



**Transforming
the way we eat,
farm and care for
our natural world**

**Come along to our
series of talks**

See timetable overleaf

Scan the QR code below
for more details



Join us at the
**Pasture
Field
(F13)**
Soil Association Tent

Illustration by Ed Harrison



Soil Association is registered as a charity in England and Wales no. 206862 and as a charity in Scotland no. SC039168.

Wednesday 2nd July

10:00 Drop in: Story shack – farmer – 12:00 storytelling surgery session

- Olivia James, Soil Association
- Dan Morrell, Soil Association

Are you a regenerative or organic producer? In this one-to-one storytelling session, experts will help you uncover your values and purpose, connecting people to more than just your produce.

11:00 Sow what? How Exchange –11:50 Market shares the cost of more sustainable farming

- Chair: Emily Norton, Soil Association Exchange
- Ben Makowiecki, Lloyds Banking Group
- David White, Hawk Mill Farms
- Louise Rezler, Soil Association Exchange

Join Emily Norton and a panel to explore Exchange Market, a farmer-led scheme tackling carbon emissions. It pays farmers for reducing emissions and improving environmental outcomes, sharing costs across the supply chain, and aligning with best practices.

13:30 Unpacking the opportunity –14:20 in the organic market

- Chair: Carolyn Cox, Soil Association
- Anne Rees, Abel & Cole
- John Taylor, Pollybell Farm
- Sophie Kirk, Soil Association Certification

Discover organic market trends and consumer insights. Hear about new supply chain opportunities with Abel & Cole, tips for integrating organic produce into arable rotations and explore the future challenges and rewards of organic with those shaping its direction.

15:00 Serving up sustainability: –15:50 The public sector journey to agroecology

- Ruth Galpine, Soil Association
- Ben Peel, Equilibrium Markets
- Amy Morgan, University of Bristol

How is the government aim of 50% local & higher environmental quality public food going to be delivered? What are the opportunities for agroecological producers and suppliers? Hear about new tech-enabled pilot opportunities, from Soil Association and EM.

16:00 Seeing the whole picture: –16:50 Towards accurate food ecometrics

- Chair: Brendan Costelloe, Soil Association
- Catherine Chong, CLEAR
- Harriet Bell, Riverford Organic Farmers
- Fabia Bromovsky, Sustainable Food Trust

Are current food ecometrics effective? As demand for environmental measurement grows, robust data is vital. This session explores creating consistent, accurate, accessible metrics that truly capture the impact of regenerative and agroecological practices.

Thursday 3rd July

10:00 The future of soil science: –10:50 AI powered tools for soil management

- Chair: Josiah Judson, Soil Association
- Hélène Iven, Digit Soil
- Bridget Emmett, UK Centre for Ecology and Hydrology
- Ichsani Wheeler, Open Geo Hub

Discover how AI revolutionises regenerative land management with digital twins and novel lab-free measurement tools. Learn how projects like AI4SoilHealth predict soil health, enabling proactive strategies. See practical demos and discuss AI's future in agriculture.

12:00 Can you dig it? Practical –12:50 tips to get to know your soil

- Mark Palmer, Soil Association Exchange

Join Soil Association Exchange to explore the living world of soil. This session will show farmers how to improve soil health on their farms and provide tools for simple on-farm tests to better understand their soil.

14:00 Drop in: Story shack – farmer – 16:00 storytelling surgery session

- Olivia James, Soil Association
- Dan Morrell, Soil Association