lewsletter

Inspiring, encouraging and developing excellence in the management and leadership of UK agriculture



The Master, Wardens, Beadle and Clerk looking very noble



Past Master Creighton Redman takes wine with the Master



The Mistress Farmer prepared a superb Harvest Thanksgiving display for church



New Liveryman, Johnny Dudgeon signs the Company register

inside

- Meet the new Master 2/3 and Wardens
- The Redman Bull
- 4/5 **Education Report**
- 6/7 The Master's Summer Outing to Bath
- Meet the new **Assistant Charity** Co-ordinator
- Events not to be
- News from our
- **Announcements** and Events



Meet the new Master...

It's a privilege to become Master Farmer. It was an exciting day, needing a wholesale move from Smithfield to the Guildhall, following threats from Extinction Rebellion.

Forty five years as a countrywide agribusiness consultant, I have helped businesses to become leaner, cleaner, smarter and greener – the theme for my year. Perhaps not green enough vet, however.

My father a schoolmaster and my mother a Suffolk farmer's daughter, I always knew what I wanted to do. I worked on East Anglian farms and a year on the Royal Farm at Windsor before reading Agriculture at Wye College and, as a post-graduate, Farm Business Administration. These led me directly to twenty years at Bidwells and Sir Francis Pemberton, then thirteen years at Andersons, before starting DBP 12 years ago. A Fellow of the Association of Agricultural Valuers (2001) and Fellow of the Royal Agricultural Societies (2005), I joined the Livery in 2003 and Court in 2009. Five children, chairman of school governors, regularly rowing and umpiring combined with roaming the country providing workable solutions to family farms, I am never unoccupied.



The Master and his wife Mary - the Mistress Farmer



Master of the Worshipful Company of Farmers 2019/2020

Our Livery Company, two years younger than me, is very soundly established. It owns property, a modest portfolio of investments and crucially has almost 400 Liverymen - with more seeking to join. Its educational courses, the 69th Advanced Course in Agricultural Business Management and the 24th Challenge of Rural Leadership, are about to start and we are reviewing their content to ensure their sustainability. Then the Company will adjust the direction of its educational efforts to help our industry as it enters a period of rapid change.

Increasing the visibility, influence and understanding of our farming industry remains an important goal. Despite our Company being 80th in the order of precedence, we shall be 10th in the Lord Mayor's Show this year, we need to take this fantastic

opportunity to promote British Farming, assisted by the NFU, Red Tractor and Massey Ferguson!

This year's lunchtime speakers are chosen from senior positions around our Industry. A previous Cabinet Minister and a leading Professor, to trail just two so far. Efforts to enhance footfall on the London City Farms form part of my focus, as well as marking Professor John Nix's name appropriately - he having done so much developing agribusiness management techniques. Tours to the best of Norfolk's farms and fruit growing, then contrasting that scale with Switzerland - chocolates and Gruyere - is part of my programme too. Hopefully this will provide a background to support our charitable works with stimulating speeches, great food and close fellowship throughout the year.

...and his new Wardens

The Worshipful Company of Farmers



Senior Warden Richard Whitlock

Richard spent most of his career in the Agricultural Merchanting sector, specialising in grain trading. He now runs his own crop marketing consultancy, advising clients on the vagaries of grain pricing, trading and

Aside from the part-time day job he likes to participate in long-distance cycle rides, off-shore sailing, skiing and travel to off-the-beaten-track destinations. Richard is married to Liz and between them they have two children and four grandchildren.

Whilst originating from the New Forest, Richard has resided in East Anglia for more than forty years and now lives on the outskirts of a village on the Beds/ Herts/Cambs borders. Richard says they have some paddocks for sheep or cattle grazing which, he says, maybe gives him a status of peasant farmer.

Junior Warden Karen Mercer

Karen joined the Company in 2009 and the Court in 2012. She has been a member of a number of the Company's committees, chairing the Henman, Brooks and Jubilee committee from 2015 to 2017 and has just stepped down as chair of Education. Karen is a farmer's daughter and trained as a farm secretary. She worked with her ex-husband in the

family farming business until 2004 and now runs her own rural property business. Karen has three sons, two of them involved with agriculture. She has been involved in many charitable organisations over the past 30 years, including Women's Farming Union, Pump Aid and Canine Partners. Karen hopes that her various experiences/skills will benefit the Company going forward and is committed to helping to make sure the Company remains relevant and effective both within the industry and the City of London.



Lord mayor's Show preparations



Hilary Russell gets in a little practice with the help of The Master and Richard Cox of Massey Ferguson

As each Master finds, I am told, their year in office is a whirlwind of engagements, the preparation for which, begins well before their installation. So it was with Master Farmer, David Bolton. The Lord Mayor's Show is one of the Company's most important opportunities to display its message. So preparations for our participation have been going on under Liveryman Andrew Blenkiron ever since last year's show. We are particularly lucky this year that the Lady Mayoress, Hilary Russell a Liveryman of the Company, has agreed to drive a Massey Ferguson tractor for us in the parade. The Master felt a little practice before the event would be useful!

The Lord Mayor's Show takes place on Saturday 9th November, come along and watch it with other members of the WCF at The Tipperary Pub in Fleet Street.



There has never been a better time to understand your Precision Ag options



There can surely be little doubting that UK agriculture will experience more change in the next five to ten years, than at any time since the end of the Second World War. Farmers and growers face a mind-bending, combination of challenging global commodity markets, a complete overhaul of the if, how and for what, of government farm support and a digitally driven technology revolution. The only thing certain at the moment, is that nothing is certain.

So, you might think, now is hardly the time to be spending time considering something as potentially radical and apparently expensive, as precision technology. Adopting Precision Technology in Agriculture, (APTA) Course Director, Simon Thelwell, you won't be surprised to hear, see things differently.

"I don't know a single farmer who isn't at the moment thinking about how best to respond to the challenges and opportunities that are bound to emerge in a market that is changing as rapidly as ours is. And to answer that question effectively will require farmers to really get to grips with the new technology that's on offer, not necessarily to adopt it, but to understand the costs and the benefits it offers, in order to assess its relevance to their own farm strategic plan."

Mr Thelwell is quick to acknowledge that Precision Technology won't be right for every farm and that now might not be the time to be making huge commitments anyway, but now, he says, is the exactly the right time to be finding out whether precision technology could pay its way on your farm in future. Why? Because it needs to be built into the farm's mid-term strategic plan and the sooner that happens the better.

"Our new course has been developed specifically to give farmers and their advisors the understanding, the tools and the techniques to assess the role that the new technologies can play, and the return farmers can expect. Delegates will be working with the team at the recently launched Global Institute of Agri-Tech Economics based Harper Adams University and with some of the most advanced Precision Agriculture scientists in the Netherlands.

2020 Course Timetable

leek 1.

3rd - 7th February 2020 Orientation Week - based at Harper Adams University, Newport Shropshire

Week 2.
27th April - 1st May 2020
Visit to the Netherlands in
conjunction with HAS University of
Applied Science

Week 3

22nd June - 26th June 2020 Evaluation and Adoption Week based at Harper Adams University, Newport Shropshire

The outcome we are aiming for, for every delegate, is the ability at the end of the course, to write their own Precision Technology Farm Strategy, so that it can be implemented when the time is right."

The Adopting Precision Technology in Agriculture course runs over three separate weeks. For the 2020 course, the first week commences on the 3rd February and the last week finishes on the 26th June.

Applications need to be in by the 30th December 2019 and interviews take place 9th January 2020. If you are interested in joining the course, or know someone you think might be interested in joining you can get more information and an application form, either by contacting Harper Adams University Course Director, Simon Thelwell, on sthelwell@harper-adams.ac.uk or Worshipful Company of Farmers Chairman of Education, Richard Davies, on richard@redcomms3d.com



The 2018 Jubilee Scholar's Reports



Liveryman Adrian Bell is the current WCF liaison with our Jubilee Scholars and it's been his job this autumn to gather together their reports to see how each scholar got on with their training. Reading the scholars feedback serves to confirm and reinforce the value of the support the Company is able to provide through the Jubilee Fund, which is delivered through the NFYFC. Something that Adrian's direct contact with them supports.

"The feedback I have received from all of them has been very positive, and those for whom we found 'Livery Buddies', from amongst the Company's members, have been effusive about the benefit and extra insight they've delivered."

This year's scholars, couldn't be more diverse, or more representative of the young members of the agricultural community the Jubilee Fund was set up to assist.

Ernie Richards is a first-generation shepherd working on an upland farm

in Mid Wales, his Company buddy was John Thorley. Katie Ackland grew up on the family's National Trust mixed farm in Devon and is currently in her second year at Harper Adams. Her grant helped her to undertake tractor driving and spray operations training. Claudia Sharidan has been an active member of the Charnwood YFC in Leicestershire for many years and used her grant to help fund her FACTS course, Mike Young acted as her Company buddy.

The last member of this year's Jubilee group Annis Ferry is in her final year of a Bio-Chemistry degree at Sussex University.

"I am keen to find a way to combine my scientific knowledge with the problems facing agriculture in the modern world and (hopefully) contribute to solutions for the tricky issues farmers face providing food for an ever-increasing global population."

She says in her report. Her Company buddy was Philip Halhead. To read more about the backgrounds, experiences and thoughts of our scholars you can find their full reports on the Company website https://farmerslivery.org.uk/news-events/events/2019-jubilee-scholars-reports-are-in

I recommend them to you – you will find them an inspiring read.





The Worshipful Company of Farmers

The Master welcomed Liverymen and guests to Bath and the Roman Baths

The open-top bus tour took place in excellent weather

The Master's Summer Outing

to Bath

For her Summer Outing 2018/2019 Master, Rosie Carne, chose her adopted home, the historic City of Bath. The soft yellow stone of this wonderfully, history rich city, proved an exceptional choice of venue. The Company party gathered at the Francis Hotel, where many members stayed overnight, just a short walk from the Roman Bath House, probably one of the greatest religious spas of the ancient world.

The Bath House pre-dinner reception

events before handing over the chain of office.

Day two of the visit saw the Company take a most informative and enjoyable open-top bus tour of the many sights and special places that Bath has to offer. There was almost too much to see according to some of the party, which has to be a recommendation to return to Bath one day - an intention



Our evening started with a champagne reception in the Bath House itself. Atmospherically lit by candlelight, our pre-dinner chatter was enlivened by an entertaining group of 'Roman' characters - including a centurion and his slave. Spread, as we were, in little knots and parties all around the rim of the pool, surrounded by the history and artefacts of a completely different era, made for a really impressive and memorable scene.

Dinner was held in the famous Bath Pump Rooms, just next door to the Bath House. Interest and attendance at this particular Master's Summer Outing was high with a good mix of Liverymen and partners and guests. The atmosphere at dinner was one of great conviviality and

enjoyment. Our troop of 'characters', by now transformed from 'Romans' to 'Edwardians', continued to entertain as they perambulated between the tables and there was live piano accompaniment through dinner too.

The Master spoke briefly to welcome us all to Bath and, with less than a month to go until the installation of the next Master, to say how much she had enjoyed her year so far and was looking forward to further



expressed by several of the party. We were very fortunate that the weather remained kind for the whole of our Bath sojourn, which ensured that all the effort the Master and the Clerk had put into this very special trip was enjoyed to the full.



FRAgS/WCF – Optimising Wheat Yields seminar

On October 1st 2019, Farmers & Fletchers' Hall hosted a gathering of some of the UK's top cereal farmers for a seminar to discuss current thinking on the 'wheat plateau' issue that has been a topic of debate in UK agriculture for some considerable time.

In introducing the day, Rosie Carne, Master of the Worshipful Company of Farmers pointed out what a good example it was of the effectiveness of co-operation between FRAgS and WCF. "Jointly, she said, we are able as to access many more individuals and areas of the market than either of us would be able to do alone."

The morning session was chaired by Dr Alastair Leake and featured important contributions from

Tina Barsby; CEO of NIAB; Professor



The Discussion panel chaired by Denis Chamberlain

Donal Sullivan, Professor of Crop Science at Reading University; Bill Clark, Technical Director at NIAB; Philip Jarvis Chair of the NFU Environment Forum; Dr Caroline Drummond, from LEAF and Craig Livingstone farming the Lockerley Estate in Hampshire.
Denis Chamberlain chaired a very lively
Question Time/Debate after lunch
where contributors from the floor
added considerably to the quality of
thinking and conversation.

Charity 'still' matters



New Charity Coordinator John Heath

Despite the fact that it is a year since I appeared in print, the work has been going on quietly, nurturing the thought in Liverymen`s minds that a legacy would be most beneficial for the financial wellbeing of our Company and our charitable activities.

I was encouraged by the fact that several of you asked why I had not appeared in the last two Newsletters which proved to me that, at least some of you, read my articles! (Editor: and to me that you read the Newsletter) As many of you will know, we have had two very generous legacies of £100,000 in recent years, but they are the exception rather than the rule. Most legacies we receive are in the range of £5,000 - £20,000 and when the time comes that's the range for me too. Having spoken privately to a number of you, it is heartening to hear that many of you have plans along the same lines. We have approximately 400 Liverymen and Freemen and if we all found it in our hearts to make a commitment to the Company in that range, it would make such a difference to our ability to support the industry we all love.

In addition, we have had lifetime donations to support delegates wishing to attend our Courses, for which we and the delegates this allows us to support, are hugely grateful. If this kind of support sits

more comfortably with you, then just come and talk to me.

Most of us believe that we have willpower in the way we conduct our everyday lives; that may or may not be true, but I do know we have the power to make a will. The important thing is to use the former to achieve the latter and to make a difference, particularly to your Livery Company.

I am delighted that Liveryman John Heath is joining me as a Charity Coordinator from October 2019. I introduced John to the Livery some 4 or 5 years ago, since when he and his wife Lucy have become familiar faces at most of our events. He is very high profile – I mean physically – and many of you will know him or recognize him.

I look forward to working with John in helping to secure the future of our Company.

Richard T Halhead FRAgS

The Redman Bull



The Worshipful Company of Farmers

Past Master Creighton Redman hands over the Redman Bull to the Master, Rosie Carne

The October meeting of the Court of Assistants saw Senior Past Master Creighton Redman handing over the Senior Past Master baton to Past Master John Thorpe. It also saw a very special presentation. Creighton tells me that he had for some time, been trying to decide what to do with a substantial collection of pewter tankards accumulated during his illustrious rowing career. After a good deal of thought he hit upon, what can only be described as a lovely idea – The Redman Bull.

Creighton's rowing career had many highlights, including representing Great

Britain in the Cox'less Fours at the International World Championships in 1957 and 1958 in Duisburg, Germany and Poznan, Poland and winning the Gold Medal in the same event at the 1958 Commonwealth Games.

None of this can have been achieved without a great deal of blood, sweat and tears, so it is hardly surprising that Creighton was keen to find a suitable resting place for his collection of over sixty, hard-earned trophies.

The Creighton Bull, a magnificent pewter

fellow, was to be that place.

With the help of cattle connoisseur, Liveryman and Steward, Richard Halhead and the Master Pewterer, Mrs Ann Buxton, a suitable subject for modelling, a Pedigree English Tom's Choice Lexicon Bull and a foundry capable of undertaking the commission, were located. Some months later and just in time for Creighton's farewell to the Court, after serving for almost forty years, the Redman Bull was ready.

The presentation to the Company, of this new treasure was made, in front of the whole Court, to the outgoing Master Farmer, Rosie Carne. On receiving the Bull, the Master, speaking on behalf of everybody present I am sure, complimented Creighton on the quality and sheer weight of the new table centrepiece and thanked him both for it and for his many years of service to the Company. The plaque at the base of the magnificent sculpture says simply:

Presented to The Farmers Company by Past Master Creighton Redman, sculpted from the many Pewter Tankard Prizes that he won during his rowing career.

Immediately after the presentation, the Redman Bull was moved to a central position on the top table for the Livery Luncheon – a position it is destined to occupy on a regular basis at luncheons in the months and years to come. A fitting tribute not only to a long and highly successful, rowing career but to years of service to the Company.

The Inter-Livery Clay Shoot May 14th 2020



The Inter Livery Charity Clay Shoot is held annually at the wonderful Holland & Holland Shooting Grounds in Middlesex which is reputed to be the finest shooting destination inside the M25. This is the event where the Livery Companies of the City of London field their best guns in a competitive but highly enjoyable atmosphere and all in aid of charity.

Prizes are awarded to the winners of a host of different categories including

Top Team, Top Gun Top S/S Team, Top S/S gun, Top Lady Shot and The Horners' Past Masters Prize for the winning Court Team. There is even a prize for coming twelfth – The Glorious Twelfth of course – a prize the WCF team was just marginally, too good to win in 2019!

Past Master Tony Alston invites all members of the Company interested in taking part to get in touch as soon as possible because entries close as soon and the list is full. So don't delay, contact Tony on tonyalston@hotmail.com today!



2020 Annual Banquet

Tuesday 21st January 2020

The Annual Banquet is always one of the highlights of the Company calendar. For 2020 The Master has chosen Clothworker's Hall in Dunster Lane, to host the event. The site, which lies between Mincing Lane and Mark Lane in the heart of the City of London, was first conveyed to a group of Shearmen in 1456 and the current Hall, the sixth to be built there, was completed in 1956, after its predecessor was destroyed in the Blitz.

The magnificent Great Hall where we will dine, features spectacular chandeliers, which will no-doubt illuminate a very full house – the Banquet is always one of the best attended Company functions.



For information on the last few remaining places please contact the Clerk on clerk@farmerslivery.org.uk

The Great Hall at Clothworkers' Hall

Master's Summer Outing to Norfolk 2020

Sunday 5th July 2020

Arrive in Norwich at leisure – Accommodation at the 4-star Maids Head Hotel, Tombland, Norwich NR3 1LB. Evensong at Norwich Cathedral

Monday 6th July 2020

9.30am

Coach transfer to John Innes Centre,

10:00

The John Innes Research Centre, Norwich Research Park, Colney Lane, Norwich, NR4 7UH.

12:00

Transfer to Salle Hall

12:30

Salle Hall - Welcome by owner Sir John White Bt. Reception and light lunch

14:30

Afternoon visit to Salle Farm

19:00

Transfer by coach for the 5 mile ride to Brasted's Award winning restaurant where on arrival we will enjoy a champagne reception, 3 course dinner with wines.

Tuesday 7th July 2020

9:30am

Coach transfer to visit: Place UK Ltd,
Church Farm, Tunstead, Norwich where
we will have a two hour visit.
The Company is recognised as one of
the UK's leading growers and processors
of high-quality soft fruits for major
British supermarkets including M&S,
Tesco, Waitrose, Sainsbury's and the
Co-Op as part of the UK's biggest
soft fruit marketing group, Berry
Gardens. Operating 'Integrated Crop
Management' systems using the latest
growing technology and environmentally
friendly growing disciplines.

12:15

Return to the Hotel

For more information on the 2020 Master's Summer Outing including details for booking accommodation please contact the Clerk on clerk@ farmerslivery.org.uk or see the members area of the WCF website.



Maids Head Hotel, Norwich



Poly tunnels at Church Farm Tunstead

Air Training Corps Wing Field Day 2020

On Sunday 22nd September the Master attended the Air Training Corps Wing Field Day at RAF Northolt. This is the highlight of the year for the Cadets.

The Company was represented by the Master, Past Master Jeremy Courtney and his wife Liveryman Anne Courtney who is our contact with the Cadets.

Unfortunately it was a wet and windy day but this did not dampen the enthusiasm of over 400 cadets who attended from 25 Squadrons.

We were greeted by Wing Commander Dan Mihailovic and Cadet Officer Venessa Njoki who then showed us around the many activities, competitions and displays that the Cadets were taking part in during the day.

Joining us for an excellent buffet lunch was Wing Commander Simon Firth representing the Station Commander of RAF Northolt and afterwards several Cadets outlined their life and experiences in the Corps– two of which are described below:

Cadet Warrant Officer Jari Morganti is a young man who has been in the Cadet Force for some 6 years and he explained to us the difference it had made to his life having taught him time management, teamwork, leadership and determination.

During his time with his Squadron he has taken part in expeditions and gained both a Duke of Edinburgh's Award and a private pilots licence. He had just spent a gap year doing work experience with IBM and is off to Corpus Christi College Oxford this autumn to study Psychology. A truly outstanding young man who attributes his achievements to the Air Cadets and hopes to continue to use his skills in the future as a volunteer officer.

Flight Sargent Emma Archer took part in the International Air Cadet Exchange which is financially supported by the Livery. She travelled to Hong Kong in August and gave us an infectious presentation on her experience. Having never travelled abroad before, she visited not only Hong Kong but also went over the bridge into China. She witnessed first-hand the pro-democracy riots and the effect the present regime was having on the lives of young people. She personally thanked the Master for giving her this opportunity and is going on to pursue a career in the RAF and to train as a medic.

Cadet Warrant Officer Kushai Chowhan was the second recipient of the International Exchange bursary and



travelled to France. He is now at Bristol university so unfortunately could not be present.

Due to the wet weather the marching parade and bands at the end of the day had to be cancelled but the presentations took place instead in front of the Cadets in an aircraft hangar. The Master gave a speech praising the Cadets and the work of the Volunteer Officers and then presented the awards. This aptly included our guide for the day Cadet Warrant Officer Venessa Njoki of 393 Finchley Squadron being presented with the John Thorpe Livery Salver for the Squadron who has had most Community Involvement in the year.

An idea for Christmas

Our ever-resourceful Clerk has sourced some fine bespoke slippers, beautifully emblazoned with the WCF Coat of Arms. They can be worn day or evening, with jeans, a tuxedo or for a little touch of decadence, your favourite smoking jacket. These luxury designer shoes are once again the very height of men's fashion whether young or old. Each pair is hand-made to order by Shipton & Heneage Footwear and are hand embroidered. It takes about 8-10 weeks to make them.

Men's sizes are 5-14 including half sizes, ladies 2 – 9 including half sizes.

The sample illustrated is black velvet with red lining; they can also be made in navy, wine, green, brown, red and regal (a sort of royal purple) velvet. The lining can be red as illustrated or black, gold or blue. There is no extra charge for changing the 'spec'. The colours can all be seen on the manufacturers web www.shipton.com



To order your pair just visit the Shopping area in the Members Area of the WCF website or contact the clerk on clerk@farmerslivery.org.uk

The Worshipful Company of Farmers

ANNOUNCEMENTS

The following were Admitted to the Freedom of the Company at the Court Meeting held on the 8th October 2019:

Gerard Charles Holland Oates Proposed by Christopher Day Seconded by Christopher Bourn

Richard Anthony Price
Proposed by William Antrobus
Seconded by Lod Plumb of Coleshill

Christopher Daniel SpokesProposed by David Bolton
Seconded by Richard Whitlock

Charles Andrew Wraith Proposed by Philip Wynn Seconded by Richard Crane

The following were Clothed into the Livery at the Court Meeting held on the 8th Octber 2019:

Johnny Alan Dudgeon Giles William John Turton



2019

Saturday 9th November Lord Mayor's Show City of London

Tuesday 3rd December
Common Hall & Court and
Livery Luncheon
Carpenter's Hall, London EC2N 2]

Wednesday 11th December
WCFA Learning Extension Day
Cranfield School of Management

Tuesday 17th December
Livery Service of Nine Lessons
and Carols
St Bartholomew the Great, Smithfield

2020

Tuesday 21st January Annual Livery Banquet Clothworkers' Hall



New Liverymen Johnny Dudgeon and Giles Turton with the Master and her Wardens

Thursday 20th February
City Food Lecture
Guildhall, London

Tuesday 3rd March Court & Livery Luncheon Farmers & Fletchers' Hal

Thursday 14th May Inter-Livery Clay shoot Holland and Holland

Tuesday 2nd June 2019 Court Meeting

Wednesday 3rd June 2019 Court & Livery Luncheon The Mansion House

Monday 15th June City and Livery Familiarisation Day Farmers & Fletchers' Hall

Sunday 5th, Monday 6th & Tuesday 7th July Master's Summer Outing Norfolk

Tuesday 8th – Saturday 12th September Livery Short break

Monday 21st September Masters' & Clerks' Luncheon Farmers & Fletchers' Hall

Tuesday 13th October
Harvest thanksgiving and
Installation of the new Master
St Bartholomew the Great, West
Smithfield and Haberdashers' Hal



New Liverymen Giles Turton makes his declaration in open court

Tuesday 8th December Livery Christmas Luncheon Fishmongers' Hall

2021

Tuesday 26th January Annual Livery Banquet Drapers' Hall

OBITUARIES

It is with sadness and regret that we announce the deaths of the following:

James Alfred Naish FRAgS, of Workshop Nottinghamshire, who died on 27th July 2019, was clothed on 13th December 1977.