



National Farm Management Conference 2026.

Thursday 5th November 2026

Telford Theatre, One Great George Street,
Westminster, London SW1P 3AA

Lead: Connect: Grow





Conference Agenda.

TIME	DETAILS	SPEAKER
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SESSION 1 Lead

Chair: Simon Britton, Chair, Society of Agriculture

10.00	Welcome	Simon Britton, Chair, Society of Agriculture
10.10	Leading with Purpose: Environmental Stewardship in a Changing World	Environment Agency
10.30	Raising the Bar: Professionalism, Capability and the Future of Our Sector	Sophie Throup, Director General, NFU
10.50	Water Under Pressure: Leading Sustainable Management for the Future	Chris Gerrard, Anglian Water
11.10	Questions	
11.20	Coffee Break	

SESSION 2 Connect

Chair: Andrew Meredith - Editor, Farmers Weekly

	PANEL DISCUSSION Shaping Change: Culture, Markets and the Workforce of the Future	
11.45	'Unlocking the Halal Opportunity' Dr Awal Fuseini, Senior Halal Sector Manager, Agriculture and Horticulture Development Board (AHDB)	'Communicating Change with Impact' Kendra Hall, Account Director, Twig Strategic Communications
	'Building a Culture of Change' Tom York, Agricultural Management Consultant, Wilson Wright	'Managing the Modern Workforce' Matthew Naylor, Chair TIAH & Naylor Flowers
12.30	Questions	
12.50	LUNCH	

SESSION 3 Grow - The John Alliston Memorial Session

Chair: Wendy Jenkins, CARA Ltd

14.05	Differentiation and Demand-Led Growth	Dan Morris, UK Head of Production Warrendale Wagu
14.25	Fields of Data: Turning Information into Actionable Profit	Mark Hall, Managing Director, Waldersey Farms Ltd
14.45	A Farmer or A Business Manager?	James Smith, Loddington Farm
15.05	Questions	
14.15	Closing remarks	Lord Taylor of Holbeac, CHE FRAGS, President, SocAg
15.45	Conference closes	

Booking form.

How to book

ONLINE: www.soc-ag.org

EMAIL: Forward your booking form to events@soc-ag.org with confirmation of BACS payment to 'Society of Agriculture' | **Account Number:** 03990346 | **Sort Code:** 20-68-15

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