

Annual Conference 2020

Gearing up for change in rural Scotland

Tuesday, 10 November

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#SLEConf20

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Message from the Chairman



As Chairman of Scottish Land & Estates I take great pride in welcoming you to our virtual annual conference 2020 'Gearing up for Change in Rural Scotland'. We have assembled a fascinating line-up of expert speakers and MSPs from across the political spectrum. From the valuable insight of world-renowned academics to first-hand accounts of tackling climate change, today's conference will address some of the most pertinent challenges facing Scotland's land managers and rural business owners.

We are living in extremely difficult and challenging times. The events of the past eight months have significantly changed the way we live and will have touched the lives of every single one of us; some more so than others.

As we look ahead, the challenges posed not simply by the response to this pandemic but also by the rapidly approaching end of the Brexit transition period means that life as we know it in rural Scotland is going to be considerably different for some time to come.

Rural businesses have demonstrated a steadfast resilience and an ability to adapt to change in the past, and we have no doubt that this will continue as we face yet more uncertainty and challenges ahead. We find ourselves at a pivotal moment in our history, where the decisions made now will have a serious bearing on how Scotland's land is managed for generations to come.

Our sincere thanks go to our sponsors Barclays and Galbraith for their ongoing support and to all our exhibitors. Please make sure you take advantage of the offers available to you as a conference delegate, from our wide range of exhibitors. Simply visit our conference web pages to find out more about our exhibitors and then get in touch with them.

I sincerely hope you find our conference interesting, stimulating and that you go away ready to gear up for change in rural Scotland. Please feel free to tweet throughout using #SLEConf20.

With kind regards,

Mark Tennant
Chairman, Scottish Land & Estates

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Programme

10.00 – 10.05 **Introduction**

David Lee, Conference host & Chair

10.05 – 10.15 **Welcome address**

Mark Tennant, Chairman of Scottish Land & Estates

10.15 – 10.25 **The journey to net zero**

Graeme McNaughton, Headline Sponsor Barclays

10.25 – 11.10 **Keynote address and Q&A**
Net zero, biodiversity and food: how to create a green and more prosperous land

Professor Dieter Helm, Oxford University

11.10-11.30 **Break**

11.30-12.20 **Gearing up to tackle climate change**

Climate change solutions are both an opportunity and challenge to the land management sector. Our panel will highlight the many aspects of this and how to meet these challenges from different angles as well as their practical experience to date in a short introduction before taking questions.

Programme

1. Stephen Young, Head of Policy, Scottish Land & Estates

Setting the scene

2. Adrian Dolby, Head of Agriculture, Buccleuch

Reappraising land use – challenges and opportunities in natural capital

3. Ian Hope, Galbraith, Partner – Rural, Farm Sales, Valuations AMC Finance

Balancing food and the environment

4. Dr Sheila George, WWF Food and Environment Policy Manager

Farming for a net zero future

Followed by a brief panel discussion with questions from the chair

12.20-13.35

Lunch break

13.35-14.35

Gearing up to diversify your business

Always one of the most popular features of our conference – hear first-hand from some fantastic land-based businesses on how having a clear understanding of their market has enabled them to successfully diversify, reduced their impact on the environment and improved their bottom line. The speakers will discuss new innovations, share helpful tips on what to consider before you take the plunge and explore new business opportunities.

1. John Sinclair, Craigies Farm and Farm Shop, South Queensferry, Edinburgh.

A tenant of Rosebery Estates

Understanding your market

2. Alec Telfer, Broadmeadows Estate and Jeremy Thompson, Forest Direct Ltd

Farming, Forestry and Climate Change - Major diversification introducing significant forestry to Broadmeadows Estate

3. Eilidh Smith, Managing Director, Morton of Pitmilley, St Andrews

Diversified arable farm to 5-star luxury self-catering houses and extensive leisure facilities

4. Yanik Nyberg, Seawater Solutions

Seawater Solutions turns coastal farmland into wetland ecosystems to grow saline vegetables, such as samphire, using seawater.

Followed by an audience Q&A

Programme

14.35-14.50

Break

14.50-15.50

Panel debate

Discussion: "Supporting the future of Scotland's rural economy"

- **Scottish Conservative and Unionist Party, Oliver Mundell MSP**
- **Scottish Labour Party, Colin Smyth, MSP**
- **Scottish Green Party, TBC**
- **Scottish Liberal Democrats, Liam McArthur MSP**
- **Scottish National Party, Fergus Ewing MSP**

Questions from the audience and panellist debate chaired by David Lee

15.50-16.20

Keynote address and Q&A

The Rt Hon Alister Jack MP, Secretary of State for Scotland

16.20-16.30

Closing remarks

Sarah-Jane Laing, SLE Chief Executive

16.30

Close

Speakers



David Lee, David Lee Media & Events Ltd – Conference Host & Chair

David Lee has hosted 250-plus events over the last decade, from large policy conferences to intimate round-table discussions. He re-shaped his business quickly after the enforced changes of Covid-19 and has already hosted more than 20 online conferences and webinars. He worked for daily newspapers for 20 years, latterly as Senior Assistant Editor of The Scotsman, before establishing his own business in 2009. As Director of David Lee Media & Events Ltd, David is a writer, editor, communications consultant, event organiser and event host. He is increasingly focused on online event hosting and podcasts. David works for public and private sector clients UK-wide and has a specific interest in rural affairs and a detailed knowledge of forestry in particular. His other specialisms include legal affairs, data science, fintech and general public policy.



Mark Tennant, SLE Chairman

In April 2020, Mark became SLE's Chairman at our online Annual General Meeting. Mark's career has ranged from tending refugees to investment banking. Until 2017 he ran Innes Estates, a 4500-acre low ground estate in Morayshire, the centre of which is Innes House, a 17th century Scottish Renaissance house where the family has run weddings and corporate events for over 20 years. He has now handed it over to his son. Mark became SLE's Vice-Chairman Policy in 2018. His main focus over the past year has been developing its work on a post-Brexit integrated land management approach which delivers increased productivity as well as helping meet climate change targets.



Graeme McNaughton, Barclays, Headline Sponsor

Graeme is a Chartered Banker with 36 years of experience and leads Barclays Landed Estates Team in Scotland. He works with clients and their trusted advisors to structure banking solutions that suit the family and the Estate as a whole for a totally bespoke solution.



Keynote Speaker: Professor Dieter Helm

Dieter is an Official Fellow in Economics at New College, Oxford and Professor of Economic Policy at the University of Oxford. He is Chair of the Natural Capital Committee. Dieter completed the Helm Review on The Cost of Energy for the British Government in 2017. Dieter's recent books include: The Carbon Crunch - revised and updated edition (2015), Natural Capital - Valuing The Planet (2015), and Burn Out: the endgame for fossil fuels (2018), all published by Yale University Press. Green & Prosperous Land was published in 2019 and his new book Net Zero was published on 3 September 2020, by William Collins.



Stephen Young, SLE Head of Policy

Stephen Young joined SLE in August 2019 from the Scottish Agricultural Organisation Society (SAOS), where he was project manager. In his new role, Stephen is responsible for managing SLE's policy team at its Musselburgh HQ, as well as leading development of SLE's policy positions and guiding the provision of member advice. Stephen studied Rural Business Management at Aberdeen University and St Mary's University Nova Scotia. In the past Stephen has been involved in the ISO accreditation of a carbon trading business and facilitated a number of Monitor Farm and benchmarking groups across Scotland giving a clear insight in the economics of modern land management.



Adrian Dolby, Head of Agriculture, Buccleuch

Adrian is Head of Agriculture at Buccleuch and sits on Buccleuch's Executive Committee. He has responsibility for strategy and investment across Buccleuch's in-hand farms, a diverse portfolio of crop, livestock, poultry, energy and environment schemes. He advises the Estates in agricultural and environmental policy and wider tenant engagement.

Adrian is an adviser to Astanor Ventures, a venture capital fund focused on investment across the agriculture and food value chain in Europe and the USA, specifically sustainable food and regenerative farming technology.

He has extensive experience in UK agriculture. Adrian previously led the Barrington Park Estate farms, overseeing their transition to conservation farming across scalable crop and livestock enterprises. He is a former manager with Velcourt in East Anglia, later moving to consultancy with Andersons in the agri-business sector.

Adrian studied at the Royal Agricultural College and completed the IAgrM Leadership Course. He is a Fellow of the Institute of Agricultural Management, a member of the Environment Group, chaired by Prof Dieter Helm and also of the SLE Climate Change Policy Group. Adrian is a former speaker at TED Global.



Ian Hope, Galbraith, Partner – Rural, Farm Sales, Valuations, AMC Finance

Ian is Head of the Galbraith Rural Department which serves a diverse range of clients from major companies to private individuals seeking advice and management of their rural properties. He carries out a range of professional work across the country, providing farm and estate consultancy, valuations and management of contract farming agreements. As well as being an AMC Agent, he also carries out farm and estate sales throughout Scotland.



Dr Sheila George, WWF Food and Environment Policy Manager

Sheila George is Food and Environment Policy Manager at WWF Scotland, with a particular focus on land use and nature-based solutions to climate change. Sheila completed postdoctoral research at Queen's University Belfast on climate change impacts in rural areas, followed by several years managing large scale habitat restoration projects, including peatland restoration and wetland management. For the last 6 years, she has specialised in land use policy in Scotland, most recently identifying practical and policy measures to reduce greenhouse gas emissions and maximise carbon sequestration through land use and management. Sheila is also a panel member of Farming For 1.5, an independent inquiry into the role of farming in meeting net zero.

Speakers



John Sinclair, Craigie's Farm and Farm Shop, South Queensferry, Edinburgh - a tenant of Rosebery Estates

John was born at West Craigie Farm in 1968 and has lived there ever since. There was never any doubt in his mind that he would do anything else apart from being involved in farming, although he now has to work harder and harder to still call himself a farmer! John and his wife Kirsteen set up and runs the farm retail and café business called Craigie's Farm Deli and Café. Their vision is: Craigie's is a family farm all about the pleasure of enjoying good local food with true provenance and taste. The way we see it, the simple pleasures in life are always the best



Alec Telfer of Broadmeadows near Selkirk

After 14 years livestock farming in South Lanarkshire, Alec bought the small 1400 acre estate of Broadmeadows near Selkirk. In the past 28 years he has been sheep farming at Broadmeadows, he has brought it up from a very low place with broken down fences, neglected dry stone walls and poverty stricken soil. It is now an optimum fertility, properly fenced well appointed unit. However, having been a livestock farmer for over 40 years and not having a family who are natural farmers but love where home is, coupled with a health scare, he decided it was time for a change. A big change and a new challenge, a move away from tradition and to follow his lifelong dream of creating something new and leaving a lasting legacy. So now he has a newly established 650 acre highly diverse woodland with a commercial heart, and 200 acres of prime grassland which is rented out on a grazing agreement to 2 neighbouring enthusiastic young farmers. Alec has fully embraced the enhancement of the environment and made huge steps to contribute to the prevention of catastrophic climate change.



Jeremy Thompson, Managing Director, Forest Direct Ltd

Our focus is to plant more trees in order to sequester carbon and diversify farming and Estates businesses. With 44 years in the forest industry starting as a forest worker to creating his own consultancy business he is really excited that forestry is now forging ahead in Scotland and in response he is building up a team that represents the older experienced foresters and a young, tech aware team members that will become the future. We are privileged to have Alec Telfer as our company ambassador. Jeremy's aim is to work with farmers and Estate owners to diversify their business to allow them to continue their stewardship of the land by creating new woodlands and managing existing woodlands to create a long term revenue stream which will provide security for the future. This is achieved by planting new woodlands and by felling and restocking existing woodlands. We planted 1 million trees this year and have 1.5 million to plant next year. Our forward harvesting programme is 100,00 tonnes.



Yanik Nyberg, Director Seawater Solutions

Yanik Nyberg is the director of Seawater Solutions, an agri-environmental company based in Glasgow that turns degraded farmland around the UK and internationally into wetland and saltmarsh ecosystems for climate resilience. Growing popular crops like Samphire and Sea Aster with seawater, the company has launched projects from Ayrshire to the Highlands and Bangladesh with a focus on creating ecosystems where food production and conservation work in harmony.



Eilidh Smith, Managing Director, Morton of Pitmilley Countryside Resort, St Andrews

Managing Director of Morton of Pitmilley, Eilidh has 13 years of experience of operating a successful tourism business on a small arable farm. In this time the business has gone through continued diversification and growth, succession, change of entity and continues to prosper 30 years on. A previous career working and competing in high performance sport has equipped Eilidh with the versatility and resilience required to embrace the change that comes with diversification.

“Creating a canvas and embracing change” - Morton of Pitmilley, St Andrews the journey of a diversified arable farm to 4- and 5-star luxury self-catering houses and facilities.

Morton of Pitmilley diversified their small arable farm to create a canvas from which they run a successful tourism business with indoor and outdoor leisure activities. Woodland, biodiversity and creating an environment for holidaying guests to enjoy and relax in is at the heart of what they do.



Fergus Ewing, MSP

Fergus Ewing is a Scottish politician, serving as the Scottish Government's Cabinet Secretary for Rural Economy and the Scottish National Party Member of the Scottish Parliament for Inverness and Nairn. Educated at Loretto, in Musselburgh, he studied law at the University of Glasgow where he was a member of the Glasgow University Scottish Nationalist Association.



Scottish Labour Party, Colin Smyth, MSP

Colin Smyth MSP is a Scottish Labour Party politician who has been a Member of the Scottish Parliament (MSP) for the South Scotland region since the 2016 Scottish Parliament election. He was general secretary of the Scottish Labour Party 2008–2012. Colin is also a member of the Environment, Climate Change and Land Reform Committee and the Rural Economy and Connectivity Committee.



Oliver Mundell, MSP

Oliver has represented his home constituency of Dumfriesshire in the Scottish Parliament since May 2016. He grew up in Moffat, where he attended Moffat Academy before moving to Edinburgh to study Law at University. After graduating he began working for the global oil and gas company Royal Dutch Shell before taking a firmer interest in politics working within Westminster as a parliamentary aide. He returned to Dumfriesshire in the run up to the Independence Referendum in 2014 to help co-ordinate the local 'Better Together' campaign.

He is the Scottish Conservative Shadow Cabinet Secretary for Rural Economy and Tourism and currently a member of the Rural Economy and Connectivity Committee. He is also a member of a number of cross-party groups with a focus on learning difficulties and mental health.

Speakers



Liam McArthur MSP

Liam grew up in Orkney and attended Kirkwall Grammar School, before graduating from the University of Edinburgh with a degree in Politics. He was elected as Orkney's MSP in 2007, following a period as a Special Advisor to the then Deputy First Minister, Jim Wallace. He has also worked as a researcher at Westminster and in the European Commission, before embarking on a career in consultancy. Since being elected, Liam has been a member of various Committees, including Finance, Rural Affairs & Environment, Education & Culture and now Justice. He is currently the Scottish Liberal Democrat Spokesperson for Justice and Energy, and leads for the party on the environment in parliament.



The Rt Hon Alister Jack MP, Secretary of State for Scotland

Alister Jack was appointed Secretary of State for Scotland on 24 July 2019. He was previously Lord Commissioner of HM Treasury and a Government Whip. He was elected Scottish Conservative MP for Dumfries and Galloway in June 2017. Alister was born in Dumfries and educated at Dalbeattie Primary School, Crawfordton House and Glenalmond College before attending Heriot-Watt University. Since his election as an MP, Alister has been a member of the Treasury Select Committee, Parliamentary Private Secretary to the Leader of the House of Lords, Assistant Government Whip, and Lord Commissioner of HM Treasury. As a businessman, Alister founded successful tent hire and self-storage companies. He farms, mostly dairy, near Dumfries and grows Christmas trees. Alister is a member of the Queen's Bodyguard for Scotland and the Royal Company of Archers. He is a former Deputy Lieutenant for Dumfries and former Chairman of the River Annan and District Salmon Fishery Board, The River Annan Trust, Fisheries Management Scotland and Wildlife Estates Scotland. Alister lives near Dumfries with his wife Ann. They have three grown up children. The Secretary of State for Scotland is the UK Government Cabinet Minister representing Scotland. They act as the custodian of the Scottish devolution settlement, represent Scottish interests within the UK Government, and advocate for the UK Government's policies in Scotland. They also promote partnership between the UK Government and the Scottish Government, as well as relations between the UK and Scottish Parliaments.



Sarah-Jane Laing, Chief Executive, Scottish Land & Estates

Sarah-Jane was appointed as Chief Executive of Scottish Land & Estates (SLE) in December 2019, the first woman to hold this role in the organisation's 110-year history. Her role involves overseeing the policy work of the organisation, directing all external and internal communications and leading on lobbying and representational work alongside senior management responsibilities relating to the organisation.

Sarah-Jane represents SLE on a large number of external stakeholder groups, she is a member of the Scottish Government's Women in Agriculture Taskforce and the Climate Change Emergency Response Group as well as a recipient of the Farmers Club Windsor Leadership bursary.

Exhibitors 2020



Barclays are proud to be the headline sponsors for the 2020 Scottish Land & Estates Annual Conference. The first ever annual conference held in a virtual setting promises to once again highlight the innovation and best practice from across the industry. We look forward to meeting you virtually on the day and continuing to build upon our existing and new relationships.

Graeme McNaughton on 07825023682 www.barclays.co.uk/agriculture



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Exhibitors 2020



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To find out more, contact Rebekah Strong:
rebekah.strong@scottishlandandestates.co.uk



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