



Society NEWS

News and information for members of the **East of England Agricultural Society**



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Welcome to the Autumn edition of the Society Magazine

In this autumn issue of the Society News we highlight the wide ranging events that we have been involved in over the summer and also those coming up later in the year.

As I write this we have just completed harvest after one of the hottest and driest summers on record preceded by one of the wettest springs. It highlights just how vulnerable agriculture is to the vagaries of the weather. All the new technology, advances in plant breeding, genetics and other scientific developments that bring so much to the industry are only as good as the growing medium that the climate delivers to us. We as an industry, helped by organisations like the East of England Agricultural Society, must be proactive in getting the message across to our customers about the issues that we face and the likely impact it will have on their lives.

It emphasises the many and wide ranging roles the Society must encompass in the future to ensure that we not only continue to assist all aspects of the agricultural supply industry

to develop and embrace modern technical advances that will enable us to continue to supply enough food for our ever increasing populations. It is crucial that we continue to inform and involve everyone in all aspects of food production so there is a far greater appreciation of the value of food and the countryside from which it is produced.

The Society is entering one of the most exciting times in its illustrious history and has a unique opportunity to play a major role in the future development and promotion of the whole agricultural industry. I am sure the Society will continue to be at the forefront of knowledge transfer both within the industry and the general public. We have two prime examples of this in our forthcoming Farming Conference and Winter Stock Festival and I hope to have the opportunity of meeting many of you at these events.

Thomas Beazley

Chairman, East of England
Agricultural Society



DATES FOR YOUR DIARY 2018/19



OCTOBER

18th – Cultiv8 Meeting
'Digital Buying & Selling'

19th-21st – All Breeds All Britain Calf Show

NOVEMBER

1st – East of England Farming Conference

13th – Cultiv8 Meeting
'Engaging with Public' – Ian Pigott

15th – Peterborough Dinner

30th & 1st Dec – Winter Stock Festival

DECEMBER

6th – Cultiv8 visit to Roundwoods Gin

FEBRUARY

21st – Bedfordshire Dinner

**Are you interested in becoming
a Member of the East of England
Agricultural Society?**

**Members receive a number of
benefits throughout the year
including free entry to many of our
events alongside helping us support
our charitable objectives.**

**Membership options range from
individual to corporate.**

**To find out more please contact
membership@eastofengland.org.uk.**

Cultiv8

East of England Members to
attend RASC Conference
in Canada

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Farming Conference

Decision Makers, Ground
Breakers and Risk Takers take
centre stage at this year's
Farming Conference

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Festival of Hunting

This year marked the 130th
anniversary of the prestigious
Peterborough Royal
Foxhound Show

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Society Staff

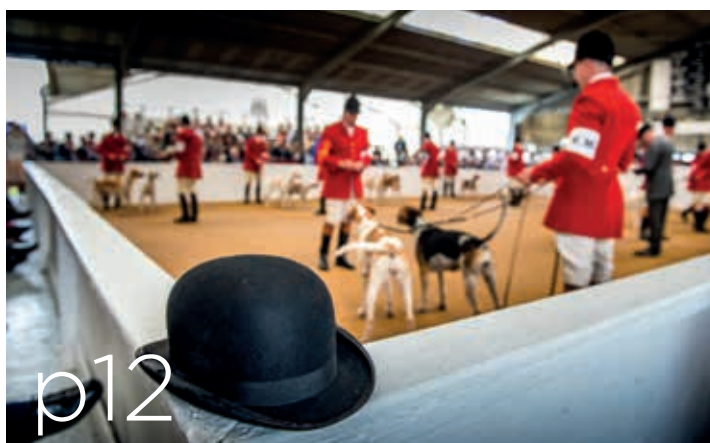
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Visit our new website
www.eastofengland.org.uk

Marshal Papworth students set to change lives through sustainable farming

Fifteen graduates from the 2018 Marshal Papworth MSc & Short course scholarship programme are heading home after completing their studies in the UK. The programme gives the students the ability to take their new found farming skills back to their communities to aid in productive and sustainable farming.

To date, 184 students have graduated from scholarships, working across developing countries to overcome issues including food insecurity, poverty and climate change in a sustainable way. Kenyan Peter Ouma, graduating from his MSc in Sustainable Agriculture and Food Security at the Royal Agricultural University said: "The scholarship has given all of us the ability to realise dreams that we didn't think were ever possible. This will enable us to get the step up we need in order to make a real impact on the communities we work with."

The students graduated from their courses in front of over 80 VIPs at a special "Taste of Africa" drinks



The President of the East of England Agricultural Society, The Bishop of Ely, Stephen Conway

reception organised to celebrate their studies. They gained newfound knowledge on a variety of subject areas including soil conservation, biodiversity, livestock management, woodland and wetland conservation, business planning and budgeting.

The President of the East of England Agricultural Society, The Bishop of Ely Stephen Conway, led the speeches on the presentation evening, reminding the audience of the critical role that agriculture plays in improving livelihoods in Africa.



Kenyan Agricultural Extension Officer, Caroline Andango

Representing the 2018 Short Course students, Kenyan Agricultural Extension Officer Caroline Andango gave thanks for the opportunity that she and her fellow students have been given: "The Marshal Papworth Fund and Moulton College have blessed us with a life changing experience that has enabled us to see and do so much. We will be able to go back home full of practical and sustainable knowledge and ideas for our communities."





Food and Farming Day 2018

On the 29th June 2018 Kids Country hosted its sixth Food and Farming Day, an annual interactive learning event held at the East of England Showground and attended by over 5,000 school children and more than 50 schools from across the country.

The event is a celebration of food, farming and the countryside. There were 12 themed zones where 300 exhibitors invited children to take part in hands-on activities that include elements of the Key Stage 1 and Key Stage 2 curriculum.

On the day, children touch, taste and make various foods, explore a replica African Village, see livestock, watch displays of modern and vintage farm machinery, and learn rural skills such as dry stone walling and hedge laying.

The number of children who have attended Kids Country events has totalled to over 35,000 this year. We had the honour of congratulating



the 35,000th child, Jessica Hawke from Fourfields Primary School, with a certificate and voucher, kindly sponsored by Nottcutts Garden Centre. The certificate was awarded to Jessica by The Lord Lieutenant of Cambridgeshire, Mrs Julie Spence OBE QPM.

Sandra Lauridsen, Education Manager for Kids Country, said: "It has been another superb event and the atmosphere was amazing. It just goes to show how popular this event is with not just the children and schools, but with farmers and agricultural businesses across the region too.

"They recognise the importance of Food and Farming Day in providing a fun, interactive learning environment where children can develop their understanding of how farmers produce their food and the importance of our precious and beautiful countryside."



Grow Your Own Potatoes

After the children first planted their potatoes back in March, the Grow Your Own Potatoes Harvesting day in June gives the children the chance to see the fruits, or in this case the vegetables, of their labour as they finally get the chance to harvest their crops.

As part of the day children get the chance to get their hands dirty as they harvest their own crops, taste different beetroots, learn how to make their own potato salad and discover the history of the potato harvesting process.



Happy Chicks Day

Two-hundred egg-cited children got a hands-on opportunity to learn more about chickens at Kids Country's Happy Chicks day at the East of England Showground.

Four interactive, hands-on and educational zones gave the children the chance to learn about poultry, hens and eggs. As well as the importance of science, nutrition and animal care.

If you would like to get involved with the Kids Country programme as a volunteer, exhibitor, sponsor or school please contact slauridsen@eastofengland.org.uk

Farm Walk

The 2018 Farm Walk took place at Courteenhall Estate by kind permission of Farm Manager Charlie Reynolds. Courteenhall Estate were the 2017 Farm & Rural Business Awards Champions and took the opportunity to show Society members what it takes to earn such a title!

The East of England Agricultural Society are planning to host a spring and autumn farm walk in 2019, if you have any ideas or if you would like to offer your farm please get in touch with Ruth at RTrolove@EastofEngland.org.uk or 01733 234451.



Long Service Awards

The Long Service Awards offers East of England Agricultural Society Members the chance to recognise the long term employment of their staff members. This award is open to employees that have been working for the same employer, or employees working for different companies, on the same land for over 25 years.

The award is open to those in all areas of the industry, for example agricultural workers, estate workers, forestry workers and gamekeepers. The key stipulation is the employer must be a member of the Society.

WHAT IS ON OFFER?

- Certificates for 25+ Year service
- 40 Year Medal, with 50, 60 & 70 year bars to follow.

For more information or to request and application form, please contact Ruth RTrolove@EastofEngland.org.uk or 01733 234451.

Peterborough Dinner

Incorporating the East of England Agricultural Society Annual Awards

15th November 2018

7pm arrival for 7.30pm

East of England Showground, Peterborough, PE2 6XE

Tickets: £48

Dress Code: Lounge Suit

The Peterborough Dinner offers a social and networking opportunity for local businesses with a link to the agricultural & food industries.

To request a booking form or for information about this year's Peterborough Dinner, contact us on the details below:



E-mail: membership@EastofEngland.org.uk

Tel: 01733 234451

Closing date for tickets: 2 November 2018

Menu

Starter

Cream of winter vegetable soup served with a freshly baked ciabatta

Main

28 day hung Briston Aberdeen Angus roast rib of beef. Accompanied by locally grown seasonal vegetables

Dessert

Warmed beetroot brownie with a warm chocolate sauce

Followed by Tea & Coffee





East of England Members to attend RASC Conference in Canada

The 2018 Royal Agricultural Society of the Commonwealth (RASC) conference is a biennial event that aims to bring agricultural societies together from across the Commonwealth. This year the Conference is taking place in Edmonton, Canada and the East of England Agricultural Society is sending 3 delegates.

Cultiv8 committee member, Hannah Darby and Farming Conference Committee member, Tim Beaver have been selected to receive the Society's Bursary to attend the conference as Next Generation delegates. Both are arable farmers in the Eastern Region and are regular attendees at Society events. The two will be joined by the Society's Agriculture Development Manager, William Haire who will also be attending the conference.

The East of England Agricultural Society have been sending members to the conference for a number of years, however in 2016 the Society introduced a bursary for young members to attend the Next Generation part of the

conference. The 2016 Bursary was well received and therefore the Bursary has been offered again for 2018.

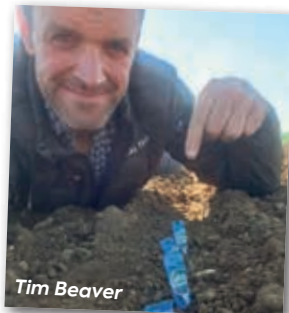
The Society was delighted to receive so many entries from enthusiastic members. The judging panel, made up of a number of Society Trustees, had a tough time picking 2 stand out applicants. Cultiv8 Coordinator, Ruth Trolove says "The East of England Agricultural Society is dedicated to supporting the future generation of the industry, as well as the personal development of our members. Tim and Hannah will be great ambassadors for the Society and we look forward to hearing from them on their return"

The conference takes place from the 3rd to the 8th November and the East of England Agricultural Society delegates will be doing a 'Social media takeover' so we can get a feel of what a day at the RASC conference is like.

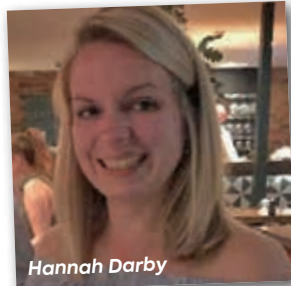
Follow their time at the conference:

www.facebook.com/eoecultiv8

[@eoecultiv8](https://twitter.com/eoecultiv8)



Tim Beaver



Hannah Darby



Mission Possible

The East of England Agricultural Society was proud to support the Agri-Food sector at this year's Mission Possible careers show run by The Skills Service at the East of England Showground.

The event is the biggest skills and careers event in the East of England, targeted at 14-24 year olds with the aim of showcasing the wide variety of businesses, sectors and opportunities available, both locally and beyond.

The East of England plays a large and integral part in British agriculture and food production. Defra's 2015 figures show that 40,698 people were employed on farms in the region, and 2017 figures from the NFU state that 476,000 people are employed on farms across the country. These figures don't even include those that work in the allied industries.

This event allows us to inspire the next generation at the age where they are deciding what their next steps in life could be. Whether it is selecting university courses, apprenticeships, further education courses, or developing interests outside of education, all it could take to get them onto the path of agriculture and food production could be showing the full extent of the industry in a positive and enthusiastic light at an event like this!

To get involved, or for more information visit www.theskillsservice.co.uk/mission-possible/



East of England Agricultural Society stand at Mission Possible Careers Show

New incentive announced for Winter Stock Festival 2018

The East of England Winter Stock Festival is excited to announce a new incentive for the supreme cattle champion at this year's show taking place on the 30th November & 1st December.

An extra £500.00 has been generously awarded from the shows main line sponsor and official auctioneers, Melton Mowbray Livestock Market. Total prize money for the supreme cattle champion now stands at a grand £1000.00!

This new incentive will only be awarded on production of the kill sheet for the champion animal within 8 weeks after the event. The primary aim of this is to encourage the exhibitor of the champion beast to sell it for beef, but we hope it will also give confidence to our butcher buyers that they can secure the champion for their discerning customers to enjoy over the Christmas period.

One of the main objectives of the Winter Stock Festival is to offer an outlet for primestock cattle lamb and pig producers to promote and sell their stock to the premium Christmas



market. Local butchers and buyers are encouraged to attend and take the opportunity of purchasing some of the highest quality stock available anywhere in the country.

Festival Director William Haire said: "We are very grateful to Melton Mowbray Livestock Market for offering this prize and hope it will ensure the champion animal is not only offered for sale but is also purchased by a butcher and is enjoyed by diners over the Christmas period."

"To be able to strengthen the heart of our show with a good honest sale is what we believe is right and we are keen to engage with exhibitors and buyers who feel the same."

Further details of the event can be found online at www.winterstockfestival.co.uk



Did you know?





Decision Makers, Ground Breakers and Risk Takers take centre stage at this year's East of England Farming Conference

The East of England Farming Conference is excited to announce a solid line up of speakers for their 4th annual farming conference taking place on the 1 November 2018.

This year's conference organised by the East of England Agricultural Society and titled "Fit for the Future" is crafted to challenge industry business leaders to understand, embrace, and adapt to change in the coming years.

There will be 3 sessions throughout the day where political heavy weights, innovative pioneers and inspirational entrepreneurs will take centre stage to discuss all elements of the agricultural industry. More details of the speakers can be found online at www.eoefarmingconference.co.uk.

Commenting on the 2018 farming conference session 1 speaker, NFU Vice Chairman Stuart Roberts said; "This year's East of England Farming Conference comes at such an interesting time for the industry. I am looking forward to looking beyond Brexit and start to assess some of the longer term trends that will influence our industry over the next decade."

To find out more about the conference and to attend the event as a delegate, please book your tickets online via www.eoefarmingconference.co.uk

Discounted tickets are available for Society and Cultiv8 members, students and Young Farmers.



William Haire

It seems like only yesterday that we all enjoyed the glorious sunshine at the Festival of Hunting, yet two months has passed and in another two our events for the year will be complete.

The summer has been a busy one for everyone in the Agriculture department as we use the harvest telephone and email silence to think about new initiatives. One such project we are piloting will see us work with a Peterborough secondary school to develop an agri-tech "club".

We intend to do a lot more with Secondary schools in the future to raise awareness of the opportunities the farming industry offer so if you are interested in speaking to students, helping us at career shows, hosting visits at your business or offering work placement please get in touch.

The Royal Agricultural Society of the Commonwealth conference takes place this year in Canada at the Start of November. Two Cultiv8 members have been selected to represent the Society and I look forward to hearing from Hannah Darby and Tim Beaver in the spring edition of the Society news.

Don't forget that there is a special members rate for our Farming Conference and we hope you can join us at the Peterborough Dinner and the Winter Stock Festival.

William Haire
Agricultural Development Manager



The East of England Agricultural Society is supporting UK Power Networks Be Bright, Stay Safe Campaign.

Find out more about the campaign at www.ukpowernetworks.co.uk & remember to Look out, Look up.



Interview with Gareth Davies, CEO & Co-Founder of Yagro

When technology meets agriculture, exciting advances are born. Yagro is a new, innovative business at the forefront of a modern age agricultural industry.

In this issue of Society News we had the pleasure of interviewing Yagro, who since March of 2016 have been providing commercial intelligence services for farms, and enabling direct connections to suppliers, all through cutting edge technology.

1) Tell us a bit about where your business idea for Yagro stemmed from.

Yagro started as a question: why is there so little transparency or data-led support for farms when it comes to managing the commercial side of their business? The founders got together with different angles on the problem: Dan from the farm, Rich from technology, and myself, Gareth, from industry. We worked with several farms through 2015/16 to develop our initial service, which centred on an online Marketplace for inputs.

2) How has Yagro developed so far since its first release in 2016?

Every new business goes through a rollercoaster journey over the first few years, and parts of our industry are uncomfortable with transparency and change.

Thankfully however, we've seen terrific support from the bulk of the farming and supply community. Over 800 farming businesses are now on our online Marketplace, and we are particularly excited about our new data services for farms, which include

agrochemical price benchmarking against fully verified and anonymous data ("Yagro Price Check"). These data services have seen great uptake on farms since the launch in late 2017.

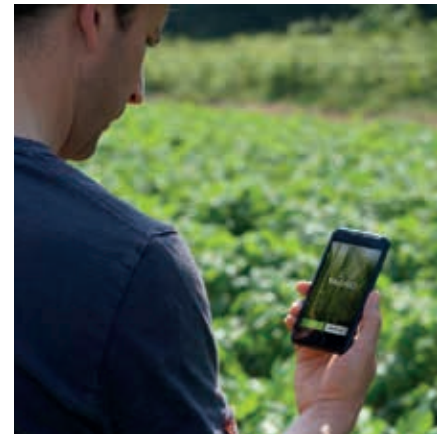
Most importantly, we've put together a great, young team of people who know these supply chains very well and are passionately committed to helping our customers in an open, transparent way.

3) What direction do you see the agricultural industry heading in in the near future?

In one word: Transparency! The explosion of information on farm will continue. This information will become better filtered and managed to focus on what's important, rather than today's tidal wave of data. So farmers are going to have access to a level of relevant information which will be a real game changer for the industry.

Emerging technology such as machine learning and artificial intelligence will support our ability to manage this data, though it is important to regard these simply as tools, not solutions in themselves!

I believe we'll see a real performance acceleration in field and at the farm business level, for those who are willing and able to embrace the right emerging technology to get the most competitive edge.



4) Do you see Yagro being a key influencer in the future of agriculture?

We certainly hope to play a role, both as catalyst for a change which we see as fundamentally positive, as well as a valuable service provider in this brave new world. Today, commercial incentives all too often distort the quality and outcome of advice on farm. When I think of the future, I see the key influencer on a farm being an independent voice which will help that business survive and thrive through any conditions.

5) And finally just for fun, do you have an exciting fact about Yagro that you would like to share with our readers?

Well we like a dynamic team here: the average age of the team is in the 30's, we average 2.3 degrees each, and none of us were raised in the same country!



East of England Agricultural Society backs new soil health initiative

Exciting developments are underway for Soil Health in the UK and the East of England Agricultural Society is delighted to be working and supporting the new initiative launched at Cereals.

The agricultural society has been developing a number of new initiatives which form part of their future plans and this new work with NIAB and others will hope to raise understanding of the health of soils across UK farmland and create knowledge for generations to come.

With wide backing, this new initiative for Soil Health is bringing together scientists, academics, industry farm advisers and farming bodies to take a long-term approach to understanding and improving the health of soils.

The new body is being formed as a direct response to the Government's ambition that 'all England's soils should

be managed sustainably by 2030, supporting profitable and productive farming and underpinning targets for clean water and air...' (Defra 25 year environment plan)

Developed over a series of industry gatherings, the initiative recognises that much is already being done to address the issues of soil health from research to practical field demonstrations. This renewed emphasis on soils will continue to build on the existing knowledge and skills base bringing together information, best practice and develop new approaches. Identifying knowledge gaps and encouraging research into such areas will be an important part of the early work.



Elizabeth Stockdale of NIAB, an academic closely involved in the partnership comments: "From visits to innovative farmers and AHDB Monitor Farms, I have seen lots of research in action to deliver site-specific husbandry that treats soils as a living part of the farming system. This initiative is the opportunity to bring together the best science and practice to improve soil health."



Keeping the farm in the family

We offer specialist legal advice to individuals and rural businesses on all aspects of succession planning. What sets us apart is that our team all have personal experience working on a farm and within the agricultural sector. For a service which is personal and right for you, please get in touch.



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Equifest 2018



Despite many challenges with the weather on the run up to Equifest 2018, we had another very busy and successful event! The extended period of very hot, dry weather made much of the showground unsuitable for horses. We therefore made the decision to move several of the showing rings onto the grass opposite Gate 3 to take advantage of the better grass coverage. This was greatly appreciated by the competitors who were grateful to have better land to compete on.

Shows in the UK have struggled with entries this year due to the extreme weather – with a very cold, wet winter followed by an unusually dry summer. We are delighted that our numbers of



horses and entries were similar to 2017 with over 10,000 entries and a total of 1564 stables on site.

The evening performances remain the highlight of the show – with Horse & Hound magazine leading one of their reports with “Are these the best evening

performances in showing? 15 winners who galloped (or trotted) to victory under the Equifest spotlight”. Whilst many shows struggle to keep an audience entertained during the evenings, Equifest still maintains a party atmosphere with competitors supporting their friends and family.

This year, the Supremes of the Show were judged by Mrs Georgina Andrews, a former actress and showing enthusiast who boasts numerous successes in the show ring with a large variety of horses. Georgina chose as her Supreme Champion a delightful Skewbald Shetland pony called “Lotuspoint Cassius” ridden by a very happy Olivia Brightmore.

Festival of Hunting



The countryside community were out in force for Lycetts Festival of Hunting 2018, which this year marked the 130th anniversary of the prestigious Peterborough Royal Foxhound Show. In glorious summer sunshine, crowds in their thousands gathered at the East of England Showground for the most anticipated day of the summer social calendar.

East of England Agricultural Society CEO and Secretary of the Peterborough Royal Foxhound Show, Jeremy Staples said: “We are immensely proud of how this year’s Lycetts Festival of Hunting went. The showground was alive throughout

the day with visitors, hounds and horses alike enjoying the festivities and the outstanding visitor numbers demonstrate that rural traditions and countryside pursuits remain current in today’s modern and bustling world.”

Both long-standing supporters and first-time attendees enjoyed the celebration of this unique and long-held tradition. Katie Tottenham of Addo Events, organisers of Lycetts Festival of Hunting, said: “It has once again been an immense pleasure to stage Lycetts Festival of Hunting, which is undoubtedly our stand out event of the summer season. We are proud to play a part in developing and supporting the ever-evolving festival, which has gone from strength to strength in recent years, whilst remaining true to its unique heritage. Plans are already firmly underway for next year’s show, which will take place on Wednesday 17th July 2019.”

Following the day’s events, Lycetts welcomed a strong guestlist to attend the afternoon’s drinks



reception, which saw George Smith win the Horn Blowing Competition, taking home a much sought-after hunting horn, engraved and donated by The Hunting Shop.

Lycetts returned as title sponsor, marking the third year of their extended five-year partnership agreement. Angus Keate, Deputy Chairman of Lycetts Insurance Brokers said: “We are proud to support what continues to be a thriving event. Our headline sponsorship sits at the heart of Lycetts philosophy to be the chosen insurance and financial services partner for the rural community.”



Showground Services Update

As the temperature finally drops 2018 has been our busiest year for events on site and I am pleased to report we are on course for a record contribution to the Society this year.

This is despite some quite uncooperative weather. Yes sunshine is all very nice however after the wet spring it's been near impossible to grow grass during the summer and I found myself for the first time wishing for some rain to green it up and soften the ground. At times I think the tarmac roads were softer than the grass!

Our Just Dogs Live, Championship Dog Show and Equifest events have been successful this year and I am proud of the teams who have worked on the shows but also would like to thank all the volunteers and committee members who helped us produce these successful shows. We had to make some tricky decisions this year to ensure the events ran smoothly in the heat but the shows ran well because everyone was part of the solution.

As we head in to the autumn and winter we look ahead to many returning shows and some new ones. I am pleased to see that we will be staging the All Breeds All Britain Calf Show for the first time this year (October) and also our catering partners Amadeus are almost booked out with their new Christmas Parties that are Narnia themed. There are still some tables available but are booking fast!

Not to mention Antiques, Croptec, various concerts, our conferencing business, Model Railway, etc!

2019 will be even busier than this year and I am sure there will be stressful times but I look forward to working with everyone and seeing our visitors return more often. Please keep a close eye on our What's on Page at www.eastofenglandarena.com and our social media for updates.

Jason Lunn
Venue Director



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email: info@highflyersshow.co.uk



CEO'S UPDATE

Another very long hot season seems to have flown by and like many of our members we have had to adapt to the intense heat and lack of rain fall on the Showground. The Showground looks in remarkably good shape despite the very heavy usage it has had over the summer, which included the bringing in of over 300 tonnes of sand to allow a number of equine events to take place.

The Society can rightly be proud of the ever improving Food and Farming Day at the end of June and this year we had in excess of 5,000 children on site. We continue to adapt and improve the day to provide the best possible experience for the children. The feedback we have had has been fantastic from schools, VIPs and exhibitors and huge credit has to be given to the Education Committee, internal staff and the army of volunteers that put the day together to make such a memorable event for the children of the region.

The Society is now looking to work with the Combined Authority of Cambridgeshire and Peterborough with a pilot scheme to assess the benefits of the Food and Farming Day and to develop a strategy to work with interested teenagers to encourage them to seriously look into careers in Farming and the Agri Food industry. We are putting together a proposal for the Combined Authority and hope this will be approved within the next 6 months.

The Showground is now recovering from a number of weeks of religious festivals with Equifest sandwiched in the middle. This results in a huge work load for the estates team to build up and break down Equifest in record time. Once again Equifest proved to be a huge success and it is certainly a credit to the SGS Team and Equifest Committee for continuing to develop this event year on year.



Festival of Hunting is now established in its new location and we have had fantastic feedback from all the rural press which are fulsome in their praise for the event. We are delighted that Lycetts continue to sponsor the event and have agreed to do so for another two years at least. This allows us to continue to develop the event.

The Championship Dog Show/ Just Dogs Live is always a brilliant weekend on the showground and this year was no exception. Despite concerns of the effect of the extremely hot weather conditions on the dogs, after taking advice, the show continued to the delight of those who had spent many months arranging the show, exhibitors and trade stands alike.

The Trustees have agreed to part-fund a number of the Marshal Papworth Committee members to go to Ghana to carry out a measuring impact survey with the previous Marshal Papworth Students within Ghana. They will be visiting villages and will meet with six former short course students. The trip will be concluded with a Marshal Papworth conference within Ghana to review and measure the impact of the scholarship to the students.

I would expect there will be a full presentation of their findings at the next Society AGM in June next year.

Finally, I would like to thank all our Trustees, Council Members, Members and Volunteers for all their help and support over the last 12 months. We could not do what we do without you and look forward to seeing you on the Showground during the Autumn.

Jeremy Staples
CEO

In this issue of the Society News we put the newest EEAS staff member, Amna Afzal, in the hot seat

Amna joined this society in April this year as the new Education Officer for Kids Country.

Tell us about your job role:

My role is to help with the preparation of our children's educational events that take place throughout the year and to coordinate our wonderful volunteers.



What's your favourite part of the job?

Seeing the excitement on the children's faces as they engage with the activities – it's wonderful to see children showing such an interest in farming and the countryside. I also love the variety of the role; no day is ever the same.

Fun fact:

I moved to Malaysia for a year to teach in a primary school.

What have been your greatest achievements so far?

Work wise, surviving my first food and farming day, it was hard work but so rewarding!

One of my greatest personal achievements so far has been travelling around Asia. I love immersing myself in new cultures, trying new cuisines and exploring new places.

What are your passions & hobbies?

Hiking and exploring the countryside. I also love to travel, my favourite place I have travelled to has to be Japan. Their national parks are so beautiful and tranquil; I'd go back in an instant.

If you won the lottery, what's the first thing you would buy?

A first class ticket around the world.

What are three things on your bucket list?

Explore Jiuzhaigou Park in china

Buy a Burberry trench coat

Learn to play the piano

Is there anything coming up that you are looking forward to?

Outside of work, my wedding! But I'm also definitely looking forward to the next food and farming day which we hope to be even better than this year!

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