alex is an independent international trade specialist operating across the agri-food sector. His work includes export development, market entry strategies, advising on tariff and non-tariff issues, international trade training, bespoke confidential briefings and providing insight on the application of WTO agreements. Alex holds professional qualifications in agriculture, international trade and finance, investment and operations management. Additionally, Alex is Chair of the Agricultural Law Association and represents a multidisciplinary membership of 1,500 professionals across the UK.



### DR JONATHAN BIRNIE

With a farming background and a degree in Animal Science from Edinburgh University, Jonathan Birnie went on to obtain a PhD from the Agricultural Research Institute of Northern Ireland. This was followed by work as a Policy Advisor for the National Farmers Union in England, focusing on livestock. He then worked as Sainsbury's first Agricultural Manager, based in their head office in London before moving to Dunbia where he spent 13 years running agricultural development and research, finishing as Head of Agriculture and Research, with a team spread across the UK. He left Dunbia in August 2017 to set up his new agri-food consultancy business which is heavily involved in strategic development & practical delivery with levy organisations, NGOs, science organisations, commercial businesses and farms. He is a Nuffield Scholar, graduating in 2015 following a study of methods of effecting change in the farming industry.



### IORWERTH WILLIAMS

Iorwerth Williams is a chartered accountant in Porthmadog, with over 17 years of experience, having qualified with the biggest accountancy firm in the world. Dunn & Ellis offer their services in accountancy, tax, consultancy, auditing, cashflows etc for all kinds of businesses locally and nationally. Iorwerth's spare time is spent home on the farm where he keeps sheep, pigs, chickens, and runs holiday units with his partner Ann and children Wmffra and Betw. With such a keen interest in agriculture, Iorwerth's delight is meeting farmers to plough through accounts to explain and advise on potential improvements and the future in an extremely honest manner.



### RHUN WILLIAMS

Rhun Williams is a first generation farmer who has been living at Ochor, Tregaron for the past seven years. The farm itself covers 45 hectare (ha) and a further 40 ha is rented on a long-term basis. The business runs 650 breeding ewes and also breeds their own replacements. There are also 60 weaned calves at any one time. Rhun values the importance of a forage-based business and over the years he has concentrated on growing forage crops and subsequently improving the grass leys. More recently he has utilised a rotational grazing system as part of being a Farming Connect focus farm.



### MATTHEW JACKSON

Matthew Jackson grew up in the city yet harboured an ambition to one day milk his own cows. A determined entrepreneur whose impressive rise within dairying took him from owning no cows to owning more than 1,300 within just 11 years. He has not only achieved that but now owns 150 hectares (ha) of land in west Wales and rents another 270 ha on another enterprise in the same region. Matthew's big break in farming came when he was offered a joint venture by a dairy farmer in north Wales. He says he has never looked back and will explain why.



### RHIDIAN GLYN

Coming from a non-farming background, Rhidian began his career as an animal feed sales representative but had his heart set on becoming a farmer. In 2008, he started renting nine acres of poor grazing land for 15 Welsh Mountain ewes and took on any grazing land which came available in the local area. In 2014, Rhidian secured a 10-year farm business tenancy on a 530 acres hill farm. The flock has now grown to 800 ewes and 250 replacements. He also established a heifer rearing enterprise, receiving batches of 100 calves and rearing them for 16 months. He also buys 200 heifers to sell in calf every year, meaning there are over 400 heifers grazing rotationally in the Summer and 280 over the Winter.



### PROF. ALICE STANTON

Professor Alice Stanton is a clinician-scientist. She is currently Professor in Cardiovascular Pharmacology at the Royal College of Surgeons in Ireland, and Director of Human Health at Devenish Nutrition. Particular interests include; the diagnosis and management of high blood pressure, personalized medicine, omega-3 polyunsaturated fatty acids, and most recently, the sustainable production of nutrient-rich foods to ensure healthy diets for all. She currently serves on the Committee developing 'Ireland's Agri-food Strategy to 2030' and is an Assembly Member for the Horizon Europe Cancer Mission.



### SOPHIE COLQUHOUN

Sophie is an experienced leader in food marketing and a category strategy specialist. Sophie has spent 20+ years in the food industry, training with Mars, as Category Controller at Ginsters and Group Marketing Director for Tulip Foods. She works with Brookdale Consulting to deliver the current Insight Program for Welsh Government Food and Drink, and she runs her own business Category-Insight. She believes passionately that great insight is at the heart of delivering customers what they want and that insight-led customer solutions are much more likely to succeed in the market.



### ANNE VILLEMoes

Anne Villemoes is a sought after Key Note speaker and an internationally awarded Reputation Management Specialist who has worked the global scene of Food and Consumer politics from every communication angle for 25 years. She spent ten years as Vice President of Group Communications and Branding at Danish Crown - the second largest Pork producer in the World, and one of Europe's leading producers of processed meat. Prior to that she has been responsible for communication in NGOs, retail chains and special advisor to Denmark's Minister of Food and Agriculture Ritt Bjerregaard. She started out in journalism, first in first television and then the largest Danish newspaper for a number of years. She does not shy away from controversy. She believes in transparency – and in calling it as she sees it.