

# Invitation to the Loddors Rural Conference 2020: The Resilient Farmer

---

**Thursday 27 February**  
**2:30pm-5:30pm**  
**Lapstone Barn**

The Loddors Rural Conference is back for 2020, and we are delighted to invite you to join us. We have five excellent guest speakers who will deliver short and entertaining talks on the theme of 'the Resilient Farmer', from generating new income streams, through to mental health and resilience. Our 2020 Rural Conference will be a valuable event for farmers and rural businesses as we enter a new decade and an era of ongoing change for the agricultural sector, and the impending introduction of the Agricultural Bill. We do hope you can join us for what should be an interesting and informative afternoon.

**Date:** Thursday 27 February

**Time:**

Registration, tea and cake at 2:30pm

Presentations from 3:00pm until 5:30pm

**Venue:**

Lapstone Barn, Westington Hill, B4081, Chipping Campden, GL55 6EG

Conveniently placed for visitors from both the Warwickshire and Gloucestershire area.

Please **RSVP** to:

Angela Howard

E: [angela.howard@loddors.co.uk](mailto:angela.howard@loddors.co.uk)

T: 01789 293259

# Speakers

**Chair:** James Spreckley, Head of the Rural Sector Team at Ladders

**Mark Green - Co-Founder of Two Farmers Hand-Cooked Crisps:**

Mark is a second-generation potato farmer, 2018 winner of the McDonald's Outstanding Farmer of the Year Award, and co-founder of Two Farmers Crisps – a diversified business with a focus on sustainability and using local products. Mark will share his insights into how he has transformed his business and generated valuable new income streams.

**Holly Beckett - Project Director at Focussed Farmers:**

Holly is a 2015 Nuffield scholar and a fourth-generation family member of the Beckett Farm enterprise. As a founder of Focussed Farmers, Holly will discuss the importance of mental health and resilience for agricultural sector workers in driving a successful business.

**Mike Green - Agricultural Sustainability Manager at BASF:**

Mike has more than 30 years of agronomy and environmental experience, having previously worked for Natural England. He will share insights into how we can better manage the balance between profitable crop production and a healthy farming environment, through effective resource conservation and intelligent and integrated use of new products and systems.

**Ben Thompson - Industry Engagement Manager at Hartpury University and College:**

With the new Agri Tech Centre opening in February 2020 covering national and international research projects, Ben will explain Hartpury's 'Tech to Plate' concept. This involves sharing technology and innovation to help improve profitability and sustainability for those in the dairy and livestock sectors.

**Beverley Morris - Partner at Ladders:**

Beverley leads Ladder's Family Law Team, and will discuss considerations with the changing concept of 'family', as new generations come into the business.

