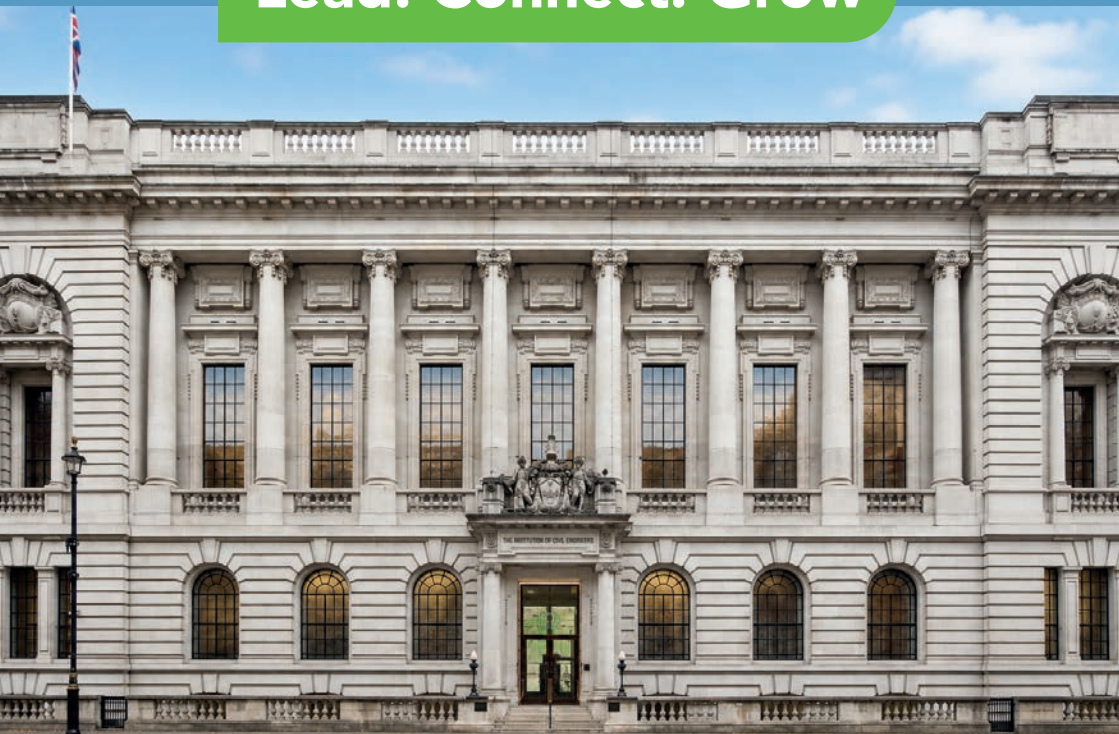


National Farm Management Conference 2026.

Thursday 5th November 2026

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

Lead: Connect: Grow



Conference Agenda.

TIME

DETAILS

SPEAKER

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	Mark Suthern, Non-Executive Director 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 for Warrendale Wagyu
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 Holbeach, CHE FRAgS, President, Society of Agriculture
15.45	Conference closes	

Booking form.

How to book

ONLINE: www.soc-ag.org

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About our speakers.



Simon Britton

S&S Britton LLP

Simon Britton is the founder of S&S Britton LLP, an independent agricultural consultancy firm providing strategic business and environmental advice to private, corporate, and institutional clients across the rural sector.

With over 30 years' experience as an agricultural consultant, Simon previously served as National Head of Agri Business Consultancy at Knight Frank.

He is also a Trustee and current the Chairman of The Society of Agriculture.

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Dr Awal Fuseini

AHDB

Dr Awal Fuseini is a senior Halal manager at the UK's Agriculture and Horticulture Development Board (AHDB).

He holds a BSc Agriculture degree from Cape Coast University, an MSc Meat Science and Technology from Bristol University and a PhD in Veterinary Sciences, also from Bristol University.

AHDB



Chris Gerrard

Anglian Water

Chris is Anglian Water's Head of Natural Environment and is also Vice-President for England for the Chartered Institute for Ecology and Environmental Management.

His career has focused on nature recovery across landscapes and catchments, and is currently working on how restoration of the total water environment, in collaboration with farmers and landowners, can bring rivers into good health.

love every drop
anglianwater



Kendra Hall

In her role at Twigg, Kendra Hall helps deliver impactful communication and marketing within the agricultural supply chain.

A Nuffield Farming Scholar, she is also passionate about helping the industry and farmers build trust with the public and communicate their stories in a meaningful way.


twigg



Mark Hall

Waldersey Farms Ltd

Mark Hall is Managing Director of Waldersey Farms Ltd, leading the 20,000 acre Fenland farming business after a career spanning Velcourt, Strutt & Parker, Syngenta, and Nufarm.

He also runs a regenerative arable, forage and beef farm in Bedfordshire with his wife and serves as Chair of Trustees for a diversified farming business in Warwickshire.


WALDERSEY FARMS



Wendy Jenkins
CARA Wales Ltd

Wendy Jenkins is a director and founding member of CARA Wales Ltd, a firm of agricultural and business consultants based in West Wales. Wendy has extensive experience in providing all aspects of business management advice to farmers including analysing business performance, benchmarking and discussing future options. CARA Wales was formed in 2005, and has developed into one main agricultural consultancy businesses in Wales. Wendy graduated from Aberystwyth with a degree in Agriculture and Business Studies, and has over 25 years' experience in consultancy. She has extensive knowledge of support schemes in Wales, and is currently supporting farmers with the transition to new Sustainable Farming scheme. She is also a Lead Consultant on the Farming Connect Farm Advisory Service, and is regularly called upon to give presentations on various aspects of farm business planning to Farming Connect discussion groups. Following 20 years of membership of the British Institute of Agricultural Consultants, Wendy was elected as Chair of the organisation in 2025.



Andrew Meredith
Farmers Weekly

Andrew has been Farmers Weekly editor since January 2021 after first doing stints on the business and arable desks.

Before joining the team in 2016, he studied agriculture at Aberystwyth University and then worked on his family's upland beef and sheep farm in mid Wales. He lives in London with his wife Jayne.



Dan Morris
Warrendale Wagyu

Dan is UK Head of Production for Warrendale Wagyu and responsible for 20 field staff and 65,000 cattle across the UK.

He farms 300 Wagyu F1 dairy cross cattle at his 4th generation family farm in Shropshire.



Matthew Naylor
Naylor Flowers

Matthew is the Managing Director of Naylor Flowers, growing 20 different crops over 450 ha of Grade 1 land in South Lincolnshire. The business supplies most UK high street retailers, a number of wholesalers and supermarkets all over in mainland Europe.

He is co-Managing Director of Socius Ltd, a human-focused labour agency which he founded after Brexit. It employs up to 300 people to meet his own staffing needs as well as those of other like-minded businesses.



James Smith
Loddington Farm Ltd

James Smith is a 5th generation farmer in Kent and owner of Loddington Farm Ltd, diversified farm business located south of Maidstone.

Originally a commercial fruit farm supplying UK supermarkets the business is now much more customer focussed with a number of enterprises including a Farmshop, juice business, Taproom and mixed farm.





Mark Suthern
Senior Advisor

Mark Suthern spent 35 years at Barclays Plc, where he rose to Managing Director and National Head of Agriculture, leading strategy across farming, landed estates and sustainability.

He now holds a wide range of senior advisory and non-executive roles across agriculture, environmental and rural affairs, bringing extensive expertise in finance, policy, sustainability and food systems to support resilient and sustainable outcomes across the rural economy.



Lord Taylor of Holbeach's
Society of Agriculture

John, Lord Taylor of Holbeach's early career was as a farmer and bulb grower in a Lincolnshire farming and bulb growing business; Taylors Bulbs.

He has had including a life peerage in 2006, a prominent role in the Conservative Party, serving as a minister in Defra and the Home Office, and as Chief Whip in the House of Lords from 2014-2019.

As a former President of the Lincolnshire and East of England Agricultural Societies, he understands the agricultural industry's challenges, particularly in adapting farming practices amid changing regulations.

As the new President of the Society of Agriculture, Lord Taylor aims to promote excellence by sharing best practices and influencing policy, helping farmers maximize productivity while navigating a complex environment.



Sophie Throup
NFU

Sophie joined the NFU as Director General in May 2026, bringing with her expertise in food manufacturing, processing and retail.

Before joining the NFU, Sophie spent a decade in the veterinary sector, running research and training programmes. She most recently held the roles of Head of Agriculture at Morrisons and then as a Senior Director of the Myton Food Group.

Sophie has also served as non-exec director for Assured Food Standards (Red Tractor), a steering committee member for the FIIA (Food Industry Initiative on Antimicrobials) and was part of Defra's Animal Health and Welfare Pathway sub-group focusing on legislation, rounding out her wealth of experience.

Her roots have always been in agriculture, and she lives at home in Yorkshire, where her husband and two of her three children are partners in the wider family farming business running dairy, arable cropping, green energy and free-range egg enterprises.



Tom York
Wilson Wraight

Tom is a farm business consultant at Wilson Wraight and a first-class graduate in Agri-Business Management from Harper Adams university, with a strong passion for improving the future of farming and supporting the people within it.

Alongside his professional work in the industry, he shares insights on farming, fitness, and mental health on social media to help highlight the realities of rural life and encourage positive narratives within the sector.

