

BIOGRAPHY OF RICHARD COUNSELL NUFFIELD SCHOLAR AND CHIEF EXECUTIVE OF STABLE



Richard was brought up on a family farm, near Wells in Somerset. After an early career in the City, he then founded a mail order food company and became fascinated by technology that enabled farmers to connect to consumers in totally new ways. This culminated in a live streaming event from the farm called 'Pig Brother,' that saw 2.8 million people vote for their favourite pig in the Pig Brother House!

Richard spent 15 years working in technology that culminated in running a US software company and being named Barclays Bank Entrepreneur of the Year. Two years in Chicago enabled him to study how US farmers used Price Risk Management and he saw an opportunity to use his software experience to make the process simpler, more affordable and less risky for family farms in the UK.

In 2016 he completed a Nuffield Farming Scholarship, which involved academics from the Universities of Harvard and Liverpool. Together with some of Europe's largest insurers he has used the findings from his scholarship to build Stable, a new index insurance company for British farmers launching in January.