

NUFFIELD IRELAND NEWSLETTER - AUGUST 2014

MISSION OF NUFFIELD IRELAND

**“ENABLE IRISH AGRICULTURE, FARMING AND
FOOD TO BE THE BEST IN THE WORLD, BY
DEVELOPING EFFECTIVE LEADERS AND
PROMOTING POSITIVE CHANGE”**

Chairman's Update

I am delighted to introduce Nuffield Irelands first Newsletter. In particular, I would like to thank FBD Trust for their sponsorship which has enabled us to put together our newsletter.

It was great that so many of you contacted us to assist with gathering of information for this important communication. We have carried over some information sent to us until our next newsletter.

I would like to welcome Jonathan Tighe (2008) into the role as Treasurer and I look forward to working closely with him. A big thank you to Tadhg Buckley (2009) for all the time, effort and energy he put into the role of Treasurer.

We are currently in the process of selecting our 2015 scholars and I would like to thank all those who are helping potential candidates with the application process. The 2015 scholarship now includes the Nuffield International 6 week GFP (Global Focus Programme) as mandatory for the first time. This is a great development as it ensures our new scholars get a fully global experience of agriculture. It was great to see three of our 2014 scholars choose to participate on the GFP this year.

I was delighted to be able to join our 2014 scholars in Australia this spring at the CSC (Contemporary Scholars Conference).

See the video on <http://vimeo.com/91061272>

All our scholars got on very well and it was great to see Sean O'Brien being awarded a further scholarship from Global Dairy Farmers www.globaldairyfarmers.com to participate in their GDF congress in Thailand and Vietnam in March 2015.



Bill O'Keeffe, Chairman,
Nuffield Ireland

F|B|D Trust

Inside this issue:

Chairman's Update	1
Nuffield Conference Programme	3
Alumni Survey	4
Finola McCoy — GFP experience	5
Joe Leonard - GFP experience	6
GFP Visit to Ireland	7
Mary Webb — Scholar Update	9

Nuffield Sponsors

FBD Trust,
Irish Farmers Journal,
Irish Farmers Association,
Golden Jubilee Trust,
Meat Industry Ireland,
Aurivo,
Peter Daly Trust, LIC Ireland and Dairymaster.

CHAIRMANS UPDATE (CONTINUED)

All of our 2014 scholars are active on Twitter, and this is an easy way to follow their activities — NuffieldIreland@NuffieldIreland.

We will be tweeting at our annual conference under #nuffieldag

Mary Delaney @MaryDelaneyKK

Tommy Moyles @taselyom

Sean Coughlan @SeanCoughlan

Sean O Brien @seanakasob

Joseph Leonard @joesph_leonard

Finola McCoy @FinolaMcCoy

With the assistance of Dairymaster we have an excellent video of our 2014 scholars, which you can find at <http://www.youtube.com/watch?v=tYTTqXxP8ZE>



2014 Scholars Joe Leonard, Mary Delaney and Sean Coughlan, in Sydney for the CSC in March

There have been developments at Nuffield International. Roger Mercer, UK, takes over from outgoing chairman Stuart Wright, NZ, as International Chairman. The Netherlands has been welcomed as a full member of Nuffield International since March of 2014, the first addition since Ireland's entry back in 1996.

Ireland will be hosting the Contemporary Scholars conference in Spring 2016, which is only around the corner, so plans have already started to be put in place.

Nuffield International will now be in a position to award a Nuffield International scholarship to a participant from

developing countries, and this is a very exciting development as it spread further the reach and influence Nuffield has in International agriculture. The scholars will have the opportunity to participate in the CSC and GFP and complete a report of their study topic.

Scholars in the News

- ⇒ Tim O Leary (1997 scholar) was elected Vice President of IFA.
- ⇒ Ger Bergin (1999 scholar) was candidate for President of IFA, and is Treasurer of IFA.
- ⇒ Kevin Nolan (2010) won the Farming Independent, "Farmer of the Year" award.
- ⇒ Two Nuffield scholars were finalists, Eddie Keogh (2013) and John Finlay (1998).
- ⇒ In addition, two Nuffield scholars are finalists in the Macra "Young farmer of the future", John Fagan (2002) and Sean O Donnell (2013) .

Nuffield Ireland Conference 2014

Date: Friday 31st October 2014.

Venue: Castleknock Hotel and Country Club, Porterstown Rd, Castleknock, Dublin 15.

Time: 10.30 – 17.15, followed by Dinner at 7.00

Booking online on our website www.nuffield.ie

Conference main Sponsor -



Conference Programme

10.00 Registration and Tea/coffee

10.30 Chairman's Address

11.00 Presentations of scholar reports by 3 of the 2013 scholars

Alo Mohan, (Research and Development in specialised farming).

Karen Brosnan, (Investigating the Skills (People and Leadership skills) required to move from Individual to collaborative Entrepreneurship).

Sean O'Donnell, (Farm Fragmentation in Irish Dairying (Overcoming and Adapting to it). (20 mins per scholar incl Q&A).

12.00 Keynote address by **Jim Woulfe**, Chief Executive, Dairygold. "Leadership—A personal Journey".

12.45 Lunch at 12.45

2.15 Short address by **Roy Geary**, Managing Director, Zoetis (main conference sponsor).

2.25 Presentations of scholar reports by 3 of the 2013 scholars,

Eddie Kehoe, (Maximise utilisation of grazed grass in beef production to meet market demands of the future).

Mark Rochford, (Identifying and Improving successful people development skills to aid Irish dairy farmers).

Seamus O'Mahony, (Future Innovation Strategies to deliver wealth and Sustainability in a diversified Medium Sized Irish Co-op).

3.30 Coffee break

4.00 Address by **Ken McKenzie**, psychologist and strategic planner, re behavioural change.

4.50 Short introductions of the new scholars for 2015.

5.10 Summary of the day and final comments — **Tim O'Leary**, Deputy President, IFA.

7.00 **Conference Dinner (sponsored by AIB Bank)** with Guest Speaker, **Eamonn Ryan**,

Manager of the Cork Ladies Senior Football team, which has won 8 All Ireland titles since 2005.

Conference Cost

Nuffield Scholars* (and spouse/partner)

— €55 p.p.

Other delegates

— €75 p.p.

Conference Dinner

— €55 p.p.

} €10 supplement for bookings after 30 Sept.

* Nuffield Scholars rate for those who have paid their sub, and overseas Nuffield scholars.

Accommodation

Accommodation is available in the Castleknock Hotel and Country Club for conference attendees at a Special Conference Rate. We have reserved a number of rooms for delegates. Please book accommodation directly with the hotel (phone 01-6406300) and request the '**Nuffield Rate**'. The rate is €79.00 Single or €99.00 Twin Room on Friday 31st Oct. For those who wish to stay on Thursday night, there is slightly lower rate. Early booking is advised as we will have to release rooms which are not booked 5 weeks before the conference.

Nuffield Survey of Member views June/July 2014

Summary of Responses

The US management expert Ken Blanchard coined the phrase about feedback being the favourite breakfast of winners. All organisations need honest feedback. That's how we get better. Nuffield Ireland is no exception. Therefore we were pleased to receive 33 responses to our Alumni survey over a 10 day period in June. The majority of responses are very positive. In particular the feedback highlights the potential of a Nuffield Scholarship to deliver lasting impact – long after the formalities of each individuals scholarship experience has ended. The following is a summary of the feedback.

Q1: Did your Nuffield Scholarship equip you to contribute to improving Irish agriculture and promote positive change, and if so, how?

32 scholars responded YES, and one not sure. The main comments to support the response were

- The scholarship gave them greater confidence and knowledge to communicate their views,
- better insight into the global perspective of agriculture,
- benefit of having eyes opened to the wider agricultural sector,
- advantage of travel to observe best practice and understand the importance of the network which they are part of,
- it helped to raise the bar regarding personal and business goals.

Q2: Did your Nuffield Scholarship equip you to take a higher leadership role at local or national level? Please provide an example.

33 responded.

Of these, 26 felt that the scholarship did equip them to take a higher role, and emphasised the importance of the credibility that it added, and the motivation to take on more active roles in the future. A further 5 felt that it is early days, and they intend to build towards this in the near future.

One was not sure, but felt that there is an advantage from the credibility gained by doing the scholarship. One respondent said that it did not equip them to take on this role.

- Six have been on IFA Council or Committees, including President (who was also President of COPA) and two Deputy Presidents. A further two are officers at their local IFA branch.
- Five have been on their co-op board or committee structure.
- Two have been Chairs of other national associations, and a further four have been on the committee of national associations. One is chair of his discussion group.
- Five are regular contributors to the Farmers Journal, and at least three have been panellists on RTE current affairs programmes, directly as a result of their Nuffield exposure.
- Many are active in other organisations at local level.

Q3: Did your Nuffield Scholarship enable you to improve your understanding of the factors affecting global agriculture - and your capability to communicate this to others? Please give example/s.

All respondents acknowledged the major benefit of understanding the factors which affect global agriculture. There was universal recognition of the importance of seeing and experiencing agriculture systems and businesses across the world. Many have been invited to speak to conferences about their experiences. The following is a sample of the frequent responses;

- Gained an understanding of the factors affecting prices, and importance of supply/demand
- Surprised at how similar the issues faced by agriculture across the world, which are often overlooked due to ignorance, emotion or prejudice,
- It is essential to improve communication in order to get our message across,
- Opportunities were highlighted,

Continued on Page 10

Finola McCoy—2014 Scholar, on her GFP experience

“What was the highlight?”.....the one question everyone has asked on my return from the Global Focus Programme. How can I possibly answer? How do you distil the most incredible experience of a lifetime into one story?

How do you choose one highlight out of 6 weeks of continual highlights? How do you describe one fascinating farm visit, when you visited four others on the same day, that were equally fascinating but for different reasons? It's like being asked to choose your favourite child!

If I were to pick one word to sum up the experience though, it would be “diversity”. Sometimes we can get so caught up in our own areas of agriculture that we forget that we are just one piece in a huge jigsaw. The diversity of my fellow scholars and travel companions quickly reminded me of the diversity of agriculture—a rose grower, a citrus producer, a cotton grower, a dairy farmer, a potato farmer, a vegetable/poppy farmer, a pig vet and a crop researcher. We learnt as much from each other on long bus journeys about our own industries, as we did from the farm and industry visits.

We started in Australia, at the end of May 2014, then visiting the International Rice Research Institute in the Philippines. We travelled through some of China learning about primary production of food for their people—vegetables, milk, pigs, berries, garlic etc., the processing of those foods, the logistics of supply and retail and the challenge of developing as an agricultural industry.

From China to Nova Scotia in Canada, where we joined the Triennial International Conference and had the privilege of meeting many past scholars from around the globe. Next stop, Washington DC, where we had an enlightening 2 days discussing issues of production, trade and policy with government officials, lobbyists, farm organisation reps and many more. I departed from my GFP gang at that point, in order to stay in the US and spend time working on my study topic.

So if I have to pick “the best bit”, it was the diversity-of the scholars that I travelled with, the people we met, the industries we were exposed to and the steps in the production chain that we learnt about.....yet all part of agriculture!



Bagging garlic with the locals in Zhengzhou Province, China.



At the White House, Washington D.C.

Joe Leonard—2014 Scholar, on his GFP experience

As part of my Nuffield research I had the opportunity to travel as part of a group of 10 scholars from Australia, New Zealand, England, Wales on the 6 week Global Focus Programme. We began with briefings in Canberra and then travelled to India, Qatar, Turkey, France, The Netherlands and finally onto Cornell University in New York State.

The Global Focus Programme (GFP) is one of 4 travel options for Nuffield scholars which include one of the BRIC countries (Brazil, Russia, China or India) along with another 4-5 countries. Each GFP is made up of scholars from a number of countries. This diversity of nationalities was for me one of the GFP's most rewarding aspects as it not only gave me the chance to make great friendships and a strong global network but it also led to strong and impassioned discussion on everything from global trade and subsidies to national identities and sporting dominance – every opinion was challenged and robustly defended .

During our travels we visited a vast array of farms from small scale dairying in India to huge feedlots in Qatar, small local organic vegetable grower in France and the US to highly intensive multi- million euro operations in the Netherlands. We had meetings with OECD and BIAC representatives in Paris, with Rabobank executives in Amsterdam. We visited with universities and local farmer groups in India and stayed with host families in the US where we participated in a climate change debate at Cornell University. It was an intensive and hectic 6 weeks but an extremely rewarding journey that gave us the opportunity to see countries and businesses that we wouldn't have seen on our study tours.



GFP Group in India

Farming is farming, and no matter what scale or what nationality you are, we all have similar challenges. One of the strongest themes of our trip was succession planning and getting young people interested in agriculture. This, and the availability of good labour, was highlighted as an issue in every country we visited. Interestingly, even in such a populous country as India, the farmers were complaining of the difficulty in getting labour as they were having to compete with the higher wages in the cities. Higher education standards are leading to more young Indians leaving the family farm to pursue better paid jobs elsewhere.

We may complain at times about having too much water, but the opposite is far more limiting to agricultural productivity. The cost and availability of water are becoming huge factors that affect many production regions we visited especially in Australia, Qatar and the Punjab state in northern India, where they are dropping the water table by as much as 0.5metre every year for crop irrigation. India is a great example of how valuable water is, where as they can grow 4 crops a year in southern India without irrigation (due to their high rainfall), and they can do the same in northern India, but at the expense of their water table. How long can the water table sustain production and population growth?

The Global Focus Program was for me an amazing opportunity to experience a snapshot of global agriculture in the company of some inspirational farmers in a way that cannot be replicated on a personal study tour. I would like to thank my sponsors, The Peter Daly Trust, Dairymaster and LIC for the opportunity to participate.

Global Focus Group in Ireland

At the beginning of July, the Global Focus Programme (China group) visited Ireland for 5 days. There were 7 scholars in the group, from Australia, New Zealand and Canada. This visit was the end of their 6 weeks travel to the Philippines, China, USA, the Netherlands, France and finally Ireland.

The itinerary for the visit was organised by the 2014 Irish Nuffield scholars who joined them for their visit. After flying into Dublin, they travelled to Midleton, where they were met by Sean O'Brien. They visited the Jameson Distillery for the Heritage tour and distillery trail which told the story of Irish whiskey and took them through mills, maltings, still-house, warehouses and kilns. After viewing the largest pot-still in the world, they were ready to sample Jameson Whiskey in the bar!

In East Cork, they had the opportunity to visit the world renowned Ballymaloe House Cookery School, where they participated in a half-day cookery demonstration and class. They met Darina Allen and were able to experience the ethos of Ballymaloe. Afterwards, Sean O'Brien hosted the GFP group to a BBQ at his home and farm, where he was joined by the local dairy discussion group.

The GFP group then headed to West Cork where Tommy Moyles hosted them. They took the wild Atlantic way to meet well-known dairy farmer Michael Murphy at the Long strand. The content of the conversation and views from the meeting in Michael's kitchen got the week-end off to a great start.

Lunch was provided by Tadhg Healy in Clonakilty showgrounds and Tadhg explained how the agricultural show and its facilities serve the community.

In the late afternoon the scenic drive west to Bantry to visit the farm of FBD young farmer of the year 2013 John Buckley, they were also joined by the 2012 runner-up William Morris. This proved a unique meeting, because GFP group member, Nigel Corish, revealed that he was the Young Australian farmer of the year 2013.

Sunday was a day of rest with a walk around Tommy Moyles farm which included

an introduction to hurling. Aubrey Pellett proved particularly adept at the sport, yet the two



At the farm of John Buckley, L to R Paul Olsen, Nigel Corish, Tommy Moyles, John Buckley and William Morris



Aubrey Pellett, Nicky Mann, Paul Olsen, Steve Wolfram, Nigel Corish Tania Chapman and Greg Gibson in Glengarriff, Co Cork.

handed cricket style catch of the Australian wouldn't prove useful on the hurling pitch. The afternoon was spent travelling through West Cork and Kerry.

On Monday, the group were met by Mary Delaney and they visited the world famous [Coolmore Stud](#) in Fethard, Co. Tipperary. There they received a full tour of the facilities including a meet and greet with the legendary stallion "Galileo". They also had a tour of Coolmore's gallery which was a walk through history of Coolmore's success in breeding and racing from humble beginnings to the world class business it is today.



With Justin McCarthy, Editor, Irish Farmers Journal

The group followed this with an informative session with Joe O'Flaherty, CEO of Animal Health Ireland and Geoff Dooley from XL Vets. The group received in-depth information on both companies and their ethos and this was followed by a lively Q&A session.

That evening the group visited David & Mary Delaney's dairy farm in Crosspatrick, Co. Kilkenny. They had a tour of the farm and then met with Dr. Pat Wall, Associate Professor of Public Health in UCD and Chairman of Horse Sport Ireland. They had an informal discussion over a BBQ before their onward trip to Dublin.

The next morning, they visited Eurofarm Foods in Duleek, Co. Meath and were greeted by the owner Michael Fox and his family. They had a full tour of the facility followed by a lively Q&A session with the team.

The group then headed to the Irish Farm Centre to meet with Editor of the Irish Farmers Journal, Justin McCarthy. He gave an excellent overview of Irish agriculture, the challenges and opportunities that exist and the way that the Farmers Journal has adapted to serve its audience.

Following this meeting, the next stop was Google HQ and the group were given a presentation on Google, their activities and a full tour of the facility. The group finished their Irish trip with Sean Coughlan on a tour of the Guinness brewery followed by a relaxing last night of music and craic before heading home to their respective destinations.



GFP at Google's European HQ in Dublin

Scholar Update — Mary Webb, 2004 Scholar.

On Agriculture in the North West of the USA

Get the low down on the Pacific North West.

I woke up on Tuesday to lovely, soft, wetting rain and I just loved it. Washington State (WA) is a very beautiful, diverse place with a bad reputation for being wet -and that reputation can be well-deserved! The redeeming factor is that the whole state is virtually dry from July to September, so the sprinkling of rain this week was a welcome relief for everyone.

The state is part of what's known as the Pacific North West (PNW)-Washington, Oregon and Idaho- the "new American frontier" only settled by the pioneering wagon trail folks in the mid-1800's, when Ireland was recovering the effects of the famine. Most people are only vaguely aware of WA's location and completely unaware of its vast range of agricultural output.

The state is about twice the size of Ireland divided into 1/3 and 2/3 by the snowcapped, towering Cascade range, wet on the west—60 to 80 inches and cool, with maximum summer temperatures of 80F, and on the dry, east side, 6-12 inches—summer temp topping out at 110F. Overall, half of the state's total acreage is forested and is primarily concentrated on the west side supporting a very vibrant forest industry worth many billions of dollars and a million jobs.

The other big natural resource industry in western WA is seafood, which exports oysters and clams all over the world. Agriculture production here is grass-based cow-calf operations, with some dairy and vegetable (row) cropping.

Western WA has become increasingly urbanized over the past decades. Agriculture, with any scale has been pushed east by the encroaching concrete, the big employers; Boeing, Microsoft, Starbucks, Amazon keep everyone employed and Democrat!

The east side of the state produces dry land grains and beans and irrigated crops using water from dams and melting snowpacks. You can see how the management of water resources causes the most rows! WA produces over 300 commodities. It is hard to believe, but WA is the largest producer of apples, cherries, pears, red raspberries and hops in the whole of the US, with wheat, milk, potatoes, hay, pip and stone fruit and wine grapes all commanding large



Mary Webb



Palouse area of eastern Washington State, USA.

acreage. <http://agr.wa.gov/AgInWa/docs/126-CropProductionMap12-13.pdf>.

Agricultures' other big challenge here is, labor. As with most other western states, WA depends on the Hispanic migrant labor population to get the crops harvested, but immigration policy has severely restricted growth. Add to that the challenge of fire; there is a quarter million acres of ground burning at the moment in eastern Washington, homes and communities decimated. The problem grows worse every year. There are lots of causes cited, but no solutions.

Nuffield visitors have been exploring all the diversity that the PNW has to offer in recent years. WA hosted a Global Scholars tour in 2010 and 2013 with a steady stream of others –mostly from the UK, Australia and New Zealand -taking advantage of the Eisenhower Ag fellow and Kellogg Ag leadership contacts I've managed to develop in the years I've been here. American farmers are open, welcoming and delighted to share information and I'd be delighted to make introductions for you, but hurry up! I'm coming home permanently in 2015.

Mary Webb is a 2004 Irish Nuffield Scholar living in recent years in Olympia, Washington State, and working in human systems in the Natural Resources industry. She has a small farm in Wexford.

Continued from Page 3; — Nuffield Alumni Survey — Summary of Responses

- Need to constantly review your business to achieve efficiencies,
- Appreciate the complexity of the supply chain,
- Now have a more balanced view,
- As a consequence of the travel experience and study, have been invited to speak at many national and local conferences and events.

Q4: Did your Nuffield Scholarship enable you to improve your technical capability? How was this shared with others?

Of the responses, 30 replied that the scholarship had improved their technical knowledge relating to their farm activity or their product sector, of which 16 said that this improvement was very significant. Two responded that it did not improve their technical knowledge. The information learned was shared through discussion groups, open days on their farms and presentations at conferences and meetings.

Q5: Did your Nuffield Scholarship enable you to achieve anything else that is not covered above which demonstrates the benefit of your Nuffield scholarship and the subsequent impact from a sponsors perspective?

The responses to this question may be summarised under several headings,

- It gives greater confidence to go out and meet people, especially people you want to influence – 7 responses,
- Career and business advancement, motivation to improve – 5 responses,
- Nuffield scholarship added to my credibility and developed my network and capacity to influence – 5 responses,
- Enabled me to become a more effective communicator on behalf of the sector – 3 responses,
- Work in Progress, as I am a recent scholar – 5 responses,
- Capacity to contribute at a community level – one response,
- Travel always broadens the mind. The better the "mind" the more it can expand!!



David Kerr (2006 scholar) hosted an excellent Open Day for the Irish Grassland Association in August. Attendance was over 500.

Joe Leonard (2014 scholar) hosted an open day for Agricultural Science Association at the end of May.

**Contact: John Tyrrell,
Executive Secretary**

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Three of our 2014 scholars (**Tommy Moyles, Finola McCoy and Joe Leonard**) chose to participate in the Global Focus Programme, without additional financial support. All 3 found it was an excellent experience.

Visiting 2014 Scholar, **Ben Ralston**, Oyster farmer from Australia, will visit Ireland in September.

David Murphy (2011 scholar) will host the Global Dairy Farmers visit to Ireland in September 2014.

International Events

Nuffield Australia Conference, Tasmania - 17 to 19 September 2014

Nuffield UK Conference, Ashford, Kent - 20 and 21 November 2014



Irish Nuffield Scholars briefing with Kevin Lane,
CEO Irish Dairy Board

FBI Trust

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