

SPONSOR'S BIOGRAPHIES



There has never been a more important time for innovation in agriculture. Our world faces enormous challenges including a changing climate, limited natural resources and a growing population.

At Bayer, we are a responsible global team working to shape agriculture through breakthrough innovation for the benefit of farmers, consumers and our planet.

Through our work, we are committed to delivering better solutions for all farmers while enabling more choice for consumers to help them and our planet thrive.



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



Flach & Le-Roy Ltd is an industry leader in designing, manufacturing and delivering high performance crop drying, ventilation and storage systems. 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. Formed in 1993 by Richard Flach and Owen Le-Roy, together the partners have over 50 years' experience in the crop drying and storage business. Their speciality is high quality drive-on flooring and box-store ventilation and conditioning systems. They have built a reputation in the industry for expert knowledge and advice along with first class customer care.



Birketts is a full service, top 100 UK law firm, operating from offices in Cambridge, Chelmsford, Ipswich and Norwich, and serving clients across England and Wales. With a rich heritage spanning over 150 years we've built an enviable track record advising our clients.

Our specialist agriculture team, which is consistently ranked as a top tier firm in independent legal directories, provides pragmatic and commercial advice to farmers, landowners and others involved in agri-business.



Our UK manufacturing sites at Ince and Billingham produce Nitram - the original and leading brand of high-quality Ammonium Nitrate packaged in our distinctive blue bags that farmers know and trust. At the Ince manufacturing complex, we also produce true granular compound fertilisers with and without Sulphur that give the best nutrient distribution for yield and quality. All our fertiliser products are backed up by our commitment to research and development, with regional Distribution back up and support, including advice and services to help British farmers achieve best practice and great results in crop nutrition and environment practices.



With over 100 years in the industry, CLAAS are the true harvesting specialist today, offering an extensive range of machinery for optimum efficiency alongside maximum productivity.

Our unique range of services goes beyond the usual accountancy advice and into strategic tax and lifetime planning that considers farming family dynamics within modern business structures.



Frontier Agriculture is the UK's leading crop production and grain marketing business, recognised for its close customer relationships with farmers and grain consumers and successful management of the arable supply chain.

Operating across all aspects of arable crop production and grain marketing, Frontier supplies seed, crop protection products and fertiliser to farmers, as well as agronomy advice. Frontier has well-established contracts with the UK's key grain consumers, giving its customers unrivalled access to end markets.

Frontier's mission is to be the first choice partner for crop production and crop marketing for UK farmers, and the first choice employer in UK agriculture.



Gleadell Agriculture Ltd is an independent and a major trader of grain in the UK and, in volatile and risk-laden markets, is a safe and trusted trading partner for farmers and consumers. We are a leading exporter of all grains, oilseeds and pulses to markets in the EU and further afield and a significant supplier to UK millers, maltsters, feed compounders and other consumers of grain. We are also the largest trader of organic grain in the UK and a growing force in the sourcing and delivery of

imported and home-produced fertiliser and seed.



M+A Partners offers a comprehensive and seamless range of accountancy, taxation and financial-planning services: but what really distinguishes us is the way we combine our in-depth knowledge with an absolute commitment to entrepreneurial and technical innovation. Our prime aim is to understand your needs and your ambitions and to use that understanding as the basis for advice which will significantly improve your financial situation, now and in the future. That advice is

then supported and implemented through business insight and financial skills which put M+A Partners at the leading edge of accountancy practice.



Agrii harnesses the power of skilled agronomists and the best intelligence to deliver unrivalled expertise and support for sustainable and profitable farming systems in the UK.

As a leading provider of agronomy services, technology and strategic advice, Agrii combines excellence and innovation with the latest research and development to ensure our customers can meet today's farming challenges with knowledge and confidence.

We are called Agrii because we deliver Agri-intelligence and innovation: our strengths and skills are embodied in our name.



At KWS, we develop a wide range of oilseed rape, maize, sugar beet and cereal varieties in conjunction with the KWS group. We use a range of technologies to ensure improved consistency in crop performance to benefit all; merchant, farmer, processor and ultimately end-user customer.

Higher yields, superior disease and pest resistance and improved performance in adverse conditions are all key criteria we seek to establish in our product portfolio.



Wheelers is an independent firm of chartered accountants offering a full range of services to business and personal clients throughout the Fens and East Anglia.

Although the firm deals with many different types of business, it specialises in agriculture and horticulture. Two of the partners and a consultant in the firm are also chartered tax advisers specialising in capital tax planning matters as well as provision of routine accountancy services.

Wheelers have established an enviable reputation of providing a quality service designed to improve personal wealth, business performance and profitability.

Wheelers is based in the Georgian town of Wisbech in the heart of the Fenland area on the Cambridgeshire, Lincolnshire and Norfolk borders.



SOYL is the leading precision crop production service provider in the UK. SOYL produces and interprets variable rate maps covering over 1 million hectares of land and its software technology is in use in over 15 countries worldwide. Innovative technology, robust data, expert advice and technical support are used to improve growers' economic, agronomic and environmental performance.



JOHN DEERE

John Deere Limited is the UK and Irish arm of the world's largest manufacturer of agricultural, turf, construction and forestry equipment.

The agricultural product range includes tractors, loaders, combine harvesters, drills, sprayers, balers, mower-conditioners, self-propelled foragers, Gator utility vehicles and FarmSight precision farming products and services.

All John Deere machines are sold and supported by specialist servicing dealers, backed by flexible finance programmes from John Deere Financial. The worldwide parts network provides instant information on parts availability, day or night, with orders shipped from anywhere in the world within 24 hours, and overnight or even same day delivery on the UK mainland.



With a rapidly growing population, the world is increasingly dependent on our ability to develop and maintain sustainable agriculture and healthy environments. Working with farmers, agricultural professionals, pest management experts and others, it is our role to help make this possible. That's why we invest in a strong R&D pipeline and broad portfolio, including seeds and traits, chemical and biological

crop protection, soil management, plant health, pest control and digital farming. With expert teams in the lab, field, office and in production, we connect innovative thinking and down-to-earth action to create real world ideas that work – for farmers, society and the planet. In 2017, our division generated sales of €5.7 billion. For more information, please visit www.agriculture.basf.com or any of our social media channels.



Farmplan's GateKeeper software system provides full field recording including, crop assurance, traceability, physical and financial performance analysis, work planning and operator instructions, stock control for inputs and marketing of

outputs, Sentinel planning and pesticide verification, as well as options for fully integrated mapping, precision farming, budgeting and portable web apps.

The BASIS logo consists of the word "BASIS" in white, bold, sans-serif capital letters, with a small yellow leaf icon above the letter 'I'. The text is set against a solid green rectangular background.

BASIS (Registration) Ltd is an independent standards setting and auditing organisation for the pesticide, fertiliser and allied industries.
In practice this means that BASIS:

- Offers a range of examinations and recognised qualifications for people working in the pesticide, fertiliser and related sectors;
 - Operates an annual inspection scheme to audit pesticide stores and ensure their operation presents minimal risk to people and the environment;
 - Manages the Professional Registers for qualified pesticide, fertiliser advisors, dairy farmers and for public health pest control professionals;
 - Provides a forum for industry trade associations and other stakeholders to discuss how professional standards can be maintained, improved, promoted;
 - Works closely with industry, the regulatory authorities and government to promote and develop professional standards.
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The Ashtons LEGAL logo features the word "Ashtons" in a large, blue, sans-serif font, with the word "LEGAL" in a smaller, blue, sans-serif font directly beneath it.The NFU Mutual logo features a circular icon on the left containing a stylized yellow tree. To the right of the icon, the text "NFU Mutual" is written in a bold, black, sans-serif font. Below this, the words "INSURANCE | PENSIONS | INVESTMENTS" are written in a smaller, black, sans-serif font.The savills logo consists of the word "savills" in a lowercase, red, sans-serif font, positioned on a solid yellow rectangular background.The SPALDINGS logo features a stylized red graphic element resembling a drop or a stylized 'S' above the word "SPALDINGS" in a bold, black, sans-serif font.The AHDB logo features the letters "AHDB" in a large, blue, sans-serif font, with a blue wave graphic element below it. Underneath the wave, the words "AGRICULTURE & HORTICULTURE DEVELOPMENT BOARD" are written in a smaller, blue, sans-serif font.