

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	Alan Lovell , CEO, 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

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