



The Institute of

**Agricultural  
Management**

*Dates:*

**Wednesday 19th  
& Thursday 20th  
November, 2008**

*Venue:*

**Barceló Oxford Hotel  
Oxford**



*Professional Advisers to Rural Business and on the Environment*

# The National Farm Management Conference 2008

## "WINDOWS OF OPPORTUNITY"

### Conference Speakers:

#### *Window on the World*

**Dr William C. Motes** - Chief Economist, Informa Economics, Washington DC, USA

**Siôn Roberts** - CEO, English Farming and Food Partnerships (EFFP).

#### *How Far Can Technology Take Us?*

- *The Geoff Alderman Memorial Lecture*

**Steve Amies** - Chief Operating Officer, Product Dev. & Strategy, Genus

**Prof. Wayne Powell** - Director of the Institute of Biological, Environmental & Rural Sciences, Aberystwyth

#### *New Ways - New Options?*

- *The Middleton Memorial Lecture*

**Heather Gorringe** - Founder and MD of Wiggly Wiggles, Hereford.

**Simon Ward** - MD Increment Ltd., Editor of "Inside Track", Cambs.

#### *Wider Opportunities*

**Andrew Hunter** - MD of Magyar Farming, Hungary.

**Alistair Robinson** - Tesco Senior Buying Manager, North of England.

#### *The Next 3-5 Years*

**Matthew Naylor** - Farmer & Columnist, Lincolnshire.

**Prof. David Hughes** - Emeritus Professor and International Food Business Consultant.

*After Dinner Speaker* **Fred Wedlock**, Entertainer.

### Conference Theme:

What a difference a year makes! Prices up, costs escalating, food prices hitting the headlines for once - and market conditions are described as 'volatile'.

Are there new "windows of opportunity" for farmers to take advantage of, and for how long? To answer these questions we have an exceptional group of speakers.

On the conference agenda are:

The World and UK scenes with the prospects and opportunities for the next few years - new technologies for livestock and crops - new ways of communicating and marketing - an exploration of carbon trading - farming and land prospects in eastern Europe - the importance of regional food - and two different but enlightening 'windows' on the opportunities ahead.

Plus a set of contributed papers on current topics prior to the main conference.

### Contacts:

For conference brochure and booking form - Richard Cooksley, Director I Agr M, by:

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