

Society NEWS



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



Kids Country

Over 400 children were taught about the Field to Fork journey during Breakfast Week

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Shuttleworth Lecture

'Feeding Britain' was Peter Kendall's focus for this year's lecture

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Open Farm Sunday

160 farmers are already signed up for the industry's national open day

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Welcome to the spring edition of the Society Magazine

I hope that by the time you are reading this, spring has finally sprung and the seemingly endless wet and cold winter is a distant memory.

I have just spent the last few days reading through the applications for the Marshal Papworth Scholarship Scheme. I have been involved in the vetting process since the formation of the trust fund and each year I find the task increasingly difficult as there is no doubt, that the standard of the applicants improves on an annual basis. The problem as a result, as far as I am concerned, is it makes differentiating between the candidates more difficult. Out of the thirty plus applicants this year I could have happily granted scholarship to a large majority of them. We should not underestimate the lengths and the hardships that our students are prepared to go too, for both themselves and their families to enable them to come to the UK to further their studies. The opportunity that the Scholarship Scheme offers the potential candidates is life changing and that makes the responsibility of student selection even more onerous.

The Marshal Papworth Scholarship is undoubtedly the jewel in the crown of the Society's portfolio and is much admired by other Agriculture Societies. I would urge you all to come along to our annual Taste of Africa evening on the 28th June and take the opportunity to speak with this year's group of students. I am certain you will be impressed by their enthusiasm for the scheme and be humbled by their own individual stories. I am not naive enough to think that we are able to solve all the problems of the third world but I am certain that we can start to make a tremendous difference. It is a fantastic legacy and our alumni are our best ambassadors.

Spring heralds the start of a new programme of events at the Showground and I look forward to you joining us for as many as possible.

Let's hope for a fantastic season!

Thomas Beazley
Chairman, East of England Agricultural Society



DATES FOR YOUR DIARY 2018/19

- MAY**
 - 2nd – Happy Chick Day
 - 19th – Bedfordshire Young Farmers Rally
 - 26th – Northamptonshire Young Farmers Rally
- JUNE**
 - 3rd – Cambridgeshire County Show
 - 5th – Farm Business Awards Farm Walk
 - 6th – Grow Your Own Potatoes
 - 11th – Open Farm Sunday
 - 17th – Outdoor Classroom Day
 - 21st – Careers Show
 - 23rd – Cambridgeshire Food and Drink Festival
 - 28th – Taste of Africa
 - 29th – Kids Country Food and Farming Day
- JULY**
 - 6th-8th – Just Dogs Live & Championship Dog Show
 - 18th – Lycetts Festival of Hunting
 - 27th – Peterborough Sausage and Cider Festival
- AUGUST**
 - 8-12th – Equifest
- SEPTEMBER**
 - 12th – UK Produce Industry Fair
- OCTOBER**
 - 19th – All Breeds All Britain Calf Show
- NOVEMBER**
 - 1st – East of England Farming Conference
 - 15th – Peterborough Dinner
 - 31st – Winter Stock Festival
- DECEMBER**
 - 1st – Winter Stock Festival

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Gender Equality in African Agriculture

For the first time in the scholarship's history, more women than men travelled to the UK to take part in the 2017 Marshal Papworth 10-week Short Course, furthering the objective of achieving gender equality in African agriculture.

WORKING WITH WOMEN

Rashida Baka, one of the Marshal Papworth 10-week Short Course students in 2017, works with an organisation called PRUDA (Partnership for Rural Development Action) in Ghana. When asked what she wants to do when she returns home, she said: "I work with thousands of female farmers who don't have the knowledge or skills to deal with issues like climate change or crop disease. I will use what I have learnt in the UK to train

these women to cultivate their crops properly and increase their yields, so that they become more self-sufficient."

MASTERS OF THEIR FUTURE

We have recently welcomed our 2017/2018 cohort of Masters Students to the UK. Eight students from countries including Guyana, Malawi, Kenya, Uganda, South Sudan and Sierra Leone are now embarking on a range of courses at some of the UK's leading education establishments.

This year's Masters Students welcome meeting was held at Graham Robinsons 'Mill Farm' Souththorpe, Peterborough then onto Tom Martins Farm, Haddon. The day concluded with a visit to the Society's Winter Stock Festival.



The Kids Country team were back on the road again in January visiting schools to celebrate Breakfast Week and teach local children about where their breakfast products come from. Over 400 children got the opportunity to make a variety of breakfast foods including pancakes and sausages. A new element was introduced called 'pig to plate' which highlighted the journey of pork. Other attractions included understanding the inputs and outputs of a square metre of field and a tour round a John Deere. All of the activities were completely interactive and children finished the day knowing how the ingredients of the food they eat are produced and how they get from the farmers field to their breakfast plates.



The Willow Maze in the Kids Country Education Area received some TLC last year when it underwent the next stage of its transformation into a usable maze. An army of volunteers worked across three days to train the long willow into hedges, tunnels and dens resulting in it now looking A-Mazing! The next stage is putting activities within it to make it educational as well as fun. The maze compliments the Dragonfly Pond, wildflower meadow, dry stone wall, bee observatory and thatched barn that are already part of the Education Area and it will be open for business in May with the first of the school bee observatory visits. A big thank you to all the team involved.



Annual lecture gives food for thought whilst feeding Britain

Hot debate grabbed the attention of the guests at last night's East of England Shuttleworth Lecture when well known and respected guest speaker Sir Peter Kendall took to the mic.

The annual lecture organised by the East of England Agricultural Society was well attended by over 100 farmers, students and associated guests alike.

Titled "Feeding Britain" Peter focused on the future of farming and highlighted the global challenges that will have an impact on food systems. Other key points delivered were that now is not the time to be creating an agricultural policy that is heavily reliant on imports.

He also mentioned that it's not all down to the government to make the changes but for farmers as an industry to figure out how much they need to do. This point emphasised more focus

onto the individual and encouraged collaboration through one central body who we can listen to and trust.

Introduced by lecture Chairman and East of England Agricultural Society member Andrew Davies, Peter was welcomed back to the Shuttleworth Lecture being the only guest speaker to return for a second time, the first being back in 2010.

"It was great to have such a well-respected and trusted voice as a guest speaker, the evening was full of great debate and information, which I hope people will take away and make use for the future," says William Haire East of England Agricultural Society's, Agricultural Development Manager.

For more information on the Shuttleworth Lecture please contact Ruth Trollove on RTrollove@eastofengland.org.uk or call 01733 234451



CULTIV

East of England Agricultural Society



Since the last Society News came out, our young members group, Cultiv8 have kept busy with a variation of visits and talks.

Over the last six months we have visited CN Seeds near Ely where our members heard about the processes behind plant breeding and growing for the market and Dodson & Horrell, where we were taken on a tour of the factory and heard about the logistics of running an expanding business with a varying clientele.

March was a visit to Saxby's Cider in Fardish, where we heard about how the business was built up and what goes into making the cider and of course we took the opportunity for a tasting session while we were there!

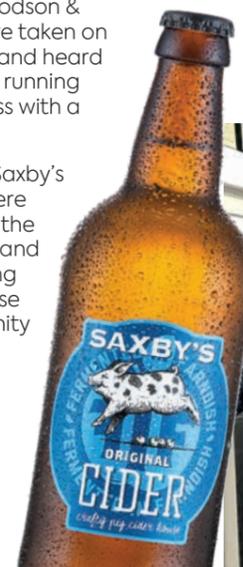
We have hosted a number of talks for the group at the Showground, October saw Jane

King, the CEO of the Agriculture and Horticulture Development Board (AHDB) talk to us about her career and what the AHDB do. February saw a finance evening with Katy Anderson from the CLA talking about grant funding and Martin Newton from Barclays talking about what banks are looking for when lending money.

The Cultiv8 benchmarking group had their first analysis meeting with Teresa and Holly from the AHDB

who helped talk the group through figures submitted to the FarmBench system over a few slices of pizza.

Looking ahead Cultiv8 have another broad range of activities on the cards with talks and visits centred around leadership, technology and estate management on the agenda. The best way to keep up to date with what is coming up, is to sign up to our mailing list which can be done via our website www.eastofengland.org.uk/cultiv8.



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Our mission is simple we aim to support the wellbeing of farmers and land based workers, inform and educate future farmers and to signpost to relevant services.

SUPPORT

We offer a no fuss service with tailor-made support for farmers and land based workers. So if you are having a bad day, trouble at home, work or just need to get something off your chest contact us now.

INFORM

We are building an online centre with videos and clips tailor-made for the farming community.

EDUCATE

Our outreach future farmers programme visits groups and delivers sessions and workshops to help break stigma, making sense of mental health and how it affects our rural communities. To create a generation of farmers happy to access support.

Why Join Cultiv8?

Cultiv8 is the East of England Agricultural Society's group for like-minded people from all aspects of the rural sector. We aim to help enhance skills, knowledge and experience through a series of talks, visits and opportunities throughout the year.

Our target age bracket for the group is 20-40, but that's not to say those outside that bracket can't come along!

For more information check out our webpage or Facebook group.

Farm & Rural Business Awards

Entries are now open for the 2018 Farm and Rural Business Awards. This year's competition will be judged on the week beginning 18th June.

What is the Farm and Rural Business Awards?

The Farm and Rural Business Awards is not a tidy farm competition! As an entrant, our judges will spend around 2 hours on your farm and rather than focusing on the condition of your crops and livestock they will be asking about the business decisions; Why you have done something that way? What is the plan for the future? How are you going to remedy a problem? Is the time spent between farming and diversification projects well split? Etc.

Classes will be split on acreage however the competition is not about how many acres you farm, it's about how you utilise the area you have. This being said, if we have enough livestock dominant farms then it is likely we will split these off into their own class.

Am I eligible to enter the competition?

The Farm and Rural Business Awards is open to all farms within a 50 mile radius of the East of England Showground. Although we would prefer it, you do not need to be a member of the East of England Agricultural Society to enter.



Why should I enter?

Our entrants tend to find that the feedback received from judges can help form future business decisions or reinforce that certain elements have been done well.

What do I win?

Each class winner gets a certificate and trophy and two tickets to the Society's Peterborough Dinner.

In the farms competition, the Supreme Champion gets a certificate, trophy and prize money.

Our Supreme Champion is also asked to hold a farm walk to showcase their business in June the following year.

In the Rural business section of the awards, Champions will receive a certificate and trophy.

How do I enter?

Visit the East of England Agricultural Society website to download a copy of the schedule and entry form or give us a call on 01733 234451 to request a copy in the post.



WINTER STOCK FESTIVAL

Winter Stock Festival tenth anniversary triumph

A fantastic couple of days were enjoyed by exhibitors and visitors at the tenth annual Winter Stock Festival, held on the 1st and 2nd December.

Both days attracted an excellent crowd, with top quality commercial and pedigree cattle and sheep on show, as well as pigs, which were new to the event this year.

Leading the way in the commercial cattle, was Beth and Luke Wilkinson and John Smith Jackson who took the supreme championship with Garned

Model, a 14-month-old Limousin heifer. Smith Jackson also won baby beef champion with Limousin heifer Dancing Queen.

The top prize in the sheep section went to Robert Garth with a Beltex pair of lambs.

Kim and Barry Arden from Peterborough reigned supreme in the pig section, taking home both the supreme champion pair and supreme champion single pig.



The College Challenge once again attracted a fantastic entry of teams from agricultural colleges across the UK. After a tight competition, Easton and Otley scooped the title.

The final of Young Stock Person of the Year took centre stage on day two, with some of the country's top young handlers going head-to-head. Thomas Martin from Norfolk took first prize in the beef section, and Chelsea Bennett from Stafford took first place in the lamb competition.



2018 Dates
30th November & 1st December

More information:
www.winterstockfestival.co.uk
facebook.com/WinterStockFestival
[twitter @winterstockfest](https://twitter.com/winterstockfest)

The East of England Farming Conference

Thursday 1st November

The East of England Farming Conference, described as the 'best conference yet' returned in November for its third year. Now fully established it has become a key event in many peoples Agricultural calendars. The Society welcomed an array of influential speakers which included Minette Batters, the new NFU President, Charles Shropshire from Cambs Farmers Growers Ltd, Alec Mercer from Packington Free Range and Andrew Blenkiron from Red Tractor. Split into three sessions titled 'Science, people and politics post 2020',

'Farmers with flair' and 'Building the British brand', delegates were presented with novel farming approaches and ideas to encourage resourcefulness in British farming. The day would not have been so successful without our sponsors so thank you to them for their continued support.

The 2018 conference will be held on Thursday 1st November so make sure you pencil it into your diaries. If you are interested in sponsoring, please contact membership@eastofengland.org.uk.





LEAF Open Farm Sunday

Over 160 farmers from across Britain, including in the East of England, have already signed up to take part in this year's **LEAF Open Farm Sunday on 10th June.**

This is the food and farming industry's national open day and provides a unique opportunity to showcase to the public all that British farmers deliver.

As Annabel Shackleton, LEAF Open Farm Sunday Manager explains: "LEAF Open Farm Sunday unites the whole British farming industry and is a key date in the farming calendar so we're officially making it The Great British Farm Day. It offers farmers a fantastic opportunity to welcome people onto their farms to experience real farming at first hand and see for themselves how their food (and much more besides) is produced. LEAF Open Farm Sunday

is a very powerful way to build public trust and support at both a local and national level and I look forward to seeing even more farms opening in the East of England for 2018."

Farms signed up in the region to take part so far include **MHS Farms Ltd (PE6 0SY)** which will be offering activities including a Farm Safari, Tech Zone and opportunity to pick your own potatoes, and **Courteenhall Farm (NN7 2QD)** which will be telling visitors the story behind its cereal crops.

For more information on opening and visiting a farm visit www.farmsunday.org.

Corporate memberships have returned for 2018 and with an exciting revamp they have plenty to offer you and your business

For just £350 you can register 4 members and enjoy a range of benefits, including: Monthly prize draws, free entry to Society events, discounted tickets to other events and discounted room hire.

For more information contact membership@eastofengland.org.uk



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Showground Services Update

As we are now headlong into the season I am so pleased the clocks have finally gone forward; however it seems we are still waiting for spring to actually arrive.

I am pleased to say that our conference and events business is busier and more profitable than it has been for years. After a successful 2017 we are looking forward to a busy and fruitful 2018.

As with many other showgrounds we have had a hard winter with burst pipes and ground repairs that could not be done due to the rain and snow, but finally our maintenance team have been out (albeit briefly) with the machinery and are starting to get us ship shape for the year ahead with our first big show: the Easter Festival of Antiques.

I am pleased to say that most of the events we now host are growing and Antiques is no exception, now being one of the biggest in Europe.

While 2018 is in full swing, we in the commercial arm are spending much of our time working on 2019, with several new shows including the huge 'Plantworx' event which will be coming to us in June 2019. The show is a similar size to LAMMA and is the World's largest construction machinery exhibition!

In addition, we have concerts booked in 2018 and 2019 with Jasper Carrott this April, Bill Bailey this June and Brian Cox returning with his latest science show in February 2019. All tickets are available now through Ticketmaster.

If you are attending a concert we now have our restaurants open pre-event. We are starting to introduce the option to pre-book meals and drinks: details are available on social media in the lead up to the events.

Our conference business, with the newly refurbished suites, continues to grow with companies like Anglian Water using us as their main

conference base. Client retention in the conference business is also up due to the increased quality of our food (thanks to our catering partners Amadeus) and much improved customer service. If you are looking for a conference venue I can comfortably say we are one of the best (if not the best) in the region.

We have also arranged more discounts at events for Society members and I hope to see more of you attending events here this year! I'm sure the sunshine will arrive soon.....

Jason Lunn
General Manager



Gallery



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Personal Tribute to Roy W Bird MBE

My first encounter with Roy was in 1974 when I was Chairman of the East of England Young Farmers Association. Six County Federations combined to organise a presence at the annual summer show which included a large stand and the famous YFC decorated floats competition – health and safety not always to the fore in those days!

Roy attended every Committee meeting – he was also present at all other sub-committees of the many richly diverse sections of the Show. He had a most engaging personality taking a personal interest in all who supported his endeavours. Once anyone gained his confidence he was supportive at all levels. He embraced the “person” whether on Agricultural Society matters, career prospects, or personal and family relationships with a remarkable memory for names.

Roy encouraged everyone interested in any aspect of the Summer Show to be pro-active. He delegated responsibility for the organisation of each section to those with the expertise to do so and awarded all with the opportunity to be a Steward at the Show. He was always so proud of “his army” of Stewards which he credited with running the show – but clearly Roy was a most accomplished organiser and leader of supporters, volunteers and visitors alike. Very early in my involvement with the Society, and through his guidance and influence, I was elected as a Member of Council, leading to the great honour of becoming Chairman of the Society from 2007 to 2010.

Giving his time generously, Roy made himself available and had an interest in everyone. He was an excellent mentor, gave wise counsel on many issues and his guidance was most profound. It is unbelievable that 25 years have elapsed since Roy retired as Chief Executive. He remained ever present and active in the background as an adviser to us all until Autumn 2017. An honest, trustworthy gentleman and friend of great integrity who will always be warmly remembered.

Stephen G Harris
Past Chairman
East of England Agricultural Society



Roy Bird MBE – ‘Mr Show’

The Society was deeply saddened by the passing of Roy in January. Roy’s connection to the Society spanned decades and to say Roy was an institution in his own right could be viewed as an understatement, as he was such an integral part of the Society. He will be deeply missed by all.

CEO'S UPDATE



I am writing this in the week before Easter and like those in the agricultural world am waiting for some warmth from the spring to arrive. We have been unable to get onto the Showground to do any meaningful work since LAMMA.

The refurbishment of the Peterborough and Cambridge Suites during the early part of last year is now beginning to bear significant benefits. A number of our key clients are now booking multiple conferences and with the more proactive marketing being carried out we are winning a great deal of new business both for exhibitions and for conferences; and with the outsourcing of the catering to Amadeus the service and delivery to our third party lettings has improved dramatically.

Sponsorship
We are still trying to identify a major new sponsor for our Kids Country Food & Farming Day on Friday

29th June. We have a number of small sponsors but are still looking for a headline sponsor – so if any members are aware of companies that we should be approaching then please could you let me know. I am however delighted to say that Lycetts have increased their sponsorship for the Festival of Hunting on 18th July and all members will be invited to attend a drinks reception at the end of the day which starts around 5pm.

The Agricultural Team continues to improve and increase the agricultural content of the work carried out by the Society and we urge Members to help us to deliver the agricultural charitable work being carried out by the Society.

Finally I would like to thank all Council Members and Members for their help over the last 12 months and I look forward to seeing you on the Showground over the very busy summer months.

This newsletter we put staff member Kerry Buttriss in the hot seat

- 1. Name, Address, Pets**
Kerry Buttriss, Terrington St Clement, Kings Lynn, Hector the black Labrador.
- 2. Job role**
Agricultural Projects & Marketing Manager.
- 3. What's your favourite part of the job?**
The variety of the job is great especially having a passion and interest in the industry. The people are also what make it special.
- 4. What are you proud to have achieved so far?**
Work wise, as I have been on both sides of the business, SGS and the Society, it has given me many proud moments including creating Just Dogs Live and the Winter Stock Festival to seeing the 100s of agricultural students taking part in the college challenge.

Personally, my family I am immensely proud of.
- 5. What are your passions and hobbies?**
My passions are still the countryside, livestock and farming, hobbies have changed with the demands of a family but I have now taken up running and am slightly addicted (believe it or not).
- 6. If you won the lottery, what's the first thing you would buy?**
A holiday abroad, then a farm with cattle, horses and staff!!
- 7. Guilty pleasure**
Gin and chocolate!
- 8. What are three things on your bucket list?**
Go to New York, climb a mountain, and run the London Marathon.



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FESTIVAL OF HUNTING



Wednesday 18th July 2018

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www.festivalofhunting.com

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