



# The Central Association of Agricultural Valuers

## Virtual National Conference

*Thursday 3rd September 2020*

***Tomorrow's Business – Land, Valuation, Technology and People***

***This National CPD Conference goes virtual. Open to all CAAV members and other professionals. 9.30am to 5.00pm***

### **Speakers covering:**

- ◆ Land Value Capture
- ◆ Soils
- ◆ Robotic and Controlled Environment Farming
- ◆ Genetics and Arable Farming
- ◆ A Landowner's Practical Work on Flood Defences
- ◆ Practical Aspects of Mental Health

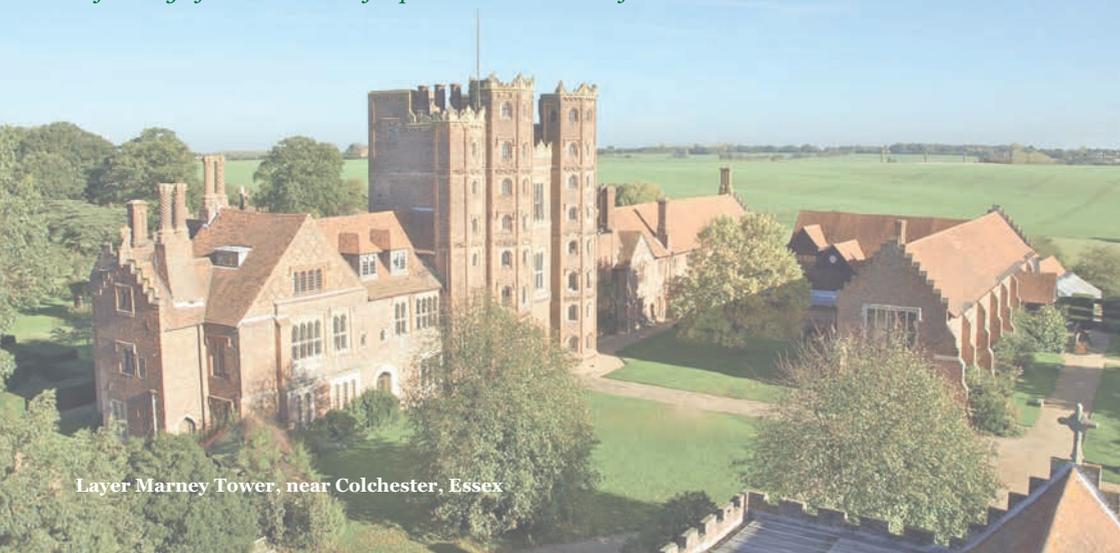
### ***Launching the CAAV's UK-wide Service to Facilitate Dispute Resolution:***

- ◆ to appoint people for roles from arbitration to early neutral evaluation
- ◆ to promote practical, fair, timely, cost-effective and robust dispute resolution
- ◆ for all forms of disputes from tenancies and sale contracts to utilities compensation and development options

CAAV Presentations on Topical Issues and the Centenary Scholarship Report on Technology and the Profession

*A full day of over 6 hours of topical CPD and some fun*

Layer Marney Tower, near Colchester, Essex





Welcome from the President  
**David Brooks** BSc, FRICS, FAAV, REV  
and the **Essex Agricultural Valuers' Association**



The Conference traditionally completes my year as President, the year in which the United Kingdom left the European Union and had its greatest pandemic in a century. Covid-19 restrictions sadly forced the deferral of this conference. Keen that it be held, we have completely recast it as a virtual conference, adapting to circumstance to achieve the right and practical outcome, as agricultural valuers have always done.

*Thanking our sponsors, this new format allows us a broader range of speakers on topics essential to tomorrow's rural world. I am glad to welcome:*

- **Rachelle Alterman** from Israel as an international commentator on the **land value capture** issue that is now a feature of development land policy discussions
- **John Gilliland** from Northern Ireland, who led the review that produced the very practical Sustainable Agricultural Land Management report on **soils** and related issues for both farming productivity and environmental management.
- **Simon Pearson**, Professor of Agri-Food Technology, Lincoln University, working on **robotic systems**, energy control and other topics.

*From home in East Anglia we have:*

- **Jonathan Clarke** from John Innes Institute in Norwich, at the cutting edge of **plant genetics**
  - **Chris Newenham** of Wilkin and Sons of Tiptree, fruit growers and preserves manufacturers, on work with **Controlled Environment Farming**
  - **Andrew St Joseph**, an Essex landowner and farmer on the Blackwater estuary, on **practical work for flood defences**
  - **Melinda Straker** from YANA and farming near Thetford on **rural mental health issues**
- and a lively interlude at lunchtime from Essex's **Giggly Pig Lady, Tracy Mackness**.

Our offer is then completed by the **CAAV Secretariat on topical matters** and the **CAAV Centenary Scholar on Technology and the Profession**.

I welcome all, members and other professionals, to this full and varied day with its leading speakers and Essex flavour.

**David Brooks, CAAV President**





# The Central Association of Agricultural Valuers

## The CAAV

### Representing Valuers

### Briefing Valuers

### Qualifying Valuers

**The CAAV is the national specialist professional body representing, briefing and qualifying those acting and advising on agricultural and rural property and business matters across the whole United Kingdom.** Long established experience, practicality, enthusiasm and forward-looking members have maintained the nationally recognised status of the CAAV.

#### **Who are Agricultural Valuers?**

Essential and trusted advisers to farmers, landowners and others for matters to do with agricultural and rural property and business, using professionalism, practicality and ability to see the business in the round.

Valuers apply their professional expertise to help their clients achieve best value whether that is for the sale or purchase of property, letting of a farm, dwelling or commercial premises, negotiating compensation following utility works, securing finance for rural investment, implementing a diversification project or providing strategic business advice.

They have a thorough knowledge of country life, understand the relevant law, keep abreast of government regulations and have a strong sense of practicality in times when there are many new or increasing pressures on and opportunities in the countryside. At all times they act professionally and focus on adding value to their clients.

## Lunchtime Interlude . . .

### Tracy Mackness, Giggly Pig Company

An Essex bad girl turned good and the owner of the successful “farm to fork” Giggly Pig Company, rearing rare breed Saddlebacks from birth on the farm in Romford to sell from sausages to hog roasts.



#### Tracy:

- ◆ is passionate about pigs, farming, and the challenges of running a small business
- ◆ has also written a book about her past called *Jail Bird: The Life and Crimes of an Essex Bad Girl*.

## BOOKING THE CONFERENCE

The Conference tickets at £80 each can be booked through the CAAV website

Book on-line through the September page  
of the CAAV website's Events section

## SPONSORED BY AMC, MFL AND LANDMARK

*The CAAV is grateful for the support given to this Conference by:*

**The Agricultural Mortgage Corporation**



**MFL**

*Professional Indemnity Insurance Brokers*



**Landmark Systems**

*Rural Business Software*

