

## Marc Jones

Marc is an agricultural business consultant working for ADAS, with over ten years' experience. He has a particular interest in the beef and sheep industry and has gained excellent knowledge of commercial farming from working for farmers and with many national bodies.

He has extensive practical farming experience and currently runs the family farm, which has 1,100 sheep and 420 yearling dairy heifers. He has developed both enterprises around rotational grazing and out-wintering. This has involved correcting soil deficiencies, the construction of farm tracks, installation of a water system and the sub-division of paddocks. Furthermore, the farm now uses a combination of fodder beet and kale to out-winter the cattle for a four-month period and uses both spring and autumn grass planners to extend the grazing system.

Marc is a past Hybu Cig Cymru Scholar. He travelled to New Zealand for a six-week period, where his studies included both forage crops and grazing management. He has also completed the Worshipful Company of Farmers' Advanced Farm Management Programme. Marc was awarded the Farmers Weekly Young Farmer of the Year Award in 2014 and was runner-up in the Welsh Grassland silage competition in 2015.



*Marc Jones*

Marc's role within the project will be to provide specialised consultancy to two of the improver farms - Andrew Crow and Tim Phipps.

Through this project, Marc wants to show that suckler herds can utilise grass well if the farms are managed and set up properly. He recognises that this may not be cheap in the short term with extra fencing, correction of lime, phosphate and potash, and the requirement to have water in every field. However, in the long term, he believes that this will lead to increased stocking rates, higher growth rates, a shorter winter housing period and a profitable system.

## Charlie Morgan



*Charlie Morgan*

Charlie worked for the Institute of Biological, Environmental & Rural Sciences (IBERS), previously IGER, for 22 years, where he helped develop new grass varieties and grazing methods to benefit UK agriculture. He spent ten years as lead officer for sheep, beef and environmental management systems at the IGER Grassland Development Centre.

Since 2009, he has been working across the UK as an independent grassland consultant. In 2002, Charlie was a Hybu Cig Cymru (Meat Promotion Wales) Scholar and studied technology transfer methods in New Zealand and Australia. He is a past Chairman of the Hybu Cig Cymru Scholarship Association.

In 2014, he was awarded associate member of Royal Agricultural Societies (ARAgS) for his distinguished service to grassland and technology exchange. He is also currently Secretary of the Welsh Federation of Grassland Societies which represents 18 societies and is affiliated to the British Grassland Society.

Charlie's role within the project will be to provide specialised consultancy to two of the improver farms - Lloyd Mortimer and Matthew House.

Charlie's objectives for the project include:

- To inspire and motivate farmers to reach their business potential
- To help farmers appreciate the value of their grassland and improve utilisation