

Vision 2020– our exceptional team of speakers!

Vision 2020

The near future for Ornamentals
29th October • Stoneleigh • CV8 2LZ

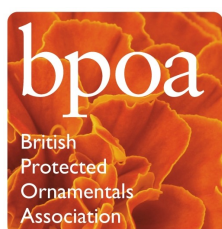
Vision 2020 meeting at Stoneleigh, sponsored by Floramedia, this week featured a stellar cast of speakers on a wide range of subjects.



Simon Davenport opens the Vision 2020 meeting

The day began with a welcome from Simon Davenport and the opening address from Minette Batters, deputy president of the NFU who spoke, after a better season overall, encouragingly about the future for the industry and the potential for improved trading. She mentioned again the Code of Practice with reference to the relationship between growers and traders. Minette focussed on the volatility in all agriculture product markets and none more so than the ornamentals plants production business where long term thinking is necessary to cope with rapid changes in input and output prices.

She noted that there was very high approval ratings (88% in the NFU consumer survey) for what we do in home grown production. We have a strong story to tell and she herself has experience in raising consumer awareness of the quality of home pro-



Growing together™



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duced beef.

Minette pointed to the need for incremental gains in efficiency in our business to secure the future for the industry and outlined some of the ways that NFU can help with that. In particular she referred to the 40 county advisers that are distributed around the country and have the responsibility for the close liaison between NFU and members on specific policy issues and not limited to being the distributors of information from the centre.

She closed by cheering members in telling them that, in her wedding barn subsidiary business, she changes the bedding **four** times per year! Here she is seen viewing with the conference a NFUTube video 'Thank you for backing British Farming' a short piece with an important message for home grown producers.



Minette Batters concludes with a video 'Thank you'

Speakers in a instant: (Some of these presentations are available on application– catch up on the information!)

- * **Richard Petri** described the development of gardens and reported on recent research on garden preferences as well as new product design.
- * **Alistair Griffiths** told us about the RHS planned strategy for garden research over the next five years and some of the opportunities it offers for the ornamentals industry.
- * **Thomas Rubæk** (below) gave us an insight into the light needs of plants and how LED lighting can supply that economically.
- * **Robert Wacker** updated the conference on the fascinating trends in thinking about brands and a road map of how to negotiate 'the mother-in-law' factor on the way to creating successful marketing campaigns.
- * **Graham Dunn** gave a 'tour de force' presentation of how to analyse a business and when to withdraw from it gracefully.
- * **David Arnold** presented the detail behind the 'Love your plot' campaign which is going to be very important to promoting our plants in 2015.
- * **Jack Ward** told us how BGA works with crop associations and how the £80M 'Agritech' scheme is going to work for the promotion of horticulture research (via HIP) including ornamentals.
- * **Julian Winfield** closed our conference by describing the development of the company and Haskins ethos, in particular the central idea that as a company they must continue to 'own gardening' and present it to consumers.



Thomas Rubæk discusses light and LED's



David Arnold describes GIMB campaign



Robert Wacker -future oriented marketing