

The Voluntary Initiative (VI) announces Leicestershire Farm Manager, Phil Jarvis as its new Chair

Ruth Bailey, Head of the Agricultural Engineers Association and Chair of the Voluntary Initiative CIC Board representing the eight VI sponsor organisations, announced the appointment: "Following an intense recruitment exercise involving a high class field of candidates, Phil Jarvis has been appointed to be the new VI Chair"

"I am delighted to welcome Phil to the role of VI Chair and he brings a wealth of experience as a farmer and industry advocate".

"Currently working as Farm Manager of The Game and Wildlife Conservation Trust's, Allerton Project and with 30 years experience in the industry, Phil brings a superb understanding of innovative practical farming and his leadership in the wider rural sector makes him well suited for this role".

"I would also like to thank the outgoing Chair, Paul Temple for his contribution to the work of the VI over the past three years. Paul has built on past VI successes to leave the organisation strategically placed to be the vanguard organisation. The organisation is very well-placed to promote Integrated Pest Management as the UK exits the EU transition period and works towards the aspirations of the 25 year Environment Plan."

Phil Jarvis, thanked the sponsor organisations for the opportunity to take the organisation forward.

"I am looking forward to working with the Voluntary Initiative sponsors, Defra, VI Champions and a wider group of stakeholders. I'm hoping to start that engagement in the new year. Our landscape management is entering an exciting and challenging period, where food production and environmental protection take on an increasingly important role in society."

"I'm looking for solutions to challenges, removing barriers that will encourage more collaboration and promote practises that ensure both our farming and environment prosper."

--- ENDS ---

Notes for Editors

1. The Voluntary Initiative is a programme of industry-developed measures which promotes the responsible use of pesticides, within the context of an Integrated Pest Management (IPM) approach, in order to protect soil, water and the wider environment. The VI aims to be seen as the centre of excellence on pesticide stewardship and best practice through enhanced uptake of IPM by government, industry and stakeholders
2. The role of the VI Chair is Government supported and funded by Defra.
3. Phil farms 320 hectares at the GWCT Allerton Project, a research and demonstration farm with cereals, oilseed rape, beans and sheep enterprises. The farm is moving from Higher Level Stewardship scheme to Mid-Tier Countryside Stewardship. Phil has been NFU Combinable Crops Board Vice Chair and Environment Forum Chair and a past member of the BBSRC Bioscience for Sustainable Agriculture and Food Strategy Advisory Panel. Phil is also one of the VI Champions.
4. The sponsors of The Voluntary Initiative are the Agricultural Engineers Association, Agricultural Industries Confederation, Country Land and Business Association, Crop Protection Association, National Association of Agricultural Contractors, the National Farmers' Union, NFU Scotland and the Ulster Farmers Union.
- 5 Download Press release (<https://voluntaryinitiative.org.uk/news/2020/new-vi-chair-announced/>)

Issued by:

Neal Evans, Operations Director, Voluntary Initiative, Tel: 07736 638139 neal@voluntaryinitiative.org.uk
www.voluntaryinitiative.org.uk

21st December 2020