

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

July 2023

Welcome to The Leader, the ultimate newsletter for AgriLeaders. In this edition, we delve into the hot topics shaping agriculture: sustainability and regenerative practices.

With a global focus on environmental conservation and climate change, the importance of adopting sustainable farming methods and the pivotal role of leaders in driving positive change cannot be overstated. We are expected to prioritise aspects such as soil health, water conservation, biodiversity and reducing carbon emissions. Achieving environmental goals entails implementing innovative technologies, embracing precision agriculture and exploring alternative farming models. Above all, it requires a fundamental mindset change.

Below, we focus on integrating sustainability and regenerative practices into leadership strategies and explore areas that can empower you to become a leading force in sustainability and regenerative agriculture.

In this edition

> Diary dates

> The AgriLeader Circle

> Talking Leaders: The role of the next generation

> Creating strong business-to-business arrangement

> Leader in the limelight

> Leading yourself

> Leading your people

> Leading your business

> Listen, watch, read

> Get in touch

> Regenerative farming case study

Diary dates

- [19 July: AgriLeader Circle – Opening new markets beyond our shores](#)
- [20 July: Talking Leaders – The role of the next generation](#)
- [17 August: Talking Leaders – Developing your future farming career](#)
- [21 September: Talking Leaders – Stepping into your next chapter](#)
- [19 October: Talking Leaders – Workplace wellbeing](#)

[Find more events on our website](#)

The AgriLeader Circle

The AgriLeader Circle is a dynamic, innovative platform bringing together people with a wide social media reach to debate pressing topics via a livestreamed discussion. Through it, we aim to boost collaboration, exchange ideas, and drive positive change among farmers and the wider public.

By facilitating and sharing the discussions, exploring new topics, and promoting collaboration, we hope that it will spark ideas and solutions that can help shape the future of agriculture.

Last month we went live from [Groundswell](#), where we explored regenerative practices, sustainable farming methods, and the latest innovations driving positive change in farming.

[Catch up with the discussion](#)



Tune in to the AgriLeader Circle tonight

Building on this momentum, we are thrilled to invite you to tune in to tonight's (Wednesday 19 July) livestream on the theme of exports.

We'll be joined by Becca Wilson, who attended our recent [exports conference](#), and Joe Seels and Charlotte Ashley, who joined an inward mission of importers to see firsthand how your levy helps open new markets around the world.

Don't miss this opportunity to find out how exports directly impact your prices on farm, [tune in via our social media channels](#) at 7:30pm.

Talking Leaders: The role of the next generation

As we were already at Becca's farm, we thought we should make the most of it, so we nabbed her and her podcasting partner, Lizzie McLaughlin, to take part in our next [Talking Leaders](#) broadcast.

Through their podcasts, Becca and Lizzie dive into topical issues, exciting debates, and interesting interviews. Becca is the fifth generation to help run the 243-hectare family business in North Yorkshire. Lizzie is a farming journalist and Head of Commercial Content Solutions at Agriconnect.



[Join us on Thursday 20 July to hear their views on the role of the next generation](#)

Creating strong business-to-business arrangements

Whether you are thinking of retiring, a new entrant or another kind of farm owner, you want to know your options regarding the business – especially in these turbulent times.

In conjunction with the Agricultural Productivity Task Force (APTF), we have created a 5-step plan to unlock future farming potential and formulate a collaborative business plan. Use it to evaluate your resources and build business relationships that will stand the test of time.

[Start your journey by using these resources to create collaborative business plans and cultivate strong business relationships](#)

Putting a scientific spin on regen farming set to pay dividends

For Balbirnie Home Farms in Fife, working with AHDB to gather scientific data behind its regenerative farming approaches is set to pay dividends, both financially and environmentally.

Their approach to prioritising plant and soil nutrition to save money and reliance on chemical inputs has the potential to reduce variable costs across different crops by up to £200 per hectare.

[Find out more about their approach](#)

Leader in the limelight: John Pawsey

In this feature, we profile leaders from across our industry. We ask them questions to find out what makes them tick and how they've become the leader they are today.

This month we hear from John Pawsey (pictured). John runs an organic mixed farm in Bury St Edmunds, Suffolk. This consists of 650 ha of owned land and 1,160 ha farmed on Contract Farming Agreements or Farm Business Tenancies.



What's the best advice you have ever received?

Go with your passion, and everything else will follow. Whether you are looking for self-fulfilment or a more profitable business, allowing your passion for whatever you are doing to shine through has always resulted in positive outcomes for me. It might not mean that it is the best business decision in terms of financial output, but being happy and healthy means that the result will always be positive.

What has been the highlight of the year to date?

Apart from having just returned from a lovely holiday with my family, it's probably been the [Groundswell](#) event. I've been to every one apart from the first one, and it just keeps on getting better and better. Alongside the Oxford Real Farming Conference and the East Anglia Sustain Festival, it's a vehicle for most of my inspiration on how to take our farming business forward in terms of food, the environment, soils and health.

What is your biggest regret?

I don't have any regrets, but if you pushed me, it would be not planting more trees when I was in my 20s.

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

Leading yourself: Changing yourself to change the world

The focus of this article from *edie – empowering sustainable business* is how you can become a regenerative business leader and contribute to a more sustainable future.

As AgriLeaders, you have the power to transform the future of agriculture – adopting regenerative practices, prioritising sustainability and promoting ecological resilience in your operations.

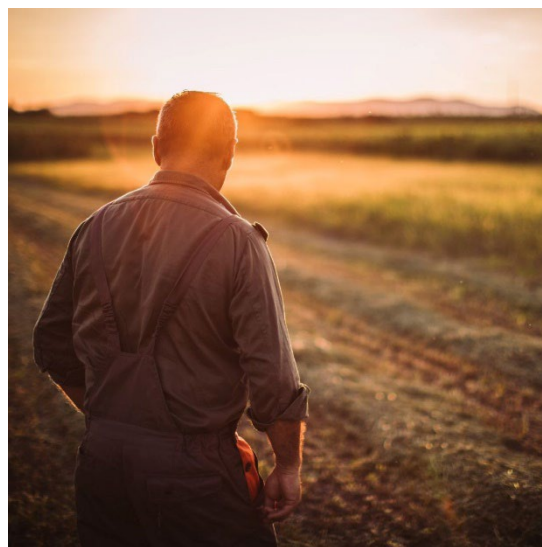
[Be part of the change and help create a sustainable future](#)



Leading people: Farmers first

In [this round-up from an online conference](#), PhDs, entrepreneurs and bigwigs at billion-dollar companies share their insights on how we can accelerate the uptake of regenerative agriculture.

Leading people can be about leading your team, but it can also be about your role as an industry leader. What can you do to get more farmers, local governments and your surrounding communities on board with regenerative and sustainable practices?



Leading business: The practical case for business planning

There isn't a how-to business book that does not urge you to write a business plan. But most guides miss the practical benefit of this exercise: making it a living document. As a result, most plans are painstakingly written on a rainy Sunday, only to end up in a filing cabinet.

In his newsletter, Joey de Wit (pictured), a fractional CFO for agricultural businesses, discusses how you can create a business plan that guides daily decision-making, is directly tied to your profitability, and will do more than collect dust.



[Read more and sign up to Joey's newsletter](#)

Listen, watch, read



Listen

Farming for change

A monthly podcast with two Nuffield Scholars – James Smith, a fifth-generation farmer, and Ben Taylor-Davies, a bioagrieologist – chat about all things regenerative farming, rewilding, biodiversity, soil health and more.

[Listen to the podcast](#)



Watch

The world calls for regenerative leadership

You don't want to miss this inspiring TEDx Talk by Laura Storm.

It explores the urgent need for regenerative leadership in our changing world, highlighting the importance of thinking beyond sustainability and embracing a holistic approach to address global challenges.

[Watch the talk](#)



Read

Rooted: Stories of Life, Land and a Farming Revolution

If you're looking for a captivating read that dives deep into the roots of agriculture, look no further than this book by [Sarah Langford](#).

With heartfelt storytelling and thought-provoking insights, *Rooted* offers a fresh perspective on the challenges and joys of working the land.

[Find the book on Amazon](#)

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



[Listen to the AHDB Food & Farming podcast](#)
[Practical know-how to help your farm business](#)

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

© Agriculture and Horticulture Development Board 2023. All rights reserved.