



# OFC

INCLUDE | CHALLENGE | INSPIRE

## Inspiring Innovators at Oxford

Time to Inspire and Be Inspired at the  
Oxford Farming Conference 2025

in partnership with





FACING CHANGE, FINDING OPPORTUNITY

How current and future farming policies provide new opportunities for farmers; how we can adapt, with the help of science and new practices, to the changing natural world we farm in; and how change and adversity can produce inspiring innovators and leaders who can transform people, farming and food production.

OFC25 Conference (Oxford & Online)  
8 - 10 January 2025

## Inspiring Innovators Explained

**Are you an innovator in the food and farming sector and are you looking to inspire others?**

Do you have a great idea or concept and would you love to share it with others? Oxford Farming Conference (OFC) would like to invite you to get involved with our Inspiring Innovators programme, a new and exciting opportunity for OFC25.

Together with our trusted partner, McCain Foods (GB) Ltd., we have created an opportunity for you to have your idea, concept or even new innovation heard by a prestigious audience by encouraging you to speak on a stage at the beginning of Oxford Farming Conference 2025.

The programme might appeal to an entrepreneur, researcher, deep thinker, new start up business owner, scientist, developer of ideas and others.

Got your interest? Read on to find out more about OFC, the presentations and how to submit your paper to be considered.

### What the opportunity offers you:

- Propose a new idea
- Raise awareness of your research
- Let an Oxford audience know about your "Start Up"
- Galvanise interest in your newly developed technology
- Gain feedback about your new business concept
- Debate your new farming system
- Stimulate development of a new community
- Foster support/relationships for a new social enterprise.

This opportunity will not enable you to pitch for funding.

“At my first conference I was inspired to speak out in a session on my own experiences of working in Eastern Europe. My contribution was listened to and valued and my own experience has been shared by so many delegates who have done likewise. It gives me great pleasure to see this continue through the OFC Scholars, young leaders on the Inspire programme, those attending through our bursaries, and for 2025, our new platform, “Inspiring Innovators”. This helps makes the conference inclusive, diverse, challenging, and inspirational; all the values OFC upholds.

It is fascinating for me to look back at the innovators, Olympians or industry giants who have addressed the conference over the years and helped us get our own issues into perspective, providing insights we can learn from and apply to our own situations.

**Inspiring Innovators** is open to anyone with a good idea or concept that will support the sector - we can't wait to hear them.

**Geoff Sansome, OFC 2025 Chairman**



# Background

Attending the Oxford Farming Conference (OFC) is the way that many influential people in British Agriculture choose to start their year. As one of the most prestigious farming conferences in the UK, it has a highly recognisable and desired brand and reputation.

The conference takes place annually, in early January over two and a half days with a programme of papers, discussions and debate in an environment of conviviality and networking opportunities.

Some 700 delegates attend and press coverage ensures a known reach of over 4.5 million.

OFC operates three highly successful leadership programmes namely OFC Scholars, Inspire and Breaking Barriers. Taking individuals with a desire to develop their role within the agricultural community and providing skills to enable them to take their next steps.

OFC, together with their trusted partner McCain Foods (GB) Ltd., now wish to further assist the rising stars from the agricultural, food or rural industry.

Our “**Inspiring Innovator Programme**” will invite a maximum of six individuals to present their concepts/proposals/research on the conference theme of “Facing Change, Finding Opportunity”. This will take place on stage in Oxford at the beginning of the conference proceedings, on the afternoon of Wednesday 8 January 2025.

Any individual, of any age, from an agricultural, food or rural industry can apply to be an “**Oxford Inspiring Innovator**”.

### You will be provided with:

- Presentation and skills building training to be delivered at the McCain Foods (GB) Ltd facility in Scarborough. This is an amazing offer to ensure those chosen are able to make the most of this incredible opportunity. Candidates will need to be available for this one day training on 19th November 2024.
- An opportunity to speak on a stage in Oxford for a maximum of 10 minutes, in front of an impressive and prestigious OFC audience.
- A full OFC25 conference ticket including accommodation, providing an opportunity to follow up your presentation throughout the rest of conference by networking with other delegates.
- Shining a light on the innovators and bright stars of the future is the focus of this activity and providing an opportunity to include this significant achievement on your resume.

# Papers - how to apply

If you believe you are an Inspiring Innovator and would like to have your concepts/proposals/research heard, then please follow our application process below.

The closing date to send in your submission is 5pm, Monday 30th September 2024.

Visit [www.ofc.org.uk](http://www.ofc.org.uk) and complete our online application.

Please have your answers to the below ready/prepared as once you start the application, you will not be able to save it and come back at a later date.

- Name
- Address
- Occupation
- Website / Social Media Handles (where applicable)
- Please confirm if you have taken part in any of the OFC programme’s and in what year. This includes Scholars, Emerging Leaders, Inspire and Bursaries. Please note that not taking part, does not penalise your application.
- Please confirm if you have previously spoken at OFC. This includes the fringes, hosted by our partners.
- If so, please confirm in what capacity you spoke i.e. on the mainstage at the invitation of an OFC Director or during a fringe event?
- The theme of Oxford Farming Conference 2025 is “Facing Change, Finding Opportunity”, please tell us in **no more than 1000 words** about your concept/proposal/research, how it relates to the 2025 theme and why you would like to present it at OFC. **Please prepare you answer on a separate document and upload it to your application form.**

**Top Tip:** You can find out [more about the vision for the theme and session topics at www.ofc.org.uk](http://www.ofc.org.uk)

## Step One: Paper Application

## Step Two: Shortlisting Video

OFC Directors together with representatives from McCain Foods (GB) Ltd., will shortlist all entries to this new and exciting programme.

Those shortlisted will either be asked to submit a 1 minute video summarising their chosen concept/proposal/research or attend a short online interview.

## Step Three: Speakers Confirmed

Following the shortlisting, OFC Directors will confirm their final selection. The OFC Secretariat and Events team will then be in touch with the finalist to arrange logistics and details for presenting at OFC25, as well as how to register for your complimentary ticket to the full conference.

We will also issue a press release, add details to the OFC website, announce the finalists on the OFC social media channels and newsletter.





INCLUDE | CHALLENGE | INSPIRE

[www.ofc.org.uk](http://www.ofc.org.uk)

