



The Sustainable future of Sheep Farming Thursday 16th November 2023

Location: Rhug Estate, Corwen, Denbighshire, LL21 0EH.

Timetable for the day

10.30am	Arrival, Registration and Welcome – Tea and Coffee
10.45am	Farm tour and talk.
12.45pm	Mared Williams, Rhug Estate - Carbon and Sustainability. Rhug Estate is leading the way by investing in measuring and monitoring its carbon footprint so that improvements can be made to make the entire farm business reach the Government's target of net zero carbon emissions by 2050 including its Low Carbon Project aiming to measure and monitor the carbon footprint of the whole estate
1.30pm	Lunch
2.15pm	Mark Young, CIEL. Innovation for the future. New ideas, new products, new services. What will shape and support the sheep sector to farm in a sustainable manner - combatting parasites and producing lower amounts of methane to move towards net zero. Mark will also discuss 'why nitrogen matter is important for livestock production' and finally, protein quality, 'why animal protein is better than plant protein'.
3.00pm	Elizabeth Swancott, HCC – Understanding changing consumer requirements, focusing on lamb. Featuring consumer demographics, current trade industry trends and results from the recent Welsh Meat quality project.
3.45pm	NSA Next Generation Ambassadors – Farming for the future and the importance of communicating positive stories.
4.15pm	Final comments and departure