

## **Conference : Our Food: the cost to the earth and its people**

### **Information about speakers and workshops**

#### **Shane Holland: Food dignity, not food poverty: Towards a good, clean and fair food system for all**

Shane Holland is the Executive Chairman of Slow Food in the UK. He has held CEO positions within both the business and the third sectors and has chaired a number of large NFPS. Within the third sector his work has specialised in regards to our most vulnerable citizens, their issues of food poverty & food skills, education, offending, and access to service. His other current roles include chairing Eat Club, the organisation that teaches food skills to young people and sitting as a trustee of the charity United St Saviours, which gives grants to community groups and other charities of in excess of £1 million a year alongside running best in class alms-houses. He is a governor and chair of Friends of Highshore School, a special School which has food education, growing, and food enterprise as an integral part of its curriculum, and is past chair of Plan Zheroes, the platform that connects surplus fresh food with charities and people in need. A food writer – specialist subject, cheese – he also frequently sits on expert panels, appears both in print and on the radio, lectures at universities, has given a TED Talk as one of their “Architects of Tomorrow”, and carries out dozens of speaking engagements a year both within the UK and Internationally."

#### **Michael Gidney: Why fairer trade is crucial to fighting the climate crisis**

Michael has worked in international development for 20 years, with a particular focus on reducing poverty and developing small enterprise by helping producers identify and access markets.

Michael joined the Fairtrade Foundation in 2009 as Deputy Executive Director, before becoming Chief Executive in 2012. Prior to this, Michael spent eight years as Director of Policy at Traidcraft, where he led their research and advocacy programme

#### **Mark Measures: Organic food and farming for health and the environment**

Mark is an independent organic agriculture consultant specialising in advice and training in farm business management, soil, crop and animal husbandry and conversion planning. Working with the Organic Research Centre he headed the Organic Advisory Service for 15 years and the Institute of Organic Training and Advice for 10 years. He has travelled widely in his work and is director of an education and conservation trust operating an estancia in Argentina.

He provides policy advice to Government, technical advice to research and is joint editor of the biannual “Organic Farm Management Handbook”. He is a partner in a 150-acre organic mixed farm in the Shropshire Hills producing beef and lamb for local and other markets. In

2018 he completed a Winston Churchill Fellowship studying soil management in the US and Europe.

### **Robin Roth: The day I realised I knew nothing about Fair Trade – and how farmers taught me what was really important**

Robin Roth, 53, is CEO of Gateshead-based, fair trade pioneers, Traidcraft. Born in Manchester, he studied languages at Durham University, before briefly training as an actor at RADA.

He began his career in furniture and fabric manufacturing, spending time in Hungary and France, before being beguiled by the possibilities and challenges of fair trade. He joined Fairtrade International in Bonn in 2005 and from 2008 to 2016 he ran Europe's largest fair trade company in Germany, GEPA. He took up his post at Traidcraft in 2016.

In his spare time, Robin enjoys playing the piano, spending time with his wife and two children, and going on long walks with his dog, where he does some of his best thinking. Robin's dream for the future is to open a brand new, eco-built factory for Traidcraft - entirely renewable, carbon neutral, with photovoltaic cells, so that the organisation is in a building that is future-proof and expresses its core values.