

Click [here](#) if you are having trouble viewing this message.



AGRILEADER

The Leader

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

June 2025

Welcome to the summer edition of The Leader, your go-to source for practical insights and inspiration relating to leadership in agriculture.

In this edition, we're focusing on the environment – building climate resilience at a personal and business level, fostering leadership that champions sustainability and leveraging data and innovation to future-proof farming operations.

From spotlighting progressive farmers like Chris Whitford to the AgriLeader Circle – recorded live from Groundswell – we bring you stories and resources to help you in our ever-changing world.

In this edition

> [Leading self](#)

> [Leading people](#)

> [Leading business](#)

> [Leader in the limelight](#)

> [Groundswell](#)

> [Natural capital](#)

> [Listen, watch, read](#)

> [Get in touch](#)

Leading Self: Managing HR for climate resilience

Building climate resilience on the farm isn't solely about adopting new technologies or practices, it's also about investing in people (and that includes yourself).

According to the Sustainable Agriculture Research and Education (SARE) programme, effective climate risk management depends on the capacity of individuals and communities to learn, plan and adapt to changing conditions.



By promoting the skills, health, wellbeing and education of you and your team, you can cultivate high-quality human resources. This will ensure that your farm is better equipped to handle the increasing demands and uncertainties posed by climate change.

[Read more about the SARE programme](#)

Leading People: Ending 'false choice' between farming and the environment

Natural England Chair Tony Juniper advocates for ending the perceived conflict between environmental conservation and agriculture.

In a recent *Financial Times* article, he said that "the public debate very often is driven by stark choices, either it's food or it's nature." This takes place "in an environment where very often conversations become quite polarised."

Tony goes on to add that both can coexist if farmers are rewarded for the non-food benefits of farming, such as flood resilience, nature recovery and carbon capture.

[Read the full article](#)

Leading Business: Leveraging data for sustainability

In a world where competitive advantage is increasingly defined by sustainability, today's leaders must look beyond short-term gains and embrace long-term environmental resilience.

Ingo Ploger (pictured with his wife Nina), President of the Strategic Council for Latin America and Vice President of the Brazilian Agribusiness Association, suggests that true competitiveness stems not only from innovation and productivity but from a commitment to responsible resource use and circular economy principles.



For agri-food businesses, this means integrating climate-smart practices, investing in green technologies and aligning leadership with the expectations of environmentally conscious markets.

[Read Ingo's column on the topic](#)

To hear what Ingo has to say in person, and to explore how global insight can inform local action, join [our Talking Leaders broadcast on 21 August](#). He'll be joined by his wife Nina, a leading figure in shaping Brazil's sustainable agricultural sector and President of Forbes Women in Agriculture.

Leader in the Limelight: Chris Whitford

In this feature, we profile leaders from across our industry. This month, we hear from Chris Whitford (pictured), who is in his sixth year of a joint venture with Kingston Hill Farm Ltd. milking 320 spring-calving cows in Oxfordshire.

From valuing silage to his work-life balance, Chris is open about lessons learned and the realities of growing a business and a young family. His advice? Do today's work today and never put your finger where you wouldn't put your tongue!



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

AgriLeader Circle live from Groundswell

Can't make it to [Groundswell](#) this year? No worries – catch all the action and insights from some well-known social media creators as we broadcast live from the event on Wednesday 2 July.

Tune in via social media at 6:30pm to watch as we chat to Ana Reynolds, Ben Andrews, Sophie Gregory, Ed Horton and Tom Martin.

Natural capital checklist for farmers

According to the Government's [natural capital accounts](#), the value of the UK's ecosystem services was about £1.8 trillion in 2022.

As tempting as it might be to put your head in the sand and hope for the best, making the most of these markets is about understanding the facts, keeping a cool head and making good business decisions.

Our ten-point checklist provides you with a series of factors to consider before committing to natural capital markets.

[Learn more about natural capital and read our checklist](#)

Listen, watch, read



Listen

From paddocks to policy

In this powerful conversation, Catherine Marriott OAM shares her remarkable journey from hands-on farming to influencing global environmental, social and governance (ESG) policy.

With a sharp eye on sustainability and a



Watch

Environmental baselining pilot

Discover how our £2.5m baselining project is setting new standards in measuring the environmental impact of British agriculture.

During their conversation, AHDB CEO Graham Wilkinson and Environment Director Chris



Read

Climate resilience to feed the future

From drought-stricken fields in the American Midwest to flood-soaked farms in Europe, the impacts of climate change are no longer abstract. They are real, urgent and happening across our food system.

passion for leadership, Catherine offers practical insights for navigating agriculture's evolving landscape. If you care about the future of food, farming and rural communities, you won't want to miss this podcast.

[Listen to the podcast](#)

Gooderham discuss the initiative's goals, which include accurate on-farm carbon assessments and the journey towards net-zero emissions.

[Catch up with their conversation](#)

This *Forbes* article delves into the necessity of climate resilience in agriculture, highlighting strategies to ensure food security amid changing conditions.

[Read the article](#)

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, Middlesbrough Business Park, Siskin Parkway East, Coventry CV3 4PE

T 0247 669 2051

E comms@ahdb.org.uk

W ahdb.org.uk

To ensure you continue to receive this information please notify us of any change to your email address by responding to this email.

While the Agriculture and Horticulture Development Board seeks to ensure that the information contained within this document is accurate at the time of broadcast, no warranty is given in respect thereof and, to the maximum extent permitted by law the Agriculture and Horticulture Development Board accepts no liability for loss, damage or injury howsoever caused (including that caused by negligence) or suffered directly or indirectly in relation to information and opinions contained in or omitted from this document.

You can read our [Privacy Notice](#) here.

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

© Agriculture and Horticulture
Development Board 2025. All rights
reserved.

**Funded by
your levy**

AHDB
ahdb.org.uk