



# Newsletter

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



Gemma Hooper, CRL – Jan 2019



Chris Manley CRL – Jan 2015



Holly Parry, CRL – Jan 2017

## Education Special Meet some of our inspiring alumni



Steven Lowe, CRL – Jan 2018



Andrew Smith, CRL – Jan 2017



Anne Gow, ACABM – Jan 2018



Oliver Stones, ACABM – Jan 2018

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# A message from the Master



Richard Whitlock – Master of the Worshipful Company of Farmers 2020 – 2021

## It's been an unusual year, but we're still here

### Zooming in on Livery events

Adapting our lives around Covid-19 started half way through the immediate Past-Master's year. We've now become very used to virtual activities within our Livery. There's nothing we can do about it, so let's just enjoy what we can until we're let out again.

Aside from regular Zoom committee meetings, your Company has been busily arranging a complete offering of distance events. Before Christmas we held a most enjoyable and mildly chaotic Carol Service of six lessons and carols. Christopher Day has enthusiastically organized several themed tours of the City of London and a quiz. Our best attended event was the virtual Question Time debate with panelists, Minette Batters President of the NFU, Professor Sir Charles Godfray of Oxford University, Dr Darren Moorcroft CEO of the Woodland Trust and Ian Wright of the Food and Drink Federation. To date, more than 400 people have viewed this on Zoom or YouTube <https://youtu.be/dfilHt04jnQ>

It appears we might be returning to life as we once remembered, sometime around mid-summer. The Clerk and I have therefore been planning more monthly virtual events with an optimistic eye to revert to in-person meet-ups from June. For the next few months, we have therefore planned a Zoom tour of City Financial Institutions, thank you again Christopher, a virtual tasting with Hayman's gin and another virtual Question Time debate. This should hopefully take us to June when we may be out of lockdown.

The rest of our summer calendar is set out later in this newsletter and will be regularly updated on our website <https://farmerslivery.org.uk/> or by reminders from the Clerk. Even though our year will be cut short we hope to squeeze in many interesting events, including our Annual Banquet, Master's Summer visit to Cambridge, our trip to Switzerland and the Annual Agricultural Lecture.

### Helping others less fortunate than ourselves

We could not run our residential educational courses this year, so our charitable efforts are being redirected

towards helping young people associated with the thirteen City of London - City Farms. Our ambition is to offer teenagers from the City Farms a full day out on a working farm this summer.

We therefore need help with the following:

- Funding to pay for coaches, packed lunches, and any host-farmer expenses
- Finding and engaging with suitable commercial-sized mixed-enterprise farms within a 50-mile radius of London
- Liaison with City Farms
- Help with each of the farm visit days, hopefully this summer



Some of you have kindly offered your support, but we need more help. Please contact me if you can assist – [richard@richardwhitlockltd.co.uk](mailto:richard@richardwhitlockltd.co.uk)



### The challenge of finding labour for British farming

As many of you will know, each year the Master commissions an original piece of research or an investigation, usually relating to their theme for the year, and aimed at addressing a current issue. So for my year we commissioned Exeter University to research and write a report on the challenges of finding labour to work on British farms as well as promoting the industry as a career choice. I am pleased to report this study is now in its first draft form and we hope to launch the findings at a virtual or real event later this year. You may be surprised at some of the findings. Watch this space.

### The enduring roles of our Livery

Two of the core tenets for Livery Companies are fellowship and charity. During tough Covid times these values become even more important. The Livery is therefore keen to re-start our residential educational courses this coming winter.



Company is able to provide because it ensures that the courses it runs are open to all.

The need to provide financial help will almost certainly increase in future and we are determined to maintain our position that no-one should be excluded from attending our courses simply due lack of funding.

Later in this newsletter you will read the interviews we conducted with a number of past delegates who recognise the importance of the financial support the Farmers'

Our educational spending comes from the Worshipful Company of Farmers Charitable Trust, which in turn receives money from many sources, including

our quarterage, Liveryman's gifts and legacies, fund raising events and from corporate sponsorship.

I hope you are as inspired by the achievements of our alumni as I am and will continue to support all of the Company's efforts to raise funds to help us continue and grow our delegate programme in future.



Delegates at the 2019 ACABM gather in the John Alliston Centre, RAU Cirencester

## Take Part – Big Farming Survey closing soon



Earlier this year RABI launched the largest ever research project on the wellbeing of farming people.

The Big Farming Survey aims to draw out how increasingly complex

challenges within the sector are impacting the physical and mental wellbeing of the agricultural community, as well as the health of farming businesses.

The survey is being conducted

by the Centre for Rural Policy Research, University of Exeter, and is open to all farmers, farmworkers, spouses, partners and adult children until 31st March 2021.

### The Worshipful Company of Farmers supports The Big Farming Survey'

We need everyone to take part and to encourage everyone in the industry they know to also get involved. So please, make sure your voice is heard -give 15 minutes of your time to complete the survey and promote and publicise the study as widely as possible. Your input will help shape the future support we provide.

To complete the survey go to

[rabi.org.uk/BigFarmingSurvey](http://rabi.org.uk/BigFarmingSurvey)



Fulfilling our charitable purpose through courses, grants and awards

It is reassuring to be reminded every now and again, of the very real impact our charitable work in education has on a diverse range of people in the farming industry. Personally I think there has never been a time when management and leadership training has been more important, which is why I am so pleased to be chairing the Education Committee at this time.

Six individuals have volunteered to step forward and share with us their experiences of being delegates on the courses we run and support. In their own words, they tell us how education

has changed them, and how it can fundamentally shape and develop the skills and the mindset needed to embrace the myriad of changes facing this industry over the next decade.

I hope you will enjoy reading what our alumni have to say as much as I have done – it is what makes all the hard work so many of you do in support of the Company worthwhile. I look forward to the Company continuing to change thinking and change lives through education in future.

Gavin Lane, Chair of the Education Committee

## Anne Gow, Farmer Gow's, Faringdon, Oxon

“After 10 years of being fully immersed in running the farm park business day to day, I needed to step back and re-broaden my horizon. My earlier career was in the Army, which did a huge amount to expand my experiences and show me a world of possibilities. Fast forward to 2018, it was time to pique my curiosity and find out what was out there beyond the boundaries of my business and refresh my experience in leadership.

“In 2018 I enrolled for ACABM and joined 17 others, including three other women, for an intensive course of teamworking, companionship and learning from the best in the sector. The greatest impact came from the quality of the speakers and tutors, who were truly outstanding. They gave me what I hoped for – access to a broader view plus the inspiration and techniques to think outside the box. Since completing the course, I have applied the learning to expand my revenue-generating services at Farmer Gow's.

“The WCF does a fantastic job in putting these excellent courses on, helping me with the fees and giving me the chance to learn from the best. What I learned not only inspired me it has informed my work with my team – my job is to work with them to raise their expectations and help them to develop their capabilities for a future which is sustainable.

“Although I was very impressed and inspired by the very talented students on the course, who bring so much to the industry, agriculture needs to be more open to other sectors, to people with different ways of thinking and to fresh ideas that can help it modernise and keep pace with society. I hope the WCF courses will help with this. Bring it on.

“Education is phenomenally important for the future health of the sector, and part of tackling how to tap into underrepresented groups such as women and younger people who have a lot to offer, who may be resistant initially. For example, school groups visit my farm park and when asked if working in farming appeals, 50% of the children say yes. Let's tap into that rich seam of future talent and bring diversity of views into farming.”



Anne Gow, ACABM – 67th course, Jan 2018

## Gemma Hooper, Surrey Docks Farm, London

“What is really good about the CRL course is you don't know what to expect. I joined the class of 2019 wanting to develop my leadership skills, network in the sector and take time out to focus on my personal development. I wanted to be out of my comfort zone, removed from the charity, to switch off and really focus on the learning. This is a benefit of it being a really intensive two-week residential course. You really focus, get to know your fellow delegates and

have the luxury of working with a mixed group of peers of all ages, backgrounds and skills. You develop friendships and connections that last way beyond the course, leaving you with a legacy of peers, experts and friends. “There were lots of things I took away from the experience, most memorably the need to think about “being on the balcony, Not on the dance floor”, in other words, develop the ability to stand back from doing everything (which in a



small charity like mine is inevitable) and constantly question when to step back and lead, not do. Time management was a key session for me. I learnt practical techniques to manage my time more effectively by time blocking (fitting a task to an amount of time), learnt



Gemma Hooper, CRL – 23rd course, Jan 2019

to Mind Map\* and think creatively, all things I implemented immediately I got back to the office. It also gave me confidence in what I was doing already, that I could apply the learning for future challenges, and be braver in putting myself forward for other things, such as applying to be a trustee and taking on a governance role for Social Farms and Gardens.

“To anyone thinking about the WCF courses, do it. Throw yourself into it and be open to everything. And if you lack confidence to apply, please don’t. The course team create a safe and very supportive environment for all students, and it is hugely beneficial to do it when you are in the prime of your career, rather than waiting for a later date or hesitating to try.

“With agriculture going through so much change, courses like these equip us with the skills we need for the future. As my role is about promoting farming in the city, the media module gave me

tips for giving radio and tv interviews to articulate good stories about farming. We need these capabilities to spread the word about the vital role of food and agriculture and be equipped to have conversations and educate the wider public. Let’s see the media as an opportunity, to help us get our message across.

“Finally, help with the fees were critical for me, given I work for a charity of modest resources, so I can see that without funding support, the cost could be prohibitive for some. I am really grateful for WCF’s grant as it lessened the financial burden and means access to education is inclusive - so important for attracting a rich variety of people from all parts of agriculture to skill up and prepare to be challenged.”

\*Mind Map is a diagram used to visually organise information

## Steve Lowe, Rewlach Farm, Staffordshire

“I joined the Challenge of Rural Leadership course, having been told about it by a friend who had been on it a year before. Her advice to me was ‘go with an open mind. Don’t have a view on what you’ll get out of it. Be prepared to throw everything in.’ Initially I was nervous about going and hadn’t expected to get through the selection interview in London.

“I am so glad I went. It is a brilliant course which helped me to learn about myself, my abilities and gave me time to look at what I was doing on the farm, although in a different environment. I hadn’t been to university and started back on the farm after school, meaning I had good local contacts and methods. The course gave me a broader outlook and new contacts – fellow delegates were tackling similar things, although in a mixture of different settings and from many different angles.

“The course is set up really well – the tutors and speakers think a lot about the dynamics between people and make it

easy to feel safe, get on and open up. It was a really easy environment, in both a personal and professional sense. In fact, we continue to meet via a WhatsApp group and I can get a view anytime from a peer, which is really helpful, more so than talking to a farm advisor who hasn’t been through the same experience.

“What two weeks of really intensive study did for me was change my attitude and take a more positive view about thinking outside the box. Now I know what I am capable of. For example, I rear dairy heifers, am growing the arable side and developing engineering and mechanical services for others, my way of bringing in new income and spreading the risk. I couldn’t have done all this without receiving a grant from WCF, which was vital for my participation and being away from the farm.

“Education is vitally important in agriculture and we need to get the balance right and learn both from older, experienced people as well as young people with new ideas. These courses

offer a huge opportunity to learn from all ages and for us to pass on what we learn. It can be isolating to work on the farm, which promotes an inwards-looking view. We must find ways to learn what is working elsewhere and this course does just that.”



Steven Lowe, CRL – 22nd course, Jan 2018



## Oliver Stones, Bilton Barns Farm, Alnwick, Northumberland



Oliver Stones, ACABM – 67th course, Jan 2018

“The ACABM course came along at a good time for me. As part of a succession plan my wife and I had recently joined the family farming business operated by my parents-in-law. After focusing on a career in land agency, I was keen to develop my farming knowledge and bolt this on to my wider, land-agency experience. The objective being to broaden my horizons and see what others were doing and I hoped the course would help me develop an appropriate business plan to help my wife and I drive the business forward in the future.

“I came away from the course completely enthused by everyone’s drive and ambition. Delegates came from very different backgrounds and businesses but shared a common desire to progress and innovate. The course provided the opportunity to consider how to do this, be it through taking informed decisions and risks, developing robust management systems, adopting technology or adapting to meet consumer demands.

“The course has enabled me to take an objective view on the future direction of the business and how we hope to develop it after all the hard work done by my parents-in-law. This is still work in progress but ultimately we aim to ensure our family farm operates efficiently, sustainably and profitably. The course taught me to review and challenge every aspect of the business, even the things going well. It also surrounds you with great people, who you continue to meet with and share ideas, via WhatsApp and in

person, long after the course is over. What you get out is what you put in, and everyone is open, trusting and ready to discuss ‘the good, the bad and the ugly’.

“Every lecture stimulated ideas, material and information to digest. The content is topical and about the real things that farmers have to grapple with. Two immediate and simple action points to apply to the business were to benchmark our current performance and to adopt a more professional and structured approach to discussions and decision making, rather than on an ad-hoc basis around the kitchen table.

“My advice to someone considering ACABM, is to not put it off and get on and apply. I completed the course in my early 40’s and looking back don’t know why I waited so long to do it. It gets you away from the day-to-day distractions, the business, the family and provides three intense and phenomenal weeks of time, space and inspiration to stand back, work with others and consider what next.

“Education and career development is extremely important, and funding support means it can be and must be accessed by anyone. I am very grateful for the support given to me.”

## Andrew Smith, Cotehill Farm, Cumbria



Andrew Smith, CRL – 21st course, Jan 2017

“Coming from a non-farming background and having left school with very few qualifications; I started on the “bottom rung” of the farming ladder as a general farm worker and worked my way up through the ranks. I was able to buy my own cattle and now have 550 dairy cows and 250 replacements on a contract farming agreement.

“Having moved from employee to employer, we now have three full-time and four part-time staff; being able to constantly learn from the best has been pivotal to this. My favourite quote is “Do what you love and love what you do and the rest is detail.”

“I joined the CRL course in 2017 to gain a new perspective on what I was doing. It has taught me how to deal with different types of people and better ways to handle various situations. I now deal with staff differently, trying to see things through their eyes and being more sensitive to what is going on in their lives. It has also helped develop my confidence in dealing with difficult conversations that occur when managing a team.

“It has also helped to broaden my horizons and shown me different

ways of thinking. It was excellent for networking and mixing with new people, many of whom have become lifelong friends.

“Education is paramount in farming enabling you to stay ahead of the curve, otherwise you find yourself going backwards very quickly. It makes you more receptive to new ideas in order to adapt to changing environments. This gives you the ability to use what you know to mentor others and give something back.

“Receiving funding support from WCF encouraged me to take the opportunity to attend the course because I would have struggled to justify the full amount.”



## Holly Parry, Fisher German



Holly Parry CRL 21st course, Jan 2017

“When I joined the CRL course in 2017, it happened to come at a really good time for me. A few months before, I had become a partner in Fisher German, and it gave me precious time out, to take stock and think about the direction of my life and career. I didn’t know much about the course before, although I went in with an open mind.

“The most important takeaway was the group – meeting 17 honest, open people – was the defining element of my experience. You can’t put a price on the value of this. There’s a bit of magic,

which is somehow built into the course by the leaders who select the right people who are really motivated to be there. I made 17 lifelong friends, who support me when I need a helping hand, a sounding board or a network to make connections somewhere else in the industry. Alongside the regular messages and emails, every 12 months we get together and I am reminded of what an amazing group I am part of. They are a really great bunch, with a huge amount of knowledge between them and I can turn to them whenever I need to.

“The impact on you is varied, with some speakers striking a real chord. Examples are Howard Petch who memorably said “some people spend their life climbing the ladder of success only to find it’s on the wrong wall” which struck me as very insightful. It sometimes helps me check I am prioritising what is important and how best to achieve something, especially when I am running around at a hundred miles an hour. Caroline Drummond of LEAF was another speaker, who said something really apposite, especially in these troubling times of Covid 19. She said “it’s your attitude that determines your altitude”; in other words, you chose to take a positive or a negative outlook on all that comes your way. And if someone close to you professionally or personally is having negative impact, move

away from them. Go with the positive.

“Applying the learnings was timely. I had just taken on a new management client in Yorkshire and had become a partner in an industry which is mostly male and certainly older than me. As a 30-year-old woman, the course gave me ideas in how to put my points across in these newer forums and the media module was particularly useful for improving my public speaking and communication skills. Actors were used to try out various scenarios in a safe place, to explore handling difficult situations or people for example. I got a lot from this fun yet serious element.

“If anyone is thinking about doing the course, I say go for it. You can’t really prepare for it but make sure you clear the diary and have two weeks clear of work and home responsibilities to maximise your investment in time and money, and give it your all. Education is absolutely crucial in agribusiness and I wish everybody could go on the course – to think differently, look at what others are doing, meet peers and learn what you don’t know. In terms of costs, I was very lucky to have funding support from my employer as well as a bursary from WCF, for which I am very grateful and very happy to recommend it to others.”

## CRL Alumnus Chris Manley chosen as the WCF Nuffield Scholar

Chris Manley, an alumnus of the 2015 Challenge of Rural Leadership, and now a member of the WCFA committee, has been announced as the latest winner of the WCF Henman/Nuffield Scholarship. Chris has chosen 'Taking Agriculture to the Leading Edge' as the topic for his report and is currently at the early planning stage and will hopefully be travelling later in 2021 and into 2022 with his report due towards the end of 2022 - by which time we hope life might have returned to something closer to normal.

His study title, 'Taking Agriculture to the Leading Edge' was inspired by the fact we are in a time of unprecedented change, that has been forced upon us through Brexit and Covid19 and he believes dynamic leadership is required at every level of the agriculture and food industry to ensure we turn these challenges into opportunities.

My interest in leadership started with the amazing experience I had on the Challenge of Rural Leadership course, where I learnt a huge amount and made life-long friends.

“I am looking forward to continuing my development through Nuffield and playing my part in achieving their aims of ‘unlocking individual potential and leading positive change in Agriculture’. I would like to thank my dual sponsors the Worshipful Company of Farmers and Savills for their support. I am also proud to be part of the WCF Alumni Committee that has organised, what I hope everyone who attended felt, were thought-provoking online Learning Extension seminars that will I am sure remind the Alumni of the courses they attended.

I look forward to showing everyone the findings from my journey and if this topic



Chris Manley CRL – 19th course, Jan 2015

resonates with you then please do not hesitate to get in touch. You can contact me on [chris-manley@hotmail.co.uk](mailto:chris-manley@hotmail.co.uk)



# WCF QuestionTime

## Question Time panel kick-offs a lively debate



Minette Batters,  
NFU President



Ian Wright CBE, CEO Food and  
Drink Federation



Darren Moorcroft, CEO The  
Woodland Trust



Sir Charles Godfray,  
Oxford University

200 liverymen, guests and industry experts joined 'Question Time' panellists Minette Batters, NFU; Professor Sir Charles Godfray, Oxford University; Dr Darren Moorcroft, The Woodland Trust and Ian Wright, The Food and Drink Federation, who took questions from the audience on the chances of the farming industry getting to net zero, amongst other topics.

Chaired by the Master, Richard Whitlock the panel were optimistic about UK agriculture becoming carbon neutral, with the government and industry starting to have the structures in place and public sentiment moving in favour. "Having ripped up the old rulebook, we have a new one," said Minette Batters. "We are one sector who can get to net zero, without downsizing livestock numbers. It is good for business; it is good for the planet and the legislation is in place. It is a game changer and agriculture is in a good place to achieve it."

Ian Wright struck a note of caution highlighting "there are some hard yards on what different nations can do and when they do it. There will be some pain for consumers and industry. The good news is your kids will tell you what you need to do and how you need to change." On the Agricultural Act, Darren Moorcroft welcomed public funds being made

available for public goods, emphasising that getting the right balance between cropping and woodland being key to the future. He believes some landowners will shift their focus and create woodlands and other habitats. Minette Batters talked about the dangers of the funding being available to all and there being a risk that the vast amount of money made available being grabbed by big players, leaving others, such as tenant farmers, missing out and exposed. "More clarity is needed from the Government on how this will work."

On the question of what consumers value most there was a consensus – price. Ian Wright highlighted stark statistics on the trend in the proportion of the household budget spent on food. In the 1950s it was 50%. Today it is 8%, concluding shoppers don't have to make a choice, they can have it all. The food and farming industry have done the hard work, creating the safest food system in the world, driving down the cost of production and distribution, with the supermarkets driving down prices. Farmers will need more out of the market system, choices will have to be made between sustainability and price, with food prices having to rise.

The debate shifted focus to food imports and a carbon tax. The panel felt it possible to implement a carbon tax that

works for agriculture, highlighting that if we ask farmers to do something better, they need to be rewarded. "We have more work to do convincing the Treasury to understand and support us in making these changes," said Minette. Improved transparency on future trade deals is also an issue. The big challenge is the UK is largely a service industry and agriculture is a relatively small pawn in the trade deal game. But getting the right trade deals for agriculture is "the biggest game in town".

In wrapping up, the Master asked the panellists what they would do if they were Prime Minister for a day. The ideas range from rewriting agricultural policy to make it fit for the world stage, drafting a land use policy that recognises, and makes use of every inch of UK land, through to making sure all Secretaries of State are able and willing to take scientific advice.

### Watch it on YouTube

To watch the whole debate just type 'The Worshipful Company of Farmers YouTube page' into Google and follow the link onto the opening page.







# Master's Summer Outing Tuesday 6th July – Thursday 8th July

Rooms are reserved at The Hilton Hotel, 20 Downing Street, Cambridge, CB2 3DT. The hotel is right in the centre of the City with underground car parking.

### Tuesday 6th July 2021

am – arrival with optional free time in Cambridge  
12.30pm – optional lunch at the hotel or in the City  
2.30pm – chauffeured punt tour of the 'Cambridge Backs'  
5.00pm – free time or return to hotel  
7.30pm – private dinner in the Sir Isaac Newton Room of the Hilton Hotel

### Wednesday 7th July 2021

8.15am – early start by coach to see racehorse training on Newmarket Heath  
10.00am – visit The National Stud, Newmarket  
12.00noon – tour of the Jockey Club, Newmarket  
1.00pm – drinks and lunch at the Jockey Club  
3.00pm – visit the Imperial War Museum, Duxford  
6.00pm – arrive back at hotel  
7.30pm – drinks, entertainment and dinner at Queens College dining room, Cambridge

### Thursday 8th July

9.30am – guided walking tour of Cambridge City and colleges – 1 ½ or 2 ½ hr options  
12.30pm – optional lunch  
2.00pm – optional free time in Cambridge



Queens College, Cambridge

# Sleepless in the Saddle 2021

Book your place in one of the UK's most unusual, annual bike rides. An event that has a reputation for being one of the most interesting and fun cycling event that you will have ever experienced!

The Dunwich Dynamo is an annual cycling event from London Fields, Hackney to Dunwich Beach on the Suffolk Coast. The event is always held on the Saturday closest to the full moon and what makes this such an amazing, and frankly bonkers event, is that it is ridden throughout the night, hence our Farmers' Company 'event within an event' being called Sleepless in the Saddle.

23 WCF entrants took part in 2019, joining around 4000 fellow Dunwich Dynamo cyclists and raising an amazing amount for the Company's charities. We aim to beat this number this year and hopefully raise even more, much needed Farmers Company Charitable Fund cash.

In 2019 we were generously supported by corporate sponsors which enabled us to design our very own Sleepless in the Saddle cycle shirts, these were provided to each entrant within their entry fee. In addition, we created our own private food

**Starts:**  
7:30 pm,  
Saturday 24th July 2021.  
London Fields, Hackney.

**Finishes:**  
Sunday morning 25th July,  
Dunwich Beach, Suffolk.

stops, manned by Company volunteers.

The event generates a really very special, carnival atmosphere with many cycles bedecked in fairy lights and some spectacular fancy dress costumes adding spice to the normal Lycra outfits! Village Halls along the route become pop up food stops, earning money for local charities. Several pubs also stay open throughout the night and unsurprisingly prove very popular with cyclists and locals alike.

### Interested in joining us in 2021?

If you are interested in joining 'Sleepless in the Saddle' please email the event organiser, Liveryman Richard Anscombe at richard@manor-drive.co.uk.



The cost of entry for the 2021 event will be £75 which will include an exclusive Sleepless in the Saddle Cycling Jersey and two exclusive food stops.

We will also set up a Virgin Money Giving fundraising page, and we would like to encourage all the WCF 'Sleepless' riders to use this to raise money for our Livery Charities which invest so much into education within the farming community.

Look out for further information on the WCF website when we launch our event web page, where you will be able to register, order the right size cycling jersey and set up your fundraising page.



## Andrew Brown's inspiringly unusual diversification

After catching a ball to his un-helmeted head during a local cricket match, enthusiastic local cricketer and Liveryman Andrew Brown decided that a bit of out-of-season, batting coaching was definitely required and immediately set about searching the area around his farm for someone who could help. While he did manage to find a coaching set-up, based at a local leisure centre, he also discovered that supply was strictly limited, mostly because finding suitable venues to host this kind of space-hungry, activity was extremely difficult. This is when a germ of idea for a diversification began to form.

At home on the farm Andrew knew there was a covered space, once used for animal housing, that was only used for a couple of months of the year as a temporary grain store. It was easily big enough to house three full size cricket nets and, with a bit of investment in daylight-standard lighting, would make a very suitable venue.



The perfect coaching venue for young and old alike

The design and planning process took a few months but went pretty smoothly and now with new lighting installed, the surface properly prepared and mat and nets installed, the old shed has been reborn as the Rutland Cricket Academy.

Covid-19 has rather hampered the use of the new facility for now, but the team

have installed a new bowling machine and Andrew was the first person to try out the facility in anger. 60 mph deliveries took some getting used to he tells me, but he did get bat, rather than head to ball – surely a good sign for next season!

## Let's get social



It may be difficult to meet in person at the moment and socialising over a coffee, a glass of wine or a beer may be out of the question, but we can definitely keep in touch in other ways and at the same time extend our dialogue with a wider audience. And the more members of the Company who get involved – the more fun it will be and the faster word about the Company, its activities, charitable purposes, courses and members will spread.

We need your help getting the word about the Farmers' Company's valuable programme of charitable and education work out through your own networks - by joining in online conversations,

retweeting messages from our social media team and adding more tweets, messages and comments tagging in the Company or one of its hashtags.

To start to get involved simply search for 'The Worshipful Company of Farmers' and/or The Worshipful Company of Farmers Alumni pages on Twitter, LinkedIn, Facebook and YouTube. Please follow us, and don't be shy to add your thoughts, comments and posts.



### Twitter

Join the conversation on Twitter and hear the latest news, views and what's coming up for the Livery and the Alumni:

Follow @FarmersCompany  
<https://twitter.com/FarmersCompany>

Follow @WCFAlumni  
<https://twitter.com/WCFAlumni>



### Facebook

You can access our Facebook page here:

<https://www.facebook.com/farmerslivery>



### LinkedIn

On this professional site, we share the latest news, posts and photo stories on the dynamic programme of education work led by our livery. For the latest information on how we advance the farming industry and all those in it:

Follow The Worshipful Company of Farmers at  
<https://www.linkedin.com/company/the-worshipful-company-of-farmers/>

Follow WCF Alumni Association  
<https://www.linkedin.com/company/wcf-alumni/>



### YouTube

Is the home to our videos, featuring recordings of live events and webinars for you to watch at your leisure. Subscribe to our Worshipful Company of Farmers channel:

Subscribe at  
<https://www.youtube.com/channel/UChxIE3Ro620toRFhd4N0oUw>



## HMS DEFENDER – promoting ‘Global Britain’

HMS DEFENDER is the affiliated ship of the Worshipful Company of Farmers and will soon deploy with the Carrier Strike Group as part of the Royal Navy's largest peacetime deployment for 25 years.

DEFENDER will sail from the UK fully loaded with over 100 days of food and with contingent tasking stores held on RFA FORT VICTORIA. This is important operationally but also for morale as it allows sailors to eat British favourites throughout the deployment. During this long period, the Ship's hardworking sailors will work their way through over 25,000kg of potatoes and 33,000 sausages.

Whilst visiting other countries, DEFENDER will be representing the UK and 'Global Britain.' To support this, the Ship will be used to host important dignitaries at Reception Capability Demonstrations (RCDs) where food is an essential tool. DEFENDER has a menu made up of 14

dishes for RCDs that are designed to display dishes that represent all parts of the UK; showing the diversity and quality of food that comes from Britain. Examples include:

England: Micro Yorkshire puddings with roasted beef fillet, horseradish cream and a beef jus.

Scotland: Balmoral chicken, stuffed with haggis, served with a whisky vinaigrette in a open sandwich

Wales: Classic Welsh rarebit

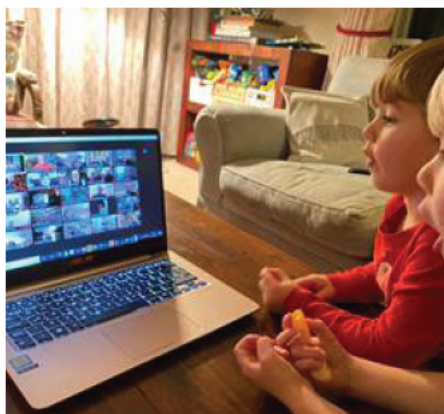
Northern Ireland: Irish king prawns in butter, garlic and parsley, served on an open sandwich.

DEFENDER will also be representing its affiliated city of Exeter will a pulled gammon canapé, served with a scrumpy cider chutney.



Top quality food is a critical element in promoting 'Global Britain'

## Virtual Carol Service a big hit



The Master's grandchildren seemed to enjoy joining in remotely

If Covid-19 can ever be said to have brought any good, it might just be in the way it has forced us all to think of new ways to do the things we took for granted only a few short months ago. And so it was with the Company's Christmas Carol Service. Unable to meet in person, under the guidance of the Master's Chaplain, Liveryman - Reverend Geoff Dodgson, a multi-faceted virtual service was imagined, organised and delivered - and what a good evening it was.

The following morning, the Master sent out a note that sums up very well what many of us thought, and so I will quote directly from it:

What a brilliant event we all put together or participated in last night. I have already received many compliments from Liverymen and families who signed in. Well done to all of you and especially the hard grafting organisers, front of house and behind the scenes, we couldn't have done it without you.

The service was led by the Revd Geoff Dodgson from his local church, supported by Reverend Stephen Day also from Geoff's local Papworth Team Ministry, the readers were the Clerk, Wardens and Master with a special guest appearance by video from the Rt Honourable The Lord Mayor, direct from the Mansion House.

The singing was led by concert tenor, Neil Latchman, supported by members of his musically talented family, all performing live from Neil's garden studio in Ealing. Neil's solo, accompanied by organist Martin Stacey, recorded in St Mary's Church South Ealing, was a particular highlight.

## A message from the Almoner

Health and Wellbeing is a topic which is quite rightly being given much attention currently. Liveryman Jim Hume is chair of the Wellbeing Forum, the Company was instrumental in creating and Past Master Philip Wynn as Chair of RABI, has commissioned Exeter University to conduct a major survey into the topic. A recent AHDB webinar made it clear that the first issue with mental health is challenged, is to recognise what is happening, so that something can be done about it.

The Almoner's Committee would like to let the whole of the Company know that we are able to help, if required. We are able to offer completely confidential help and support to anyone in the Company in need.

For those wishing for a pastoral discussion, Liverymen Revd Stuart Burgess and Revd Geoff Dodgson are at hand; alternatively please contact the Almoner, Past Master Tony Alston or the Clerk who may will help point you in the right direction for support services – always we stress in the strictest of confidence.



# Past Master Derek Pearce 30th May 1926 - 11th November 2020.



Derek was one of four sons of a cattle dealer and small farmer in Gloucestershire. His father died when he was 14 and the farm was to left to just one son at the toss of a coin – Derek lost! In 1947 he went to Cirencester.

Then he got the job as farm manager to the Earl of Bathurst (Chairman of the Governors of the college, clearly his capabilities were spotted at an early age.)

In 1958 he became manager of Frederick Hiams (8,000 acres in the Fens and Suffolk and 2,000 acres in west Wales). While he was there he was the first British farmer to go to the Harvard Business School in 1961. Somehow after that he met our then Master, Stephen Cheveley who was sowing the seeds for our AFBM Course. Derek became very involved in the setting up and structure of the first course in 1963. This world renowned course still remains today. Although Derek was much involved in the courses he did not join the livery until 1966 and became Master in 1985. Over the years

he has been behind many changes in the Company. He was Master when our new Hall was opened. He held the first summer outing. He changed the committee structure to get some non-Court members on committees. He was immensely helpful in setting up the Rural Leadership Course with a similar format to Wye but with a different focus. He was quietly very supportive of the City Food Lecture.

Outside the Company Derek held many positions in the industry and through his consultancy business helped many farmers through their problems.

Through this newsletter Nancy Pearce would like to thank the many liverymen who have sent her letters and spoken to her on the telephone.

## EVENTS Dates and Times for your Diaries in 2021

All events are subject to confirmation and ongoing Covid 19 restrictions

## ANNOUNCEMENTS

8th June 2021  
Court Meeting

29th June 2021  
Annual Banquet  
Guildhall, Old Library

6th -8th July 2021  
Master's Summer Outing  
Cambridge & Newmarket

6-10th September 2021  
Livery visit to Switzerland  
Lausanne & Lake Geneva

20th September 2021  
Masters' & Clerks' Luncheon  
Grocers' Hall

26th September 2021  
Sheep Drive & Livery Fair  
Southwark Bridge, London

28th September 2021  
Agricultural Lecture & Dinner  
Plasterers' Hall  
Speaker: Prof Dieter Helm

12th October 2021  
Harvest Thanksgiving & Installation  
Service  
St. Bartholomew the Great

12th October 2021  
Court & Livery Lunch  
Haberdashers' Hall  
13th November 2021  
Lod Mayor's Show

City of London  
23rd November 2021  
Past Masters' Luncheon  
Farmers & Fletchers' Hall

7th December 2021  
Court & Livery Christmas Lunch  
Ironmongers' Hall

25th January 2022  
Annual Banquet  
Drapers' Hall

## In Memorium

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

**Derek George Pearce,**  
of 40 Brackendon Close, Corton Road  
Norwich who died on the 11th November He  
was Clothed on the 15th March 1966 October  
1991. He was Master 1985-86

**Margôt Elisabeth Telford-Holroyd,**  
of 9 Leys Gardens, Newbury, Berkshire  
who died on the 4th January 2021. She was  
Clothed on the 5th March 2002

**John Robert Coles,**  
of Otter Cottage, 7 Navigation Yard, Millgate,  
Newark who died on the 27th February.  
He was Admitted as a Freeman on the 14th  
October 2014

The following were Admitted as  
Freemen at the Court meeting held on  
the 9th March 2021

**Ed Charles Harry Barnston**  
Proposed by Peter Walter Wiggins-  
Davies  
Seconded by James Samuel Peck

**James George Harris**  
Proposed by Peter Walter  
Wiggins-Davies  
Seconded by Stephen  
Charles Rudston Fell

**Michael George Harris**  
Proposed by Peter Walter  
Wiggins-Davies  
Seconded by Jeremy Paul Godsmark  
Finnis DL

**Christopher Horn**  
Proposed by Peter Walter  
Wiggins-Davies  
Seconded by James Samuel Peck

**Albrecht Felix Jeannot Freiherr Knigge**  
Proposed by Peter Walter  
Wiggins-Davies  
Seconded by James Samuel Peck