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AGRILEADER

The Leader

Business insights and advice to help you stay ahead of the curve

December 2024

In this edition of The Leader, the ultimate newsletter for AgriLeaders, we're focusing on Nuffield Farming Scholarships, hot on the heels of the Nuffield Farming Conference which took place in Belfast last month.

AHDB was the main sponsor of the event, which Graham Wilkinson, AHDB CEO, opened, and at which [Izak van Heerden](#), Nuffield Farming Scholar and AgriLeader Programme Lead, presented his project: [AgriLeadership for tomorrow's world](#).

Below, you'll find insights from Nuffield Farming Scholars on diverse topics, from engaging with the public to nutrient and water management. We also highlight how you can benefit from AHDB's relationship with Nuffield Farming.

Finally, we want to make sure you've received your invitation to next year's AgriLeader Forum – read on to find out what's in store.

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Nuffield Farming Scholarships Trust

With the mission of ‘Leading positive change in agriculture’, the [Nuffield Farming Scholarships Trust](#) was established in the 1960s. It has since enabled more than 1,200 UK scholars to travel around the world to investigate their chosen topics. The trust now has 11 member countries, and a further 10 countries represented via Nuffield International.

This year celebrates AHDB’s 10th anniversary of sponsoring Nuffield Farming Scholars. The first scholar we sponsored, Russ McKenzie, studied ‘[Success with no-till – under any conditions](#)’ and, in true Nuffield spirit, he has reciprocated by working closely with AHDB in subsequent years. Russ was a monitor farmer for three years, spent two terms on the Cereals & Oilseeds Sector Council and sits on the Recommended List Project Board. Read more about Russ in this edition’s Leader in the Limelight.

AgriLeader Forum 2025: Aspire, Advance, Achieve

Don’t miss the next AgriLeader Forum in January, where you can connect with like-minded farmers and be inspired to **aspire** to new heights. Gain insights from renowned speakers, network with passionate peers and access essential tools to **advance** your business.

This event is designed to motivate and challenge you while providing the space to reflect and strategise for the future, helping you **achieve** lasting success.

When and where: 28–29 January at NatWest Bishopsgate Conference Centre, London EC2M 4AA.

[Find out more and register](#)

Leader in the Limelight: Russ McKenzie

In this feature, we profile leaders from across our industry. This month, we hear from Russ McKenzie (pictured). Russ manages 995 ha of arable land on the Cambridgeshire/Bedfordshire border and also provides independent consultancy for two different companies. In addition, he runs the diversification side of the business with his wife Ellie.



What's the best advice you have ever received?

My wife Ellie telling me to believe in myself. She has been instrumental in encouraging me to apply for a Nuffield Farming Scholarship, take opportunities when they arise and make sure I take a holiday!

What's been the best AgriLeader activity you've participated in?

The AgriLeader Forum in Manchester was a good event to take you out of your comfort zone and listen to some great speakers.

What one item (other than a spouse, child or pet) would you rescue from the flames?

I've got a photo album/scrapbook that I collated when I worked on that farm back home as a teenager. There's some great documentation of harvests, autumns, showing cattle at summer shows, and people, especially a great picture from a local paper that celebrated one of the employee's 50 years on the farm.

So many great memories that started me on my journey into a career in farming.

[Find out more about Russ and what makes him tick](#)

Leading Self: Regenerative agriculture

Rob Howe's journey as a farm vet has evolved into a mission to redefine the role of veterinary professionals in the transition towards regenerative agriculture.

Through his Nuffield Farming Scholarship – Leveraging vets to help farmers maximise natural capital value – Rob is committed to driving positive change, ensuring that sustainability and environmental considerations become central to farm management. Rob is eager to use his research to shape new services in his practice and across the wider industry.



Rob's journey reflects a commitment to leading by example in an industry adapting to a changing agricultural landscape.

[Find out more about Rob and his project](#)

Leading People: Building public trust

Bringing the public on side and sharing our journeys and stories as farmers is one of the most important things we can do for our industry, and it is a key priority for AHDB.

That's why AHDB jumped at the chance to support Kendra Hall's scholarship – Building public trust in British farming through increased transparency of livestock production. We weren't disappointed with the great advocacy and insights from Kendra and want to share some of these with you:



- [Read more about Kendra's findings and download her report](#)
 - [Watch this overview video from Kendra](#)
 - [Watch Kendra's presentation at the 2023 Nuffield Farming Conference](#)
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Leading Business: Working together

At this year's Nuffield Farming Conference, AHDB-sponsored scholar Ruth Grice presented her report, 'Working together: How dairy farmers and environmental organisations can achieve sustainable food security and combat climate change'.

She explored the benefits of creating partnerships that benefit both the environment and farming businesses. Ruth talked about "approaching a partnership with kindness and curiosity to find common ground", and "empowering farmers and instilling partnerships".

By learning from international models, Ruth believes the UK dairy sector can move towards a future where environmental and business goals align.

Listen to Ruth's insights on [the Kite podcast](#), dive into her [written report](#) or watch her [presentation at the conference](#).



Listen, watch, read



Listen

Tales of a Nuffield Scholar

Tales of a Nuffield Scholar is a podcast where Nuffield Farming Scholars share how the scholarship has impacted their lives and careers in diverse ways. Each episode offers personal stories of growth, innovation and leadership, highlighting the unique journeys and



Watch

AgriLeader Circle

"But I'm not a leader" is something we often hear. However, at AgriLeader we believe you don't need a title to be a leader. So, if you're not sure whether the AgriLeader Forum is right for you, catch up with our recent AgriLeader Circle livestream where we heard how the event



Read

Bitesize guides

Nuffield Farming and RASE are partners on a pilot project to create practical bitesize guides.

The aim is to collate information from the back-catalogue of Nuffield Farming reports and condense these into short, digestible guides. Read the first

insights gained through their experience.

[Listen to the podcast](#)

had benefitted the businesses of farmers just like you.

[Watch the AgriLeader Circle](#)

two from the pilot series:

[Nutrients and water – Turning pollution into resource efficiencies](#)

[Young people and succession planning: Overcoming barriers for next generation farmers](#)

Get in touch



Izak Van Heerden

E: izak.vanheerden@ahdb.org.uk

M: 07854 507279

Mark Campbell

E: mark.campbell@ahdb.org.uk

M: 07528 780346



AHDB, Middlemarch Business Park, Siskin Parkway East, Coventry CV3 4PE

T 0247 669 2051

E comms@ahdb.org.uk

W ahdb.org.uk

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AHDB, Middlemarch Business Park, Siskin Parkway East, Coventry, CV3 4PE, UK