

Conference focuses on Bold Agriculture

15 January 2016 by Massey Ferguson

The Oxford Farming Conference (OFC) saw the attendance of three young farmers from Europe thanks to support from Massey Ferguson through its partnership with CEJA (Council of European Young Farmers).

The OFC is one of the UK's key platforms for agricultural debate. Held at Oxford University (5-7 January) and attended by nearly 500 delegates, this year's theme was 'Bold Agriculture'. The 2016 programme was typically wide-ranging and included sessions on technology, sustainable farming, step-changing science, entrepreneurship, Britain's membership of the EU and food as medicine. Among the high-profile speakers were the EU Commissioner for Agriculture, Phil Hogan and Secretary for the Department of the Environment, Food and Rural Affairs (DEFRA), Liz Truss MP.

As well as its support for the CEJA members, Massey Ferguson also sponsored the two Politics Sessions which sparked lively and passionate debate.

Visiting the OFC under the MF/CEJA sponsorship programme were Ireland's Alan Jagoe, President of CEJA, together with Vice Presidents Alice Cerruti from Italy and Jannes Maes from Belgium.

Campbell Scott, Massey Ferguson Director Marketing Services, commented: "Together with the CEJA team, we learned that science and technology allied to best management practice are the keys to efficiency in today's progressive farming operations. Focusing on individual elements of each aspect of the farming operation, and making improvements to each, regardless of how small, are allowing farmers to prosper, even in adverse conditions. This is equally applicable to arable and livestock businesses. If we are to have a sustainable rural environment, we need viable and efficient farmers at the core of rural activity."

Source: AGCO, Massey Ferguson