

THE 2018 OXFORD FARMING CONFERENCE

3-5 JANUARY 2018 #OFC18



The Oxford Farming Conference is a three-day event that runs early in the new year within the heart of the city's beautiful university colleges.

The conference makes the city its venue, giving our delegates privileged access to iconic and historic buildings, such as the Oxford Union, Christ Church and Keble College. This year, for the first time, the conference will be split between the University's Examination School and the majestic Sheldonian Theatre.



“The word ‘conference’ does an injustice to the OFC. It is an experience like no other. As delegates, we see the secret, ancient places within Oxford University’s buildings and experience the best networking, bar none, in the British farming calendar.”

Matthew Naylor, Farmer, Lincolnshire

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EXCELLENT REASONS

TO ATTEND THE OXFORD FARMING CONFERENCE:

- 1) HEAR** inspiring and challenging speakers from across the world who have positively embraced change
- 2) AN OPPORTUNITY** to question the Secretary of State for Defra who will be the opening speaker at OFC 2018
- 3) HEAR** from digital pioneers about the future of technology, digital and the habits and opportunities accompanying the millennial generation
- 4) ATTEND** one of two dinners in the grandeur of Christ Church and Keble, arguably the most beautiful of the Oxford University colleges
- 5) JOIN** the unique experience that is the OFC Debate in the famous Oxford Union
- 6) SUMPTUOUS LUNCHES** including a networking event on Friday 5 January featuring street food, showcasing the best of British produce
- 7) THE GREAT BEER DEBATE**, join this “light and hearty” event held in conjunction with the *Oxford Real Farming Conference*
- 8) UNRIVALED NETWORKING** with innovative farmers, industry leaders, press, politicians, retailers, environmentalists, scientists and NGOs
- 9) THE OFC COMEDY NIGHT**, new for 2018
- 10) IMMERSE YOURSELF** in the famous Oxford architecture, its first-class pubs, restaurants and shops

THEME FOR 2018 - Embracing Change



“*Founded in 1823 the Oxford Union has hosted world leaders in almost every field, including US president Reagan, Sir Winston Churchill and the Dalai Lama; the OFC is privileged to be allowed to use this space for our own, annual debate.*”

Caroline Millar, Chairman OFC 2018

To grow and prosper post-Brexit, UK agriculture needs to question its approach and its thinking. Core to this is adopting a mindset to embrace and deal with change.

Farmers have always adopted new approaches to meet society's needs. Many demonstrate huge resilience in adversity.

For 2018's conference, we have a line-up of visionary and inspiring speakers from around the world, many who have tackled personal or professional challenges, and often both.

We will also focus on changes made possible by embracing digital, taking a more proactive approach to farming with the environment at its heart and the approach adopted by leaders of change.

TO BOOK TICKETS GO TO www.ofc.org.uk

TWITTER @oxfordfarming #OFC18

SPEAKERS INCLUDE



Youth food culture pioneer Eve Turow Paul

is a journalist, author of *A Taste of Generation Yum* and an advisor to

Fortune 500 companies, start-ups and independent entrepreneurs on how to connect with and better serve Millennials. She interviews people of the Millennial and Gen Z generations to understand their anxieties, hopes and passions, and explores how they soothe themselves and fulfill many needs through food culture, where young people overwhelmingly spend their discretionary incomes. Her insights will be invaluable for our sector's understanding of food and the opportunities therein.



Chris Sheldrake, CEO, What3Words

A classical music graduate from King's College London and London's Royal

Academy of Music, after a severe sleepwalking accident spelled the end of Chris' career as a performer he stayed in the music industry to start a company that organised live events all over the world. Having grown up on a farm in Hertfordshire with lost delivery drivers a daily occurrence, he saw more widespread challenges of poor addressing as musicians failed to find venue entrances across the world.

Over a cup of tea with a mathematician friend, he shared his frustration with GPS coordinates and together they conceived a way of naming everywhere in the world that would be incredibly easy for people to use, writing the early version of the what3words algorithm on the back of an envelope. Since 2013 Chris has grown the business to a 42-strong team and what3words has become one of the most awarded apps of recent times



Scientist Professor Chris Elliott is Faculty Pro-Vice-Chancellor at Queens University, Belfast. He is Director of the Institute for

Global Food Security and Chair of Food Safety and Microbiology. Since 1986 Chris has been active in research related to veterinary drug residue analysis and specialised in using immunochemical based screening technologies. The research has widened to include a wider range of toxic chemicals in foods and agricultural commodities such as mycotoxins, phycotoxins and plant toxins. Chris led the UK government's independent review of food systems following the 2013 horsemeat scandal.



Steve Murrells, Group CEO, Co-op In recent years the Co-op has gone through some traumatic changes,

but by embracing the changing consumer market and offering a relevant response to its needs, the Co-op is now back on its feet and more ambitious than ever, he says. In his previous role as CEO of Co-op Food, Steve Murrells was responsible for introducing the new retail strategy focusing on convenience, and he turned around the business to increase its market share, returning its iconic blue clover leaf to the high street and boasting a presence in every postcode area in the country.



Mark Lynas, Author, journalist Mark Lynas first spoke at the OFC in 2013 and has been the most viewed speaker ever in the

conference's online video archive. Mark is the author of three major popular science environmental books: *High Tide* (2004), *Six Degrees* (2008) and *The God Species* (2011), as well as the Kindle Single ebook *Nuclear 2.0* (2012). Mark was climate change advisor to the President of the Maldives, he has contributed extensively to global media, writing for the Guardian, New York Times, Washington Post and numerous others. He is a visiting fellow at the Alliance for Science, Cornell University, which is supported by the Bill & Melinda Gates Foundation.

SPEAKERS INCLUDE



Botanist, author and broadcaster, James Wong is a Kew-trained botanist, science writer and broadcaster based in

London. Graduating with a Master of Science degree in Ethnobotany in 2006, he has pursued his key research interests of underutilised crop species, ethnopharmacology and traditional food systems through field work in rural Ecuador, Java and China. He is the author of the internationally best-selling books *Grow Your Own Drugs* and *Homegrown Revolution*. He became an RHS Ambassador in 2014. He also writes extensively for the RHS and the scientific press.



Kenny Ewan is the founder and CEO of We Farm, a free peer-to-peer service that enables farmers to share information

via SMS, without the internet and without having to leave their farm. Farmers can ask questions on farming and receive crowd-sourced answers from other farmers around the world in minutes. We Farm helps lift farmers out of poverty in developing countries. He set up We Farm to improve livelihoods of farmers, connect millions of farmers across the globe and facilitate peer to peer learning. We Farm was named one of the Top 10 Most Innovative Companies in Africa in 2017.



Secretary of State for Defra Michael Gove was born in Edinburgh and brought up in Aberdeen, and has been a journalist since

he left university. In 2016, he helped found Change Britain and served as Vice Chair of the Select Committee on Exiting the European Union. Relatively new to his post and with a rich knowledge of the EU, his paper is likely to encourage sparky debate.

British Street Food Festival Friday Unable to attend the full-conference? Experience the 2018 conference in one-day with a stunning new venue, brilliant speakers and fabulous food.

INSPIRING FARMERS



Diversified farmer, Duncan McConchie is a rural entrepreneur from Dumfries & Galloway. Duncan and his wife Vicki

run the award-winning business Laggan Outdoor. Four generations of McConchies live and work at Laggan Farm and neighbouring Mossyard Farm. The family has tackled succession head on, with parents Kerr and Caroline handing over the business and splitting the 1300 acres into three in 2015 to allow Duncan and his two brothers Murray and John to invest in and grow their own respective areas of the business. Murray continues to farm, while Duncan and John concentrate on their tourism businesses including a current multi-million pound investment in a bespoke wedding venue opening in December 2017. Duncan will talk about what embracing a radical change in the business structure has done for the overall economics of the businesses as well as maintaining positive family relations.



Norfolk farmer, Tim Papworth. Tim was critically injured in an accident on the farm in 2010, falling from height in a potato

shed. As a teenager, Tim was injured in a farm machinery accident and was off school for a year. The family's farming enterprise provides contract arable services as well as producing potatoes, peas, dwarf beans, cereals, sugar beet, beef and lamb. They own butchery shops and are heavily involved in their local community and organise school visits on their farm and get involved with LEAF's Open Farm Sunday. Tim will talk about facing up to change in the family business, and his changing outlook on life following extreme adverse change imposed upon him by both accidents.



Brazilian farmer and Nuffield Scholar, Carla Mayara Borges is a farmer from Chapadão do Céu, Goiás, in Brazil.

Carla will talk on the importance of agriculture and food and drink exports to the Brazilian economy and the key changes the sector has undergone in the last twenty years, as well as where the current focus is for the sector at a global level. She will also focus on how her family business has embraced change through past generations and will share her ambitions for the business in the future. As a female working in Brazilian agriculture, Carla will also share her views on the role of women in agriculture and provide an insight into how women are taking key roles on farms and at a leadership level in Brazilian agriculture.

BOOK TICKETS

To book tickets go to www.ofc.org.uk



THE OXFORD FARMING
CONFERENCE
inform • challenge • inspire