



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

PROGRAMME

<u>TIME</u>	<u>EVENT</u>	<u>WHERE</u>
FROM 08:15	REGISTRATION COFFEE/TEA ON ARRIVAL	WCFA BREAKOUT AREA
09:00-09:15	LAUNCH OF 2021 WCF ALUMNI LEARNING EXTENSION DAY Christopher Day, Chairman – WCFA	CONVENTION ROOM (ENTER BY DOVE ROOM)
09:15-10:15	KEYNOTE SPEECH Dr David Hughes, Emeritus Professor Food Marketing - Imperial College London	CONVENTION ROOM
10:15-10:45	COFFEE/TEA BREAK	WCFA BREAKOUT AREA
10:45-12:15	BREAKOUT SESSION 1 “MAKING SENSE OF DATA” – GREEN STREAM Paul Rous, Yara International “SKILLS FOR SUCCESSION” – BLUE STREAM David Buck, Eden Search & Select “ORGANISING OURSELVES TO DELIVER PUBLIC GOODS TO PRIVATE BUYERS” – RED STREAM Julie Robinson, Roythornes Solicitors	MALCOLM BROWN ROOM SOAR ROOM AVON ROOM
12:15-13:15	LUNCH	RESTAURANT
13:15-14:45	BREAKOUT SESSION 2 “MAKING SENSE OF DATA” – RED STREAM Paul Rous, Yara International “SKILLS FOR SUCCESSION” – GREEN STREAM David Buck, Eden Search & Select “ORGANISING OURSELVES TO DELIVER PUBLIC GOODS TO PRIVATE BUYERS” – BLUE STREAM Julie Robinson, Roythornes Solicitors	MALCOLM BROWN ROOM SOAR ROOM AVON ROOM
14:45-15:15	COFFEE/TEA BREAK	WCFA BREAKOUT AREA
15:15-16:45	BREAKOUT SESSION 3 “MAKING SENSE OF DATA” – BLUE STREAM Paul Rous, Yara International “SKILLS FOR SUCCESSION” – RED STREAM David Buck, Eden Search & Select “ORGANISING OURSELVES TO DELIVER PUBLIC GOODS TO PRIVATE BUYERS” – GREEN STREAM Julie Robinson, Roythornes Solicitors	MALCOLM BROWN ROOM SOAR ROOM AVON ROOM
16:45-17:45	PANEL DEBATE “NEITHER CONVENTIONAL INTENSIVE FARMING NOR ORGANIC FARMING HOLDS THE ANSWER TO SUSTAINABLE AGRICULTURE” with Carl Atkin, Founder & Director – Terravost Russell Carrington, Manager - Knepp Regenerative Farms	CONVENTION ROOM (ENTER BY DOVE ROOM)

Caroline Drummond MBE, Chief Executive – LEAF
Mark Hall, Head of Sustainability & Responsible Business (Europe) – Syngenta
Facilitated by Richard Davies, Senior Warden – WCF

17:45-18:15 **WCF EDUCATION UPDATE & CLOSING REMARKS** **CONVENTION ROOM**
Gavin Lane, Chairman - WCF Education & Christopher Day

Optional evening events:

18:45-19:30 **DRINKS RECEPTION** **LOUNGE EXTENSION**

19:30 **2021 WCF ALUMNI LEARNING EXTENSION DAY DINNER** **RESTAURANT**
Speakers: Karen Mercer, The Master WCF & Matt Naylor, 2004 ACABM alumnus