

11.30am Session 5: Title: Opportunities' despite regulation - Session Chairman: Anne Marie Cocker - IAgrM Treasurer



Title: Closing the Loop. How large scale dairying in the UK offers a route to sustainability

Speaker: David Alvis - Winstone Agribusiness Consulting Ltd

David, 42, is a dairy farmer's son from Somerset. He is a Nuffield Scholar and holds a BSc (Hons) in Agriculture from the University of London (Wye College) and an MBA from Cranfield School of Management. David began his career as assistant Farm manager for Rees & Perry Farms, in Essex before moving to Anglian Produce (later Greenvale AP), where he oversaw the production and marketing of 250,000 tonnes of potatoes annually from over 75 growers in Norfolk, Suffolk & Cambridgeshire. Following his MBA in 2002. David worked for six years in the agricultural supply sector, predominantly as UK Commercial Director for the Roullier Group, who manufacture and market animal & plant nutrition products in 38 countries around the world. David currently co-manages the Sustainable Agriculture and Food Innovation Platform, for the UK Govt Technology Strategy Board. The platform is a £90million programme of public sector investment over 5 years, to stimulate the development of new technology and innovation in the UK Agri-food sector.



Title: Can we reduce regulation whilst maintaining control?

Speaker: Richard McDonald CBE - Former Director General NFU

Chairman of the Defra Better Regulation task force ; former Director General of the NFU; Non Exec director of Dairy Crest ,Moy Park and NIAB.

Richard was Director General of the NFU from 1996 -2009. He is now a Non Executive Director with Moy Park, Dairy Crest and NIAB. He is also Chairman of SALSA, a Governor of the Royal Agricultural College, a Trustee of Farm Africa and a consultant to various food companies. Recently he Chaired the Defra task force on Better regulation in food and farming, the report on which was published May this year.

1.15pm Discussion and questions

1.30pm Lunch

2.15pm Session 6: Title: Tomorrows Agri Business - Session Chairman: John Giles - Divisional Director with Promar International



Title: Building a Successful Agri Business for tomorrow

Speaker: David Speller - Applied Poultry

In 1995 he completed a BSc Hons. degree in Agriculture at Harper Adams and went into a career in arable and fresh produce farm management. Subsequently he set up as technical consultant assisting an established agronomy company and in 2000 started assisting other farmers with audits and health and safety matters. In 2004 he noticed advertised locally an old 1960's broiler farm for sale due to the owner's retirement. He had no previous experience of chickens but after considering the potential, agreeing a contract with a chicken processor and convincing a bank to support the venture the site was purchased. After a short period of production with high running costs and a fluctuating income a plan was drawn up to re develop the site. A bank was eventually found to fund the new project and now 5 years after completing the development the site is used as a showcase by many including Moy Park and the NFU. He has won the Moy Park annual efficiency award for Ashbourne Factory the last 3 years out of 4 and were awarded Farmers Weekly Poultry Farmer of the Year 2009.



Title: Experience I will take forward

Speaker: Alastair Brooks - 2010 Farmers Weekly Farm Manager of the Year

Alastair Brooks is farms manager at Waddesdon Estate in Buckinghamshire, where he is responsible for about 5700 acres of arable cropping, a Simmental-cross suckler herd a flying ewe-lamb flock. From a farming family in Warwickshire, Alastair trained at the Royal Agricultural College and has held farm management positions in Wiltshire and Northants, as well as a spell with Agrivert. In his current role, he has a team of six staff and is responsible for marketing £1.5m of cereals and oilseeds a year. In 2010 he was chosen as the Farmers Weekly Farm Manager of the Year.

3.15pm Discussion and questions - Tim Chairman of IAgrM

3.30pm CLOSE OF CONFERENCE – Tim Brigstocke
Tea & Coffee available before departure

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2011 NATIONAL FARM MANAGEMENT CONFERENCE

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“SEPARATING FACT FROM EMOTION”

Wednesday 23rd November & Thursday 24th November 2011
Walton Hall & Hotel, Nr Wellesbourne, Warwickshire



Wednesday 23rd November 2011 –

- Registration and Coffee from 9.45am
- Conference starts at 11.00am

11.00am Welcome and opening remarks – Tim Brigstocke, Chairman of IAgrM

11.05am Session 1: Title: Markets and the future - Session Chairman: Tim Brigstocke - Chairman of IAgrM



Title: Food price spikes and the speculation debate

Speaker: Brendan Bayley - Head, Agriculture Branch, European Economic Reform, HM Treasury

Brendan Bayley works in HM Treasury, where he currently leads work on Common Agricultural Policy reform and international agricultural markets. He is the UK representative on the G20 Commodity Study Group. During 2009 he chaired the Global Food Markets Group, a cross-Government committee of officials established to consider the causes and policy implications of the 2007/08 agricultural price spikes. Its report was published in January 2010. He has a Masters in Agricultural Economics from Manchester University. He worked on agricultural policy and food security issues in Lesotho (1990-1994) and then worked in South Africa (1994-1998) at the Land Agriculture Policy Centre and subsequently at the National Agricultural Marketing Council. He then worked as a consultant at Oxford Policy Management before joining HM Treasury in 2001.



Title: The current state of the UK food & drink market and opportunities for farmers

Speaker: Edward Garner, Communications Director, Kentar Worldpanel

Rather than being a pure 'Market Researcher', Ed's background is in Sales, National Accounts and Marketing; experience which he gained within Unilever. This means that he is keenly aware of the need to present findings in a clear and actionable manner. His ability to do this is supported by feedback from conference appearances across Europe, USA, Australasia, Asia Pacific and South America for numerous organisations including IGD, Citigroup, McKinsey, PwC, Marketing Week, ADMAP, AGRA, NFU, The Grocer and many leading UK FMCG clients in addition to occasional radio and TV work.

12.30pm Open Discussion Session

1.00pm Lunch

2.00pm Session 2: Title: Making the most of UK production - Session Chairman: John Alvis - President of IAgrM



Title: How do we grow UK vegetable production?

Speaker: Phillip Effingham - Chairman of the British Brassica Growers Association

After some 27 years working for the Marshall Company and latterly the Produce World Organisation as Director of Agronomic Development, Phillip Effingham has decided to leave the Company and establish his own business. Phillip will remain in the brassica business, but now as a consultant in the global brassica industry and has set up GreenTech Consultancy Ltd. Phillip has, over the years been a senior figure in a number of trade bodies, he is also the senior representative spokesman and the acknowledged authority on the brassica industry. He has represented the UK brassica industry to Government and to public media.



Title: The difference between The Best and the Rest in the UK dairy sector

Speaker: Derek Gardner - International Dairy Consultant

Derek Gardner is Promar International's National Dairy Consultant and graduated from the University of Reading in the late 1960s, with a degree in agriculture, and his initial career was spent with the Milk Marketing Board's Farm Management Advisory Service. He joined Promar International in 1997, as a Senior Consultant and then latterly as Promar National Dairy Consultant.

He is now a retained consultant by a number of the UK's leading dairy companies to provide advice on a range of areas such as the costs of production, milk buying strategy, procurement, pricing and contractual arrangements for Arla, Wisemans, Dairy Crest, First Milk and Milk Link in terms of their supply to leading supermarkets, as well as some of their business in to the so called middle market. He also provides advice to a number of retailers, smaller processors and distributors, animal feed companies, banks, government agencies and Genus plc, on key developments in the UK and international dairy sector.

He has an excellent all round knowledge of the UK dairy farming and processing sector. He is Member of the British Grassland Society and a regular contributor to conferences on UK dairy farming and has experience of dairy farming in Germany, Eastern Europe, New Zealand, Canada and the US.

3.10pm Group Discussion

3.30pm Tea

4.00pm Session 3: Title: Farming in the East - Session Chairman: Martin Redfearn - Head of Agriculture, Barclays Business



Title: Farming in East Anglia and managing risks

Speaker: Charlie Fillingham - Managing Director, Strutt & Parker Farms

Having graduated in Economics at Warwick University, Charlie entered the food industry and joined RHM in 1981, where he took on a series of commodity trading roles in the flour milling industry. In 1994, he moved to ABF to become Purchasing Director for Allied Mills (part of ABF plc). After 5 years, he was promoted to become Managing Director of Westmill Foods. Charlie joined Strutt & Parker Farms Ltd with some 20,000 acres of farmland across 5 farms, growing a wide range of crops including wheat, sugar beet, oilseed rape, potatoes, linseed, oats, barley, lucerne and rye as Managing Director in 2009.



Title: Challenges and opportunities of farming in Eastern Europe and the FSU

Speaker: Carl Atkin - Head of Research and Consultancy at KinnAgri Limited

Carl Atkin is Head of Research and Consultancy at KinnAgri Limited; an international agribusiness management and consultancy business and part of the Investment AB Kinnevik Group. In the agri-investment arena he has experience across Central and Eastern Europe and the Former Soviet Union including studies on investment opportunities and working on implementation and deployment strategies, encompassing asset selection and on-going management. Carl has a first class Honours Degree in Agriculture and Farm Business Management from Newcastle University (2000) and an MBA (2007). He is Deputy Editor of the International Journal of Agricultural Management, a Council Member of the Institute of Agricultural Management and a Member of the International Farm Management Association, the Agricultural Economics Society and the Agricultural Law Association.

5.15pm Discussion

5.30pm Close of day 1 of the conference

5.45pm IAgrM Annual General Meeting

7.30pm Annual Dinner, Guest Speaker Jonathan Cheale, Partner Dyne Drewett

Thursday 24th November 2011

09.00am Session 4: Title: "Practice with Science" - Session Chairman: Mark Sheldon - Chairman of BIAC



Title: Knowledge Transfer, theory in to practice

Speaker: Professor Chris Pollock, Aberystwyth University

Chris Pollock is a plant physiologist and was Director of the Institute of Grassland and Environmental Research in Aberystwyth from 1993-2007. More recently, Chris has been involved nationally in agriculture and land use. He chaired the Scientific Steering Committee for the farm-scale evaluations of GM crops, the Defra Research Priorities Group for Sustainable Farming and Food and the Agriculture, Food and Veterinary Science panel for the 2008 RAE. He has recently completed a one-year post as Chief Scientific Advisor to the First Minister in Wales. He is currently an Honorary Professor at Aberystwyth University, chair of the Advisory Committee on Releases into the Environment (ACRE), and a member of BBSRC Council. Chris is a Fellow of the Royal Agricultural Societies and of the Society of Biology, a past winner of the British Grassland Society Award and was made a CBE in 2002 for services to the environment.



Title: 'Applied agricultural research - the Princess who became Cinderella'

Speaker: Professor David Leaver - President BIAC

In addition to being President of BIAC, he chairs the RASE 'Practice with Science Group', is a member of the Government Chief Scientist's 'Food Research Partnership' and is Technical Secretary to the Commercial Farmers Group. Previously, he was Principal of the Royal Agricultural College and Professor of Agriculture at Wye College. He is a past President of the British Society of Animal Science and of the British Grassland Society.

10.50am Discussion

11.00am Coffee and break