

Liz Bowles



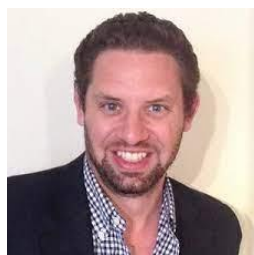
Liz is Associate Director for Farming and Land at the Soil Association and is responsible for leading and managing the Soil Association's work with farmers throughout the UK. The Farming and Land Use team deliver practical and on the ground support to farmers and growers to enable a transition to agroecology at scale including agroforestry and farm woodland. Liz has a wealth of experience of agriculture both in the UK and internationally.

She has worked in the sector for over 30 years and brings a practical approach combined with scientific and sector knowledge to her role in the Soil Association. Prior to joining the Soil Association Liz was EFFF's manager in the South West of England. This has involved her in the development of supply chain collaboration in all UK agricultural sectors. In this role she has also formed a number of producer Co-operatives and supported many Producer Organisations in the Fresh Produce Sector. With EFFF Liz led their work in the fresh produce sector and was the principal researcher and project manager for the "Driving change in the Fresh produce Sector" project for Defra in 2010.

She is a Nuffield scholar. Her research involved exploring co-operation in the red meat sector and was a precursor to her joining EFFF where she worked on the development of supply chain collaboration in England. Liz has worked within the agri-food sector for over twenty years working with farming and food businesses as well as developing and running strategic industry projects. Liz started her career in the industry with ADAS advising livestock farmers and quickly moved into business management within ADAS, working in the West Midlands and the South West with ADAS. In her spare time Liz manages one of the largest pedigree flocks of Shropshire sheep in the UK and combines this with being a Council Member of the Breed Society and the Coordinator for French SSBA members.

Matthew Orman

(Sustainable Soils Alliance, Co-Director) is a Public Affairs expert with 25 years' experience advising some of the country's largest FMCG businesses including Nestle, Kraft, Danone, PepsiCo Sainsbury's and Burger King. Much of his career was spent in Brussels where he worked in the European Commission and then



European Parliament on many of the formative pieces of EU waste, water, recycling and air legislation.

Matthew specialises in environmental sustainability and public health issues. His work has spanned both technical lobbying dossiers and broader education and awareness campaigns. Matthew joined the Sustainable Soils Alliance (SSA) as a co-Director alongside Ellen Fay, shortly after its launch in 2017. Since then he has led the organisation's Public Affairs and corporate engagement strategies. The objective of the Sustainable Soils

Alliance is to effect an improved political and public understanding and appreciation of soil that will lead to a reversal of land degradation and the restoration of soils to health within one generation.

Thomas Gent

Thomas Gent is a 4th generation farmer from South Lincolnshire. His family farm has been using regenerative/no till techniques for around 12 years.



He founded Gentle Farming during the first lockdown to find a way to differentiate regenerative farming and create a business case for more farmers to transition this led to the soil carbon market. They have successfully sold the first UK soil carbon credits and have exciting plans for the very near future.

Andrew Voysey



Andrew is Carbon Lead at Soil Capital, the technology-driven agronomy business that launched Europe's first certified, multinational carbon payment programme for farmers.

Andrew played a central role in developing this programme, called Soil Capital Carbon, which attracted 150 French and Belgian farmers upon its launch in September 2020 and is now live in the UK. Prior to joining Soil Capital in 2018, Andrew spent a decade building and leading the sustainable finance team at the University of Cambridge Institute for Sustainability Leadership. He was also an Academic Visitor at the Bank of England, advising on climate change.

Rob Reed



Rob is a recent addition to the team at Soil Heroes after spending the last five years working to transform the food system through philanthropy and social impact investment. He is a Somerset native and worked throughout his youth milking cows for the region's famous cheese producers. He is also an illustrator and yoga teacher based in Bristol, and holds an MSc in Agroforestry from Bangor Uni.

Soil Heroes support businesses on their two-step journey of offsetting and in-setting their carbon emissions. Through which, farmers are paid to farm regeneratively. The Soil Heroes' 'Fair Chain Model' sells enhanced carbon (with additional holistic outputs that include biodiversity and water) and provides a learning journey for both business and farmer. In short, we facilitate the transition to regenerative agriculture.

Robert Hall



Robert is responsible for the interdisciplinary measurement and evaluation of ecological, climatological and social-economic systems across listed and unlisted markets at the International business of Federated Hermes. Prior to joining FH, he was the Subject Matter Expert in ESG, Impact and Sustainability in the FCA's Asset Management Department and on Environmental Financial Technology for the FCA's Innovation Sandbox. Robert has worked as a technical expert across a number of national, international, central banking, and governmental working groups on sustainable investment, TCFD, and systemic risk.

Robert is the Chair of the UK chapter of the Partnership for Carbon Accounting Financials, whose membership oversee more than £5 trillion in assets, including substantial mortgage books and portfolios of agricultural land. He is on numerous expert industry working groups, a non-executive member of the Carbon Laces Advisory Board and Sustainability for Housing Standards Board, and is a member of the expert panel and author for the CFA on ESG and Climate- Economy Modelling.

Tom Morton



Based in Nairobi, Kenya, Tom has run carbon development for ClimateCare over the last 20 years. He specialises in clean cooking projects that reduce fuel consumption and therefore reduce deforestation. With close links to the UK, he has taken projects through the Woodland Carbon Code. He also works with ClimateCare's commercialisation and client management teams and so has experienced the evolution of the voluntary carbon market. He also works on various elements of climate policy under the Paris Agreement.

Mark Reed



Mark Reed is Professor of Rural Entrepreneurship and Director of the Thriving Natural Capital Challenge Centre at Scotland's Rural College (SRUC). He is Research Lead for IUCN UK Peatland Programme and sits on the Executive Board of the Peatland Code, and is working with teams to develop the UK's first carbon codes for soil carbon and salt marsh restoration.

Dr. Vicky West



Dr Vicky West graduated from Edinburgh University with a PhD in Climate Modelling. Coming down to Earth, she worked at the Forestry Commission from 2001 in policy roles and as Climate Change Analyst. Now working for Scottish Forestry and responsible for development and management of the UK's Woodland Carbon Code, Vicky is an expert in forest carbon standards and the carbon market. She was involved in the development of UK government guidance on company greenhouse gas reporting, and has helped with the development of a 'Woodland Carbon Guarantee' in England – a government scheme to help landowners have the confidence and backing to take part in the developing domestic carbon market.

Robert Parkhurst



Robert is the founder of Sierra View Solutions. His focus is creating new revenue streams for food companies, farmers, ranchers and forest owners from environmentally beneficial practices. Mr. Parkhurst has more than 25 years of experience designing and implementing environmental markets. He has been involved in the development of more than 10 offset protocols from refrigerant destruction to landfill gas destruction to more than seven different agriculture focused protocols.

His work has been published in multiple peer-reviewed journals, including *Climate Policy* and *Rangeland Ecology & Management*. Prior to Sierra View Solutions, he worked as the Director of Agriculture Data and Markets at the Environmental Defense Fund. (*M.S. Environmental Management, Illinois Institute of Technology; B.A. Chemistry, Northwestern University*)