



Rural Business Management Conference 2026.

Thursday 4th June 2026

Hartham Park, Corsham, Wiltshire SN13 0RP

**Professionalism
Profitability & Resilience**



Conference Programme.

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BERRYS

TIME	DETAILS	SPEAKER
08.30	Registration – tea/ coffee	
09.30	Welcome & Opening Remarks	Richard Price, Huntpac Produce Ltd

SESSION 1 Agriculture Today and the Road Ahead

10.00	UK Agriculture Today	Al Brooks, Facombe Estates Ltd
10.25	From Policy to Practice: The Direction of UK Agriculture	Julie Liddle, CAAV National President
10.45	Questions	
11.00	Break	

SESSION 2 Strengthening the Rural Business

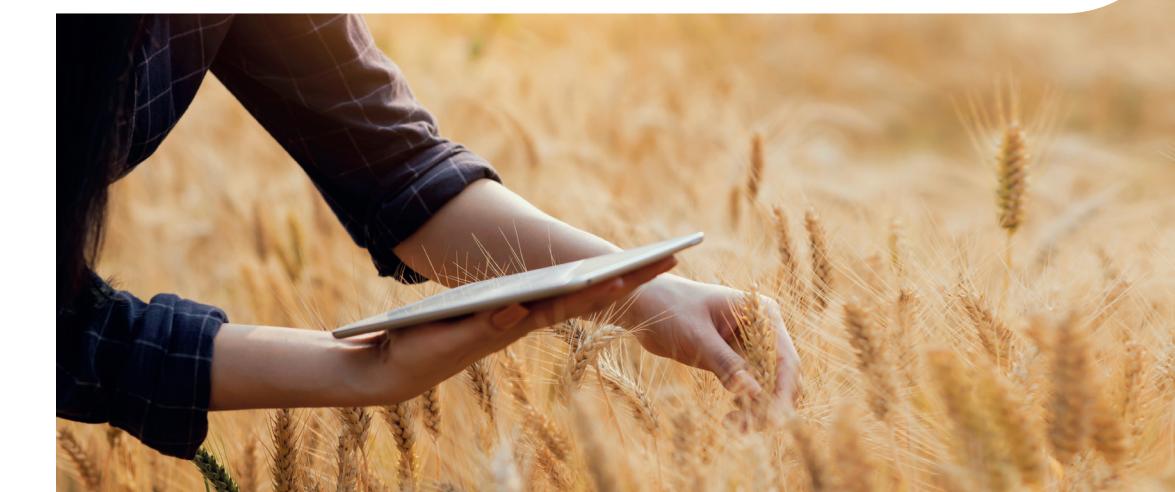
Chair: Thrings LLP

11.30	Understanding Business: What Analysis Often Misses	Will Tongue, Berrys
11.50	Difficult Conversation - How to eat a frog!	Heather Wildman
12.10	Practical Implications for Rural Businesses	Andrew Vickery, Old Mill
12.30	Questions	
12.45	Lunch Break	

SESSION 3 Professional Expertise in a Changing Industry

Chair: Megan Rogers, Berrys

14.00	Expertise matters - The Role of the Trusted Adviser	Andrew Morris, Thrings LLP
14.20	Use of AI - Critical thinking and assessment	Richard Williamson, Williamson Orchard Ltd
14.40	Recognising professionalism	Prof. Paul Wilson, Professor of Agricultural Economics, University of Nottingham.
15.00	Questions	
15.15	Walking Estate Tour A guided tour of Hartham Park with Head of Estates, Mr Luke Raikes, showcasing how the estate is managed to balance heritage, commercial performance and long-term sustainability, including both external grounds and the Mansion House.	
16.15	Summary & take-home messages Tea & cake	William Waterfield, Farm Consultancy Group
16.30	Conference Close	



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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