



## 2026 Conference Speakers

Each year, the Positive Farmers Conference brings together a carefully curated line-up of world-class speakers — including leading researchers, innovative advisors, and real farmers who walk the talk.

### Join us in Cork, on January 14, 2026

For honest conversation, expert insight, and inspiration from the very best in dairy farming.

Whether it's grass growth, labour efficiency, mental well-being, or strategic planning, you'll leave with fresh ideas and renewed confidence.



### Brendan Horan.

Senior Research Officer, Teagasc Moorepark

Dr Brendan Horan is a Senior Research Officer at Teagasc Moorepark and one of Ireland's leading experts in grass-based, low-cost dairy systems. His research focuses on profitability, environmental sustainability and resilience in pasture-based farming, with a particular emphasis on how family farms can remain productive while adapting to policy and climate pressures.

Over the past two decades, Brendan has led numerous national studies on grazing efficiency, milk production systems, nitrates, emissions and farm performance trends. His work underpins many of the key practices adopted by Ireland's most progressive dairy farmers. Brendan also works directly with farmers across the country, translating research into practical on-farm decision-making.

Highly regarded for his clarity, data-driven approach and balanced perspective, Brendan brings context and evidence to every discussion making complex issues accessible to all farmers.



### Michael Murphy

International Dairy Farmer & Founding Member of Positive Farmers

Michael Murphy is a dairy farmer and one of the founding members of Positive Farmers. Farming in Co. Cork, Michael has been a long-standing advocate of grass-based, low-cost milk production and has played a central role in shaping the Positive Farmers philosophy since its earliest days.

Michael focuses on simplicity, grass utilisation, labour efficiency and profitability without unnecessary pressure. His approach is grounded in consistency — making steady improvements year after year, while maintaining a strong emphasis on family, sustainability and farmer well-being.

Michael's deep experience, practical mindset and commitment to farmer-to-farmer learning have made him a trusted voice within the organisation. He continues to contribute to strategic direction, conference development and mentoring the next generation of progressive dairy farmers.



### Denis Finnegan

Dairy Farmer, Lee Valley Farm

Denis Finnegan farms with his family in the Lee Valley, where he runs a grass-based, highly efficient dairy system. Denis is known for his practical approach to farming — focusing on growing and utilising as much grass as possible, managing costs tightly and keeping the system straightforward and resilient.

His farm is built around strong fundamentals: good soil fertility, herd health, compact calving and disciplined grazing management. Denis emphasises profitability through simplicity rather than expansion or complexity, demonstrating how smaller and medium-sized family farms can thrive in a volatile environment.

At the Positive Farmers Conference, Denis will share his real-world experience of running a profitable, sustainable dairy system, highlighting the daily decisions and discipline that drive long-term success.