



Welsh Agriculture: Embracing Change for Success

NFU Cymru Conference 2017





10:00 AM

From the President

Welcome to NFU Cymru Conference 2017 entitled Welsh Agriculture: Embracing Change for Success.

Whilst Brexit has undoubtedly resulted in one of the biggest challenges to face our industry in a generation, we must embrace the opportunity presented to us to further develop and grow our world-class Welsh food and farming industry. We can make a success of Brexit if our collective focus is centred on supporting our industry to meet the challenge of feeding a growing world population with safe, quality, affordable food, alongside maintaining and enhancing our cherished environment and meeting our climate change obligations.

Today's industry-leading speakers will set the scene around the Brexit challenge, and will outline their thoughts on its potential impact as well as share their views on what changes are required to help achieve NFU Cymru's vision of a productive, profitable and progressive agricultural industry that delivers for all of Wales.

On behalf of NFU Cymru I would like to thank all of our speakers for joining us today. I know we have fascinating presentations and discussions to look forward to and I hope the conference will leave you inspired and optimistic for the future.

Stephen James,
President, NFU Cymru



If you are tweeting, use **#NFUCymru17** to share our messages

Facebook:

@NFUCymruOnline



Twitter:

@NFUCymru



Website

nfu-cymru.org.uk



Welsh Agriculture: Embracing Change for Success

Thursday 2 November

- | | |
|---------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 09.15 – 09.45 | Registration |
| 10.00 – 10.10 | Opening address
Vision for Welsh agriculture
Stephen James, President, NFU Cymru |
| 10.10 – 10.30 | Session 1
Government
Lesley Griffiths AM, Cabinet Secretary for Environment and Rural Affairs, Welsh Government
<i>Chairman: Stephen James, President, NFU Cymru</i> |
| 10.30 – 11.20 | Session 2
The Irish question
Joe Healy, President, Irish Farmers' Association (IFA)
<i>Chairman: John Davies, Deputy President, NFU Cymru</i> |
| 11.20 – 12.30 | Session 3
The supply chain: Future dynamics
Nathan Ward, Business Unit Director for Meat, Fish and Poultry, Kantar Worldpanel
Tim Rycroft, Corporate Affairs Director, Food and Drink Federation (FDF)
<i>Chairman: John Mercer, Director, NFU Cymru</i> |
| 12.30 – 13.30 | Lunch |
| 13.30 – 14.10 | Session 4
The role of media in selling food and farming
Dimitri Houtart, Rural Affairs Champion, BBC
<i>Chairman: Dylan Morgan, Deputy Director/Head of Policy, NFU Cymru</i> |
| 14.10 – 14.50 | Session 5
The agri-food sector: Global vision
Clive Black, Co-Founder, Director and Head of Research, Shore Capital Markets
<i>Chairman: Stephen James, President, NFU Cymru</i> |
| 14.50 – 16.00 | Session 6
How can Welsh agriculture grow and thrive post-Brexit?
Kevin Roberts, Chairman, Hybu Cig Cymru (HCC)
Tom Hind, Chief Strategy Officer, Agriculture and Horticulture Development Board (AHDB)
<i>Chairman: John Mercer, Director, NFU Cymru</i> |
| 16.00 – 16.05 | Closing address
John Davies, Deputy President, NFU Cymru |

Speaker Biographies

Session 1:



Lesley Griffiths AM

Cabinet Secretary for Environment and Rural Affairs, Welsh Government

Lesley, who has lived and worked in Wrexham all her adult life, was elected to the National Assembly for Wales in May 2007 and served on several Assembly Committees. She set up and chaired the Cross Party Hospice Group. In December 2009, she was appointed Deputy Minister for Science, Innovation and Skills. Following re-election to the National Assembly for Wales in May 2011, Lesley Griffiths was appointed Minister for Health and Social Services and in March 2013 was appointed Minister for Local Government and Government Business. In September 2014, she was appointed Minister for Communities and Tackling Poverty. In May 2016, following re-election, she was appointed Cabinet Secretary for Environment and Rural Affairs.

Session 2:



Joe Healy

President, Irish Farmers' Association (IFA)

Joe Healy is a dairy, sheep and livestock farmer from Athenry, Co. Galway. He was elected President of the Irish Farmers Association (IFA) in April 2016. Joe has been an active member of IFA for more than 20 years, serving most recently on the Farm Business Committee as the Galway IFA representative. He sits on the Board of the Agricultural Trust, which publishes the Irish Farmers Journal. He also serves as a director of Bord Bia, the Irish food marketing board and is a director of Farmer Business Developments. Joe is currently Chairman of the COPA Working Party on the Food Chain and was President of Macra na Feirme from 1995–1997 and Vice-Chairman of CEJA (European Young Farmers Association) from 1997 to 1999.

Session 3:



Nathan Ward

Business Unit Director for Meat, Fish and Poultry, Kantar Worldpanel

Nathan leads the Meat, Fish and Poultry team at Kantar Worldpanel and has the vision of being the experts from fixture to fork in meals. Kantar Worldpanel wants to be the go to agency in the Meat, Fish and Poultry market to understand how shoppers and consumers interact with the category. The organisation works with all of the major processors, retailers and advisory boards to give them advice on engaging shoppers and consumers. Nathan has worked at Kantar Worldpanel for the last 16 years and has headed up various teams across a variety of FMCG markets. Kantar Worldpanel are the experts on shopper and consumer trends using nationally representative panels to understand what people are buying, where they are shopping and what is driving the consumption of these products.



Tim Rycroft

Corporate Affairs Director, Food and Drink Federation (FDF)

Tim Rycroft joined the Food and Drink Federation (FDF) as Corporate Affairs Director in September 2015. Prior to FDF, Tim held senior corporate affairs roles with InterContinental Hotels Group plc (as Director of Communications, Europe); Diageo plc (as Corporate Relations Director, GB and the Corporate Relations Director, Global Duty Free) and Boots Healthcare International (as Head of Corporate Affairs). For three years Tim was a Special (political) Adviser in government, to the Minister without Portfolio and then to the Secretary of State for Health. Tim has also worked in corporate communications consultancy for Good Relations and Bell Pottinger.

Session 4:



Dimitri Houtart

Rural Affairs Champion, BBC

As the BBC's Rural Affairs Champion, Dimitri helps and advises on the coverage of rural issues across the whole of the BBC, including BBC News. Dimitri also has direct responsibility for all of the BBC Radio 4's rural affairs and environment programming. Dimitri's portfolio includes the daily news programme Farming Today as well as series such as The Food Programme, Costing the Earth, Open Country and Ramblings. He also looks after the BBC Food & Farming awards as well as some programmes for the BBC World Service. Altogether he is responsible for over 480 programmes a year.

Over the years Dimitri has won several national and international awards for his productions.

Session 5:



Clive Black

*Co-Founder, Director and Head of Research,
Shore Capital Markets*

Clive joined Shore Capital Markets in 2003 as a founding Director and Head of Research, opening the Liverpool office with co-director Eamonn Flanagan. Shore Capital Markets is a leading entrepreneurial investment bank in the UK, with particular responsibility for the consumer sectors and since establishing the organisation it has been highly active in the consumer arena serving as a corporate adviser and broker to a wide range of companies.

Clive has previously worked for the NFU as Head of Food Policy where he advised and coordinated the organisation's first ever food policy, was part of the BSE crisis team and served on the Steering Group of the Strathclyde Food Project. Clive has won a number of industry awards including 'City AM' Analyst of the Year in 2014 and the Queen's University of Belfast Alumni of the Year for 2013.

Session 6:



Kevin Roberts

Chairman, Hybu Cig Cymru (HCC)

Since moving into self-employment, Kevin has held a number of non-executive posts and has carried out work for the Welsh Government including the Review into the Resilience of Welsh Farming and the Review of Hybu Cig Cymru (HCC).

Kevin was Director General at the Meat and Livestock Commission from 2002 until 2007 when he worked with Government to amalgamate all agricultural levy boards into a new single body called the Agriculture and Horticulture Development Board (AHDB). Subsequently, he became the first Chief Executive of AHDB, and then joined the NFU as Director General, holding this post until 2013.

Kevin was appointed as Chair of HCC in July 2017.



Tom Hind

*Chief Strategy Officer, Agriculture and
Horticulture Development Board (AHDB)*

Tom leads the organisation's work on strategy, covering the organisation's six sectors in order to identify where AHDB can deliver the most value through its work. He leads a team of over 60 directors and experts who provide specialist sector knowledge as well as insight and evidence on markets and economics to farmers, growers and the wider industry.

Tom spent over 15 years at the NFU, working in a range of roles including Chief Dairy Adviser, Head of Economics and Corporate Affairs Director. He also spent some time leading the UK NFU's lobbying efforts in Brussels.

Before joining AHDB Tom held the position of Agriculture Director at Tesco, working closely with colleagues and suppliers to shape the business' agriculture strategy.

WE'RE #1 FOR REPRESENTATION AND SERVICES BUT NFU CYMRU MEMBERSHIP OFFERS SO MUCH MORE...

Up to

£4,500*

saving against

RRP across our 19 vehicle manufacturers



Savings of up to



per litre with the
NFU Fuel Card

The NFU Energy Service
recently saved a
member

£300

on their annual
electricity bill



NFU Cymru and NFU
CallFirst Specialist
Advisers to answer
unlimited member
queries

Up to

£2million

awarded to members
who subscribe to the
NFU Legal Assistance
Scheme

Get the **Union Advantage**

By being an NFU Cymru member and committing to insure the farm with the NFU Mutual for the next three years or more, NFU Mutual's **Union Advantage** offers a wide range of enhanced cover and discounts to support the future of your farm

For more information call NFU CallFirst on **0370 845 8458**
or contact the NFU Cymru office on **01982 554200**

NFU Cymru. We're here for you.



*Membership eligibility rules apply