Healthy Soils, Healthy Communities
Regenerative Farming Biographies

DI HAGGERTY farms 13,000 ha with her husband Ian and eldest son James in the central wheatbelt of Western Australia. Produce includes cereal grains, wool, grass fed sheep meat and breeding ewes/rams. Ian, Di and James have developed a farming practise "Natural Intelligence Farming" that assist with restoration of: Microbiomes (soil, plant, animal, human); Biodiversity; Health (soil, plant, animal, human, planet); Economics; Climate; Hope and inspiration.

Her mission is to facilitate positive global outcomes by rebuilding soils using natural intelligences. To produce premium food/fibre products supporting the nutritional needs of humanity, optimising health and contributing to climate restoration.

JENNIE FRANCESCHI was recently named the 2017 Telstra Australian Corporate and Private Award winner at the National Telstra Business Women's Awards. This comes after being named Telstra Western Australian Business Woman of the Year.

Fresh Produce Alliance, of which Jennie is Managing Shareholder, was launched in 2016. It is a processing facility that champions a sustainable agriculture ecosystem (Fresh Produce Alliance brands include AvovitaTM and Born PureTM.) Jennie is also Managing Director of Advance Packing and Marketing Services, which is the home of the 'West N' Fresh', 'Gotta Luv 'Em' and 'Avolicious' brands, and Managing Director of the Avocado Export Company.

In 2016, Jennie won Small Business Entrepreneur of the Year, and Fresh Produce Alliance, in the same year, won the Department of Regional Development - Regional and Community Awards for Agricultural Innovation and were the Overall State Winner. Jennie was appointed Deputy Chairperson of the Southwest Development Commission in 2017.

BEN COLE is the Managing Director of Wide Open Agriculture, a food and agriculture company that is seeking to revitalise Western Australia’s Wheatbelt through diversified, regenerative farming systems. Ben has 18 years experience founding and managing start-up businesses that improve health and well-being of the planet and people. Ben has a PhD in environmental engineering and has previously worked with the Asian Development Bank, UNICEF and Save the Children. Ben founded a profitable social enterprise in Vietnam that produces anti-pollution facemasks and won the International Business in Development start-up competition in 2007. The business is still operating and offers employment to people from disadvantaged backgrounds.

CHARLES MASSY BSc PhD OAM gained a BSc (Zoology, Human Ecology) at ANU (1976), before going farming and developing a prominent Merino sheep stud business. His concern about land degradation and humanity’s sustainability challenge led to him completing a PhD in Human Ecology (ANU) in 2012. He has chaired and served as a Director on a number of national and international review panels and boards of business, research organisations and statutory wool bodies, involving garment manufacture, wool marketing, R&D, molecular genetics and genomics.

Charles has engaged in freelance journalism since 1977, widely publishing across a range of subjects including mountaineering, history, ecology and the environment, plus fiction and poetry. His first two
books told the history of the Australian Merino and his third book, Breaking the Sheep’s Back (2011), recounted the political destruction of the Australian wool industry. The latter was short listed in 2012 for the Prime Minister’s Literary Award for Australian History and for the Ashurst Business Literature Prize. He also contributed a chapter to the ground-breaking anthology Fair Food (2015).

His new book, Call of the Reed Warbler: A New Agriculture – A New Earth (UQP Sept. 2017) concerns the emergence of a regenerative agriculture in Australia and its positive implications for both addressing humanity’s emerging Anthropocene crisis and also for human health (physical and mental). Charles still manages the family’s grazing property in NSW while teaching at universities and consulting widely in the fields of Merino breeding, landscape design, and transformative change in agriculture.