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SARAH ALDERTON has worked as a Freelance Farming Journalist and PR Consultant for over 15 years. She started her career at the NFU as a Graduate Trainee before joining Farmers Weekly as a Livestock Reporter and progressing to become Livestock Editor.

Agriculture has always been her passion growing up in rural Cumbria. This developed further when she studied Animal Science at Newcastle University and her Masters in Animal Behaviour and Welfare at Edinburgh University. She spent many hours working on the University's pig and sheep unit and even had her pig research published in an academic paper.

After ten years working in London, Sarah returned to Cumbria in 2016 to raise her young family. In her spare time, she enjoys walking on the fells with her three dogs, a spot of wild swimming and good quality family time.

For work, Sarah loves nothing more than meeting farmers, hearing their fascinating stories and working with clients who are genuinely making a difference in UK farming.



SABA AMIR. Working as a Knowledge exchange fellow for farming connect, Dr Saba Amir, has a passion for British livestock farming. She pursued her PhD, exploring the gut health promoting mechanism of a prebiotic in broiler chickens and has now developed a keen interest in dairy farming through her reading and writing for Farming Connect. She has been awarded the Nuffield Farming Scholarship 2024 to explore calf cow contact systems in dairy. She has a keen interest in farm animal welfare, sustainable livestock farming and reducing the impact of farming activities on the environment. In the future she hopes to be in a position where she can advise the government on making policies that will benefit the animals, the farmers, the environment and the society at large.



SAM BROOK is a Senior Agronomist at Vitacress Herbs down in Chichester, West Sussex. They grow around 20 million pots of living herbs under 13 Ha of glass, and he heads up nutrition and pest and disease control at the business. He has been in the role almost 2 years and before that he was a Junior Grower at a tomato nursery where he took my FACTS and BASIS exams.

Sam is relatively new to Horticulture, having previously worked in the Shipping industry. He retrained via an MSc at Reading in Agriculture & Development where he started getting involved in the wider food system and how it all interconnects through membership of IFSTAL (Innovative Food Systems Teaching & Learning).

Sam is passionate about the industry and feels it should be more valued by society as a whole – that's the people and the produce! Sam is a strong believer in the role of technology and is involved with a few pilot projects at work along those lines. Sam is also a relatively staunch environmentalist – dedicated cyclist and commuter but also things like using Oddbox for rescued fruit and veg. He tries to spread both those messages – without being boring – to wider audiences and has done a few school visits and career videos to try and encourage the next generation.

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ANDREW COURT was thrown into the world of agriculture when he was 13, when his grandmother, sadly passed away. He has never looked back. In 2014, he graduated Harper Adams University with a BEng in Agricultural Engineering, having gained a passion for soil science.

Today, along with his family, they farm 274 acres in the heart of Staffordshire. A combination of beef and arable enterprises. Like many, their farm is on the regenerative path, with techniques such as wide rotations, herbal leys and direct drilling utilised. This year they have been accepted into the RASE Climate Farm Demo programme and are hosting a cover crops trials programme for Kings Crops.

Aside from day to day farming activities, Andrew is involved with an array of different projects, organisations, including: The Institute of Agricultural Engineers, LEAF, the Society for the Environment and The Farmers Club, where he will be serving as the 2024 Under 35s Chairman. Andrew believes continued professional development is very important and is also very proud to be a part of the Just Farmers media programme.

"I am excited to be part of the 2024 Inspire programme because I have no doubt I will be able to broaden my horizons further and meet other as passionate about agriculture as myself."



BEN EAGLE Ben is a rural affairs podcast producer and journalist. He founded podcast agency RuralPod Media in 2023 to help rural organisations, businesses and communities to tell their story and connect with their audience. His podcasts include Meet the Farmers and Rural Business Focus.



RUTH GRICE is a partner in her family's dairy farm near Melton Mowbray in Leicestershire, where milk from 200 pedigree Holsteins is sold to Long Clawson Dairy to make the world-famous Stilton cheese. Ruth also works part-time for Long Clawson Dairy as Farm Liaison & Sustainability Manager and is currently undertaking a Nuffield Scholarship. The latter is exploring the relationship between dairy farmers and environmental organisations, to understand how the two communities are working together to achieve sustainable food security and combat climate change.

Outside of work, Ruth is a keen swimmer, Leicester Tigers fan, and explorer of the countryside.

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SOPHIE JAMES is the General Manager for Davidstow Creamery Direct (DCD), the only government approved dairy producer organisation in the UK and is passionate about farmer representation. Sophie grew up on a dairy farm and prior to joining DCD in 2017, Sophie worked for the National Farmers Union. Sophie studied Ancient History and Archaeology at Exeter University before completing a Masters in International Affairs, specialising in UK agricultural policy. Sophie has two young children and when time allows can be found on her family's farm in Dorset.



MICHAEL KAVANAGH is a farm manager from Shropshire who was a Soil Farmer of the Year finalist in 2020, Farmers Weekly farm manager of the year finalist and CPM climate change champion 2022. His zero till arable crops are grown with a focus on plant health and minimising synthetic inputs. Biology, manure, cover crops and correct nutrition allow him to farm this way. He grows a diverse range of combinable crops including milling wheat, malting barley, and quinoa among others. Farming operations extend to 1700 acres on a mixture of land owned, contract farmed and grazing licenses.

700 ewes are lambed outdoors, with all lamb sales going to a local farm shop. All lamb is fed on diverse forage grown on the farm, with no concentrates being used across the flock.

Michaels farming methods have encouraged regeneration of his soils, with organic matter increasing and the farm sequestering a significant amount of carbon. Regular bird ringing is done on farm and is an excellent indicator of the flourishing biodiversity on the farm.

Michael is a co founder of The Green Farm Collective, a farmer owned company set up to trade natural capital, transfer knowledge and trade regeneratively farmed produce.



ALANA MCLEAN has a Bachelor of Communications – Public Relations and is the Communications Manager (Press and Media) for Food Standards Scotland, the public sector food body for Scotland. She lives in Aberdeenshire and spends her mornings, afternoons, and weekends as a professional gate opener, relief milker, and bucket filler on her husband's organic dairy farm. Alana is a graduate of the Scottish Enterprise Rural Leadership Programme, a Trustee of the Royal Highland Education Trust, a member of the Project Board for Inclusive Farm and part of the management committee for Women in Ag Scotland.

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ROBYN MUNT, an independent farm consultant and facilitator with a passion for building resilience, sharing knowledge and with a strong focus on people. With emphasis on the importance of people in the farming equation, believing that the success of any farm is not just about crops and livestock but also about the confidence and knowledge of those who tend them.

Raised on a family farm on the Isle of Wight, followed by studying and earlier careers in law, accounting and hospitality. With over 15 years experience, Wight Farm Admin has been built around being considered a trusted support to farmers and landowners.

A farm facilitator with success in bringing the rural community together, through hosting workshops, seminars, and collaborative projects that foster knowledge-sharing and encourage improving practice.

Co-founder and delivery partner for Wight Rural Hub that works closely with farming stakeholders to support the Island's farmers and rural community. Currently delivering a programme through Defra's Future Resilience Fund.

An active member of the farming community with a strong belief in the importance of a diverse sector, providing access to opportunities and positive generational succession. As NFU Isle of Wight County Chair, supports and represents members interests on local and national issues



HENRY REYNOLDS grew up on the family's mixed farm in Northamptonshire, developing a strong interest in both farming and the engineering behind the equipment used on the farm, going on to study engineering at Cambridge. After university, Henry's early career was as a Project Engineer at Triumph Motorcycles, then becoming Chief Engineer at LiteTrac, a return to his interest in agricultural engineering. After founding his own consultancy, and having been involved in other start-ups, Henry now undertakes work on a diverse range of projects, from UTVs to superconductors. Throughout, Henry has retained a close connection with the farm, initially working there in holidays and weekends, and now splitting his time equally between farming and engineering, as he helps chart a course in regenerative farming and as the farm transitions between generations.



EMMA SMITH is a newly appointed Trainee Agronomist working for Agrii, based in the West Midlands region. A 'career changer' in her mid-20s, Emma completed a Foundation Degree of Science in Horticulture and her specific interests for commercial growing led her to work with a variety of different fruit crops upon graduation in 2020. Emma is now working towards completion of the BASIS Certificate of Crop Protection in Commercial Horticulture and is very excited about her progression into an agronomy career, especially as she will specialise in fruit.

Emma is proud to have been invited to join OFC Inspire programme, she enjoys the opportunity to network with likeminded professionals and is always looking to gain further insight into areas of the industry which she does not interact with through her day-to-day work.

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DAVID TENNANT has worked for the Royal Highland and Agricultural Society of Scotland for 13 years beginning as an annual temporary member of staff before becoming permanently employed in 2015 and moving into his current position of Head of Show in 2022.

Along with looking after the trade, competitions and activation elements of the Royal Highland Show David is the lead on Scottish Show Forum, which holds an annual conference and provides a platform for the Scottish Agricultural Show industry to engage with each other and share good practice.

In 2019, David graduated from the Scottish Enterprise Rural Leadership Program, which focuses on self-development and self-awareness to empower individuals to effectively respond to the challenges and to enact positive change in the wider rural economy.



KAREN WONNACOTT joined the CMC Technical Team as Ruminant Nutritionist in 2018. Karen was brought up on a small, family-run farm in Devon and has always been incredibly passionate about agriculture and the countryside.

Karen has a BSc. (Hons) in Animal Science and PhD from the University of Nottingham. Her PhD investigated 'Fatty acid uptake in the ruminant ovary and pre-implantation embryo'. Following her studies, Karen became the Research and Development Manager for DairyCo (now AHDB Dairy), before moving into the feed industry.

Karen is secretary of the Dairy Science Forum, which provides a focus for its members to strengthen the way science contributes to both the well-being of dairy cows and the dairy industry in general.

Karen's overarching ambition in life is to make a positive difference to British agriculture. She appreciates that no two farms are the same and loves finding out the specific drivers of each farming business and working with everyone that operates on the farm to deliver practical nutritional solutions. Karen and her husband, Richard, live in Beaworthy with their three children and budding young farmers, William, Megan and Lucy.