



## Vision 2020 - the near future for ornamentals.

In the continuing series of meetings under the BGLA (*British Growers Look Ahead*) banner, the BPOA is delighted to announce the list of speakers at their 2014 event, a one day conference entitled-

### Vision 2020- the near future for ornamentals.

29th October 2014 9am to 4pm  
NFU Conference Centre—NAC Stoneleigh,  
Warwickshire  
CV8 2LZ

This year's conference will help you to answer the questions: *what will we grow?; how will we grow it and where will we sell it?*

A wide range of authoritative and interesting speakers has been selected to present the information that you require about plant science; growing techniques, market needs, routes to market and working through the value chain.

**Everybody** interested in the ornamentals production industry is welcome to attend. The event will be free to all members of the BPOA plus a guest and there is a nominal charge of £30 per head for non-members. Contact the BPOA office to make your booking. [ [bpoa@btconnect.com](mailto:bpoa@btconnect.com) ]

**Nick Mathias, MD of Floramedia UK and sponsor of the event said** " We are delighted to support the BPOA and its members through the Vision 2020 event. We are also pleased that Robert Wacker of Floramedia bv is joining the speakers. From his wide, European experience, Robert will be offering a fresh perspective on product marketing in a rapidly changing world. We believe that he can offer original and innovative thoughts on issues such as promotions and branding which will help growers in many different situations."



### Ian Riggs, Director of Business & Commercial Development, Jersey Choice

comments "As our industry continues to evolve and the marketplace changes growers have many strategic decisions to make. Data, information and expert opinion is vital to enabling selection of the best investment choices and direction for growers. This years BPOA, BGLA event, Vision 2020 has leading edge speakers from across Europe covering all the vital areas for consideration from current and future, techniques and technology, routes to market, consumer wants and the wider promotion of gardening and plants. BGLA plays a key part in our choices"



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## Conference speaker programme



### Minette Batters - NFU Deputy President

**Minette will be speaking to us about the NFU and its rôle in the modern ornamental plants industry.**

Minette grew up living and working on-farm, with no succession tenancy available. She built the business from nothing to over 300 head of stock, finishing Angus cattle on a premium scheme for a major retailer. She has been an NFU member from grassroots through to County Chairman; she served as Wiltshire's Council delegate and also as Regional Board Chairman for the South West. Minette has also been a member of NFU Governance Board and the agricultural representative on the SW Environment Agency Flood and Coastal Committee. She is a writer for local and national media.



### Richard Petri- Director Marketing for Selecta

**'Global consumer trends in ornamentals'**

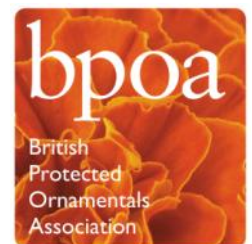
After school education, Richard took up an apprenticeship in horticulture; he studied at Munich Technical University and gained a master of science in horticulture. Working initially at Selecta Italy, he also had a period as business development manager for Seramis®. Richard was involved as General Manager of the Dümmer mother plant production in Ethiopia and for four years on the Selecta nursery in Wagagai, Uganda. Since 2010, he has been Director Marketing & Product Management at Selecta.



### Dr Alistair Griffiths - RHS Director of Science.

**'The new five year RHS Science Strategy'**

A fellow of the Chartered Institute of Horticulture and a board member on PlantNetwork. Alistair has a background in both horticulture and science. He started his horticultural education at Myerscough College. He moved to the University of Reading to attain Botany, BSc, and in 2001 a Botany PhD. Prior to the RHS he spent a decade managing a team as Head Scientist at the world-famous Eden Project in Cornwall.



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Thomas Rubæk - Project Manager and founder of Fionia Lighting A/S

### **'Practical examples of plant responses and future possibilities with LED light'**

Thomas is Head of Development in Fionia Lighting, a Danish based company, which develops LED lighting solutions for the greenhouse industry. From his research position in the University of Southern Denmark he co-founded Fionia Lighting back in 2008 and he is one of the pioneers utilizing LED technology for photosynthetic growth. Based on the research platform, Fionia is a market leader in Horticultural Lighting. Thomas holds a M.Sc. in Biochemical Engineering and is the author of several patents.



Robert Wacker - Director Licensing, Floramedia Group BV

### **How to develop future oriented marketing concepts? - What are the prerequisites for successful commercialisation of ornamentals towards 2020?**

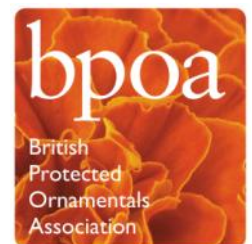
Director of Licensing, Product Development and International-Key-Account Management, Robert has grown up in the horticulture industry with a degree in horticulture. From 1987 until 1997 as sales director in the plant industry with focus on bedding plants later on interior landscaping and hydroculture. Seven years MD of Floramedia Germany. Since 2006 member of the Management Board of Floramedia Group BV located with its head quarter in the Netherlands.



Graham Dunn—MD Cresco Horticulture

### **Graham will be discussing the future of the supply chain with respect to trading with multiples .**

Graham set up Cresco Horticulture to provide supply chain partnerships for grocery and DIY retailers. He believes that garden plant sales are under-achieving in all supermarkets which represents a huge opportunity for growers. In the supermarket led development of the market, the challenge will be to have quality products to sell in a suitable grocery-friendly manner.



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David Arnold GIMB Campaign Manager

**David will tell us about the research conclusions which have lead to the institution of the GIMB.**

David is Campaign Manager for the Garden Industry Marketing Board (GIMB) which has been set up to design, create and deliver a series of Industry-wide consumer marketing campaigns, commencing in 2015. It is focused on inspiring and encouraging consumers to engage with, and spend more on, their outdoor living space. David has over 35 years' experience in marketing and sales development with multiples, together with wide experience in the independent sector. He is a member of the HTA's marketing board and the Fleuroselect home gardening association .



Jack Ward N.Sch, F.R.Ag.S. BGA

**Jack will relate the experience of industry development within the fresh produce sector and parallels to be drawn with ornamentals production.**

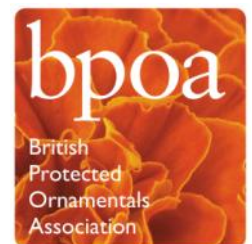
Jack is Chief Executive of the British Growers Association. The BGA was established represent the fresh produce sector. It also provides professional services to a number of specialist crop associations and P.O.'s. It runs a subsidiary collecting and distributing market intelligence to the fresh produce industry. Earlier, Jack was CEO of City & Guilds NPTC and he worked on the national skills development agenda with the country's leading colleges. He is a Nuffield Scholar and became chairman of the Nuffield Farming Scholarships Trust.



Julian Winfield - Chief Executive, Haskins G C Ltd  
**Julian will talk about the future for garden centre retailing.**

Julian has worked in the garden centre retail sector for over 30 years joining Haskins in 1993 performing various rôles before becoming CEO in 2006. Over the last 8 years the company has invested over £20m updating existing centres and re-developing Haskins Roundstone. It is a £29 million turnover company that currently employs over 500 people at 4 garden centres in Southern England. It continues to look to expand by acquiring other garden centres and with multi million pound development projects.

He is currently chairman elect of the Garden Centre Association and is due to become chairman in 2016.



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