

Ashley Nicholls, founder of REACH Agriculture Strategies, is an expert in "low-stress people handling". With a background in agricultural operations and team management, he specializes in improving workplace culture, increasing staff retention, and developing effective training programs.

Based in Foothills, Alberta, Ashley helps operations of all sizes with the attraction, retention and effectiveness of employees. As a 2026 Nuffield Contemporary Scholar, Ashley is currently researching the effect of human management systems on the employer, the employee and the community, with goals to bring these research findings directly to Canadian producers.