

May 2017

Norfolk Mardler



THE ROYAL
NORFOLK SHOW



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Welcome



Greg Smith
Chief Executive
of the Royal
Norfolk Agricultural
Association

Welcome to this edition of the Mardler which we prepare having held a highly successful Spring Fling and with plans for the Royal Norfolk Show well underway. In addition, the Showground has already hosted a number of big events and is looking forward to a busy summer ahead.

At April's AGM we bade farewell to our outgoing President, Professor David Richardson, who was praised for his vision and commitment. During David's presidency, we have made real strides towards developing the strategy behind our education activities and joining the dots between the RNAA, the UEA and those involved in sustainable agriculture, education and international development.

We welcome our new President, The Very Rev'd Jane Hedges, Dean of Norwich, who has already acknowledged the RNAA's unique role in bringing together communities in support of agricultural food production. Jane was ordained Deaconess in 1980, Deacon in 1987 and Priest in 1994. She was the first woman to be appointed a Residentiary Canon in the Church of England, serving as Canon Pastor at Portsmouth Cathedral. In 2006 she became the first woman Canon at Westminster Abbey, moving from there in 2014 to become the first woman Dean of Norwich. She oversees the life of the Cathedral, chairing the Chapter, and is also a member of the Bishop's Senior Staff Team.

Further details of our educational work are provided in this edition of the Mardler. The success of the 18th Spring Fling is recorded and our new venture, the Norfolk Skills and Careers Festival, is rapidly gaining a reputation as a quality educational event. We also hear about the Norfolk Scholar programme.

Our efforts are now focused on delivering a successful Royal Norfolk Show. We have another great show ahead of us this year. Our top-level themes of Food, Farming and the Countryside, Innovation and Enterprise and Celebrating the Arts make this an exciting and attractive proposition for both regular visitors and newcomers, alike.

And finally, as we go to press we reflect on the passing of my predecessor, John Purling. Our thoughts are with his wife, Ena, and family at this sad time.

As always, we are very grateful for the support of our members and look forward to seeing you at our events over the summer, including the Royal Norfolk Show.



PRESIDENT'S VISION

INTRODUCING OUR PRESIDENT THE VERY REV'D JANE HEDGES DEAN OF NORWICH



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What a lovely and unexpected surprise it was to be invited to be the President of the RNAA for the coming year. As a relative newcomer to Norfolk who had only stayed in the county once during my childhood and then taken a brief holiday here over twenty years ago, it has been an absolute delight to explore the beaches, the countryside, the villages, the market and seaside towns as well as getting to know the city of Norwich with its fascinating history. What I have discovered is a county with something for everyone and I hope that during this coming year there will be many opportunities, not least in the Cathedral, to celebrate this wonderful part of our country and to give thanks for the variety of natural resources here, together with the great range of human knowledge, experience, skills and talents.

As a priest, one of my passions is for human flourishing and so this year presents a wonderful opportunity to forge a closer relationship with the agricultural and scientific communities and to explore together the subject of healthy living. We are complex creatures with a mixture of physical, mental and spiritual needs, which if satisfied, enable us to enjoy life to the full.

In many ways the production and consumption of food relates to meeting all these needs, and research shows how a healthy and balanced diet not only keeps us physically fit but contributes to a healthy mind and in turn to a deeper sense of well-being.

So all who are associated with agriculture and food production play an absolutely vital part in the welfare of the population, and with this in mind during this coming year we will be re-introducing in the Cathedral some of the traditional specially themed Sundays in the Christian calendar which relate to the agricultural year. We will keep Rogation Sunday in May, Lammass in July, Harvest Festival as usual in October and Plough Sunday in January when we plan to have a great procession of ploughs and tractors arriving at the Great West Door of the Cathedral. We hope that these Sundays will bring the whole community together to celebrate the gift of food and to remind every single one of us of our close dependence upon the land.

As we celebrate the good things of life we are also aware though that life can be tough and the future can feel very uncertain and even frightening. So during this coming year we also want to raise awareness of the work of YANA (You Are Not Alone) in the hope that anyone within our communities who is suffering through stress or isolation will know that they have someone to turn to for support.

Towards the end of my year as President, to bring all these themes together we are proposing to hold a Healthy Living Day (24th February 2018) at the Cathedral. We hope to involve welfare, educational, scientific and agricultural groups from across the county to provide a fun packed and informative day for people of all ages, once again to focus on the health of our bodies, minds and spirits.

It's a huge privilege to be your President and I look forward to getting to know everyone better in the months ahead.

Jane Hedges

NORFOLK SCHOLAR PROGRAMME AT THE OXFORD FARMING CONFERENCE



The Norfolk Scholar programme, supported by the RNAA and Bidwells, now in its fourth year, enables two people aged between 18 and 35, who live work or study in Norfolk, to attend the three-day Oxford Farming Conference to hear from international and national speakers within the agricultural sector. Following a strong field of applications Luke Paterson and Emily Page were selected to attend the Conference which took place in early January 2017. The pair took part in debates with industry leaders, and discussed farming policy and technology with farming minister, George Eustice (*pictured above*).

Luke Paterson, who farms in the North Walsham area and works as an independent broker for Paterson Ag, reflects on the Conference.

"The university location and setting is particularly impressive. The Conference does attract high calibre speakers; there were plenty of 'take home' messages and my favourite was Think big, but you still have to carry the water & chop the wood, from Konrad Brits (CEO of Falcon Coffees). Another important aspect of attending such events is that being away for a couple of nights helps retract your mind from the day-to-day hum-drum and gives you time to think about your business/personal strategy. I think this is really important in today's fast paced life where there is little time to pause for thought."

Luke explained that "This is about our future. I have got 30 or 40 years left in this industry, and I was probably one of the older scholars, but we all have to look and learn. Nobody has got a crystal ball, but perhaps a conference like this gives you a glimpse

of what's coming and it is nice to be on the front foot."

Emily Page, from a family farm at Scratby and who works across Norfolk as an agronomist for Frontier Agriculture, said: "One thing that stuck in my head was that Guy Smith (the NFU vice president) said people go to conferences to get a glimpse into the future. That is quite true, but because we were talking about Brexit and how life will be post-CAP (the EU's Common Agricultural Policy) we didn't always get the answers we were looking for."

Both candidates strongly encourage anyone who meets the criteria to apply. The 2018 Norfolk Scholar programme will be launched in September 2017.

If you're a professional aged between 25-45 why not join the **YIELD** Group (Young, Innovative, Enterprising, Learning and Developing)?

We are a diverse dynamic group comprising farmers, managers and professionals working in rural industry including lawyers and bankers.

Technology entrepreneurs, food producers, researchers and engineers are also active and committed members. We all share a passion for Norfolk; its countryside, farming, food and business. Norfolk has a history of producing agricultural pioneers – Townshend and Coke – and is home to world-class science and agribusiness today. YIELD aims to add to this tradition. **For further details about our programme of events and how to join please contact**
Holly Whitaker tel: 01603 731965
email: holly.whitaker@rnaa.org.uk

ROYAL NORFOLK SHOW

SHOW DIRECTOR MARK NICHOLAS WRITES

This year's Royal Norfolk Show is set to be another great celebration of Food, Farming and the Countryside and all that is great about our county. To provide some structure to the design of the Show and to help articulate the Show's broad appeal the top-level themes will also include innovation and enterprise and celebrating the arts.

The theme of Food, Farming and the Countryside will bind together many of the activities at the Show that promote agriculture and food production in Norfolk. With our traditional roots in mind we are particularly pleased to be hosting the Red Poll Society National Show and to welcome many exhibitors of this well-known local breed. In the equine section a number of new classes are being introduced and we have secured 31 Horse of the Year Show qualifiers, a particularly high number. Furthermore, Mr Mawkin's Farm goes from strength to strength and this year we will welcome Jimmy Doherty in his capacity as President of the Rare Breeds Survival Trust (RBST). Apart from supporting the RBST Jimmy will make an appearance on the Grow it, Cook it, Eat it stage.



Food and drink producers take a very important place this year and we are pleased to have secured the support of HSBC to help start-up and smaller food and drink producers to trade at the Adnams Food and Drink Experience. The food hall will also house the Art of Butchery event which made a successful debut last year. We are fortunate that Norfolk's finest butchers and those in the meat trade are

willing to give up their time to demonstrate the art of butchery to our visitors. At the Grow it, Cook it, Eat it stage Mary Kemp will be hosting a programme of events involving some of Norfolk's best known chefs including Kate Barnby who was a contestant on the Great British Bake Off.



The countryside area continues to flourish and following the introduction of the Broads Village last year a new Forestry and Wood area will be created. This feature will be a showcase for those who work in the forestry and wood sectors and will include arboriculturists, saw milling and equipment demonstrations. A new wood carving competition is to be introduced for both days of the Show and will be sponsored by TMA Bark.

The theme of innovation and enterprise allows us to create a narrative promoting the Show as a place to do business. The Innovation Hub will be central to this theme and will bring together a range of organisations engaged in world class agri-tech research and development. Dr Belinda Clarke, Director of Agri-Tech East explains: "Agri-food is the last major sector to be 'digitised' and this represents a major opportunity for companies not traditionally associated with farming. Norfolk has always led innovation in farming practice and the show provides an ideal opportunity to meet people who are open to new ideas and technologies." The Hub will promote five subject areas: harnessing the power of data and digital technologies, including precision farming; improve and balance environmental protection with agricultural productivity; understand how to build



resilience in farm businesses; develop labour-saving technologies and understand farming's contribution to the health and wellbeing agenda. Norfolk Farm Machinery Club (NORMAC) will be holding their Innovation competition and many other stands at the Show will be promoting innovation in their own way. Activities related to innovation and enterprise, demonstrate the utility of the Show as a platform to show, demonstrate, exhibit and promote. This year we expect 700 businesses and organisations to be present. The Agricultural trade area is now fully booked and there are many other new brands attending the Show this year. Following last year's Show we have implemented measures to refresh the retail experience. These include improving the layout through the intelligent clustering of like-minded businesses and introducing Royal Square as a destination for our visitors.



Celebrating the Arts will, we hope, encourage visitors to the Show who might not normally attend. There is already a great deal of artistic talent to see at the Show from bands to performing dance groups and works of art. This year we will increase the artistic offering to further enrich the Show proposition. The highlight will be a massive choral project called Showstoppers which will bring together a choir of a thousand singers from

across the county. Led by the Norfolk Music Hub Showstoppers will perform a song that has been commissioned for the Show and composed by Cheryl Frances-Hoad one of the UK's leading contemporary composers. The event, which will take place at Thursday's closing ceremony, will be conducted by Mark De Lisser of the BBC "The Voice" show. We are also pleased to welcome the Sainsbury Centre for Visual Arts and the Paint Out movement – a first at an agricultural show. The RNAA Art Exhibition, now called the Show Art Gallery, will be relocated to the junction of Third Drive and Avenue Nine.

Moving on to education, we plan to welcome over 9000 school children from 150 schools across the county. The model, whereby organised school groups can attend the Show at minimal cost, is a great demonstration of the RNAA delivering its charitable objectives supporting agriculture. The Discovery Zone will offer a range of displays and activities designed to assist teachers with delivery of the National curriculum.

The Grand Ring Programme is now set and offers an impressive line-up. The programme includes some old favourites such as the Equine events, parade of hounds, the Grand parade of champion horses and livestock and the RAF Falcons parachute display team. The main act will be displays by the King's Troop Royal Horse Artillery, their only performance outside of London in this, their 70th anniversary year. Showstoppers – choir of a thousand will provide a stunning climax to the Show.

Members should be aware that it is now possible to buy Member, Vice President and guest badges online through the RNAA website:
www.royalnorfolkshow.rnaa.org.uk

The Show Guide will be distributed free with the EDP on 16 June. This new arrangement with Archant will help us to promote the Show across the County before the event takes place. The Guide will be packed with Show content and details of competitions and offers. It will also be available, free, at the Show (catalogues will be available to purchase, as usual, on Show days).

ROYAL NORFOLK SHOW

CHARITIES FOR 2017

Each year the RNAA enables a number of charities to be promoted at the Royal Norfolk Show. This year we are really pleased to announce that YANA (You Are Not Alone) has been chosen as the President's charity and that the Hamlet Charity and Break will also be supported at the Show.

RNAA President, The Very Rev'd Jane Hedges said that her chosen charity for the year would be farming's mental health charity YANA (You Are Not Alone), adding: "It's an opportunity to highlight their work, and it is about mental wellbeing and being a part of communities that support each other."

We reveal more about this year's supported charities.

YANA

Help for those in farming who may be affected by stress and depression. Farming is usually a good way of life but it is a demanding and stressful occupation. So it's not surprising that many people involved with agriculture can feel isolated, depressed or unable to cope as well as normal. 1 in 5 people in the UK will experience a problem with depression so it is important to know that help is at hand.

If you are involved with agriculture or farming in any way, and are feeling low or if you are worried about a member of your family, a colleague or a friend, YANA can help. Remember, you don't have to struggle by yourself - good help is available. Please call the YANA help line on 0300 323 0400.

The only requirement is that applicants must be involved in farming in its broadest sense (e.g. farmer, farming family members, all farm staff, contractors, agricultural merchant, members of Young Farmers, etc.).

The Hamlet Charity

From point of diagnosis to 29 years and beyond, the Hamlet Charity provide recreational, educational and social opportunities for children and adults with profound disabilities and complex health needs.



The charity supports and enriches the lives of families, children and adults at two locations in Norwich. Established in 1972 by Jack and Margaret Wymer, the charity has evolved from its beginnings as a Toy Library into a charity offering a range of services for children and adults from birth.

Break

Break's core business is the provision of children's homes for Looked After Children in their home Local Authority. Break has six mainstream children's homes in Norfolk and Cambridgeshire and a Therapeutic Fostering Service offering single placements to traumatised young people.

In addition to the mainstream homes, Break has a children's home for young people with profound learning and physical disabilities and two short-break schemes for children with disabilities.

Break also provides a range of assessment and support services to children at risk through a Residential Family Centre in Lowestoft and a range of community-based services, including assessment work, across East Anglia. Families' House, based in Norwich, provides support and guidance to separating parents, ensuring that the children's needs remain paramount.

The RNAA is delighted that Break will be holding the Royal Norfolk Show Ball on Friday 23 June. For further information please visit www.break-charity.org





RNAA SPRING EDUCATION EVENTS

NORFOLK SKILLS AND CAREERS FESTIVAL

Over 8-9 March the Norfolk Skills and Careers Festival took place at Norfolk Showground. The Festival hosted over 4800 youngsters from across the county who were able to explore skills and careers opportunities with over 70 businesses from a range of sectors. A number of national and international brands exhibited this year including Aldi, McDonalds, Nationwide, Tesco and Volkswagen. The Festival, which is RNAA-led, is now well and truly established as the largest event of its kind in Norfolk. With the support of organisations such as Norfolk County Council, Norfolk Chamber of Commerce, City College Norwich, Norwich School and Archant the intention is to deliver a third event 7-8 March 2018.

SPRING FLING

The 18th Spring Fling took place on Tuesday 4 April in good weather. Once again tickets sold out in advance and 5000 visitors (including 500 school children from the Litcham cluster of schools) enjoyed a superb offering of activities and displays promoting food, farming and the countryside. The visitors' briefing event provided a good opportunity to expand on the RNAA's education agenda with a range of interested parties and set the conditions for further work to be done on establishing the Norfolk Food and Farming Discovery Trust.





JOHN GORDON PURLING - AN APPRECIATION



John Purling, former chief executive of the Royal Norfolk Agricultural Association, died suddenly on Friday April 28, 2017, aged 69. He retired from the RNAA in 2012 and continued to serve as an honorary vice-president and member of council.

Michael Pollitt looks back on John's life and work at the RNAA.

Appointed general manager in January 1994, John began the process of making optimum use of the 375-acre Norfolk showground. Running what he always described as "the country's best two-day agricultural show" was a challenge he relished, but his wider goal was to generate sustainable income throughout the year. He also encouraged the RNAA to support a wide range of other bodies engaged in food, farming and education – from the Norfolk Young Farmers' Clubs to the Nuffield Farming Scholarships Trust. Under John's leadership, the RNAA also forged closer links with its immediate neighbour, Easton College.

As a showman, and always with an eye to promote the best in Norfolk, he worked tirelessly to bring out the best the county had on offer to its biggest show. He had the figures to prove it too. In his 18 years, six shows had more than 100,000 visitors, including a record gate of 105,629 in 2006.

The drive to bring younger visitors to the Royal Norfolk Show was another of John's successes with many thousands of children enjoying the schools' trails. And the flagship Spring Fling event, which started in 2000 with about 500 children and their parents, has now become an annual sell-out with over 5000 visitors. Incidentally, most other major shows in the UK have now started similar

events – all modelled on the Norfolk Spring Fling.

He was a respected former chairman of the Association of Show and Agricultural Organisations – recognition of his leadership by fellow professionals from across the United Kingdom and Ireland. John was frequently invited to judge at other shows and speak at conferences - promoting the importance of agricultural shows, big and small.

Sir Nicholas Bacon, Chairman, said: "Throughout his time at the RNAA, he was widely respected by his colleagues, his peers in the industry and the wider agricultural community.

"John's way of getting things done was with charm and a healthy dose of good humour."

Educated at Duncan Hall School, Scratby, John studied at Shuttleworth agricultural college before embarking on a career in the animal feed industry, much of which was spent overseas.

Outside work, John was a keen golfer, a supporter of RABI (Royal Agricultural Benevolent Institution), trustee of the Emmaus charity and non-executive director of the Thursford Spectacular. He was a former President of the Strangers' Club and enormously proud to have been invited to serve as president of the Aylsham Agricultural Show Association in 2018.

John Purling is survived by his widow, Ena, two sons, Matt and Tom and daughter Catherine and six grandchildren.

A longer version of this article is on the RNAA website – see www.rnaa.org.uk and an obituary appeared in the Eastern Daily Press on 5 May 2017.



EVENTS AT NORWICH CATHEDRAL 2017-2018

The following is a full list of the Cathedral services and events which relate to agriculture. Our President warmly welcomes members of the RNAA to join in these occasions.

28 May	3.30pm	Evensong for Rogationtide following by a procession round the Close (Beating the bounds)
23 July	3.30pm	Thanksgiving for Animals Service in the Cloister
29 July	10.30am	Bread making morning
30 July	10.30am	Sung Eucharist for Lammas Day followed by a picnic in The Close
6 Oct	7.30pm	Harvest Supper in the Refectory
7 Oct	All Day	HarFest
8 Oct	3.30pm	Harvest Festival Service
14 Jan 2018	3.30pm	Evensong for Plough Sunday
24 Feb	All Day	Healthy Living Day

HARFEST

Following the success of the first HarFest in 2016 the event will return to Norwich on Saturday 7 October. With support from Norwich Cathedral and Norfolk Young Farmers the RNAA will hold a diverse celebration of the county's agricultural production. The event recognises that Norfolk has the largest agriculture sector of any English county and is made up of 1,800 farm holdings representing a total farmed area approximately 1,600 square miles. The impact it has on the economy of Norfolk and the wider UK is substantial and well worth celebrating. This fun family orientated event puts a 21st century feel into a traditional community celebration.

There will be a farmers market of Norfolk-based food and drink producers, farming displays including the popular Mr Mawkin's Farm and a range of entertainment and performing groups.

HarFest is free of charge.



NORFOLK HARFEST

**RNAA EVENTS OVER
THE HARVEST WEEKEND WILL
BE TAKING PLACE AS FOLLOWS:**

Friday 6 October

**7pm RNAA Members' Harvest Supper
Norwich Cathedral Refectory (ticket only)**

Saturday 7 October

**10am - 4pm HarFest
Norwich Cathedral Close**

Sunday 8 October

**3.30pm Harvest Thanksgiving Service
Norwich Cathedral**



Dates for the diary

June

- 3 Contenders - Mixed Martial Arts
- 7 RNAA Members outing, Holkham [SOLD OUT]
- 19 RABI cocktail party
- 23 Norfolk Show Ball – hosted by Break charity

28-29 ROYAL NORFOLK SHOW

July

- 9 Young Farmers' Club, Rally
- 15-16 Antiques fair
- 22-23 Warners motorhome show

August

- 19-20 Truckfest
- 27-28 All about dogs

September

- 2-3 Sundown music festival
- 9-10 Reload music festival
- 16 Contenders - Mixed Martial Arts
- 17 Tour de Norfolk cycling
- 16-17 Norfolk and Norwich Horticultural Society – Flower show
- 18-22 Crucial Crew – Norfolk Fire Service
- 23-24 Norfolk Holstein Club – Calf show
- 23-24 Norwich and District Goat Club – Goat show
- 27 Local Flavours food event
- 30 Memory walk

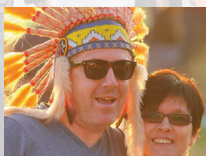


October

- 6 Members Harvest Supper
- 7-8 Norcon
- 7 RNAA HarFest (Norwich Cathedral)
- 8 Harvest Festival (Norwich Cathedral)
- 14-15 Porkstock Food and Drink Festival
- 19 RABI fundraising breakfast
- 21-22 Hughes Home Tech Show
- 28-29 Antiques fair

November

- 2 EDP Business Awards
- 6-10 AgriTech Week - various
- 9 RNAA AgriTech event - Easton
- 11-12 Festive gift show
- 16 Norfolk Health and Care Show and Conference
- 25 Contenders - Mixed Martial Arts



**NORFOLK
SHOWGROUND**



**NORFOLK
SHOWGROUND
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