

The most important food and drink conference you will attend in 2009

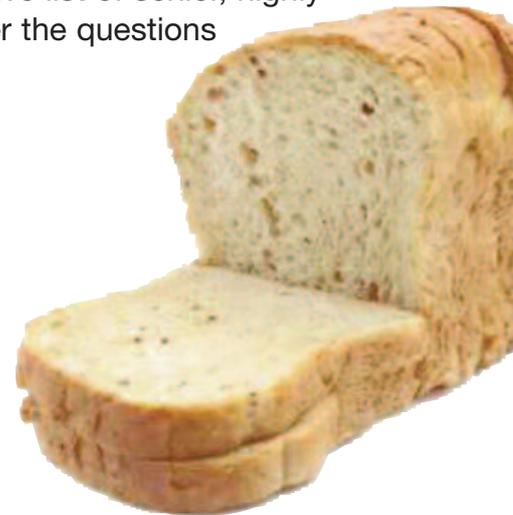
The Food Market in Turmoil – strategies for survival and growth.

Imperial College, London, Thursday April 23rd 2009.

Over the last two years agricultural, food and drink markets have seen massive rises then slumps in costs of their raw materials – and with a global economic recession biting in the UK, marketing directors are suddenly involved in managing input costs and prices as much as promoting their products to the consumer

A one day conference, at Imperial College London, with an impressive list of senior, highly experienced speakers from all sides of the food industry, will answer the questions and provide original research findings.

- **What are the predictions for world and European raw materials supply?**
- **What can be done about the roller coaster cost of supplies?**
- **Are GM crops one of the answers?**
- **Can commodity foods maintain profitable businesses?**
- **How are major brands responding to the demands of their retailer and food service customers?**
- **How are retailers and caterers responding to consumer needs and their own competitive positions?**
- **How are consumers reacting to rising prices, credit crunch and environmental 'awareness' pressures**



Who should attend – Food and drink manufacturers, distributors and suppliers; food and drink retailers; food and drink service operators in both profit and non-profit areas; Agricultural advisors, Colleges, Farmers and Farming Co-operative managers

Advertising, PR and marketing agencies; Government departments and Government agencies in health and food; food scientists, nutritionists and dieticians; trade and professional organizations concerned with food and drink; Government departments and Government agencies in health and food; NGO's and Government advisers.



Register early!

CIM/FDF members £100.00 + VAT.

Non CIM/FDF members £150.00 + VAT.

Including lunch and refreshments

Eminent, highly experienced speakers from every side of the food and drink industries.



**Chairman of the Conference
and the morning session**
Professor David Hughes

Emeritus Professor of Food Marketing at Imperial College London, and Visiting Professor at the University of Kent Business School and at the Royal Agricultural College, U.K. David is a strong proponent of building vertical alliances

between key chain members in the food industry – farmers, life science and input companies, ingredient firms, food and beverage manufacturers, retailers and food service. He has lived and worked in Europe, North America, the Caribbean, Africa and South East Asia.



**Chairman of the afternoon
session**
**Julian Hunt, Director of
Communications, The Food &
Drink Federation**

Julian has spent 11 years reporting on the food and drink retail sectors for both The Grocer and Off Licence News. His 19-year career as a business journalist also

included stints reporting on the global packaging industry and the international shipping sector.

During his 5 years as editor of The Grocer, he was named editor of the year twice in the Business Food and Drink Journalist Awards, and the magazine won the award for Publication of the Year three times. In addition, The Grocer was highly commended in the industry-wide PPA Awards in 2003; and Julian was highly commended as editor of the year in 2006.

He was a founding board member of the School Food Trust.

Julian joined the Food and Drink Federation as Director of Communications in 2006.



**Patrick Tomlinson, Head of
Agriculture for HSBC Bank plc**

Pat was born and raised in the West Country. Having obtained a degree in Agriculture from Reading University, he worked as a farm management consultant in Derbyshire for five years. In 1994 he joined HSBC as an Agriculture Banking Manager in Lincolnshire, was

appointed Regional Agriculture Manager for the South West in August 2000 and became a Divisional Agriculture Manager in July 2004.

Based in Leicester, Pat Tomlinson was responsible for the bank's agriculture business across Wales, South of England and part of the Midlands, leading a team of specialist agriculture managers.

In 2006 Pat was appointed Agriculture Director, to reflect additional responsibilities within the HSBC Agriculture Team and he is now Head of Agriculture.



Key note speaker
**Iain Ferguson CBE, Group Chief
Executive Tate & Lyle plc**

After an initial career with Unilever, Plant Breeding International and then Birds Eye Walls, Iain joined Tate & Lyle as the CEO in 2003. At Tate & Lyle, he has led the company away from their complete dependence on the unstable commodity market of international

sugar trading. Today, the company operates 65 production plants in 29 countries transforming cereals and sugar into ingredients for industries ranging from food and drinks to pharmaceuticals, cosmetics, paper and packaging, fuel-grade ethanol and animal feed. The company has also recently launched a remarkable scientific advance in processing in a joint venture with Du Pont.

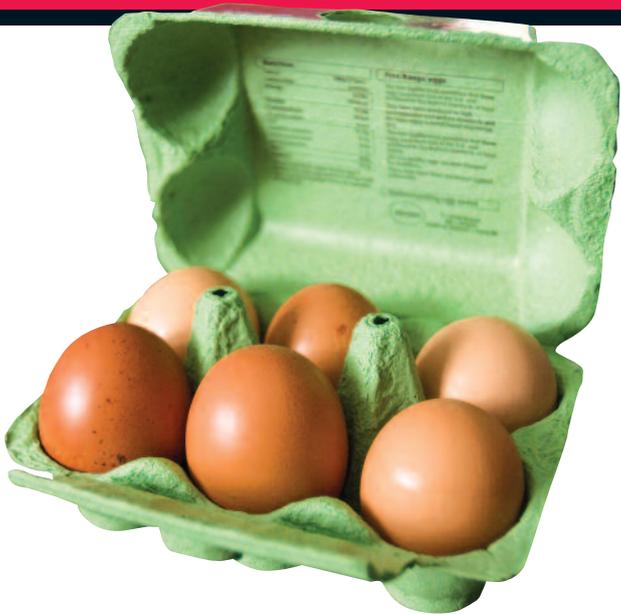


**Julian Little PhD, Chair of the
Agricultural Biotechnology
Council and Bayer Crop
Science Communications
Manager**

As the Chairman of the Agricultural Biotechnology Council (ABC), Julian represents the major companies interested in the application of biotechnology in crop plants. He was

originally a plant biochemist and is now based in Cambridge, as the Communications & Government Affairs Manager of Bayer CropScience dealing with media, political and public enquiries on the subject of GM crops and GM food, together with more general issues surrounding pesticide use and sustainable agriculture. He also chairs the respective communications groups of the Crop Protection Association in the UK and EuropaBio in Brussels.





Carsten Jacobsen, Chairman Tulip UK and Vice-CEO / President International of Danish Crown

Presently the Vice-CEO / President International in the Danish Crown Group, one of the world's biggest meat groups with a total group turnover of £4.5bn. He is responsible for Danish Crown's

international subsidiaries Tulip Ltd (UK) and Plumrose (US). Additionally he is responsible for the trading company ESS-FOOD.

Carsten Jakobsen became involved in the meat industry when he was appointed to lead Vestjyske Slagterier's (VJS) UK and the US operations in 1996. VJS was at the time one of the two major Danish abattoirs. In 1998 he was appointed CEO of VJS. In 1998 VJS merged with Danish Crown and Carsten Jakobsen, since the merger has been Vice-CEO / President International of Danish Crown.



Richard Beldam, Chairman Openfield

Educated at the RAC in Cirencester, Richard Beldam has not only devoted his career to the development of his 3,750 acre arable farming enterprise in Worcestershire, but has led the development and evolution from the traditional, de-centralised farming and grain trading systems, into the efficient,

pre-planned and quality controlled grain marketing structure seen today. He helped to form and has been Chairman of one of the leading, farmer owned grain business in the UK, Centaur Grain. Recently he facilitated its merger with another larger business, Grainfarmers, to form Openfield. Now the largest farmer-owned grain business in the UK, the company is building long-term supply chain agreements with millers, major grain based branded food manufacturers such as Sainsbury's, Warburtons and Weetabix, as well as major animal feed converters.



John Pain, Marketing Director, Compass Group UK and Ireland

During his 18 months with Compass, John has introduced a consumer insight based approach to the company's business development and is now leading the industry with innovative new menus and products. His sixty strong marketing team includes experts in market research, product development, consumer marketing,

executive chefs, a design studio, corporate affairs and communications.

He joined Compass from Yum Brands (formerly Pepsico Restaurants) where, from 2001, he was Vice President, Marketing KFC & Taco Bell Asia and Pacific. He was responsible for a \$2 billion system sales business with 2,500 restaurants in approximately 11 countries.

John has exceptional experience of new product and brand development.

Before joining Yum! Brands John's earlier roles include UK Marketing Director for Pepsico Restaurants, Marketing Director for Fox's Biscuits and Marketing Manager at Eden Vale.



Ed Garner, Research Director, TNS Worldpanel

Ed's background is in Sales, NationalAccounts and Marketing, experience which he gained within Unilever. He is keenly aware of the need to present research findings in a clear and actionable manner. He leads the work that TNS carries out in the UK and international

food and drink sector and works for a wide range of well known branded food and drink clients. He speaks at a range of high level conferences across Europe, USA, Australasia and Asia Pacific for numerous organisations including IGD, Citigroup, McKinsey, PwC, Marketing Week, ADMAP, AGRA, The Grocer and many leading UK FMCG clients in addition to regular radio and TV work.



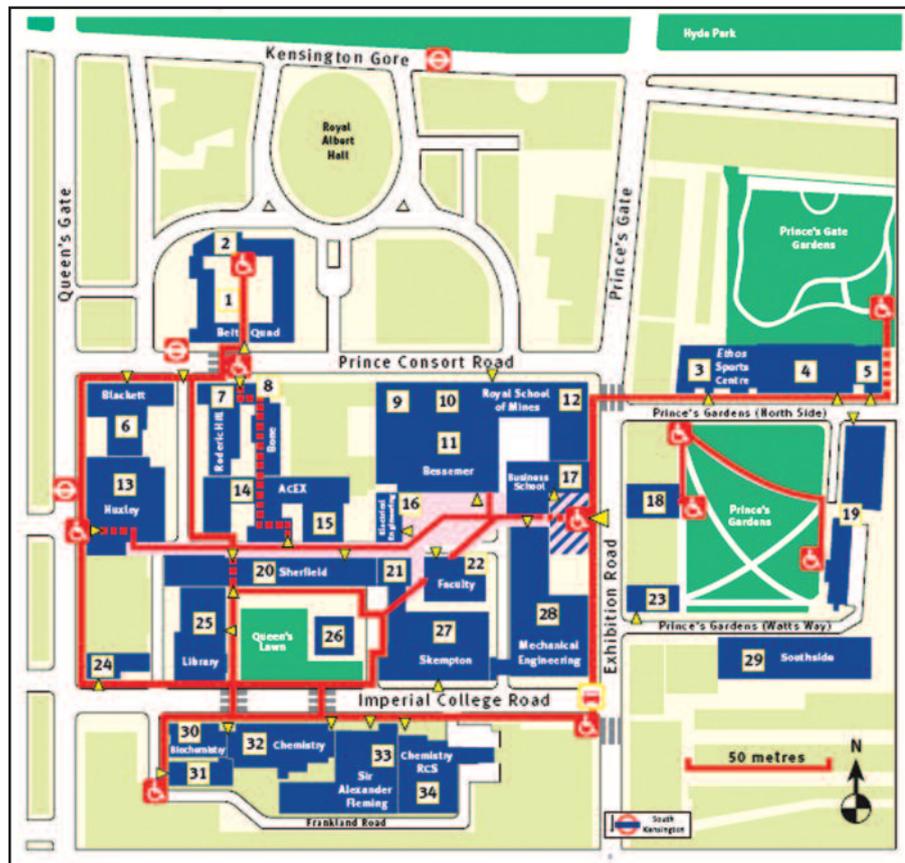
A one day conference at Imperial College, London, Thursday 23rd April 2009

Time	Subject	Speaker
8.30- 9.15	Registration and Coffee	
Morning Session; Global events – national effects. The impact of volatile world supply and regulation on the UK and European food markets.		
9.15 – 9.30	Introduction by Conference and morning session Chairman	Professor David Hughes Imperial College , London
9.30 – 10.00	World and European perspective on food and commodity supplies. We are now increasingly, part of the world food chain. What should we do to survive and thrive?	Iain Ferguson CBE Group Chief Executive Tate & Lyle plc
10.00 -10.30	What are banks expecting to happen in the agri-food sector? What will they be doing to help farmers and food processors with finance from liquidity to investment in new plant and equipment, supply chain development and innovation processes?	Patrick Tomlinson, Head of Agriculture for HSBC Bank plc
10.30 – 11.00	REFRESHMENTS	
11.00 – 11.30	GM crops and GM feed; Why the EU /UK obsession with nimby? What is its impact on the world food supply, now and for the future?	Julian Little PhD Chair of the Agricultural Biotechnology Council
11.30 – 12.00	The Grain trade – the perspective of a primary stage food ingredient and animal feed supplier; the impacts of recent years, the learning and the strategies needed for the future.	Richard Beldam Chairman Openfield, the UK's largest farmer owned grain company
12.00 – 12.30	The impact on the food producer – the experience of the largest pig meat producer in Europe – Crown International. How to cope with costs and retailer/food service and consumer expectations of a commodity product. How to survive – and thrive?	Carsten Jacobsen Vice-CEO / President International of Danish Crown Chairman Tulip UK
12.30 – 13.00	Panel Discussion; questions from delegates	Facilitated by Prof David Hughes
13.00 – 14.00	LUNCH	
Afternoon Session; The retailer and the food service expectations; the manufacturers' and the consumers' responses		
14.00 – 14.15	Introduction by the afternoon session Chairman	Julian Hunt, Director of Communications, The Food & Drink Federation
14.15 – 14.45	Food service; How does an international leader in the market with branded and non branded outlets manage with changing food supplies, costs and an economic downturn?	John Pain, Marketing Director, Compass Group UK & Ireland
14.45 – 15.15	Food manufacturing and supply	
15.15 – 15.45	The real consumer response. What changes are there in consumer purchasing habits? How did they respond to rising prices? How will they respond to credit crunch and increasing unemployment? How are retailers responding to the price promotion imperative?	Ed Garner, Research Director, TNS World Panel
15.45 – 16.15	Panel Discussion; Questions from delegates	Julian Hunt , Director of Communications, The Food & Drink Federation
16.15 – 16.30	Summary and conclusions from the Chairman of the conference	Professor David Hughes, Imperial College, London
16.30	Close of conference	Robin Joy, Vice Chair CIM Food Drink and Agriculture Group

Imperial College London, South Kensington Campus

Sir Alexander Fleming Location - Key 33 on map

Lecture Theatre One, Sir Alexander Fleming Building, Imperial College, Exhibition Road, Kensington, London, SW7 2AZ



By underground

The nearest underground station is South Kensington on the District and Circle and Piccadilly underground lines – 10 minutes walk. From South Kensington station, the either follow the subway signposted to the museums or walk north up Exhibition Road. The College is next to the Science Museum.

By bus

South Kensington Campus is easily accessible by bus. A number of routes pass within easy walking distance of the campus. Please see the selection below for more information:

- 9** Aldwych - Hammersmith Broadway, alight at the Royal Albert Hall
- 10** Kings Cross Station - Hammersmith Broadway, alight at the Royal Albert Hall
- 52** Victoria Bus Station - Willesden Bus Garage, alight at the Royal Albert Hall
- 360** Elephant and Castle Station - Prince Consort Rd, alight at Prince Consort Rd
- 14** Tottenham Court Road - Putney Heath, alight at South Kensington Station

49 Battersea Rise - Shepherd's Bush Green, alight at South Kensington Station

70 Acton - South Kensington Station, alight at South Kensington Station

74 Baker Street Station - Putney, alight at South Kensington Station

345 Peckham Bus Station - South Kensington Station, alight at South Kensington Station

414 Maida Vale - Putney Bridge, alight at South Kensington Station

By train

Travel by rail to any London terminus and then by underground, by bus, or on foot.

By car

Parking in the roads surrounding Imperial College is at parking meters. The nearest pay for the day Car Park is in Harrington Gardens. Please note it is within the Congestion Charging Zone.

‘The Food Market in Turmoil - strategies for survival and growth’ Conference

A one day conference at Lecture Theatre One, Sir Alexander Fleming Building Imperial College, Kensington, London, SW7 2AZ. Thursday 23rd April 2009.

BOOK ON-LINE NOW www.cim.co.uk/NewsAndEvents/Events/EventDetails.aspx?ObjectID=25160

COMPANY AND DELEGATE DETAILS –

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Please contact us prior to the conference if you have any additional requirements e.g. Wheelchair access, special dietary requirements etc.

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Number of CIM/FDF member delegates

@ £100 +VAT = £115.00

Number of Non-CIM/FDF member delegates

@ £150 +VAT = £172.50

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