

GrowQuip



26th - 27th October, 2016

Event held at:
Stratford Manor Hotel
Stratford Upon Avon, UK

Meet the speakers from all sectors of horticulture, something for everyone



Well known industry figures will be sharing how they achieved success and how we can all learn from their experiences and knowledge.

Marshall Dirks

Marketing Director of Proven Winners, USA

Dirks combines his horticultural experience (ex Ball Seed Co) and marketing skills to create awareness of the #1 plant brand in North America. He directs trade and consumer advertising, collateral and marketing materials, consumer and industry web sites, as well as Proven Winners' national public relations and production of merchandising materials.



James Simpson

Managing Director of Adrian Scripps Ltd

Adrian Scripps is one of the UK's leading top fruit growers - a diverse farming business encompassing hops, potatoes, combinable crops, bush fruit and tree fruit. The business has a strong interest in the use of technology and the science of food production to drive and improve business efficiency and food quality. Simpson retains commercial responsibility for the farming as well as the storage and packing of top fruit.



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Jane King

CEO of the Agriculture & Horticulture Development Board (AHDB)

Jane joined the AHDB in February 2015 as CEO and has been involved in conducting a review of the organisation. She is passionate about driving growth, improved competitiveness and sustainability for the industry. The former Editor and Editorial Director of the Farmers Weekly Group revitalised Farmers Weekly products, developed new services and oversaw organisational change. As a senior executive at Reed Business Information (RBI) for over 30 years, Jane also had significant experience providing information and services to a range of industries as diverse as retail, health, social care, employment law and hospitality.



Dr Clare Sampson

Keele University, UK – Pest & Disease Expert

Clare has spent most of her career developing biological and integrated pest control programmes in protected crops in Northern Europe and Spain but has also worked as an entomologist in Belize. She has been field Development Manager for two biological pest control companies and has given regular biological pest control advice to strawberry, ornamental, cucumber, pepper, potato and brassica growers. She is currently carrying out research on the chemical ecology of the western flower thrips, *Frankliniella occidentalis*, in order to develop a trap for UK strawberry crops.



Bruce Harnett

Managing Director of Kernock Park Plants & a Nuffield Scholar

Born and raised on a plant nursery in Cornwall, today Harnett manages a growing business together with a team which includes his wife, Jo. Kernock Park Plants has just over 4Ha (10 acres) of protected growing area and produces over 13 million young plants each year: selling mostly to customers within the United Kingdom and Ireland, but also exporting to the European mainland. Offering over 1200 varieties spanning several areas of ornamental plants such as seasonal, herbaceous perennial and hardy nursery stock. In 2014-15, Bruce embarked on a Nuffield Farming Scholarship - a well-respected charitable foundation that was set up to promote the advancement of land-based industries and build knowledge through global experience.



Alfie Moore -

After Dinner Speaker

BBC Radio 4 Presenter

Alfie is an experienced and versatile humorous speaker, radio presenter and comedy writer with his distinctive niche as a serving police sergeant for 18 years (currently on a sabbatical). Alfie has also supported Rhod Gilbert, Sarah Millican, Russell Kane and Milton Jones on their national comedy tours. Alfie was one of the stars of 'Show Me the Funny' (ITV) and wrote and presented 'Alfie Moore's Almanac' for BBC Radio. More recently he has been featured on The Wright Stuff (Channel 5), Comic Relief, as a 'pundit' on Sky News, BBC Radio 4's Idiots Guide to Crime and Punishment, Crime (BBC 3), and Confessions of a Police Officer (Channel 4). He is a regular columnist for Police Oracle and a member of the Writers' Guild of Great Britain.



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Alex Fisher

Founder/CEO of Saturn Bioponics Ltd and Consultant to Valefresco Ltd

Alex has driven the Saturn Grower technology from initial experiments through to market ready product over the last 6 years. He has significant experience in all aspects of the technology and its application in the commercial growing market place. Saturn Bioponics provides crop production technology which substantially improves profitability and efficiency by increasing yields whilst, simultaneously, reducing resource and labour costs. They combine hydroponic methods with vertical engineering to increase yields by between 3 and 4 times per unit of land, proven by leading commercial growers. Fisher is working with some of the UK's leading horticultural crop growers, processors, industry figures and researchers, as well as with commercial partners in international markets. He has overall responsibility for the direction of the company but remains involved with customers at both sales and support levels - including work with Valefresco and growing pak choi.



Carol Paris

HTA Chief Executive

Appointed as HTA Director General in August 2012, Carol Paris brings a wealth of retail and business experience to the association. Having started her career in high street retailing with roles at Harrods and Edinburgh Woollen Mill, Carol joined Cadbury Garden Centre as Retail Director in 1998, at the beginning of the Garden & Leisure development, and became Operations Director for the group responsible for operations, buying and the HR function. In September 2013, Carol became the full-time Chief Executive of the HTA. Carol is a former President of the HTA and board member at the Horticultural Development Company (HDC). She is also currently on the Policy Board of the British Retail Consortium (BRC) and the Trade Association Forum (TAF) and is a Trustee of Greenfingers and Perennial.



Ed Moorhouse

Director of Agri-food Solutions Ltd

Ed joined Mack Multiples in 1997 and progressed to Technical Director for the whole business. He left Mack in 2006 and completed various projects, including work on carbon footprinting which led to the creation of Footprints 4 Food Ltd. In 2007, Ed joined G's where he had technical responsibility for the Group's operations in the UK, Spain, Senegal, Czech Republic, Poland and USA. He interfaced directly with all UK retailers and was responsible for ensuring that the Group's strategy was fully aligned with customer requirements in the delivery of leading food safety, quality innovation, sustainability and ethical standards. He also contributed to a range of industry and research initiatives and represented G's on various technical groups.

Ed left his full time role with G's in Summer 2016 and established Agri-Food Solutions Ltd, a technical and innovation consultancy for the food and farming industry. He is continuing to run projects for G's and has started new contracts with Lincoln and Napier Universities, CHAP and NSF.



Amanda Sizer Barrett MBE

Director General of the Federation of Garden & Leisure Manufacturers Ltd (Gardenex & PetQuip)

Amanda Sizer Barrett is a Fellow of the Institute of Association Management and a committee member and Vice Chair of Sponsors' Alliance, a national body of trade associations delivering export services. She has been Director General of the Federation since 1991. Her role involves promoting the industries in which she works, lobbying government and delivering programmes of initiatives, events and services to help UK firms grow their businesses and increase international sales of products and services in the garden, leisure and commercial horticulture sectors. In 2009, the Federation became the Secretariat for the Commercial Horticultural Association (CHA) - the trade association for suppliers of products, services and plants to commercial horticultural businesses worldwide. In 2000, Barrett was awarded an MBE in the Queen's New Year Honours List, for services to export. This year, Amanda was a finalist in the Business Services category of the national First Women of Business Awards.



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