



# ANNUAL CONFERENCE 2025 WEDNESDAY 12TH FEBRUARY



AT

## BATH AND WEST SHOWGROUND

The Showground, Shepton Mallet, BA4 5QT

You are invited to our 2025 Annual Maize Conference. It is being held on 12th February 2025, from 8.45 am— 4pm. We look forward to seeing as many of you as possible. We have an enthusiastic and knowledgeable panel of speakers. Thanks to SAMCO, VADERSTAD and MOLE VALLEY for supporting the event.



Time	Speaker and Subject
8.45 a.m.	Registration & coffee
9:45 a.m.	Welcome – Michael Jarmuz, MGA Chairman
9:55 a.m.	Main sponsors message
10.10 a.m.	Speaker 1- Julian Little – Julian will discuss the current political landscape and give a seed dressing update.
10:40 a.m.	Speaker 2 – Hannah Baldwin – Ecometric – Carbon capture – Hannah will introduce AI technology to deliver practical, real-world, data solutions to soil management.
11:10 a.m.	Coffee break
11:40 a.m.	Speaker 3 – Max Hetto – Farming in Germany, an insight into farming life – The family’s dairy herd and talk about the latest concepts in European maize farming.
12:10 p.m.	Speaker 4 – Jon Myhill & Neil Groom – MGA Trials- Presenting the latest trials and research data.
12:40 p.m.	Lunch
1:40 p.m.	Speaker 5 – Jack Harris - Jack has over a decade of experience in the agricultural precision sector, which helps him support farmers with precision and agronomic decisions. He will be presenting to us about how this technology works and it’s application in farming
2:10 p.m.	Speaker 6 – Becky Willson- Farm Carbon Toolkit- Nuffield Scholar – Becky will present the latest data on projects they are running to improve soil health and carbon capture
2:40 p.m.	Coffee break
3 p.m.	Speaker 7 – Stephen Webster - EA - EA & MGA proactive trial work & other subjects
3:30– 4pm	Networking and trade stand viewing

Eventbrite link - <https://bit.ly/3XjXast>

search Maize Growers Association Conference on Eventbrite.

If you have any questions please contact us via:

[www.maizegrowersassociation.co.uk](http://www.maizegrowersassociation.co.uk) [info@maizegrowersassociation.co.uk](mailto:info@maizegrowersassociation.co.uk)

Tel: 01363 775040

Introducing Our Sponsors

The MGA would like to thank Samco system, Vaderstad and Mole Valley for kindly sponsoring this conference.



Please scan me for tickets





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- The Dairy Group
- SiloStop Agri
- ADM Agriculture



*All of the above companies will be having trade stands at our 2025 MGA conference. There will be dedicated time to view all the trade stands and speak to the companies about their products and services during the conference on the 12th.*

## Introducing Our Speakers



**Hannah Baldwin** - Hannah is the UK Account Manager at Ecometric, having joined in April 2023. Ecometric specialises in soil carbon measurement and analysis, combining soil sampling and laboratory analysis with multispectral satellite imaging and advanced AI technology to improve soil health, increase productivity, and enable farmers to generate revenue through verified carbon credits. As part of the operational team, Hannah manages the client journey from data collection to report delivery, ensuring seamless coordination across teams and guiding clients through the carbon project process.



**Max Hetto** - Max, a farmer in West Germany, shares his passion for sustainable agriculture with his family. Their farm, near the Belgium and Luxembourg border, uses minimal manpower for the dairy herd, relying on robots for feeding and milking. Max, also a researcher and agronomist, focuses on improving soil health. He experiments with direct drilling for maize and precision technology to boost yields.



**Neil Groom** - MGA Council Member and Technical Director for Grainseed Ltd, Neil Groom will review aspects of the MGA research programme. Neil's experience and

knowledge gained from his time heading up the maize work at NIAB and subsequently for Grainseed Ltd is considerable and practical.



**Jon Myhill** - Jon is the Technical Lead for the Maize Growers Association and Head of Feedstock and Digestate Management at BioWatt. He has extensive experience

optimising maize production, nutrient management, and soil health. Jon is passionate about sustainable agriculture and is committed to providing practical solutions that benefit farmers and the environment.



**Becky Wilson** - Becky is the Business Development and Technical Director at FCT. She has a decade of experience in climate change mitigation in

agriculture, specifically focused on developing projects and resources that inspire engagement. She undertook a Nuffield Scholarship looking at how to communicate carbon reduction schemes to farmers.



**Stephen Webster** - Stephen grew up on a commercial pig breeding and fattening unit in North Yorkshire. He attended Newcastle University where he studied Agri business management. On completing university, Stephen travelled and worked in Australia, On returning to the UK, he worked for G's Fresh on their graduate management training scheme program in Cambridgeshire. Stephen then moved to Cornwall, where he worked for Hutchinsons and then Southwest Seeds as an agronomist.

Now working for the Environment Agency in the Devon and Cornwall land management team. He works with local authorities and land managers in a proactive manner to reduce flood risk where agricultural land management can be one of many contributing factors to flooding (surface water and fluvial). The enforcement side of his role involves assessing incidents where agricultural soil has polluted a watercourse and assessing the incident for compliance with the farming rules for water and The Environment Permitting Regulations.



**Jack Harris** - Jack is Managing Director of FieldCraft Technologies UK Ltd, a company set up to help farmers navigate precision agriculture. The business focuses on importing and selling Carbon Bee Smart Striker X, a revolutionary spot

spray technology from France that can reduce chemical use and other associated costs dramatically on farms whilst also helping them claim £43/ha for using the system via SFI. Jack has over a decade of experience in the agricultural precision sector, which has seen him support farmers with precision and agronomic decisions using BASIS and FACTS, installation of GPS precision equipment, including crop sensors, auto steer solutions and sensors for variable rate applications.



**Julian Little** - Having worked in plant science and crop production for over 30 years, Julian has recently set up Julian Little Communications, using his experience to help other individuals and organisations improve their communications and public affairs activity, their confidence in front of the media or Select Committees, and to help affect real management change where it is really needed.

With a PhD in Molecular Plant Pathology from the University of Wales, he worked initially as a plant biochemist in both the UK and France, before switching to communicating science in 2002 and has been Head of Communications & Public Affairs at Bayer Crop Science in the UK, chair of the Agricultural Biotechnology Council, and chair of the EuropaBio Communications Committee in Brussels.



## Introducing Our Sponsors

*The MGA would like to thank Vaderstad, Samco system and Mole Valley Farmers for kindly sponsoring this conference. It is with their help that super events like this continue to be held.*

