

## PRESS DETAILS FOR AgriLIVE SMITHFIELD

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AgriLIVE Smithfield will be held at Stoneleigh Park, Warwickshire, on the 11<sup>th</sup> & 12<sup>th</sup> December 2009. All members of the press will need to register to gain entry to the Event. **Please note your last chance to register online is 12 noon on Wednesday 2nd December 2009.** After this time, you will be required to register on the day.

Simply complete the registration form on the website:  
<http://www.agrilivesmithfield.co.uk/press/registration.html>

Detailed below are:

- Press facilities
- Links to the AgriLIVE website to download press releases, livestock schedule, directions and accommodation and any other useful information to help you with planning your visit.
- Press briefing and Forum schedule for both days
- Top 10 things to do at AgriLIVE

### Press Facilities at AgriLIVE Smithfield

The press office is located close to the seminar theatre, between halls 1 and 2. This will be open from 8am – 5pm daily. The press facilities available are as follows:

- Wifi/power sockets
- Quiet working area
- Storage lockers
- Tea, coffee and biscuits available all day
- Sandwiches at lunchtime
- Exhibitors press releases
- Message board
- Name badges

#### Useful links on the AgriLIVE Smithfield website

Directions: [http://www.agrilivesmithfield.co.uk/event\\_information/directions.html](http://www.agrilivesmithfield.co.uk/event_information/directions.html)

Accommodation:

[http://www.agrilivesmithfield.co.uk/event\\_information/accommodation.html](http://www.agrilivesmithfield.co.uk/event_information/accommodation.html)

Forums and workshops:

[http://www.agrilivesmithfield.co.uk/event\\_highlights/workshops-and-debates/index.html](http://www.agrilivesmithfield.co.uk/event_highlights/workshops-and-debates/index.html)

Livestock schedule:

[http://www.agrilivesmithfield.co.uk/livestock/livestock\\_schedule.pdf](http://www.agrilivesmithfield.co.uk/livestock/livestock_schedule.pdf)

Press releases:

<http://www.agrilivesmithfield.co.uk/press/press.html>

#### Top ten things to do at AgriLIVE Smithfield

1. Come and join in **The Big Debate** – ‘Securing the Future Supply of Red Meat’ – with panel members Alistair Mackintosh, Richard Ashworth, David Hughes and Stuart Thomson.
2. Attend a **workshop** for latest advice on topics including TB, supply chain collaboration, production medicine planning and financing the growth of your stock business
3. Competition is going to be fierce for the crowning on Saturday morning of the **Merial Supreme Champion** in the Smithfield Primestock Classes which will be followed by the traditional **Smithfield auction**.
4. Want to find out how producers can secure an extra few pence per kilo for their stock? The **Quality Meat Production Focus**, led by Waitrose, Dovecote Park and Dalehead Foods, may be key.
5. Try your hand at stock judging on the EBLEX stand 169 and you could **WIN** a Waitrose hamper.
6. Get the latest advice on financial planning, farm management and diversification opportunities in the **Business Advice Centre**, led by Lloyds, AMC and Bank of Scotland.
7. Come along and learn about the opportunities for beef from the dairy herd in the **Fresh Beef Ideas** area. We’ve got the experts who are making this a success from genetics to marketing
8. The **Young Producers Breakfast** on Friday morning is open to all producers under 30 and will provide an ideal networking opportunity as well as bringing together the next generation to debate key industry issues.
9. Don’t miss the **Meat Industry Dinner** on Friday, 11 December. Sponsored by ABP, the industry will come together to celebrate the past 12 months and look forward to 2010.

10. See all the latest new products, technology and innovations from over 100 exhibitors.

### Press Events and Forum and Workshops Schedule

These are correct as of 25<sup>th</sup> November 2009, however updated details will be available on the website and on the day from the press tent.

Forums and seminars are highlighted.

### Friday 11<sup>th</sup> December

| Start | Company/<br>Sponsor   | Content   | Location                                  |
|-------|-----------------------|---|---|
| 9.30  | Andersons             | <b>Outlook 2010</b> – launch of publication looking at agricultural prospects for 2010 and beyond. Presenters from Andersons include, Francis Mordant, Head of Business Research, John Pelham, Partner and Richard King, Partner  | Seminar Room (opp press office)           |
| 10.00 | ABP                   | <b>Young Producer’s Breakfast</b><br>Event aimed at bringing young producers together for a meeting and lively debate.  | ABP Hospitality area – Hall 1             |
| 10.00 | Royal Smithfield Club | <b>Cattle judging begins</b><br>Judge Neil Caul   | Hall 1                                    |
| 10.00 | Royal Smithfield Club | <b>Sheep judging begins</b><br>Judge Andrew Walton  | Blackdown Building, alongside Sheep Lines |
| 11.00 | RASE                  | <b>THE BIG DEBATE– Securing the future supply of red meat.</b> Bringing together key representatives from the supply chain to discuss the future supply of red meat. Join the debate and hear how the panel feel that issues such as declining livestock numbers, cheap imports, price and profitability should be tackled. Chaired by Stuart Thomson, EFFF, panel includes Richard Ashworth, MEP, Alistair Mackintosh, Chairman NFU Livestock board, David Hughes, Professor of Food Marketing, Imperial College | Main theatre                              |

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|-------|--|--|---------------------------------|
| 12.00 | Royal Smithfield Club                      | <b>Carcase display</b>   | Near Sheep Lines                |
| 12.00 | Merial Animal Health                       | <b>Workshop – Production Medicine Planning.</b> Focussing on how the disease threat to UK farms is developing, this workshop will provide practical advice on how to implement a low cost production medicine plan and avoid the expensive and potentially disastrous effects of disease. Rob Drysdale, BVM & MRCVS, Westpoint Veterinary Group.   | Main theatre                    |
| 12.30 | Igenity                                    | <b>DNA Profiling Class.</b> Demonstration class based on entries from a range of different cattle, using gene technology to place them in order of preference for specific traits, for example tenderness. Testing was done prior to the event.  | Hall 1 Cattle ring              |
| 12.30 | Guild Agricultural Journalists             | <b>GAJ Awards presentation.</b> NOAH Animal Health Writer/Broadcaster Award and the Stuart Seaton Regional Journalist Award will be presented. Refreshments available.   | Seminar room (opp press office) |
| 13.00 | Lloyds TSB Agric, AMC and Bank of Scotland | <b>Workshop - Financing the growth of your stock business.</b> Case study lead, this workshop will help you focus on maximising the opportunities for investing in your farm business. Paul Westaway will explain how he has developed his beef rearing business to meet the needs of the end customer. Dick Mason will outline the importance of investing in your business in a planned and managed way, being customer focused and paying attention to detail to ensure future success. Paul Westaway, Melview Farming, Dick Mason, Agricultural Policy Director, Lloyds TSB Agriculture and Bank of Scotland | Main theatre                    |
| 14.00 | Waitrose, Dovecote Park & Dalehead Foods   | <b>Workshop - Supply Chain Collaboration – A formula for success.</b> Looking at the beef and lamb integrated supply chain this workshop will help you identify how to get more money for your livestock, essential for any producer wishing their business to become competitive and efficient. Duncan Sinclair, Waitrose, Liz Rees, Lamb Supply Chain, Kate Sutton, Beef Supply Chain  | Main Theatre                    |

|                     |                              |  |                         |
|---------------------|------------------------------|--|-------------------------|
| 14.00               |                              | <b>Fresh Beef Ideas –opportunities from the dairy herd Press Update</b>  | Stand 111               |
| 15.00               | Natural England, Walcot Farm | <b>Workshop - Environmental income for your sheep enterprise.</b> Generating from £4,000 to £18,000 a year, environmental payment could be a key income stream for your sheep business. Find out how your business can benefit and hear farmers who have experience of implementing Environmental Stewardship schemes. Ross Evans, Natural England, James Evans, Walcot Farm   | Seminar room            |
| 15.00               | Business Link West Midlands  | <b>Workshop -Impact of TB on your Livestock Business.</b> This workshop will provide an overview of the TB situation in the UK, including how widespread TB really is; how accurate our diagnostic tests are and what the implications are of a TB vaccine. Come along and find out how the science relates to what is happening on your farm and what the potential costs of TB could be to your business. Jayne Hope, Institute for Animal Health, Terry Draycott, Business Link advisor | Main theatre            |
| 15.30               | Igenity                      | <b>DNA Profiling Class.</b> Demonstration class based on entries from a range of different cattle, using gene technology to place them in order of preference for specific traits, for example tenderness. Testing was done prior to the event.  | Hall 1<br>Cattle ring   |
| 16.00<br>-<br>17.00 | NFU                          | <b>NFU Livestock Chairman’s Christmas Reception</b> Come and discuss current issues with Alistair MacKintosh and the NFU team.   | Stand 120<br>Hall 2     |
| All day             | Tag-ie-sheep                 | <b>All day demo of EID Sheep ear tag reader.</b> Handset includes everything that a farmer will need: Blue tooth 2.1 enabled Tag-ie-reader and software. Developed by farmers, for more information visit <a href="http://www.tag-ie.co.uk">www.tag-ie.co.uk</a>   | Stand 402               |
| 19.00               | Royal Smithfield Club        | <b>Members Annual Meeting</b>  | South Hospitality Suite |
| 19.30               |                              | <b>Meat Industry Dinner (Ticket only)</b>  |                         |

## Saturday 12<sup>th</sup> December

| Start | Company /Sponsor      | Content   | Location                                  |
|-------|-----------------------|---|---|
| 9.00  | Royal Smithfield Club | <b>Sheep championship judging</b> begins, culminating in Overall Supreme Champion of Lambs<br>Judge Andrew Walton   | Hall 1                                    |
| 10.00 | Royal Smithfield Club | <b>Cattle championship judging begins</b> , culminating in Overall Merial Supreme Champion<br>Judge Neil Caul   | Blackdown Building, alongside Sheep Lines |
| 11.00 | LEAF/<br>RASE         | <b>Workshop -Green House Gas emissions</b> , the next big challenge for the livestock industry? House Gasses produced by the red meat sector are coming increasingly under public scrutiny and are one of the next big challenges for the industry. This RASE practice with Science group workshop will explain the true situation; the big reductions that have already been achieved and how future reduction in emissions can be made. Dr David Garwes, Independent consultant specialising in livestock science, Mr Robert Kynaston Vice Chairman of LEAF | Main theatre                              |
| 12.00 | Royal Smithfield Club | <b>Auction sale of sheep begins</b>   | Blackdown Building,                       |
| 12.00 | Merial Animal Health  | <b>Workshop – Production Medicine Planning.</b> Focussing on how the disease threat to UK farms is developing, this workshop will provide practical advice on how to implement a low cost production medicine plan and avoid the expensive and potentially disastrous effects of disease. Rob Drysdale, BVM & MRCVS, Westpoint Veterinary Group.  | Main theatre                              |
| 12.30 | Igenity               | <b>DNA Profiling Class.</b> Demonstration class based on entries from a range of different cattle, using gene technology to place them in order of preference for specific traits, for example tenderness. Testing was done prior to the event.   | Hall 1<br>Cattle ring                     |
| 12.30 | Royal Smithfield      | <b>Auction Sale of Champions (Sheep)</b>  | Blackdown Building                        |

|         |  |   |              |
|---------|--|---|--------------|
|         | Club                                       |   |              |
| 13.00   | Lloyds TSB Agric, AMC and Bank of Scotland | <b>Workshop - Financing the growth of your stock business.</b><br>Case study lead, this workshop will help you focus on maximising the opportunities for investing in your farm business. Paul Westaway will explain how he has developed his beef rearing business to meet the needs of the end customer. Dick Mason will outline the importance of investing in your business in a planned and managed way, being customer focused and paying attention to detail to ensure future success. Paul Westaway, Melview Farming, Dick Mason, Agricultural Policy Director, Lloyds TSB Agriculture and Bank of Scotland | Main theatre |
| 14.00   | Waitrose, Dovecote Park & Dalehead Foods   | <b>Workshop - Supply Chain Collaboration – A formula for success.</b><br>Looking at the beef and lamb integrated supply chain this workshop will help you identify how to get more money for your livestock, essential for any producer wishing their business to become competitive and efficient. Duncan Sinclair, Waitrose, Liz Rees, Lamb Supply Chain, Kate Sutton, Beef Supply Chain  | Main Theatre |
| 14.00   |  | <b>Cattle auction begins</b>  | Hall 1       |
| 14.00   |  | <b>Fresh Beef Ideas –opportunities from the dairy herd Press Update</b>   | Stand 111    |
| 15.00   | Business Link West Midlands                | <b>Workshop -Impact of TB on your Livestock Business.</b> This workshop will provide an overview of the TB situation in the UK, including how widespread TB really is; how accurate our diagnostic tests are and what the implications are of a TB vaccine. Come along and find out how the science relates to what is happening on your farm and what the potential costs of TB could be to your business. Jayne Hope, Institute for Animal Health, Terry Draycott, Business Link advisor  | Main theatre |
| 15.00   |  | <b>Auction sale of Champions (Cattle)</b>   | Hall 1       |
| All day | Tag-ie-sheep                               | <b>All day demo of EID Sheep ear tag reader.</b> Handset includes everything that a farmer will need: Blue tooth 2.1 enabled Tag-ie-reader and software. Developed by   | Stand 402    |

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|  |  | farmers, for more information visit <a href="http://www.tag-ie.co.uk">www.tag-ie.co.uk</a> |  |
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