

Practitioners Field Day.

Tuesday 16th June 2026





Objective.

To bring practitioners together to explore key operational and strategic issues affecting farm businesses, share experiences, and develop good practice approaches.

Host

Robert Borrill, AM Borrill & Son

About our hosts

A M Borrill and Son are a mixed arable farm based in North Lincolnshire. They grow a range of combinable crops, sugarbeet, vining peas for Birdseye and feed stock maize. The farm contract grow ducks for Gressingham and are landlords to a 3.5MW gas to grid anaerobic digester plant. They also have 85kw of solar PV. The partners are involved in commercial and caravan storage, commercial and residential lets and quarrying.

Participants will:

- Understand the practical steps and considerations when embarking on a major project.
- Discover how to make informed decisions about when and how to use agricultural contractors.
- Explore labour strategies that work on farm.
- Build skills and confidence in communicating with local communities.

Agenda.

SESSION 1

Planning for Major Farm Business Projects

Progressive farm businesses often look to expand, but rising land prices and tenancy competition can limit opportunities. This session explores alternative enterprises that can strengthen and diversify the core farm business

Robert Borrill will open with an overview of A M Borrill & Son, sharing insights from major projects across the farm enterprise.

Guest speakers:

Gareth Maplethorpe & Kevin Swinburn,
Barclays Agricultural Banking
Robert McTaggart, Gressingham Foods

SESSION 2

The Role of Agricultural Contractors in Modern Farming

A look at the benefits and challenges of using agricultural contractors — balancing cost, timing, specialisation and quality, while recognising why many farms still value doing operations in-house.

Robert Borrill will outline the farm's approach to working with contractors, followed by a keynote contribution from:

Jill Hewitt, Chief Executive, National Association of Agricultural Contractors (NAAC)

SESSION 3

Labour, Skills and the Next Generation

Recruitment, changing skill needs and attracting the next generation are major challenges for the industry. This session discusses practical ways to build and retain a strong farm workforce.

An exploration of recruitment, workforce development and changing skills needs, introduced by Robert Borrill.

Guest speakers:

Sharon Kirby, Bishop Burton College
Stephen Jacob, CEO TIAH

SESSION 4

Building Positive Community Engagement

Farming businesses increasingly need to communicate clearly with local communities. This session focuses on effective messaging, managing concerns, and building long-term public understanding and support.

Panel discussion focused on building understanding and support between farming businesses and local communities – chaired by Andrew Brown

Panel contributors include:

Geoff Dodgson, Dodgson Consulting
Colin Chappell, Chappell Farms
Meryl Ward, Lincolnshire Pork Co Ltd

Booking form.

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