



**2021 WCF ALUMNI LEARNING EXTENSION DAY
BURLEIGH COURT CONFERENCE CENTRE, LOUGHBOROUGH, 8th DECEMBER**

PROGRAMME

<u>TIME</u>	<u>EVENT</u>
FROM 08:15	REGISTRATION
	TEA & COFFEE ON ARRIVAL
09:00-09:15	LAUNCH OF THE 2021 WCF ALUMNI LEARNING EXTENSION DAY Christopher Day, Chairman - WCFA
09:15-10:15	KEYNOTE SPEECH Professor David Hughes, the Emeritus Professor Food Marketing - Imperial College London
10:15-10:45	COFFEE/TEA BREAK
10:45-12:15	BREAKOUT SESSION 1 "DATA ANALYSIS & SKILLS FOR SUCCESSION" – GREEN STREAM Paul Rous, Yara Intl & David Buck/David Macaulay, Eden Search "CONSUMER INSIGHTS FOR THE FUTURE" – BLUE STREAM Joel Barlow, Müller Milk & Ingredients "ORGANISATIONAL STRUCTURE" – RED STREAM Major Lucy Scott, 32 nd Regiment, Wessex Gunners – Royal Artillery
12:15-13:15	LUNCH
13:15-14:45	BREAKOUT SESSION 2 "DATA ANALYSIS & SKILLS FOR SUCCESSION" – RED STREAM Paul Rous, Yara Intl & David Buck/David Macaulay, Eden Search "CONSUMER INSIGHTS FOR THE FUTURE" – GREEN STREAM Joel Barlow, Müller Milk & Ingredients "ORGANISATIONAL STRUCTURES" – BLUE STREAM Major Lucy Scott, 32 nd Regiment, Wessex Gunners – Royal Artillery
14:45-15:15	COFFEE/TEA BREAK
15:15-16:45	BREAKOUT SESSION 3 "DATA ANALYSIS & SKILLS FOR SUCCESSION" – BLUE STREAM Paul Rous, Yara Intl & David Buck/David Macaulay, Eden Search "CONSUMER INSIGHTS FOR THE FUTURE" – RED STREAM Joel Barlow, Müller Milk & Ingredients "ORGANISATIONAL STRUCTURES" – GREEN STREAM Major Lucy Scott, 32 nd Regiment, Wessex Gunners – Royal Artillery
16:45-17:45	PANEL DEBATE – <i>"Neither conventional intensive farming nor organic farming hold the answer to sustainable agriculture"</i> Caroline Drummond MBE, Chief Executive – LEAF Mark Hall, Head of Sustainability & Responsible Business (Europe) – Syngenta Russell Carrington, Manager - Knepp Regenerative Farms Carl Atkin, Founder & Director - Terravost Facilitated by Richard Davies, Senior Warden - WCF
17:45-18:00	WCF EDUCATION UPDATE & CLOSING OF THE 2021 WCFA LED Gavin Lane, Chair - WCF Education & Christopher Day
	<i>Optional evening events:</i>
18:45-19:30	DRINKS RECEPTION
19:30	2021 WCF ALUMNI LEARNING EXTENSION DAY DINNER Speakers: Karen Mercer, Master & Matt Naylor, 2004 ACABM alumnus