**H&H Land & Estates Agri Expo Seminars 2024**

Ring 4

**11.30am – 12.15pm | The Future of Farming & Food Production | Environment, Sustainability & Emerging Technologies**

Chairman – Nick Mullins (Chartered Surveyor & Environment Advisor, H&H Land & Estates)

Panellists:

· Jim Shanks (Standhill Farm)

· Colin Bateman (Beef and Lamb sector chair at AHDB and a Main Board Non-Executive Director)

· Thomas Hargreaves (Buyer, Booths)

**2.30pm – 3.15pm | Succession Planning & Intergenerational Farming**

Chairman – Jonathan Hird (Associate Director & Chartered Surveyor, H&H Land & Estates)

Panellists:

· Victoria Ivinson (Partner & Chartered Accountant, EQ Accountants)

· Emma Armstrong (Senior Associate, Burnetts)

· Emma Baker (Senior Associate in , Burnetts)

· Tom Pemberton (Agri-Influencer, Tom Pemberton Farm Life)

**The Future of Farming & Food Production | Environment, Sustainability & Emerging Technologies**

This seminar discusses what changes are taking place in farming due to the UK’s drive to cut carbon and improve biodiversity and how are farmers using this goal to improve efficiency and productivity in their farming businesses? Topics which will be addressed are:

a. How is farming evolving in response to environmental concerns?  
b. What are the most significant environmentally friendly farming practices gaining popularity today?

Livestock Farming Practices:

a. What are the key processes involved in producing high-quality food on a livestock farm?  
b. How does your farm ensure the best quality food while balancing sustainability and animal welfare?

Sustainable Farming Models:

a. How can farming practices balance food production, energy creation, and waste reduction?  
b. What lessons can be learned from integrating these systems to enhance sustainability in both plant and animal food production?

Environmentally Sustainable Farming Practices:

a. What sustainable practices are essential in reducing the environmental impact of farming operations?

Consumer Preferences in Meat Purchasing:

1. How are evolving consumer preferences for high-quality, local meat influencing the livestock and farming industries?
2. How can consumers distinguish between ethically produced, high-quality meat and less sustainable alternatives?

The Role of International Trade and the Effect of it on the Drive for Sustainability

1. How do consumer expectations for sustainability in markets like the UK differ from those in emerging markets like China, and how should this influence our approach to product development and trade strategies?
2. How does international trade shape the sustainability agenda in agriculture, and how can producers align with the differing environmental standards of global markets?

The Future of Farming and Food Production:

1. How is the integration of sustainable practices, consumer trends, and innovative technologies shaping the future of farming?
2. What steps should farms take to ensure they are meeting both sustainability goals and consumer demands for quality and ethics in food production?
3. How can the agricultural sector reconcile the growing focus on sustainability with the demand-driven markets, such as animal 5th quarter products, where price takes precedence over environmental concerns?

**Succession Planning & Intergenerational Farming**

As things are slowing down towards the end of the year, now is the perfect time to secure your farm’s future. This seminar will be an open discussion between the speakers and the audience, giving their expertise on these two important subjects to help create a sustainable farming business.

Victoria Ivinson will talk through Succession Planning and addressing the FAQs asked by many farmers:

* What are the key concepts of succession planning, how and when to start it?   
  What tools are available to farmers to allow for transfer of assets and wealth?
* How can tax planning help families minimise the financial burden when transferring estates across generations?
* Advice beyond the numbers, in terms of family politics and relationships

Emma Armstong & Emma Baker from Burnetts Solicitors will be on hand to discuss any legal implications:

* How can creating wills and trusts protect family assets and facilitate smoother transitions between generations?
* How can families approach the process of succession to ensure fairness and minimize conflict?
* What are the legal considerations when transferring assets within a family farm?

Jonathan Hird, Associate Director & Chartered Surveyor at H&H Land & Estates:

* How can the accurate valuation of assets impact farm succession planning and ensure a fair transfer of wealth across generations?
* Key considerations and legal processes involved in tenancy succession for family farm and how can they be managed in succession planning?

Tom Pemberton, the agri-influencer behind *Tom Pemberton Farm Life*, shares insights into the rewarding yet challenging process of working alongside his family:

* How to structure the partnership between you and your family on the farm?
* Personal pros and cons of working alongside family members in the daily operation of a farm?
* How can young farmers balance the tradition of family farming with the need for innovation?
* How do transparency and communication play a role in ensuring the success of family farming partnerships?