

# Session Four

Leading the industry

Chaired by Martin Williams & Russell Price; Hereford Monitor Farm

# Roger Wilson

Malmesbury Monitor Farm

# United Kingdom Physical



Lower Odd Farm



Would you really  
want to be a  
farmer?



AHDB















A vibrant landscape of a green field at sunset. The sun is low on the horizon, casting a warm glow over the scene. The sky is filled with colorful clouds, and the field is lush and green. A path leads from the foreground towards the horizon. In the foreground, there are several thin, white, curved lines that look like stylized grass or a decorative element.

**‘Inspiring our farmers, growers  
and industry to succeed in a  
rapidly changing world’**

© Agriculture and Horticulture Development Board 2017 | All Rights Reserved