



EXPERTISE

- > Regenerative Agriculture
- > Systems thinking
- > Holistic Management
- > 40 years practical farming experience
- > Animal nutrition, & performance
- > Tall grass grazing specialist
- > Coaching groups & individuals
- > Field day & workshop facilitation
- > Soil health assessments
- > Regulatory development & implementation
- > Creating educational content

EDUCATION

Washington State University

Holistic Resource Management

Massey University

Dispute Resolution

Communications Plus

**Neuro Linguistics
mBit Coach Training**

Jules Matthews



INTEGRITY SOILS

Regenerative Agriculture Coach & Facilitator

Jules manages a farm near Wellington and works as a Regenerative Agriculture Coach and Educator with Integrity Soils based in New Zealand. A whole-hearted regenerative practitioner, she is passionate about making a difference for people. An articulate coach, Jules draws easily on the wisdom gained wearing the “many hats” from her diverse background. Nothing excites Jules more than that breakthrough moment when people become connected to what matters to them.

Jules backs up her passion to empower meaningful change through a solid background in multiple disciplines, including neurolinguistics, ontological coaching, epigenetics, an uncanny ability to train stock dogs, farm management and the production of nutrient dense food. Leading and educating from hands-on experience in New Zealand and offshore, from a full range of livestock and organic produce farming is a key strength. Her varied personal experience allows multiple viewpoints spanning, share-farming, right along the production and supply chain, to direct marketing, and even as a butcher and chef.

Jules generous coaching approach creates a safe and encouraging environment for tough conversations - and, using an open questioning style she's adept at creating discussions that deliver authentic engagement for all participants. With her deep listening skills she is able to connect people to what they really care about opening up options and possibilities. And, the results show up - in the building community of regenerative practice, healthy, prosperous farming businesses, and multiple positive examples of farming in harmony with nature.

Jules Matthews

Regenerative Agriculture Coach & Facilitator

Testimonials

From clients

"Jules is an exceptional down-to-earth and practical person. She listens and understands our needs - her years of practical farming experience enables her to relate to the realities for farming.

She has a great ability to listen, hear, coach and empower. This has led to improved outcomes on our farm as well as growing our understanding and ability to assess things ourselves."

"Jules has an amazing knowledge base and is able to articulate clearly and bring farmers on board. Quite the exceptional combination of skills, knowledge, self-awareness and communication."

From Integrity Soils workshops:

"Jules is a presenter who has down to earth farming experience and advocates for farmers"

"Most informative day ever! Inspires me to go forward"

"I really appreciate Jules' way - clear & incisive communication of information and answering of questions"

"Regenerative agriculture is accessible, believable and doable. Integrity Soils is doing an important job at a difficult time to help farmers make the change."

CONTACT Jules Matthews

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Topics & Experience

The following are just some of the topics and areas of focus Jules coaches and educates around to see those regenerative outcomes through:

- Soil health & monitoring
- Regenerative Agriculture
- Holistic Management
- Holistic grazing specialist
- Cornerstones of production of nutrient dense food
- Systems thinking
- Whole farm and production planning
- Animal nutrition and performance
- Low stress stock handling and animal welfare
- Monitoring for success
- Implementing plans to get to desired outcomes
- Mindset
- Personal coaching
- Facilitation
- Building a community of practice for farming transformation
- Business management and planning
- Regulatory development
- Representing sector views to local and national government, and thought leaders
- Coaching extension and other technical leaders
- Applying regenerative practices in varying scales from backyard to broad acre
- Worm farming, compost making

Sam Lang, Director, Quorum Sense

"Jules combines a unique mix of farming, leadership, education and 'life' experience with her refreshingly straight, honest and energetic attitude. She's an amazing coach who I've come to increasingly value for helping me work through challenges in both my personal and professional life. I always leave our conversations with clarity, a sense of purpose and potential, feeling confident in my next steps and knowing Jules has my back."