



## Sessions and Speaker Details Thursday 22<sup>nd</sup> October 2020

### 10am Opening of the show by Lord Krebs

Lord Krebs, Founding Chairman of the Food Standards Agency will open the 87<sup>th</sup> National Fruit Show

### 10. 15am RED Extra British Produce Futures

Lord Krebs participates in a panel discussion hosted by the Rural Policy Group on food and farming policy and the role for British fruit farmers in feeding future generations. Chaired by Sarah Calcutt, Chair of the Marden Fruit Society, the panel will also include Teresa Wickham, Current President of the Marden Fruit Society, Tom Bradshaw, Vice President of the NFU, Mark Lumsdon-Taylor of MacIntyre Hudson who will be on hand to talk about the finances of the sector and Gary Marshall, Chair of the Covent Garden Tenants Association, will be adding his wholesale market insight to the discussions.

The session will end with a short interview with Ali Capper, Exec Chair of British Apples and Pears on how the trade association has reached more consumers than ever before on behalf of the sector.

Session chaired by: **Sarah Calcutt**, Chair of the Marden Fruit Show Society

Speakers include:

#### Lord Krebs

Lord John Krebs is Emeritus Professor of Zoology in the University of Oxford. His research area is behavioural ecology and he has published more than 300 research papers, reviews, articles and books.

#### Teresa Wickham – President, Marden Fruit Show Society

Teresa Wickham is one of the UK's leading experts of the food and farming chain. She has over 30 years of business development in the food and farming industry.

#### Tom Bradshaw, Vice President NFU

Tom farms in partnership with his wife, Emily, and his parents in North Essex. Alongside a small owned farm they run a larger contract farming business growing a range of combinable crops across 1200 hectares. The home farm is based around arable production but has also diversified into equestrian and renewables.

#### Gary Marshall – Chairman, New Covent Garden Market Tenants Association

Gary entered the wholesale market trade as a junior salesman at 19 years old and started Bevington Salads in 1987 at 26. Since 2005, Gary has served the market's tenant community as Chairman of the Covent Garden Tenants Association at the Vauxhall-based fruit, vegetable and flower wholesale market, New Covent Garden Market.

#### Mark Lumsdon -Taylor – MHA MacIntyre Hudson

Mark has returned to the financial corporate world in 2020 after stepping down following a 15 year career in rural business and education in which he built a £50m institution employing over 1000 staff and oversaw multi million pound investment and regeneration projects. As a result, Mark is seen as leader in the finance, HR, education and corporate landscapes.

### 12pm – 2pm

#### The National Fruit Show Live's Technical Experts Forum

Ask the experts. Over lunchtime join a host of industry professionals providing updates on a range of subjects including new biological control strategies, soil health and PPP updates. The bite- size sessions will last for 20 minutes each and conclude with a live Q&A.

\*This 12pm – 2pm session qualifies for 2 NRoSO points\*

Speakers and their subjects include:

#### Alex Radu, Technical Manager at Agrovista

Integrated Pest Management

#### Rob Saunders, Horticultural Agronomist and Nick Strelczek, Precision Technology Specialist at H L Hutchinson Ltd

Interim results of the Helios orchards project and soil analytics and plant health – getting the balance right.

#### Mike Stoker, Technical Manager at Engage Agro

Soil fertility and plant health – getting the balance right

#### Kirsten Tønneson – on behalf of the Wood Protection Association.

Talking about the work being undertaken to retain creosote as a product in agriculture and horticulture.

### 2pm – 4.30pm

'Insight' session. The Worshipful Company of Fruiterers and the Fresh Produce Journal present a panel discussion showcasing the latest research in top and soft fruit.

The afternoon session, in conjunction with the fruit industry's leading media title, the Fresh Produce Journal and introduced by FPJ Managing Director, Chris White, throws a spotlight on the Worshipful Company of Fruiterers Livery Company. A number of specially selected candidates whose work has been supported by the Livery will be speaking about their latest research.

Chaired by recently retired industry veteran Laurence Olins, there will be a short Q&A at the end of each session.

Laurence Olins

Laurence has an established career in the industry, including being a fourth-generation fruit marketer and serving as MD and Chairman of the Poupart Group of Companies for 20 years.

Speakers include:

#### Richard Harrison

Richard is a Director of NIAB Cambridge Crop Research, a part of the NIAB Group, composed of research and service delivery in arable crop genetics, breeding, pathology, biotechnology and data science.

#### Peter Thompson

Peter Thompson is currently Managing Director of George Thompson Ltd, one of the UK's leading fruit and vegetable farms where they farm around 700 acres in Essex. The Worshipful Company of Fruiterers recognised George Thompson's recent work in 2019 with the Inaugural Special Merit Award. It recognised our work over the past decade identifying new potential crops and trialling their viability and production systems in a UK climate, market and economic context with a strong focus on delivering sustainable models of production.

#### John Giles – Divisional Director, Agri Food, Promar International

John has worked with Promar extensively throughout the UK and in some 60 other countries on agri food marketing research and related assignments. He has undertaken market research and assignments for Defra, AHDB, NFU, USDA as well as Nestle, Rabobank, HSBC and Bayer Crop Science. He is also the President of the UK Chartered Institute of Marketing's Food, Drink and Agriculture Group and a past Chair of the UK Institute of Agricultural Management.

#### Tobias Lane – PhD student supported by the Livery

Following his BSc in Horticulture at the University of Reading, Tobias Lane is currently a PhD student researching the impacts of climate change on apple production using the National Fruit Collection Trust's "Apples in a Warmer World" long-term research facility at Brogdale, Kent. His studies are supported by several charities, including the Worshipful Company of Fruiterers who also awarded him their 2019 Student Prize.

4.30pm

#### The Livery Awards

The Worshipful Company of Fruiterers will be presenting their prestigious awards for 2020.

5pm - 6pm

#### National Fruit Show Prize Winners Announcements followed by the Virtual Cider Bar with Nigel Barden

Join us for a cheery conclusion to show day and find out the winners of the annual fruit competition.

The best of the best in British top and soft fruit plus cider will be revealed by Sarah Calcutt and Teresa Wickham, President of the Marden Fruit Show Society.

After the awards, show visitors are invited to take part in a British cider tasting and chat with foodie broadcaster Nigel Barden. Known to millions of Radio 2 and Scala radio listeners as their favourite cook, Nigel is tonight hosting a session to close the National Fruit Show in style. All proceeds from

the sale of the cider will be going towards the National Fruit Show's long running Education Programme

### Nigel Barden

Nigel Barden is a food and drink broadcaster, who works with Simon Mayo on Scala Radio and previously with Simon and Chris Evans, on their Sony Gold award winning BBC Radio 2 shows for 12 years and he's the food correspondent for BBC London. He specialises in promoting British ingredients and artisan producers, particularly in his role as chairman of judges for The Great Taste Awards, Farm Shop & Deli Awards, World Cheese Awards, British Cookery School Awards, Deliciously Yorkshire and host of the National Fish & Chip and Ice Cream Alliance Awards.