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Meeting Agenda

Large Farm Symposium 2026

Thursday 22 January 2026

LARGE FARM SYMPOSIUM: THE FUTURE OF FARMING

15:00-17:00 GMT

ZOOM EVENTS

Time	Topic	Presenter
15:00 – 15:05	Welcome and Housekeeping	Event Host: Alvaro Moreira , Senior Manager Large Farm Programmes and Partnerships, Better Cotton Initiative
15:05 – 15:10	Introduction	Nick Weatherill , Chief Executive Officer, Better Cotton Initiative
15:10 – 15:30	Keynote: <i>The Future of Farming</i>	Antônio Cabrera Mano Filho , President, Cabrera Group and Former Minister of Agriculture and Land Reform of Brazil <ul style="list-style-type: none"> Session Host: Lena Staafgard, Chief Operating Officer, Better Cotton Initiative
15:30 – 15:50	Panel Discussion: <i>Perspectives on the Future of Farming</i>	<ul style="list-style-type: none"> Brazil: Antônio Cabrera Mano Filho Türkiye: Gökçe Okulu, Climate Adaptation Programme Manager at Development Workshop Cooperative and Expert in Landscape Architecture, Regenerative Agriculture, and Ecosystem Restoration Uzbekistan: Dr. Rinat Gulyaev, Director of Cotton Science -Innovation Center and Deputy General Director of Bukhara Agrocluster Panel Moderator: Lena Staafgard
15:50 – 16:00	Audience Q&A	Panel Moderator: Lena Staafgard
16:00 – 16:45	Case studies: <i>Farms of the Future</i>	<ul style="list-style-type: none"> Brazil: Ronei Sandri Sana, Digital Agriculture Manager, SLC Agrícola S/A US: Zeb Winslow, Fifth-Generation North Carolina Farmer Pakistan: Dr. Muhammad Yousaf Ali, Vice President of Special Initiatives, Mahmood Group Session Host: Karen Wynne, US Impact Manager, Better Cotton Initiative
16:45 – 16:55	Audience Q&A	Panel Moderator: Karen Wynne
16:55 – 17:00	Closing Remarks	Event Host: Alvaro Moreira

Event Speakers



Nick Weatherill
Chief Executive Officer, Better Cotton Initiative

Nick Weatherill is the CEO of the Better Cotton Initiative (BCI), the world's largest cotton sustainability organisation. Based in Geneva, he joined BCI in June 2025, bringing extensive experience in sustainability and human rights within global supply chains. Previously, Nick led the International Cocoa Initiative for over a decade, significantly expanding its impact and membership. His earlier career spans nearly 20 years in policy and programme management for humanitarian and development organisations, including roles with the UK Government, European Commission, and NGOs. Nick holds degrees from the University of Oxford and the London School of Economics.



Antônio Cabrera Mano Filho
President, Cabrera Group
Former Minister of Agriculture and Land Reform of Brazil

Antônio Cabrera leads the Cabrera Group, a three-generation agribusiness operating across 10 Brazilian states, with activities spanning livestock, sugarcane, and food production. A veterinarian by training, he holds a degree in Veterinary Medicine and a postgraduate degree in Animal Production. At age 29, he became Brazil's youngest Minister of Agriculture and Land Reform and later served as Secretary of Agriculture for São Paulo.

Recognised for his contributions to agribusiness and society, Antônio has received multiple honours, including the Degree of Grand Officer from Brazil's Armed Forces and Ministry of Foreign Affairs. Beyond business, he is active in philanthropic and faith-based initiatives as Founding Member of the Brazilian Association of Christians in Science, National Chaplain of Gideons International, and member of the Mont Pelerin Society and The Philadelphia Society.



S. Gökçe Okulu
Climate Adaptation Programme Manager, Development Workshop Cooperative
Expert in Landscape Architecture, Regenerative Agriculture & Ecosystem Restoration

S. Gökçe Okulu is a landscape architect and project manager specializing in regenerative agriculture, ecosystem restoration, and sustainable rural development. With over two decades of experience and advanced training in

ecological design, she has led initiatives for WWF–Turkey, Textile Exchange, and EIT Food, advancing global strategies for sustainable cotton and climate adaptation.

Currently serving as Climate Adaptation Programme Manager at Development Workshop Cooperative, Gökçe coordinates basin-scale projects addressing water scarcity and socio-ecological resilience in Türkiye. Her work integrates science-based solutions with community-driven approaches to build resilient agricultural landscapes and foster international collaboration toward more regenerative, biodiverse, and socially inclusive farming systems.



Dr. Rinat Gulyaev
Director of Cotton Science-Innovation Center
Deputy General Director, Bukhara Agrocluster

Dr. Rinat Gulyaev is Director of the Cotton Science-Innovation Center and Deputy Director General at Bukhara Agrocluster. A leading authority in cotton ginning technology, he has pioneered innovations that transformed Uzbekistan's cotton sector. Under his leadership, the certification center "Sifat" joined ICAC's Commission on Commercial Standardization and achieved Regional Technical Center status.

He established world-class cotton inspection laboratories across Uzbekistan and conducted groundbreaking research on moisture regimes in seed cotton and fiber, improving quality standards. Today, Dr. Gulyaev focuses on traceability and digital solutions for cotton products, while advancing sustainable production and irrigation technologies nationwide.



Ronei Sandri Sana
Digital Agriculture Manager, SLC Agrícola

Ronei Sana is Digital Agriculture Manager at SLC Agrícola, one of Brazil's leading agribusiness companies and among the first to achieve regenerative certification. He oversees the integration of digital technologies to optimize large-scale farming operations and drive sustainability, including the expansion of regenerative agriculture across 400,000 hectares.

With 15 years of experience in precision agriculture, digital farming, and agricultural planning, Ronei leads technology testing, implementation, and management through SLC's Agricultural Intelligence Center (CIA). He holds a degree in Agronomy from the Federal University of Santa Maria and an M.Sc. in Soils from the Federal University of Rio Grande do Sul.



Zeb Winslow

Fifth-Generation North Carolina Farmer

Zeb Winslow is a fifth-generation North Carolina farmer and soil health advocate, recognized for pioneering regenerative practices on his family farm. He manages a diverse rotation of cotton, corn, and soybeans using multispecies cover crops and no-till systems to enhance soil biology and reduce inputs.

Zeb collaborates with agronomic consultants and cutting-edge labs such as Biome Makers, leveraging DNA-based soil testing and AI-driven insights to understand soil ecosystems and their impact on crop health and yield. His commitment to innovation and on-farm trials—including nutrient uptake studies on fields with varying fertilizer histories—positions him as a leading voice in sustainable agriculture and digital soil health solutions.



Dr. Muhammad Yousaf Ali

Vice President of Special Initiatives, Mahmood Group

Dr. Muhammad Yousaf Ali is Vice President of Special Initiatives at Mahmood Group, one of Pakistan's leading textile manufacturers, where he spearheads sustainable farm programs (Regenerative, Organic, NCC & BCI) and traceability in Punjab and Sindh. With a Ph.D. in Agricultural Biotechnology and Genetic Engineering from the Pakistan Institute of Engineering & Applied Sciences (PIEAS), and an international fellowship at the University of Arizona's Department of Plant Sciences, he brings deep expertise in sustainable agriculture, climate resilience, and traceable supply chains.

Dr. Yousaf has led transformative initiatives in organic and regenerative cotton cultivation, working closely with smallholder farmers to enhance productivity and environmental stewardship. His research background spans plant sciences, cotton, whitefly, and RNAi technologies. Committed to innovation and farmer livelihoods, he is a key voice on the future of sustainable cotton in Pakistan and beyond.

Event Hosts and Moderators



Álvaro Moreira

Senior Manager Large Farm Programmes and Partnerships, Better Cotton Initiative

Álvaro Moreira brings over 15 years of experience in programme and partnership management and holds a PhD in Development Studies, where his research focused on the impact of cotton development cooperation initiatives. Since joining Better Cotton in 2021, Álvaro has led programmes and strategic partnerships in countries with large-scale cotton production. His work centers on driving value for growers and strengthening partner engagement, all while advancing a shared commitment to continuous improvement and more sustainable cotton practices.



Lena Staafgard

Chief Operating Officer, Better Cotton Initiative

Lena Staafgard is the Chief Operating Officer at the Better Cotton Initiative (BCI). She is passionate about creating positive impact for cotton farmers globally and ensuring sustainability across the supply chain.

With a strong background in sustainability and degrees in Politics, Geography, and Environment & Development, Lena is driven by purpose and inspired by people who follow their values. At BCI, she helps lead efforts that have scaled sustainable cotton production to over one fifth of global output.



Karen Wynne

US Impact Manager, Better Cotton Initiative

Karen Wynne is US Impact Manager at the Better Cotton Initiative (BCI), where she leads initiatives to advance sustainable cotton production and regenerative agriculture practices across farming communities in the United States. With decades of experience as a soil scientist, farmer, and sustainable food systems advocate, Karen works closely with farmers, partners, and industry stakeholders to improve livelihoods, enhance soil health, and reduce environmental impact.