

SENTRY CONFERENCE



PROGRAMME

**British Farming:
Delivering value whilst upholding values**

WEDNESDAY
February 7, 2018
08.45 - 16:00

The Rowley Mile Racecourse, Newmarket CB8 0TF



British Farming: Delivering value whilst upholding values

Uncertain but exciting times to be a farmer in the UK. At the 2018 Sentry conference we will hear from leading rural, food and farming thinkers. Covering five core areas that should form the foundation of any business: values, market focus, risk management, partnerships and talent. Our speakers will share their wisdom and suggest how we can prepare ourselves and our business to thrive in this volatile political landscape.

PROGRAMME

- 08.45 Coffee and networking
- 09.30 Chairman's address - Ian Pigott, OBE
- 09.40 **The Rt Revd Dr Alan Smith, the Bishop of St Albans**
Having faith in the future of the countryside
- 10.15 **Jan Boomaars - Farmer and former banker**
Focus on your market, then build your farming business
- 10.50 **Richard Counsell - Nuffield Scholar and Chief Executive of Stable Risk Management**
Do you have a gambling problem? Managing the risk in your farming business
- 11.25 Coffee break in the exhibition hall
- 11.55 **Tor Harris - Head of Sustainability, Waitrose**
Why supporting British agriculture is important for the retailer
- 12.30 **Alan Jagoe - Immediate past President of CEJA**
Younger farmers are the future, what are their opportunities?
- 13.10 Lunch and networking
- 15.00 **TBC - The Sentry Lecture**
- 16.00 Conference closes - tea and networking

Cost and Booking Information

Venue: The Rowley Mile Racecourse, Newmarket, CB8 0TF
Date: Wednesday 7th February 2018
Time: 8.45am registration

Champions Gallery = £135 + VAT per person

The Champions Gallery is on the 3rd floor and the conference is viewed on the main stage.

Please note that lift access is available to all floors.

Registration

To register for our conference, please email Jo Woods at jow@sentry.co.uk or phone 01473 812010 and provide the following details:-

- 1. Contact information**
- 2. Number of places you would like reserved**
- 3. Delegate name/s**

You will be sent an invoice. All tickets are sold on a first come first served basis.

Please note: You are not registered until we have received your remittance. Once we have received this, we will send you an acknowledgement by return and your place is then confirmed on our system. Numbers will be limited and applications will be accepted strictly in the order received. No refunds will be given for any cancelled tickets after 5th January 2018, however you can transfer your ticket but please ensure you let us know.

Payment

You can pay by two methods:-

1. Cheque, made payable to 'Sentry Ltd'
2. BACS. Please ensure you use your invoice number as a reference when making payment.

Our sort code: 20-82-75

Our bank account number: 10318019

Reference: Sentry Conference + invoice number



Agrovista is the leading authority on all aspects of crop management, agronomic advice, produce supply and business options to farmers and growers. Services including agronomy and crop consultancy, financial schemes, seed, product innovation and marketing solutions make Agrovista the best partner for UK farmers.

agrovista.co.uk



Bayer CropScience

The future of British farming is at the heart of everything we do at Bayer CropScience. We invest over 20% of our entire global research and development budget towards European projects, which is paying off with new products and varieties for UK growers, such as Hamlet, Ascra Xpro and InVigor 1030. That's much more than the industry average of only 7.7%. We work to ensure these new technologies balance the demands of productivity with environmental sustainability. We also support the education and training of farmers, future farmers and the wider farming industry through initiatives such as the Youth Ag-Summit, our Knowledge Academies and partnerships including the Chatham Green Project and with the educational charity Farming and Countryside Education (FACE).

bayercropscience.co.uk



Flach & Le-Roy Ltd is an industry leader in designing and delivering high performance crop drying, ventilation and storage systems. Formed in 1993, its high quality product and design services include drive-on drying floors, air ducts, walling, fans, burners and associated control equipment delivered throughout the UK and overseas.

flr-cropdrying.com



THE RT REVD DR ALAN SMITH

The Bishop of St Albans, Leader of the House of Lords Spiritual on rural affairs and agriculture

Alan Smith is the Bishop of St Albans. He studied at the universities of Birmingham and Bangor and trained for the priesthood at Wycliffe Hall, Oxford. In 1997 he became the Archdeacon of Stoke-on-Trent and five years later was consecrated Bishop of Shrewsbury.

He was chair of the Shropshire Strategic Partnership from 2006-2009 and was a member of the Rural Bishops' Panel from 2006-2009. He was translated to the See of St Albans on 1 April 2009.

In 2013 Alan Smith entered the House of Lords. As a member of the Bench of Bishops he speaks on a wide range of subjects, including rural affairs, housing, welfare and the economy. He is President of the Rural Coalition, a grouping of twelve rural organisations, all of which are committed to a living and working countryside.

He has written *Growing up in Multi-faith Britain: Explorations in Youth, Ethnicity and Religion* (2007) and *God-Shaped Mission: A Perspective from the Rural Church* (2008), and co-authored *The Reflective Leader* (2011). He was joint editor of *Faith and the Future of the Countryside* (2012). In 2013 he wrote *Saints & Pilgrims in the Diocese of St Albans*.

JAN BOOMAARS - Farmer and Former Banker

Jan has his roots in Holland where his family has been farming since 1680. After his studies at Harvard and the London School of Economics, he started up Vexour Farm in Kent. Vexour Farm is based around the National Trust Village of Chiddingstone, in an area of outstanding natural beauty. The farm's main focus is pedigree livestock and cereals. Vexour is home to Charolais, Aberdeen Angus and Hereford pedigree cattle together with a flock of pedigree Texel sheep. The arable part of the farm produces cereals in a 5 year rotation of milling wheat, oilseed rape, barley, oats and winter beans. Vexour is managed with a clear focus on efficient commercial production and animal welfare, with a deep commitment to respect for the environment. The farm hosts regular college and university visits from the UK and abroad for both the livestock and arable business. Vexour works closely with national and local environmental groups.



RICHARD COUNSELL

**Nuffield Scholar and Chief Executive of Stable,
a risk management platform for agriculture**

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. Three 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 early 2018.

VICTORIA HARRIS MVO

Head of Sustainability and Responsible Sourcing, Waitrose

Tor was appointed Head of Sustainability and Responsible Sourcing at Waitrose in April 2016. She is responsible for developing and delivering the business' corporate responsibility strategy, the Waitrose Way, in order to enhance the brand and ensure Waitrose maintains its leading position in the market on ethical business. Tor joined Waitrose in 2014, initially working in Business Change, before moving to the Communications team where she provided executive support to the then Managing Director, Mark Price. Prior to joining Waitrose, Tor spent 7 years at corporate responsibility charity, Business in the Community, latterly as Director, The Prince's Rural Action Programme and The Prince's Countryside Fund, and was appointed a Member of the Royal Victorian Order for this work. She lives (and attempts to help!) on a tenanted arable farm in Cambridgeshire and has a masters in Geography from Cambridge University.



ALAN JAGOE

Immediate past President of CEJA – the European Council of Young Farmers – is the voice of Europe's next generation of farmers to the European institutions

Alan Jagoe is a dairy and cereal farmer who farms in a family farm partnership with his father and brother on the south coast of County Cork, Ireland. Alan was very involved at a local level of the Irish Young Farmers movement (Macra na Feirme) and was elected as their National President in 2011 for a two year term. Upon completion in 2013 Alan was elected as a Vice President of CEJA – the European Council of Young farmers, which represent 2 million young farmers across the EU. Alan was subsequently elected President of CEJA in September 2015 and has just recently finished his term. Alan also sits on the Teagasc Authority (Irish state body responsible for agricultural education, advisory and research). Alan is also involved with an agricultural charity called Agri-Aware who are involved in educating the Irish public and schools on the importance of agri-food.