

## Country Week conference 2021

YORKSHIRE POST  
**Country Week**  
**CONFERENCE 2021**

The Yorkshire Post Country Week Conference takes place on **Wednesday, October 6** starting at 10am.

It is **free** to attend and there will be the opportunity to put questions to the panelists.

To register and for more details go to the website: **countryweekconference.co.uk**



**Sophie McCandlish**

@sophmccandlish

The changing face of agricultural policy is presenting farmers and landowners with some of the biggest challenges seen since 1945.

As we move towards clarity around the new Environment Land Management Scheme, and with the ongoing debate over trade deals and welfare standards set to continue, *The Yorkshire Post Country Week* is bringing together industry experts to discuss the issues at its first virtual Country Week Conference.

Taking place in October, during the run up to *The Yorkshire Post 2021 Rural Awards*, the free to attend event will look at the challenges and opportunities for the future.

Our host will be Harry Gratton who said he is looking forward

to an inspiring and positive day. "For as long as I can remember, *The Yorkshire Post* has been the champion of rural matters in Yorkshire. That role has never been more important than today. The turbulent events we've all endured make the *Yorkshire Post Country Week's* lead even more significant. "This conference will bring together some of the most inspiring people and companies to stimulate a positive idea of what our future can be. As a father and professional, I want to hear what that is and draw on it myself."

The Country Week Conference is supported by leading organisations across the county and will bring their expertise to the agenda discussions.

Richard Taylor, who heads up property consultants Strutt & Parker farming department, said the Country Week Conference came at a time when the rural sector faces "unprecedented" change.

"This is due to a complex set of interconnected factors ranging from Brexit through to climate change and it brings challenges but also opportunities for land managers.

"The conference will be a chance for farmers and landowners to explore their options when it

comes to ensuring the financial and environmental sustainability of their businesses," Mr Taylor said.

"A key theme will be how farmers can be profitable while continuing to efficiently produce safe, nutritious food to feed the nation, while satisfying the environmental demands being placed on the sector and reacting to the Government's carbon reduction targets.

"The event will bring together a wide range of experts who will shine a light on where opportunities will lie in the future," Mr Taylor said.

With food standards and sustainable farming high on the agenda for both producers and

consumers, Chris Aldersley, Operations Director at premium food producer Cranswick, based in East Yorkshire, said the company has an ambition to become the most sustainable meat business in the world.

"We want to reinforce the credentials of the British meat industry and our focus on sustainability starts with our farm businesses," Mr Aldersley said.

"We are keen to share how we are improving their efficiency and share best practice with farmers for the good of the wider reputation of the industry."

He added that diversification

could also provide an additional revenue stream for farming businesses with Cranswick aiming to "drive recruitment".

"We have opportunities for indoor and outdoor pig farmers and are always looking out for farmers who want to work with us. We are looking for farmers who are interested in working with us to develop an income from poultry farming and we can discuss this through the conference programme."

Looking at these future opportunities will be the NFU and legal firm Crombie Wilkinson who work closely with the organisation. Adam Bedford, North-East

# Our rural future under discussion

## Exploring the big challenges facing farmers



PICTURE: JAMES HARDISTY

Director of the National Farmers Union (NFU) said the team was “delighted to be involved in the Country Week Conference.

“It will be important for everyone in agriculture and the wider rural community to work together as we face some of the challenges of the future and develop new opportunities for farm businesses.

“The NFU is committed to a prosperous and progressive future for British farming, and we’re working hard to achieve that on the ground in Westminster, in Yorkshire and locally on farms.

“The Country Week Conference will be a great day to discuss all of that and more as an event focussed on the big issues facing farming at a time of great change in the countryside. It will bring together a range of speakers and interests from across Yorkshire, and the NFU is proud to play a central role in this conference looking at the future of farming in Yorkshire.”

Clair Douglas, Director and Head of the Agricultural Law and Landed Estates Team at Crombie Wilkinson, said the team were looking forward to taking part in the day with their NFU colleagues

“We have worked closely with

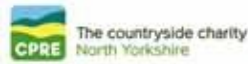
Adam and his colleagues at the NFU for many years as their legal panel firm in the North East region, supporting the needs of the farming, rural business and rural community across Yorkshire. We are looking forward to sharing our knowledge and expertise around building resilience in farming businesses.”

Rural issues are not just affecting those who live in the countryside, as the pandemic and lockdowns have opened up green spaces to more visitors than ever before.

Katie Atkinson, Vice-Chair Trustee and Planning Lead for CPRE The Countryside Charity North Yorkshire, said: “Events over the last year have demonstrated the importance of a vibrant, thriving and accessible countryside to the health and prosperity of the whole nation.

“As our region emerges from a tumultuous and challenging 18 months, we now have a remarkable opportunity to celebrate the strength of our rural communities, to champion those businesses that work in partnership with nature, to protect our beautiful landscapes, and to lay the foundations for a sustainable, balanced and responsible recovery, in Yorkshire and beyond.”

## OUR SPONSORS



### CPRE

CPRE North Yorkshire promotes, protects and enhances the North Yorkshire countryside. A volunteer-led charity, it works towards a countryside that is rich in nature, resilient to climate change, and accessible to all. It says a thriving countryside benefits everyone by enriching lives and improving our climate.



### CranSwick

CranSwick was started in the 1970s by East Yorkshire farmers and is now one of the UK's leading fresh food producers. With an annual turnover approaching £1.9bn, CranSwick specialises in a range of high-quality food, including meats, olives, and handcrafted pastry. The business is still firmly rooted in Yorkshire.



### NFU

The National Farmers Union (NFU) is the voice of British farming and represents 55,000 farmers and growers across England and Wales. The NFU North East region covers Yorkshire, County Durham and Northumberland, representing the business interests of 6,000 farmers.



### Crombie Wilkinson Solicitors

Crombie Wilkinson Solicitors provides trusted advice to the farming, rural and wider business community across Yorkshire. The award-winning company has a dedicated agricultural law team and has been an NFU Legal Panel appointed firm since 2008. It is in The Legal 500 2021 Edition.



### Strutt & Parker

Strutt & Parker is one of the largest and most successful property consultancies in the UK, with offices across the country. Its rural department provides strategic business advice and practical management services to farms, estates and a range of other landowners across the country.

## MEET THE SPEAKERS

### Harry Gratton

*Event Host*

Harry Gratton MBE is a former BBC Yorkshire Broadcaster and known for being one of the long-serving presenters on Look North.

Originally a history teacher in Yorkshire, Harry used school holidays to do match reports for BBC Radio Leeds and BBC Radio Humberside where his talent was soon spotted. He is a dedicated advocate for Yorkshire.



### Chris Aldersley

*Chief Operating Officer, Cranswick*

Chris was born and bred in Yorkshire and began working in a butchers at the age of nine. In 1998, he joined Cranswick PLC and he became Chief Operating Officer in 2015. His role is all about managing the operation of the business from farm to fork and he is a familiar face within the industry. He is currently Chair of the Butchers' and Drovers' Charitable Institution (BDCl) and also a Fellow of the Institute of Meat.



### Kate Atkinson

*Vice Chair and our Planning Lead - CPRE*

Katie Atkinson used to work for the national charity of CPRE based in the Yorkshire & Humber region and became a Trustee of North Yorkshire CPRE in 2018 as their planning lead. Katie became an Independent Consultant in 2013 having established KVA Planning Consultancy. Based in East Yorkshire, Katie works throughout the North of England in a wide range of disciplines within the planning and development industry.



### Adam Bedford

*North East Regional Director, NFU Mutual*

Adam Bedford has been the Regional Director for NFU in the North East – representing 6,000 farm businesses across Yorkshire, County Durham and Northumberland since 2016. He is originally from a non-farming family. Adam has worked for the NFU for 14 years in different regions of England and was previously Director of the NFU European office in Brussels, the British Agriculture Bureau.



### Clair Douglas

*Director, Head of Agricultural Law, Crombie Wilkinson*

Clair is a Director and Head of the Agricultural Law Team at Crombie Wilkinson. and works in the commercial property and agricultural law team. Clair deals with a variety of commercial property work and specialises in rural, agricultural and estate work. Clair's background is rooted in all aspects of rural property including buying and selling farms.



### Richard Taylor

*Senior Associate Director, Farming, Strutt & Parker*

Responsible for the farming department in Yorkshire, Richard has more than 25 years of experience of providing farm management and consultancy advice across the North of England. He is involved in providing detailed management support, financial budgeting and control, and strategic guidance on all aspects of agriculture.



*Additional speakers to be announced in due course.*