

31ST COMMONWEALTH AGRICULTURE CONFERENCE

1-5 NOVEMBER 2026 CAPE TOWN, SOUTH AFRICA



Holland.



Western Cape
Government
FOR YOU

ANTHONIJ RUPERT
WINE



pm

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

RASC 2026 COMMONWEALTH AGRICULTURE CONFERENCE

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

1-5 NOVEMBER 2026 | CAPE TOWN | SOUTH AFRICA

CEO SESSION CONFERENCE PROGRAMME

MONDAY 2 NOVEMBER 2026 | FNB PORTSIDE

09:45 – 10:20 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

Stephan Claassen, FNB Commercial Provincial Head: Western and Eastern Cape

THE VALUE OF COMING TOGETHER

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

10:20 – 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, South Africa

Chaired by 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)

Chaired by William Rayner, Chief Executive, 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, South Africa

Chaired by Joel Cowley, Chief Executive of the Calgary Stampede, Canada

www.rasc2026.com

PROGRAMME SUBJECT TO CHANGE



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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?**

Elmarie Prinsloo, Chief Executive of Bloem Show, South Africa

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

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

Q&A

Chaired by Mark Nicholas, Chief Executive of the Royal Norfolk Agricultural Association, UK

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

A case study on how live television coverage has helped the Royal Welsh Show grow its profile and relevance beyond the showground

Geraint Lewis, Director of Slam Media

Rachel Evans, Creative Director, Boom Cymru

Panel Chair: 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**

Chaired by Christine Knipe, RASC Trustee

16:00 – 16:05 **CLOSING REMARKS**

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



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JOINT CEO/NG SESSION CONFERENCE PROGRAMME

TUESDAY 3 NOVEMBER 2026 | CENTURY CITY CONVENTION CENTRE

09:00	SESSION 1: LEADERSHIP IN A CHANGING WORLD
09:15 – 09:50	LEADERSHIP AND RESILIENCE <i>Vianca Erasmus</i> , Senior Agricultural Advisor, Western Cape Department of Agriculture Q&A
09:50 – 10:30	THE FARMER'S MINDSET FOR LIFE AND LEADERSHIP <i>Kenny Eng</i> , Founder & Chief Farmer, The Local Farm Ventures, Singapore Q&A Chaired by Aled Rhys Jones , Chief Executive of the Royal Welsh Agricultural Society & past RASC NG Trustee
10:30 – 11:00	MORNING TEA
11:00	SESSION 2: SUSTAINABLE THINKING FOR THE FUTURE
11:00 – 11:30	BRIDGING THE GAP FOR THE NEXT GENERATION <i>Patrick Charlton</i> , Vice President Europe, Alltech Q&A
11:30 – 12:00	SUCCESSION PLANNING FOR A SUSTAINABLE AGRI SECTOR <i>Andries Wiese</i> , Head: Agriculture, Hollard Q&A Chaired by Will Streatfeild , RASC Next Generation Trustee
12:00 – 12:15	SUMMARY OF THE JOINT CEO / NG SESSIONS CEO SUMMARY – <i>James Godfrey</i> , RASC Trustee NG SUMMARY – <i>Harry Huddart</i> , Royal Smithfield Club
12:15 – 13:25	LUNCH
13:30 – 17:00	MAIN CONFERENCE
19:00 – 22:00	CEO DINNER @ De Grendel Wine Estate (CEO Registrants Only)

