

Royal Welsh
Winter Fair
Educational
Programme
2023



EIN TIR
OUR LAND

FEEDING KNOWLEDGE, PASSION AND AN UNDERSTANDING OF
FARMING IN THOSE WHO WILL SHAPE THE FUTURE



WELCOME CROESO

The Royal Welsh Agricultural Society has played a leading role in the development of agriculture and the rural economy in Wales for over a century.

We are excited to introduce a new project located in the Members Centre to offer a free educational experience to school children from all over Wales and invite them to visit the Winter Fair for an interactive hands-on learning experience.

This year, our educational offering is titled 'Ein Tir' / 'Our Land' with the focus on soil health and the impact it has on everything from crop production to climate change.

Soil provides a host of crucial services for both people and the planet, soil puts food on our plates, purifies our water, protects us against flooding and combats drought. There is no food security without healthy soil.

We look forward to welcoming learners far and wide to the Showground.



THE FACES BEHIND THE WINTER FAIR

Alwyn Rees

Alwyn, who farms at Caeceinach, Pennal in Meirionnydd has previously taken on many roles within the industry, including Chairman of Meirionnydd Welsh Mountain Hill Sheep Society, Council member for Wales for the British Charolais Society, and World Charolais Congress Welsh Chairman.

Alwyn's dedication to the industry has resulted in many accolades. In 2014 he was made a Fellow of the Council of Awards for Royal Agricultural Societies. In 2015, he was awarded the RWAS John Gittins Memorial Award for outstanding contribution to the Welsh Sheep Industry and in 2016 was the Chair of the Royal Welsh Grassland Event, hosted by Meirionnydd Feature County at the Rhug Estate, Corwen. Alwyn was recently elected in his home County as the new President for Meirionnydd YFC. Alwyn has judged many livestock competitions including the Welsh Mountain Hill Sheep Section, the Supreme Beef Champion at the RWAS and the Butchers Lamb Hill Breed Section at the Winter Fair.

Alwyn has been involved with the Society for many years and contributes to many of the Society's Committees, he is the Chair of the Royal Welsh Winter Fair Committee, a current Board member and Council member, and a member of the Meirionnydd County Advisory Committee. He shares a mutual passion to enhance engagement to all through education.

Rob Davies

Rob Davies is a long serving committee member for the Royal Welsh Agricultural Society and extremely passionate in respect to education.

In 2022, he had a vision to incorporate an educational offer within the Winter Fair event and together with mutual like-minded members, became the driving force in providing an opportunity for young people to engage with the associated leaders, in the agricultural industry.

Following on from the offer last year, this concept has grown to become an enhanced offering for all young people and adults.

We would like to thank Rob for his passion and drive in growing this much needed resource.



William Hanks

William Hanks is the Winter Fair Director, and proud to call this year's feature county of Glamorgan his home. He went to Llanccarfan Primary school then onto Barry Boys Comprehensive. He attended Pencoed Agricultural College for three years and obtained a City and Guilds Certificate in Agriculture as well as an A.T.B. Craftsmen Certificate.

William is from a farming background. His parents ran a dairy farm alongside his twin brother and family. The farm wasn't big enough to support three families, so he decided to diversify into milk retailing, which started off small but grew the business to deliver milk (in glass bottles) to 1,400 doorsteps in the Vale of Glamorgan.

William has been involved with the Royal Welsh Show and Winter Fair for more than 31 years and became Director of the Winter Fair in 2011 when he took over from his father. He is an avid supporter of education and young people.



Aled Rhys Jones

Aled is the Chief Executive of the Royal Welsh Agricultural Society. He grew up on the family's hill farm in Cwrt-y-Cadno and played an active role in the Young Farmers movement. After graduating from the University of Reading with a first-class honours degree in Land Management, Aled spent the early part of his career as a Land Agent and became a qualified Chartered Surveyor and Agricultural Valuer. He is also a talented broadcaster and before joining the RWAS, was the lead presenter of the BBC Radio Cymru farming news programme, Bwletin Amaeth, along with several other podcasts.

Aled is a Nuffield Farming Scholar having been awarded the Young Nuffield (Bob Matson) Award presented to young entrepreneurs. His two-year scholarship took him around the globe, whereby his report on "Agricultural societies and shows: where do we go from here?" was presented. During his scholarship, he visited seven of the major state fairs in America and was struck by the amount of agricultural education on offer. The American State Fairs embrace the opportunity to raise awareness of what farmers do.

As generations get further away from the land, Aled believes there is a growing need to communicate the positive story of Welsh food and farming, bridging the divide between town and country.



MONDAY 27TH NOVEMBER

Schedule Times	Itinerary	Activity
9:00 - 11:00	Arrival of primary and secondary school children	Welcome, register, orientate, comfort breaks, rest room upper floor.
11:00 - 11:30	Michael Kennard, Compost Club	English: Microorganisms which give life to soil; soil, food and compost.
Break	Demo Stands	Break
12:00 - 12:30	Adam Jones, Adam yn yr Ardd	Welsh: Biodiversity in our gardens and growing food.
12:30 - 13:30	Lunch for all primary school children (upstairs) Arrival of secondary school children	Primary pupils leave to explore Winter Fair. Secondary pupils prepare for sessions.
13:00 - 13:40	Helen Barnes, Agricultural Adviser	English: The World Under Our Feet; soil management, nutrients, biodiversity and the ecosystems of soil.
14:00 - 14:40	Abi Reader, NFU Cymru and Chris Duller, Grassland and Soil Management Adviser	English: Land management, soil chemistry and production.
Break	Demo Stands	Break
15:00 - 16:00	David Elias, Snowdonia National Park. Q&A by Jonathan Wilkinson, NFU Cymru	English: Conservation; the balance of wildlife, guardians of our land and farming. An enlightening interview, one not to miss! Followed by book signing. <i>(Shaping The Wild)</i>
16:00 - 17:00	Demo Stands	Demo Stands
17:30 - 20:00	Farmers Weekly Question Time Registration - 17:30 Speakers - 18:00 Drinks Reception - 19:15	Adult focussed debate for farming businesses and agricultural related sectors. Independent booking in system by Farmers Weekly.

TUESDAY 28TH NOVEMBER

Schedule Times	Itinerary	Activity
9:00 - 11:00	Arrival of primary and secondary school children	Welcome, register, orientate, comfort breaks, rest room upper floor.
11:00 - 11:30	Michael Kennard, Compost Club	English: Microorganisms which give life to soil; soil, food and compost.
Break	Demo Stands	Break
12:00 - 12:30	Adam Jones, Adam yn yr Ardd	Welsh: Biodiversity in our gardens and growing food.
12:30 - 13:30	Lunch for all primary school children (upstairs) Arrival of secondary school children	Primary pupils leave to explore Winter Fair. Secondary pupils prepare for sessions.
13:00 - 13:40	Helen Barnes, Agricultural Adviser	English: The World Under Our Feet; soil management, nutrients, biodiversity and the ecosystems of soil.
14:00 - 14:40	Abi Reader, NFU Cymru and James Powell, Upland Farmer	English: Land management, soil health, production and regeneration.
Break	Demo Stands	Break
17:00 - 18:00	Exit	Exit

Thank you to Teleri Glyn Jones, Lowri Williams, Elin Havard and Elen Williams for kindly introducing our speakers over the two days.

MEET THE SPEAKERS

Michael Kennard, Compost Club

After setting up a small-scale regenerative market garden, a couple of deliveries of green waste compost set Michael Kennard on a path to make something better.

He founded Compost Club to intercept food waste from landfill or incineration and became a student of Dr. Elaine Ingham's Soil Food Web School.

Since finding his way to this work and leaving his career as an electrician and property developer behind him, he has been on an unfolding journey of discovery, overcoming social anxieties to find a voice to speak for the soil.

Compost Club is a social enterprise company with a purpose beyond profit, creating a community of composters in Brighton, Hove, Lewes, Lancing and surrounding areas. Diverting local food waste from landfill or incineration is very important to us as well as cycling these nutrients to create a compost full of the microorganisms which give life to the soil. This process reduces the carbon emissions from food waste drastically. We can use the product to reduce compost miles, sequester carbon and green our local landscapes from people's gardens, allotments and even bigger growing projects like community gardens, market gardens and estates.

Adam Jones, Adam yn yr Ardd

Adam Jones from Carmarthenshire is a renowned gardener, children's gardening book author and a familiar face and voice to many with regular gardening slots on the Welsh magazine programmes, Prynhawn Da and Heno, and slots on BBC Radio Cymru. He has also developed a large following on social media with over 26,000 followers on Instagram (@adamynyardd).

Adam began gardening when he was only 3 years old following his grandfather's gardening delight. With over 20 years' gardening experience, Adam gardens organically using the no-dig method and strives to encourage and enhance the biodiversity of his garden.

Adam works with both schools and community groups to establish new gardens.



Helen Barnes, Independent Agricultural Advisor

Helen has more than 20 years' experience as an agricultural and environmental adviser. She worked for the Farming and Wildlife Advisory Group (FWAG) for more than 10 years but these days works as an independent advisor, getting involved with discussion groups and training events as well as on individual farms. She specialises in the management of soil, nutrients, and biodiversity.

When Helen's daughters were younger, she organised an after school science club at their primary school, and has also done work with GCSE Agriculture students.

Helen has a deep interest in environmental matters. She enjoys sharing her knowledge about the endlessly complex and fascinating ecosystem of soils and its importance for all of us, and is particularly interested in promoting better communication between farming and non-farming sectors.



Abi Reader, Dairy Farmer and NFU Cymru Deputy President

Abi is the NFU Cymru Deputy President, third generation mixed farmer and co-founder of the successful 'Cows on Tour' project aimed at improving knowledge of farming for all children, especially in urban areas. She is an open farm Sunday host and former NFU Cymru Wales Woman Farmer of the Year.

With an on-going educational path, following a BSC in Agricultural Business Management; MBA; Agri academy leadership programme member; OFC Scholar with involvement in Farming Connect exchange programmes and much more.

Abi is fiercely passionate that all young people should have a basic awareness of agriculture techniques, appreciating the 'end product' i.e., food, environmental, horticulture, land management. She has always recognised the importance of the Welsh educational curriculum, seeing the advantages of flexible learning techniques, which is imperative for the future of farming.



Chris Duller, Grassland and Soil Management Adviser and Beef Farmer

Chris is a grassland and soil management adviser and part-time beef farmer. For the last 25 years, he's been engaged with farmers in Wales in land management, considering environmental benefits. He entered the agricultural industry through an interest in soil health, linking this with a research degree on soil chemistry.

Chris acknowledges that soil is the main composition around us which influences everything, from garden to food, from environmental agendas to climate change and water quality. His aim is to widen this knowledge for the benefit of all.



James Powell, Upland Farmer

Following a YFC excursion to Kenya, James's extensive travels through East Africa raised the effects of poverty and education. He returned twice, initiating projects for rural schools and communities. James's educational path progressed from HCC scholar, visiting New Zealand and Ireland, as well as NFU Next Generation Alumni.

He was a regular columnist for the Farmers Guardian 'In Your Field' and has on-going partnerships with Farming Connect, being part of a Focus and Demonstration Farm.

James has a strong connection with rural youth movements and is passionate about securing a sustainable future through progressive practices. He was a member of the Agri Academy Business Innovation and Rural Leadership Programme and is a mentor in soil health and diversification through Farming Connect.



David Elias, Experienced Conservationist

David has been a naturalist since boyhood and worked full time in conservation in 1969. His career progressed to his role as a warden on various nature reserves in the UK, first coming to Wales in 1975 in the Gower. A secondment provided a posting in Malawi in the early 80s, and thereafter based in Berwyn, Bala.

Ill health forced David to take early retirement whereby he retrained as a counsellor and psychotherapist, alongside working with Bangor University in mindfulness practices. He has an association with Buddhist meditation, which has influenced his attitudes and writing style; his objective is to seek common ground.

David is committed to nature conservation, conscientiously keeping himself up to date on all matters. His family shares his passion and are wardens for the RSPB in Wales. A sense to be a writer, he has unpublished manuscripts based upon Malawi adventures. His book, *Shaping the Wild*, was published in April 2023 by Calon. Read his blog, *Dispatches From The Undergrowth*. He now lives in Machynlleth with his wife Elen.



Jonathan Wilkinson, NFU Cymru Dairy Board Chair

Jonathan Wilkinson grew up on his father's dairy farm at Dyffryn in the Meifod Valley. His grandfather bought Dyffryn Farm in 1955 and Jonathan took over the full running of the farm in 2000. Since that time the herd went from strength to strength, culminating in an award-winning herd of 550 Holstein Friesians. From 2019, the herd was judged as the Champion Holstein pedigree herd in North Wales by Holstein UK for 4 consecutive years. The herd was dispersed in March this year but Jonathan remains rooted in the Meifod Valley.

Jonathan is currently the NFU Cymru Dairy Board Chair and has a wide interest in farming and the countryside. He is passionate about encouraging new entrants into farming and helping consumers to have a better understanding of how their food is produced.



DON'T FORGET TO VISIT...

To supplement the educational programme, learners will be given the opportunity to engage with the organisations we have on site. Here are a few we think you will find interesting.

Farming Connect

is a programme that provides subsidised and continuing professional development services for farmers and foresters in Wales.



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Meat Promotion Wales (HCC) is the industry-led organisation responsible for the development, promotion and marketing of Welsh red meat.



Wales Farm Safety Partnership

brings together key partners in agriculture to promote safety on farms. This year the partnership has some lovely children's activity books and story books – well worth a visit!



Farmers' Union of Wales

Here at the FUW we pride ourselves on the grassroots connection we have with our farmers. We have a democratic and local structure, which mean members influence FUW policy and are the core of the Union.



Wales YFC

The Wales Federation of Young Farmers Clubs is a voluntary youth organisation operating bilingually throughout rural Wales.



Lantra Wales

Our team in Wales works to help you access the training, qualifications, skills and knowledge you need. Find out more about our work and how we're Making the Difference in Wales.



NFU Cymru

NFU Cymru is the leading agricultural organisation that represents and champions all farmers and growers in Wales.



CLA Cymru

Representing around 3,000 members in Wales, our goals are to shape the future of Welsh agriculture, promote regeneration of the rural economy, improve the Welsh planning system, influence the Senedd elections and much more.



ESSENTIAL INFORMATION

We aim to make everyone feel welcome at the Winter Fair, and especially in the Education (Members) Centre. Here is all the information you need to know to help you plan ahead for your visit.

The Education Programme will take place on Monday 27th and Tuesday 28th November 2023 at the Members Centre, Royal Welsh Showground, Llanelwedd, Builth Wells, Powys LD2 3SY

- **Toilets and accessible toilets** are available on the ground floor of the Education Centre and across the site, please refer to the map for locations.
- **First aid** is located in the Sheep Control Tower and can be accessed by 01982 554407 between the hours of 10am – 6pm. Please let a member of staff or a steward know if you need assistance. The nearest hospitals are located in Hereford or Aberystwyth.
- A **defibrillator** is on site and located in the reception of the Society headquarters, please call 01982 553683.
- **Lost children** should be reported to the society headquarters by phoning 01982 553683. A lost persons policy is available upon request.
- **Hand washing** and the overall health and safety of our visitors is of paramount importance to us. To reduce the risk of illness, all adults and children should wash their hands thoroughly using soap and water after they have handled animals or touched surfaces at the event. Hands should always be washed before eating or drinking and after using the toilet. We have a number of handwashing facilities on site in addition to toilet blocks.
- **Food** is available to purchase on site. We have a range of catering outlets serving a variety of hot and cold meal options. Packed lunches can be enjoyed on both floors of the Education Centre and we have an indoor picnic area located in the Fur & Feather Pavilion. There are also a number of picnic benches on site.
- A small **quiet area** is located upstairs in the Education Centre for any young people who may feel the need to step out of the sessions for a little while.
- There will be **books** available to purchase on site written by some of our speakers and there is a **Santa's Grotto** should the children wish to bring some pocket money, we suggest £5 to visit Santa.

Public Liability Insurance: The Royal Welsh Agricultural Society Ltd. holds public liability insurance to the amount of £10 million. The policy is held with NFU Mutual and a copy of our public liability insurance certificate is available upon request.

If you have any further questions or would like to chat to us before you visit, call us on 01982 553683 or email requests@rwas.co.uk and we'll do our very best to help.