



## First Delivery Session – February 2014 Delivered in partnership with Eblex



### Monday 24<sup>th</sup> February

Time	Topic
12:30 -13:30	Meet at Chateau Impney, Droitwich Spa, Worcestershire, WR9 OBN. Lunch.
13:30 -14:00	Welcome, Background to NSA and Outline of Next Generation Ambassador Programme – with Phil Stocker, NSA Chief Executive, and Joanne Briggs, NSA Communications Manager.
14:00 - 15:00	Ambassador introductions (five minutes each). Facilitated by Phil Stocker
15:00 - 15:30	Programme expectations of Ambassadors. Facilitated by Joanne Briggs
15:30 - 16:00	Break
16:00 - 17:30	Team building exercise
19:00	Drinks
19:30	Dinner with after dinner speaker John Geldard, NSA Chairman and Director and Co-founder of Plumgarths Farm Shop and local food service provider to Asda

### Tuesday 25<sup>th</sup> February

Time	Topic	Presenter
09:00 - 10:00	The UK sheep industry by numbers	Paul Heyhoe – Senior Beef and Sheep Analyst AHDB
10:00 - 11:00	Practical Session: Soil MOT, sward quality assessment, sward height assessment	Dr Liz Genever – EBLEX Senior Beef and Sheep Scientist
11:00 - 11:15	Break	-
11:15 - 11:45	Grassland utilisation – The theory	Dr Liz Genever – EBLEX Senior Beef and Sheep Scientist
11:45 - 13:00	Sheep recording and EBVs	Sam Boon – Signet Breeding Services Manager
13:00 - 14:00	Lunch	-
14:00 - 15:00	Practical Session: Body condition scoring	Dr Liz Genever – EBLEX Senior Beef and Sheep Scientist
15:00 - 15:30	Break	-
15:30 - 16:30	Consumer perceptions of lamb and marketing our product to the modern consumer	Nick White – EBLEX Head of Consumer Marketing
16:30 - 17:30	Interactive Session: Planning for lambing, minimising losses	Katie Brian – BRP Project Manager
19:30	Dinner followed by Quiz Night	Facilitated by: Chris Lloyd and Katie Brian

## Wednesday 26<sup>th</sup> February

Time	Topic
09:00 - 12:30	Developing personal and business skills - sessions 1 and 2
12:30 - 13:30	Lunch
13:30 - 15:30	Developing personal and business skills - sessions 3 and 4
15:30 - 16:00	Delegate goals for the year
16:00 - 16:15	Prepare to depart



## **Second Delivery Session – June 2014**

### **Monday 4<sup>th</sup> June**

- 10am Meet at Little Chef, Gargrave Road, Skipton, North Yorkshire, BD23 1UD
- 10.15am Travel in convoy to Craven Cattle Marts, Gargrave Road, Skipton, North Yorkshire, BD23 1UD, where out hosts for the morning day will be auctioneer Ted Ogden and Chris Dodds of the Livestock Auctioneers Association.
- 2pm Travel in convoy to Newton Hall Farm Bank Newton, Gargrave, Skipton, North Yorkshire, BD23 3NT, for a farm walk with Antony Hewetson, local farmer and director of Craven Cattle Marts
- 4pm Depart for The Pines Hotel, Preston Road, Clayton-le-Woods, Chorley, Lancashire, PR6 7EB
- 5pm Arrive at the hotel. Meet for pre-dinner discussion, to include the third delivery session on Tuesday 29<sup>th</sup> and Wednesday 30<sup>th</sup> July
- 6pm Free time / change for dinner
- 7pm Presentation from Nick Davies, Agricultural Development Manager at the Co-operative Food Group
- 8pm Dinner

### **Tuesday 3<sup>rd</sup> June**

- 7.15am Breakfast
- 8am Travel in convoy to Dunbia, Church Road, Preston, PR5 6AJ
- 8.15am Arrive at Dunbia for live/dead abattoir session followed a trip to Asda
- 4pm Depart



## Third Delivery Session – July 2014

### Tuesday 29<sup>th</sup> July - kindly hosted by Overbury Farms, Overbury, GL20 7NR

- 10am Meet at Estate Office (building with clock tower). Tea and coffee on arrival
- 10.15am Welcome from Jake Freestone, Farm Manager, followed by a farm walk if harvest permits
- 11.45am Marc Jones, ADAS Farm Business Consultant  
*Monitoring financial performance in your flock*
- 1.45pm Lunch
- 2.30pm Oliver McEntyre, Barclays Bank National Agricultural Specialist  
*Managing your bank manager!*
- 3.45pm Coffee break
- 4pm Mark Seager, Old Mill Accountancy Group  
*Getting the most from your accounts*
- 5.15pm Travel to Elim Conference Centre. Change for dinner – smart dress
- 7pm Minibus to NSA Sheep Event Dinner (11.30pm return)

### Wednesday 30<sup>th</sup> July - NSA Sheep 2014, Three Counties Showground

- 7.15am Breakfast at the Elim Conference Centre; travel to the showground
- 8am Meet at the NSA stand (in the Wye Hall) for tea/coffee and briefing
- 8.30am-11am James Dr, Kate and Thomas on the gate; free time otherwise
- 9am Rhydian and Marie to report for Young Shepherd of the Year Final
- 9am-11.30am James Da, John and Sara on the NSA stand; free time otherwise
- 11.30am-12.30pm Everyone to the seminar tent for the Next Generation seminar
- 12.30am-3pm James H, Andrew and Jen on the NSA stand; free time otherwise
- 2pm (optional) NSA Ambassadors meet Tom Heap, BBC Countyfile, on NSA stand
- 3pm (optional) Afternoon tea on NSA stand, followed by Video Competition results
- 4.30pm onwards Depart



## Fourth Delivery Session – September 2014

### Monday 29<sup>th</sup> September

**11am: Meet at Yeo Valley Organic Garden, Holt Farm, Bath Road, Blagdon, Somerset BS40 7SQ. Tea and coffee on arrival.**

**11.30am-3pm: Presentations and farm walk from Yeo Valley.**

From the [rapping farmers advert](#) that took the internet by storm to the company's incredible growth in the retail sector, Yeo Valley Family Farm are a real marketing success story. Can the sheep sector learn from their strong branding and dynamic campaign work? Chairman Tim Mead and his team will show us around the farm and explain how the company has developed. [www.yeovalley.co.uk](http://www.yeovalley.co.uk)

*Tim will also lead a discussion about the potential to re-introduce a sheep enterprise to the Yeo Valley business. Please prepare for this using the information provided on a separate document.*

**3pm-3.30pm: Travel to Fernhill Farm, Cheddar Road, Compton Martin, Somerset BS40 6LD, our host venue for the remainder of the delivery session.** [www.fernhill-farm.co.uk](http://www.fernhill-farm.co.uk)

**3.30pm-5.30pm: Managing parasite burdens in sheep while preventing resistance to wormers and other products.**

Lesley Stubbings, independent sheep consultant and SCOPS advisor will provide a practical session looking at the threat to sheep flocks posed by anthelmintic resistance. [www.scops.org.uk](http://www.scops.org.uk)



**5.30pm-6.30pm: Free time / check into the glamping facilities.**

**6.30pm-7pm: Bridging the generation gap in the sheep sector.** Bryan Griffiths, NSA South West Regional Chairman, will lead a discussion about when/if the 'bright young people' turn into the 'old farmers holding the industry back'!

**7pm: BBQ around the fire pit with NSA representatives, followed by a Guest Speaker**

Our guest speaker will be Peter Morris of the Two Sisters Food Group (previously Vion), a UK and European food company supplying poultry, red meat, fish, chilled, bakery and frozen products to the retail, food service and food manufacturing sectors. Peter, who is the former Chief Executive of NSA, was an instigator of the NSA Next Generation project and will share his views on the future of the sheep sector and the red meat supply chain.



## **Fourth Delivery Session – September 2014**

### **Tuesday 30<sup>th</sup> September**

**9am-11.30am: How to effectively and efficiently handle and move sheep.**

Miriam Parker of Livestockwise will provide a practical session on sheep handling, looking at the how and why of best practice.

**11.30am-11.45am: Tea and coffee**

**11.45am-1pm: NSA Next Generation Ambassador Targets.**

A catch-up on the targets you set yourselves at the beginning of the year and a look ahead to the fifth and final delivery session in November.

**1pm-1.30pm: Dinner**

**1.30pm: Presentation and farm walk with Andrew and Jen Wear**

Andrew and Jen have developed Fernhill Farm into a single site offering farm and craft therapies and serving as an eco-venue for weddings and celebrations, events, festivals, meetings and workshops. They will talk about how they do this alongside running a traditional livestock business and Jen will describe her finding so far as a Nuffield Scholar looking at modern wool processing.

**4pm: Depart.**



## **Fifth Delivery Session – November 2014**

### **Tuesday 11<sup>th</sup> November**

**10.30am: Arrive at NSA HQ, The Sheep Centre, Malvern, WR13 6PH**

We will be meeting in the Barn, where tea and coffee will be available before we start.

**11am: Issue management and media training**

Joanne Briggs, NSA Communications Manager, will look at how to handle media enquiries, how to promote yourself and your business, and how the sheep industry handles news stories.

**1pm: Lunch and practical interview session and feedback**

**2.30pm: Legacy of NSA Next Generation 2014 Ambassador Group**

Phil Stocker, NSA Chief Executive, will lead a session reviewing the Ambassador Programme and the benefits to the individuals involved and the wider sheep sector. We will also look at the future of the programme, for this year's Ambassadors and future years, and what additional things we could add on, such as a mentoring programme, encouragement for share farmers, succession planning for family businesses etc. In advance of this session, please have a think about the following points:-

- How you and/or your business have benefitted from the Ambassador Programme
- What else would have been useful to include in the Ambassador Programme
- What other support NSA / the sheep sector needs to offer young people

**4.30pm: Preparation for NSA Next Generation Conference tomorrow**

All NSA Next Generation Ambassadors will have a role at the Next Generation Conference, including a short two-minute presentation on being an NSA Next Generation Ambassador. We will prepare for this using your media training from this morning and the legacy discussion this afternoon.

**Approximately 5.30pm: Depart NSA HQ for accommodation**

We will be staying for two nights at the Youth Hostel, The Square, Stow-on-the-Wold, GL54 1AF, which is approximately one hour from NSA HQ. We are staying in private rooms with bathrooms; bedding is provided but please bring your own towels.

There are no plans for Tuesday evening so you can spend your time getting to know the pubs around Stow-on-the-Wold! For this one time only no evening meal will be provided, so please bring cash to buy a pub tea.



## **Fifth Delivery Session – November 2014**

### **Wednesday 12<sup>th</sup> November**

**8.15am: Breakfast**

**8.45am: Depart accommodation for NSA Next Generation Conference at Abbey Home, Burford Road, Cirencester, GL7 5HF. Please wear your NSA Next Generation tshirts. It will take just over half an hour to arrive at the venue, so there will be time on arrival to look around the farm shop and facilities and help set up the conference room.**

**10.30am: Conference begins (see separate programme on next page)**

**4.30pm: Conference finishes, travel back to Stow-on-the-Wold. Free time until 7pm.**

**7pm: Evening meal following by a Guest Speaker**

We will be eating at the Kings Arms, Market Square, Stow, GL54 1AF (walking distance from our accommodation), where we will be joined by guest speaker **Stuart Roberts**. Stuart is a beef and arable farmer from Hertfordshire, as well as Agriculture and Livestock Director for ABP Food Group. He also represents the meat processing sector on the Assured Food Standards (Red Tractor) Board, and the livestock sector on the Animal Health and Welfare Board for England. With these various roles bringing him into regular contact with supermarkets and Government ministers, Stuart will provide a unique insight into the different relationships in the livestock sector.

### **Thursday 13<sup>th</sup> November**

**8.15am: Breakfast**

**8.45am: Depart accommodation for Suzuki HQ, Steinbeck Crescent, Snelshall West, Milton Keynes, Buckinghamshire, MK4 4AE**

**10am: Experience day at Suzuki:** See separate invitation from Suzuki and please bring suitable clothing, boots that offer ankle protection, wet weather gear and gloves. Helmets will be provided by bring your own if you have one.

**3.30pm: Depart Suzuki for the Prince George Pub, Portishead Drive, Tattenhoe, Milton Keynes, Buckinghamshire, MK4 3FA. A final drink, de-brief and chance to say goodbye!**

**4pm onwards: Depart**





## *Inspiring the Next Generation of Sheep Farmers*

Wednesday 12<sup>th</sup> November 2014






Abbey Home Farm, Burford Road, Cirencester, Gloucestershire, GL7 5HF

- 10.30am Registration / Tea and coffee
- 11am Welcome: Joanne Briggs, NSA
- 11.10am *Sheep farming career options: Facilitated by Phil Stocker, NSA*
- Taking over from Dad! Driving a family sheep farm forward: Marc Jones, Powys*  
*Sheep farming as an employed shepherd: Kevin Harrison, Somerset*  
*Running a success sheep enterprise without owning land: Andrew Foulds, Norfolk*  
*Supporting the sheep sector as a service provider: Eileen McCloskey, N. Ireland*  
*Starting from scratch as a share farmer: David Coates, North Yorkshire*
- 12.30pm Question and answer session
- 12.45pm Lunch and Farm walk  
*The farm walk will be led by John Newman, Farm Manager at Abbey Home Farm, who has worked closely with Will and Hilary Chester-Master, the managing partners of the family business, since 1992. He will focus on the sheep enterprise, where his son Ollie is employed as shepherd, and also explain how output from the various elements of the farm (sheep, beef, dairy, pigs and vegetables) are sold to the organic farm shop/cafe and off the farm. A light lunch of soup, bread and cheese, all made on the farm, will be served.*
- 2.15pm *Inspiring the Next Generation: Strengths, Weaknesses, Opportunities and Threats in the UK Sheep Sector: Facilitated by Chris Lloyd, Eblex*
- Introducing the NSA Next Generation Programme*  
*Meet the NSA Next Generation Ambassadors*  
*Breakout session: SWOT analysis of the future of the sheep sector*  
*Conclusions from the SWOT analysis*
- 4.20pm *Take home messages from the day: Charlotte Johnstone, RASE*
- 4.30pm Close




*Inspiring the Next Generation of Sheep Farmers*

*Speaker profiles*

<p>Marc Jones</p> 	<p>After returning from a HCC scholarship to New Zealand where he studied ‘How New Zealand is changing its lamb production systems for its changing markets’, Marc restructured his family’s 1,200-ewe flock to create a profitable system based on good grassland management and forage crops. He was awarded the NSA Cymru/Wales 2010 Young Achiever and Farmers Weekly 2014 Young Farmer of the Year. Marc also works for ADAS part time, providing consultancy to sheep farmers in Wales, is a member of the NSA Cymru/Wales Committee and part of the Sainsbury’s lamb development group.</p>
<p>Kevin Harrison</p> 	<p>Kevin is farm manager on a sheep/arable farm near Bath, with the majority of time spent on the 800-ewe sheep flock. He does not come from a farming background but had built a successful career in farming with a focus on progressive sheep enterprises. Kevin says: “You get out what you put in. Hard work, being 100% committed to the success of the business you work for and gaining the trust of your employer can lead to great benefits both financially and as a lifestyle.” Kevin is NSA Marches Region Chairman and represents English sheep farmers on the NSA UK Policy and Technical Committee.</p>
<p>Andrew Foulds</p> 	<p>“My career started with three ewes in my father’s churchyard at the age of 17,” says Andrew, who now finishes 20,000-30,000 store lambs a year and runs 2,500 ewes, while owning just 40 acres of land. He expanded by taking keep wherever he could in Suffolk and Norfolk, often through farmers he met while working for the NFU, and now has a variety of rental agreements. Andrew describes himself as an OAP who is spurred on daily by his ambitious stepson George and two other young shepherds who won’t let him stop! He is a long-term NSA and NFU supporter and the current NSA Eastern Region Chairman.</p>
<p>Eileen McCloskey</p> 	<p>Eileen is from a hill farm in the Sperrins, Northern Ireland, where the family runs sheep and suckler cows. She successfully completed a degree, masters and PhD before taking a job in Scotland in 2010 as a SAC livestock lecturer. She then returned to Northern Ireland as sheep technologist with CAFRE, where she works with students and farmers to get new technologies out into the sheep industry. “My current role involves development and delivery of technology projects which rational is based on current research,” she explains. Eileen is also an active NSA Northern Ireland Region committee member.</p>
<p>David Coates</p> 	<p>The son of a tenant farmer with no capital behind him, David suggested a share farming agreement in 1984 to John Henderson, who provided land and buildings. David poured in energy and time, summering and wintering people’s cattle to save enough money for a 600-ewe flock and 90 sucklers. Things changed again in 2003 when he moved the share farming agreement to a different farm (running sheep and store cattle) and will change again next year when his son joins the business. “Things will change again but it’s exciting, because we have the ability to alter and have proved it can work,” he says.</p>

## Our hosts

<p>Abbey Home Farm</p> 	<p>Will and Hilary Chester-Master are the managing partners in a family partnership which decided to convert Abbey Home Farm from conventional to organic production in 1991. John Newman has been farm manager of the 650ha unit since autumn 1992 and will take provide the conference's farm walk, focusing on the sheep enterprise but also explaining how output from the various elements of the farm (sheep, beef, dairy, pigs and vegetables) are sold to the farm shop/cafe and off the farm. The farm was Organic Food Awards Producer of the Year 1999 and the shop was Organic Retailer of the Year 2000. Both the farm and the shop were highly commended in the 2001 Organic Food Awards and shop was awarded a national Environmental Award for the second time in January 2012. <a href="http://www.theorganicfarmshop.co.uk">www.theorganicfarmshop.co.uk</a></p>
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## Event facilitators

<p>Joanne Briggs</p> 	<p>Part of Joanne's role as NSA Communications Manager is leading NSA Next Generation, the organisation's dedicated activity for young people in the sheep sector. She has overseen the first ever NSA Next Generation Ambassador Programme, which started at the beginning of this year, and will officially open applications for the 2015 Ambassador Programme at this conference. Joanne says she has learnt as much as any of the NSA Next Generation Ambassadors when they've come together for five personal development and business skills delivery sessions through the year. <a href="http://www.nsanextgeneration.org.uk">www.nsanextgeneration.org.uk</a></p>
<p>Phil Stocker</p> 	<p>Phil joined the NSA in 2011, taking the role of Chief Executive for the UK's specialist membership organisation for those interested in sheep and sheep farming. Phil's vision is that people involved in keeping sheep are enthusiastic, knowledgeable and aspire to best practice – and that those people not involved in farming are aware of the contribution sheep make to society and of the core aspects of the sector. NSA Next Generation is a crucial part of that vision and Phil will facilitate the conference's morning session looking at different routes into the sheep sector. <a href="http://www.nationalsheep.org.uk">www.nationalsheep.org.uk</a></p>
<p>Chris Lloyd</p> 	<p>Chris and his team at Eblex have been keen supporters of NSA Next Generation since its inception and have been instrumental in helping to deliver the Ambassador Programme. Chris's long involvement in the sheep sector and current role as Eblex Industry Development Manager means he is well placed to both encourage young people and give them the skills to run profitable sheep flocks. Chris is also a past Nuffield Scholar. He will facilitate the conference's afternoon session, which will examine the opportunities and barriers for young people in the sheep sector. <a href="http://www.eblex.org.uk">www.eblex.org.uk</a></p>
<p>Charlotte Johnstone</p> 	<p>The Royal Agricultural Society of England (RASE) delivers the Innovation for Agriculture Initiative, which provides knowledge transfer to British farmers, with Charlotte joining in November 2012 with a key focus on precision livestock farming. Charlotte graduated from Harper Adams in 2008 and shepherded in New Zealand and Cumbria for 18 months before taking a job with 5m Publishing as an agricultural journalist. Charlotte also represents NFYFC for the European Council of Young Farmers (CEJA) and has a small flock of New Zealand Romneys. <a href="http://www.rase.org.uk">www.rase.org.uk</a></p>