

31ST COMMONWEALTH
**AGRICULTURE
CONFERENCE**

1 - 5 NOVEMBER 2026 CENTURY CITY CONFERENCE CENTRE

Holland.



RASC 2026 COMMONWEALTH AGRICULTURE CONFERENCE

OPPORTUNITIES OF CHANGE IN A CONNECTED WORLD - FROM SOUTH AFRICA TO THE WORLD

1-5 NOVEMBER 2026, CENTURY CITY CONFERENCE CENTRE, CAPE TOWN, SOUTH AFRICA

CEO SESSION CONFERENCE PROGRAMME

MONDAY 2 NOVEMBER 2026 @ FNB PORTSIDE

09:15 – 10:15 WELCOME TO THE CEO SESSION

Aled Rhys Jones, Chief Executive of the Royal Welsh Agricultural Society & past RASC NG Trustee

WELCOME FROM FNB, host of the CEO Session

THE VALUE OF COMING TOGETHER

Christopher Riddle, RASC Honorary Secretary, former Secretary & Chief Executive of the Royal Cornwall Agricultural Association

**10:15 – 11:00 SESSION 1: THE CHANGING FACE OF GLOBAL AGRICULTURE
and what it means for agricultural societies, shows & fairs?**

Dr Tobias Doyer, Chief Executive of Grain SA & the organiser of NAMPO Harvest Day

Chair: **Robyn Sermon**, Chief Executive of the Royal Agricultural Society of Western Australia

11:00 – 11:20 MORNING TEA

**11:20 – 12:00 SESSION 2: FROM NUMBERS TO MEANING
how do we measure the impact of shows & fairs?**

David Grindle, President & CEO of the International Association of Fairs & Expositions (IAFE)

Chair: **William Rayner**, Chief Executive of the Royal Agricultural & Horticultural Society of South Australia

**12:00 – 12:40 SESSION 3: THE STORY OUR SHOWS TELL
how events shape public understanding of food and farming**

Ivor Price, award-winning journalist, author, and media executive, best known as the co-founder and editor-in-chief of the agricultural news publication, Food For Mzansi.

Chair: **Joel Cowley**, Chief Executive of the Calgary Stampede



Organised by the Royal Agricultural Society of the Commonwealth (RASC) and hosted by Agri-Expo

Book NOW at www.rasc2026.com

PROGRAMME SUBJECT TO CHANGE | ADDITIONAL SUBJECTS & SPEAKERS TO BE ANNOUNCED.



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Western Cape
Government



pm



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12:40 – 13:30 LUNCH

13:30 – 14:30 **SESSION 4: THE AGRICULTURAL SHOW/FAIR OF 2050: WHAT STAYS, WHAT CHANGES?**

Panel Chair: **Mark Nicholas**, Chief Executive of the Royal Norfolk Agricultural Association

Elmarie Prinsloo, Chief Executive of Bloem Show

John Bennett, President of the Royal Agricultural Society of New South Wales

Wayne Muller, General Manager of the Royal Agricultural Society of Natal

Q&A

14:30 – 15:10 **SESSION 5: THE HYBRID SHOW: CAPTURING THE MAGIC OF THE SHOWGROUND ON SCREEN**

Case study: **The Royal Welsh Show**

William Prichard, RASC Trustee, Award-Winning Farmer & Broadcaster

15:10 – 15:30 AFTERNOON TEA

15:30 – 16:00 **DAY ONE REFLECTIONS & OPEN FORUM / GROUP DISCUSSION**

16:00 – 16:05 **CLOSING REMARKS**

Aled Rhys Jones, Chief Executive of the Royal Welsh Agricultural Society & past RASC NG Trustee

19:00 – 22:00 **CEO'S DINNER @ DE GRENDDEL WINE ESTATE**

TUESDAY 3 NOVEMBER 2026 @ CCCC

09:00 – 10:30 **JOINT CEO/NG SESSION 1**

10:30 – 11:00 **MORNING TEA**

11:00 – 12:00 **JOINT CEO/NG SESSION 2**

12:00 – 14:30 **LUNCH**



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