



INCLUDE | CHALLENGE | INSPIRE

**Oxford Farming Conference  
Partnership Programme 2025**



FACING CHANGE, FINDING OPPORTUNITY

How current and future farming policies provide new opportunities for farmers; how we can adapt, with the help of science and new practices, to the changing natural world we farm in; and how change and adversity can produce inspiring innovators and leaders who can transform people, farming and food production.

OFC25 Conference (Oxford & Online)  
8 - 10 January 2025

## Chair's Welcome

### Welcome to our 2025 Partnership Programme.

The Oxford Farming Conference (OFC) has always been, and always will be a highlight in the farming industry calendar bringing together people from all corners of the agricultural, rural and food sectors, generating ideas and positive solutions for the future.

It is just over 30 years since I first attended OFC, and it has been one of the highlights of my working year ever since. I have watched it evolve, as our farming industry has evolved during those times. I have listened intently to the political updates from numerous Ministers and Secretaries of State and revelled in the challenge and debate around those updates. I still marvel at the opportunity the conference presents to network with the leaders, shakers and movers in UK farming and how easy it is to have those conversations in the convivial and hallowed setting of Oxford.

As a young person, at my first conference I was inspired to speak out in a session on my own experiences of working in Eastern Europe. My contribution was listened to and valued and my own experience has been shared by so many young delegates who have done likewise. It gives me great pleasure to see how the OFC support for Scholars, for young leaders on the Inspire programme and for those attending through our bursaries has developed. This helps makes the conference inclusive, diverse, challenging, and inspirational; all the values the OFC Directors uphold.

Some of the most inspirational moments from OFC invariably arise from speakers who have nothing to do with farming or agriculture! We can, as an industry, be quite insular at times. So, it is fascinating for me to look back at the innovators, Olympians or industry giants who have addressed the conference over the years and helped us get our own issues into perspective, providing insights into a different world away from farming, but insights we can learn from and apply to our own situations.

The first Oxford Farming Conference was in 1936. That was the same year that my grandfather moved farms at the height of the agricultural depression. He hired a train, put his family of six on it with livestock and chattels and moved from West Wales to the more productive lands of Worcestershire, taking on a tenancy, which in common with most tenancies at that time was more or less given away. Since then, my farming family and the OFC journey has encompassed wartime, rationing, food from our own resources, EU accession, production booms, shifting subsidy interventions, environmental awakenings, EU exit, agricultural transition and the current challenges of

climate, global conflict and food security in a growing world.

My own 40-year career has been part of that journey involving substantial technical, policy and personal change. But I have always believed that every change presents an opportunity and rather than resist change, we must embrace the inevitable and work with it.

UK farming now faces a complex array of changes. Political, financial, technical, climate and seasonal to name but a few. Our forebearers will have faced worse but many farmers, particularly given the seasonal challenges of this year, are finding themselves challenged more than they have been before.

But change creates opportunity, and opportunity nourishes innovators. Innovators lead and adopt new technologies and influence others to see new opportunities. And that is the basis for the theme I have chosen for OFC 2025, "Facing change, finding opportunity".

Within this theme I wish to provide a conference that looks at how current and future farming policies provide new opportunities for farmers; how we can adapt, with the help of science and new practices, to the changing natural world we farm in; and how change and adversity can produce inspiring innovators and leaders who can transform people, farming and food production.

As ever, we will be in the wonderful and historical surroundings of Oxford University, with a nod to the wonderful traditions and history that stands for. But, building on the superb work of past OFC Chairs, we will fully embrace and celebrate the diverse world UK farming is becoming and how it needs to develop more, as befits a leading 21st century industry.

Thank you to all who have supported the conference before and we do hope you will join us in 2025.

If this is the first time you are joining us, then myself and my fellow OFC Directors trust that you will find it an informative, inclusive and inspiring event and look forward to meeting you at OFC 2025 "Facing change, finding opportunity".

See you at Oxford.

**Geoff Sansome**  
OFC25 Chair  
chair@ofc.org.uk







**416,004**

During the 2024 conference OFC impressions on Twitter/X reached 416,004 people with a following of 21,158.

Trended in the top 10 UK



**4.3  
Million**

OFC print coverage in 2024 reached an estimated 4.3 million people, based on current circulation figures



**75,696**

LinkedIn was a strong channel for OFC in 2024, reaching 75,696 people and a following of 3,842



**5,592**

Views of on-demand content from OFC24.

The average person has watched 2.5 videos.



**572**

Unique users benefited from the OFC24 app, with on average each delegate exchanging a "virtual business card" with 8 other people. That is 4963 connections.



**104,000**

The website was viewed over 104,000 times in 2024, with the average user visiting 2.7 pages.



**7,000**

Newsletter subscribers are just over 7,000 with an opening rate and click through rate double the industry average.







## New for OFC25 and session taster

### Wednesday 8th January 2025

OFC25 will start from lunchtime on Wednesday, for those who wish to make the most of their ticket and experience in Oxford. A new session “Inspiring Innovators” will draw together ideas to support the future of agriculture. Papers will be called for late-summer 2024 to select a programme of inspiring speakers. (see page I7)

The OFC and Fieldwork Book Club and a Farmers Weekly Question Time will also take place on Wednesday, hosted prior to the Chairman’s Welcome Reception (see page I3).

### Thursday 9th January 2025 (morning session): Policy: enabling opportunity

Agricultural policy is in transition, in a world requiring increased food production, with demanding environmental priorities. This creates challenges for governments and farmers, yet also opportunities. This session will cover the major farming political update at domestic and international levels and showcase how farming businesses are responding to these changing drivers.

See page I2 to sponsor this session

### Thursday 9th January 2025 (afternoon session): Adapting to a changing world

Seasonal extremes and climate change are testing our established farming systems. Yet technological advances and innovations are creating incredible new opportunities. This session will explore our changing natural world, how that impacts on land used for farming and how today’s science can help feed tomorrow’s world.

See page I2 to sponsor this session

### Friday 10th January 2025: Inspiration from change

Change and adversity can often provide the catalyst for inspirational and influential leadership to flourish. Farming produces fantastic food for increasingly health-conscious consumers. This session will showcase inspiring farmers and food businesses, and people who have seized new opportunities born out of adversity, opportunity, ambition or a simple passion for food

See page I2 to sponsor this session

## Sponsorship Packages

OFC25 is delighted to offer a range of sponsorship packages to ensure each sponsor feels value for investment and a return for their brand.

Multiple packages available.

PRINCIPAL SPONSOR: £20,000 OR OVER <small>(EXC. VAT)</small>
Acknowledged and Profiled as a Principal Sponsor plus 150 words of text, your logo, plus a link to your website on the OFC website.
Profiled and acknowledged as a Principal Sponsor plus your logo in the printed conference programme and conference rolling visuals.
Four Complimentary tickets to OFC25
Four Invitations to the OFC25 Chairman’s Partners Welcome Reception.
E-Tickets for OFC25 online live streaming platform for whole organisation.
One full page of advertising within the conference programme.
Social media feed sponsorship recognition.
Full sponsor profile and link to company website on the OFC25 App.

Multiple packages available.

GOLD SPONSOR: £10,000 OR OVER <small>(EXC. VAT)</small>
Acknowledged as a Gold Sponsor plus 75 words of text, your logo, plus a link to your website on the OFC website.
Acknowledged as a Gold Sponsor plus your logo in the printed conference programme and conference rolling visuals.
Three Complimentary tickets to OFC25
Three Invitations to the OFC25 Chairman’s Partners Welcome Reception. .
Ten E-Tickets for OFC25 online live streaming platform.
Discounted rate on advertising within the conference programme.
Full sponsor profile and link to company website on the OFC25 App.

Multiple packages available.

SILVER SPONSOR: £5,000 OR OVER <small>(EXC. VAT)</small>
Acknowledged as a Silver Sponsor plus 50 words of text, your logo, plus a link to your website on the OFC website.
Acknowledged as a Silver Sponsor plus your logo in the printed conference programme and conference rolling visuals.
Two Complimentary tickets to OFC25
Two Invitations to the OFC25 Chairman’s Partners Welcome Reception.
Five E-Tickets for OFC25 online live streaming platform.
Full sponsor profile and link to company website on the OFC25 App.





Supporting the current and future generations to include, challenge and and inspire.



OFC INSPIRE PROGRAMME: £25,000 (EXC. VAT)

- Acknowledgement as a Principal Sponsor with your logo displayed.
- Acknowledgement as a Principal Sponsor on the OFC website
- Acknowledgement from Conference Chair at the start of each Inspire Programme session.
- Profile plus 150 words of text, your logo and a link to your website on the OFC website.
- Acknowledgement with your logo on the conference pre-event Inspire emails.
- Acknowledgement on the Inspire Programme conference registration.
- Acknowledgement with your logo on the Inspire conference joining instructions.
- Social media feed recognition.
- Four complimentary tickets for OFC25.
- E-Tickets for OFC25 online live streaming platform for whole organisation.
- One full page of advertising within the conference programme.
- Profiled during and participation with the Inspire Programme pre-conference event in November 2024.
- Link to company website on the OFC25 App.



OFC SCHOLARS PROGRAMME: £27,618 (EXC. VAT)

- Acknowledgement as a Principal Sponsor with your logo displayed.
- Acknowledgement as a Principal Sponsor on the OFC website
- Acknowledgement from Conference Chair at the start of each Scholar Programme session.
- Profile plus 150 words of text, your logo and a link to your website on the OFC website.
- Acknowledgement with your logo on the conference pre-event Scholar emails.
- Acknowledgement on the Scholar Programme conference registration.
- Acknowledgement with your logo on the Scholar conference joining instructions.
- Social media feed recognition.
- Four complimentary tickets for OFC25.
- E-Tickets for OFC25 online live streaming platform for whole organisation.
- One full page of advertising within the conference programme.
- Profiled during and participation during the whole of the 2025 Scholars Programme
- Link to company website on the OFC25 App.



Future Generations continued



Only one package available.

OFC BURSARY PROGRAMME: £30,000 (EXC. VAT)

- Acknowledgement as a Principal Sponsor with your logo displayed.
- Acknowledgement as a Principal Sponsor on the OFC website
- Acknowledgement from Conference Chair.
- Profile plus 150 words of text, your logo and a link to your website on the OFC website.
- Acknowledgement with your logo on the conference pre-event Bursary emails.
- Acknowledgement with your logo on the Bursary application webpage.
- Acknowledgement with your logo on the Bursary conference joining instructions.
- Social media feed recognition.
- Four complimentary tickets for OFC25.
- E-Tickets for OFC25 online live streaming platform for whole organisation.
- One full page of advertising within the conference programme.
- Link to company website on the OFC25 App.

Digital and Online Networking

OFC25 CONFERENCE APP: £6,500 (EXC. VAT)

A lively and engaging opportunity for delegates to meet and engage.

Only one package available

- Company logo appearing throughout the app
- Company dedicated profile section on app with ability to add own content
- Company logo acknowledged in app joining instructions email
- Company acknowledged where app is referenced in conference programme
- Benefits of silver sponsorship as per sponsorship package described on page 7

THE OFC PODCAST: £5,500 (EXC. VAT)

Only one package available

- Brief Overview**  
New for 2025, OFC will be producing a series of four podcasts, running from September to December 2024 with key speakers and influencers, who will be supporting and shaping the conference. Each podcast, hosted by an agricultural journalist, will share an insight into our theme “Facing Change, Finding Opportunity”.
- Acknowledgement as a Silver Sponsor with your logo displayed.
  - Acknowledgement as a Silver Sponsor on the OFC website - listed in both the sponsor section and podcast page.
  - Acknowledged by the podcast host at the start and end of each podcast.
  - 10 second “advert” segment included at the end of the podcast. To be supplied by partner.
  - Acknowledged on the OFC25 App, in the podcast section.
  - Benefits of sponsorship as per silver sponsorship package described on page 7

OFC LIVE ONLINE STREAM: £6,500 (EXC. VAT)

Live stream includes Thursday full-day, and Friday morning sessions.

Only one package available

- Company logo displayed on live stream throughout
- 60 second video played at the start of each live streamed session (Thursday morning, Thursday afternoon and Friday morning, to be supplied by partner)
- Company logo acknowledged in live stream joining instructions email
- Company acknowledged on digital ticket confirmation
- Benefits of silver sponsorship as per sponsorship package described on page 7



Conference Content



Join the OFC25 mission: to include, challenge and inspire.

KEYNOTE CONFERENCE SESSION: £5,000 TO £10,000 (EXC. VAT)

\* SESSION 1 (THU MORNING) - POLICY: ENABLING OPPORTUNITY \*

Conference session of keynote speakers, panel discussions, videos, soundbites and lively debate.

- Acknowledgement of sponsorship by session chairman.
- Company logo on screen during the introduction and conclusion of the session.
- Sponsor's closing credit roll on intro video to sponsored keynote conference session.
- Recognition in material produced by OFC, generated from the videos.
- Benefits of sponsorship as per sponsorship package described on page 7, according to level of donation.

Multiple packages available.

KEYNOTE CONFERENCE SESSION:£5,000 TO £10,000 (EXC. VAT)

\* SESSION 2 (THU AFTERNOON) -ADAPTING TO A CHANGING WORLD \*

Conference session of keynote speakers, panel discussions, videos, soundbites and lively debate.

- Acknowledgement of sponsorship by session chairman.
- Company logo on screen during the introduction and conclusion of the session.
- Sponsor's closing credit roll on intro video to sponsored keynote conference session.
- Recognition in material produced by OFC, generated from the videos.
- Benefits of sponsorship as per sponsorship package described on page 7, according to level of donation.

Multiple packages available.

KEYNOTE CONFERENCE SESSION: £5,000 (EXC. VAT)

\* SCIENCE LECTURE \*

Conference session of keynote speakers, panel discussions, videos, soundbites and lively debate.

- Acknowledgement of sponsorship by session chairman.
- Company logo on screen during the introduction and conclusion of the session.
- Sponsor's closing credit roll on intro video to sponsored keynote conference session.
- Recognition in material produced by OFC, generated from the videos.
- Benefits of Silver sponsorship as per sponsorship package described on page 7

Only one package available.

\*exact titles of sessions will be at the discretion of the OFC25 Directors

See page 6 for more detail on each session and the topics that will be covered.

Multiple packages available.

\* SESSION 3 (FRI) - INSPIRATION FROM CHANGE \*  
Conference session of keynote speakers, panel discussions, videos, soundbites and lively debate.

- Acknowledgement of sponsorship by session chairman.
- Company logo on screen during the introduction and conclusion of the session.
- Sponsor's closing credit roll on intro video to sponsored keynote conference session.
- Recognition in material produced by OFC, generated from the videos.
- Benefits of sponsorship as per sponsorship package described on page 7, according to level of donation.





An integral part of the Oxford Farming Conference. The opportunity to network, make contacts and connect.

**OXFORD DEBATE & POST DEBATE SUPPER  
AT CHRISTCHURCH COLLEGE:  
£5,000 TO £30,000 (EXC. VAT)**

TO BE SPONSORED BY UP TO FIVE SPONSORS

Be our partner during an iconic element of Oxford

Multiple  
packages  
available.

- Acknowledgement of sponsorship by debate Chair.
- Company logo on banner throughout the debate.
- Acknowledgement by OFC Chair at the dinner.
- Two invitations to the debate dinner.
- Benefits of sponsorship as per sponsorship package described on page 7, according to level of donation.

**OFC25 CURATED CONCEPT FOOD HUB: £15,000 (EXC. VAT)**  
A celebration of British food for delegates during lunchtime  
on both days of OFC25.

Only one  
package  
available.

- Acknowledgement of lunchtime sponsor within the conference programme.
- Acknowledgement of sponsorship by Conference Chair.
- Two pop up banners to be displayed within the food hub (to be supplied by partner).
- Benefits of sponsorship as per sponsorship package described on page 7, according to level of donation.

**CHAIRMAN'S WELCOME RECEPTION &  
OFC NETWORKING EVENT £5,000 TO £10,000 (EXC. VAT)**

The OFC25 Welcome event will be open to all delegates to attend.

Multiple  
packages  
available.

- Acknowledgment by the OFC25 Chair
- Acknowledgement of sponsorship within the conference programme.
- Two pop up banners to be displayed (to be supplied by the partner)
- Benefits of sponsorship as per sponsorship package described on page 7, according to level of donation.

**OFC25 PRESS ROOM: £5,000 (EXC. VAT)**

Only one  
package  
available.

- Acknowledgement of sponsoring the press room.
- Benefits of sponsorship as per sponsorship package described on page 7, according to level of donation.

**EXHIBITION SPACE: £1,500 PER 2 X 3M SPACE (EXC. VAT)**

Multiple  
packages  
available.

- Prime locations for your own exhibition within the conference venue.
- Opportunity to network with conference attendees during lunch and refreshment intervals.



Your OFC25 conference space: Your message



Communications & networking with conference attendees.

PARTNERSHIP BOOSTED EVENT  
£7,500 EACH (EXC. VAT)

Limited  
number  
available.

- Using conference venues, wrap the main OFC content with an opportunity to host your own event.
- Delivery of your own content, providing your own speakers on topics relevant to your organisation and sector.
- Event to be professionally recorded, edited and made available via the OFC Website.
- Video also supplied as download for use on own channels
- Professional AV support and equipment included.
- Benefits of sponsorship as per sponsorship package described on page 7, according to level of donation.

A generation of visionaries



Driving innovation and new ideas.

INSPIRING INNOVATORS  
£16,000 (EXC. VAT)

Only  
5  
SOLD  
available

The stage is set to invite a cohort of inspirational innovators to speak at Oxford.  
Be the organisation who facilitates a generation of visionaries to reach their chosen goal.

- Event to be professionally recorded, edited and made available via the OFC Website.
- Professional AV support and equipment included.
- Acknowledged in pre-promotion, when calling for presentations
- Acknowledgement of sponsorship by session Chair.
- Benefits of sponsorship as per sponsorship package described on page 7, according to level of donation.

See page 6 for a small teaser, and keep an eye on the OFC website for news calling for papers.



An example of a partner event from 2024, which was recorded, edited and promoted via OFC website and social media channels. There have been 5,592 views of on-demand video content.



# OFC Partnership Programme Team

The conference is managed and delivered by a group of voluntary Directors, and a team of contracted service providers including the Secretariat, PR and Marketing, Event Management and Partnership Programme. These individuals adjust their hours throughout the year, responding to the needs of OFC. Whilst they do not work full-time for the conference, they are always at the end of an email or phone.

Your primary contact is **Clare Greener, Head of OFC Partnerships**, but to ensure you received the best return from your investment, you may also hear from the below individuals.



**CLARE GREENER**  
Head of OFC Partnerships  
[partnerships@ofc.org.uk](mailto:partnerships@ofc.org.uk)



**CLAIRE HALL**  
Event Management  
Hawk AV



**REBECCA DAWES**  
PR and Marketing  
Jane Craigie Marketing



**OFC SECRETARIAT**  
including accounts  
BGA.



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[www.ofc.org.uk](http://www.ofc.org.uk)