



**DRAFT PROGRAMME**  
**NATIONAL FARM MANAGEMENT CONFERENCE**  
**“WINDOWS OF OPPORTUNITY”**



*Date – Wednesday 19<sup>th</sup> & Thursday 20<sup>th</sup> November 2008*

*Venue – Barceló Oxford Hotel, Godstow Road, Oxford.*

<b>Wednesday 19<sup>th</sup> November : Reception from 11.00 am, Lunch from 13.00 pm</b>	
11.30 - 13.00	<b>Welcome and opening remarks</b> – Will Gemmill, Chairman of I Agr M <b>Morning Session – Contributed Papers</b> – 3 x 30 min. papers
13.00	LUNCH – 60 mins
14.00	<b>Session 1 – “Window on the World”</b> – Chairman – John Alvis, President of IAgrM
14.05	<b>“World Markets and Land Use – The next 3-5 years”</b> Keynote Speaker: Dr William C. Motes, Chief Economist, Informa Economics Inc., Washington, USA
14.40	<b>“Opportunities &amp; Learning points for the UK”</b> Speaker: Siôn Roberts, CEO of EFPF
15.15	Discussion Session with both Speakers – 20 mins.
15.35	<b>TEA</b> – 30 mins.
	<b>Session 2 – “How Far Can Technology Take Us?”</b> – Chairman – Edward Prentice, Chairman, BIAC
16.05	<b>The Geoff Alderman Memorial Lecture - “Technical Opportunities for the Livestock Industry”</b> Speaker: Steve Amies, Chief Operating Officer for Product Development & Strategy, Genus.
16.40	Discussion Session – 10 mins.
16.50	<b>“Crop Breeding - a look into the future”</b> Speaker: Prof. Wayne Powell, Director of the Institute of Biological, Environmental & Rural Sciences, Aberystwyth. (Formerly CEO of the NIAB, Cambridge.)
17.25	Discussion Session – 10 mins.
17.35	Session Ends – followed by IAgrM AGM
20.00	<b>ANNUAL DINNER</b> – Guest Speaker: Fred Wedlock, Entertainer & After Dinner Speaker.
<b>Thursday 20<sup>th</sup> November</b>	
	<b>Sessions 3 &amp; 4 – “New Ways – New Options?”</b> Chairman – Carl Atkins
09.00	<b>The Middleton Memorial Lecture - “New Ways to Communicate - The Development of Web 2.0 and Social Media”</b> Speaker: Heather Gorringer, Founder and MD of Wiggly Wiggles, Herefordshire.
09.35	Discussion – 10 mins.
09.45	<b>“Trading Carbon – What’s it all about?”</b> Speaker: Simon Ward, MD, Increment Ltd., (Ed. of “Inside Track”).
10.20	Discussion – 10 mins.
10.30	COFFEE – 40 mins.
	<b>Session 5 – “Wider Opportunities”</b> – Chairman – John Giles
11.10	<b>“Farming and Land Ownership in Eastern Europe”</b> Speaker: Andrew Hunter, MD of Magyar Farming Company, Hungary.
11.45	<b>“Regional Food: Opportunities with Supermarkets”</b> Speaker: Alistair Robinson, Tesco Senior Buying Manager, North of England.
12.20	Discussion with both Speakers – 20 mins.
12.40	<b>LUNCH</b> – 60 mins.
	<b>Session 6 – “The Next 3 – 5 Years”</b> – Chairman – Martin Redfearn
13.40	<b>“Looking Through My Window”</b> Speaker: Matthew Naylor, Farmer, Lincs.
14.15	<b>“Opening Windows - International responses to turbulent times in the Food Industry”</b> Speaker: Prof. David Hughes, Emeritus Professor of Food Marketing at Imperial College London & International Food Business Consultant.
14.50	Discussion with both Speakers – 20 mins.
15.10	Closing Remarks – The Chairman of I Agr M
15.15	<b>TEA</b> and Depart

Draft Dates: 09/01/08, 27/03/08, 02/04/08, 28/03/08, 06/04/08, 24/06/08, 08/07/08,  
28/07/08, **07/08/08**,