

*Press Release*

*14 May 2025*

*For Immediate Use*

**Ninth Groundswell Festival to welcome over 250 speakers, including one of the most influential agricultural leaders in the US**

TICKETS are now on sale for this summer’s Groundswell – The Regenerative Agriculture Festival - which will take place on Wednesday 2 and Thursday 3 July at Lannock Farm, Hertfordshire.

**Gabe Brown**, one of the pioneers of the current soil health movement, and owner and operator of Brown’s Ranch along with his wife Shelly, and son Paul, will deliver a series of headline sessions at this year’s Groundswell.

The Brown’s 6,000-acre ranch near Bismark, North Dakota showcases a remarkable diversity of crops and livestock, and it’s this integration which Gabe attributes to the regeneration of natural resources on the ranch.

Through innovative soil health practices, the family have created a thriving agricultural ecosystem and annually welcome over 2,000 visitors, leading to Gabe being named as one of the twenty-five most influential agri-leaders in the USA.

Gabe expressed his delight at being asked to speak at the worldwide renowned festival. “I could not be more excited to present at Groundswell 2025. It is the world’s premier event for regenerative agriculture, and so it’s an honour to join such an inspiring lineup of speakers. I’m looking forward to connecting with fellow soil health enthusiasts and expanding my network in this field.”

Spread over two days, Groundswell provides a forum for farmers, growers, and anyone interested in food production and the environment, to learn about the theory and practical applications of regenerative farming systems. It’s not all about learning, however, with thousands of pints poured every year in the Earthworm Arms Bar there is always some time for networking.

Also confirmed as a speaker at the event is **Didi Pershouse**, author and workshop creator, with her curriculum from the Land and Leadership Initiative now being used in 95 countries, including in India, where over one million natural farmers in Andhra Pradesh have taken part in the deeply participatory workshop.

Didi shared her joy at being asked to attend Groundswell for the very first time. “I've been hearing about Groundswell for years and am really looking forward to being there-in deep conversation and community--with some of the best and most committed soil and farming folks."

Groundswell, which won the Food Innovation Award at the BBC Food & Farming Awards in December 2024, is now in its ninth year.

The event has experienced steady growth since it began in 2016, when it welcomed just 500 attendees. With a new glamping site and reshaping of the site, last year's festival accommodated 8,000 visitors— attendee numbers that Event Director Alex Cherry describes as the "perfect balance."

"We've intentionally grown to a size that preserves our welcoming, friendly community atmosphere, while increasing the offering of diverse perspectives and experiences," Alex explains. "Our goal isn't endless expansion, but rather creating a meaningful gathering where farmers, scientists, consumers, and anyone else who’s interested, can genuinely connect around regenerative practices."

There will be 300 exhibitors on site, and over 200 sessions, along with 30 demonstrations and 20 safaris. “We believe it’s this dynamic approach that makes the event so popular – with over 250 speakers there really is something for everyone, and so much to be learned and shared,” Alex added.

Travelling to the event from New Zealand is **Jules Matthews**, a coach and educator in the agroecological domain. Applying regenerative practices to beef and sheep farming to reach optimum animal health and performance, Jules will share her learnings with the festival’s audience. “I'm feeling both excited and hopeful about participating at Groundswell. At a time when there is so much uncertainty, concern and dissonance in our world, I think it is vital we continue to come together to learn from one another and foster hope for a bright future. One that is made possible through connection and collaboration.”

A timely appearance for author, podcast host, and founder of The Transition Network, **Rob Hopkins**, as his new book ‘How to Fall in Love with the Future’ is released a few weeks before he presents at Groundswell.

Previously voted as one of the Independent’s top 100 environmentalists, Rob explains what speaking at Groundswell means to him: “It's a thrill to be asked to speak at Groundswell 2025. It is an event which is always brimming with inspiring but grounded ideas for what the future could look like, and I hope to add to that with tools for helping people to fall in love with the future and unleashing the power of the radical imagination. It could turn out to be a match made in heaven!”

Tickets, which usually sell out, are on sale now. Visit [www.groundswellag.com](http://www.groundswellag.com) to find out more and see the full list of inspiring speakers.

**/Ends**

To apply for a complimentary press pass for Groundswell 2025, please visit the accreditation form here - <https://groundswellag.com/press/> . Press passes and access to the media tent is only available to working press.

Or to arrange an interview with a member of the Groundswell team or a speaker at the event, please get in touch with Katie:

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**NOTES FOR EDITORS:**

Groundswell is an independent event created by the Cherry farming family at Lannock Farm, near Hitchin, Hertfordshire.

The event location is: Lannock Farm, Weston, Hitchin, Hertfordshire SG4 7EE; it is within a mile of Junction 9 of the A1(M) in North Hertfordshire, taking place on Wednesday 2nd and Thursday 3rd July 2025.