



British Leafy Salads

ASSOCIATION

PLEASE RETURN THIS SLIP TOGETHER
WITH YOUR PAYMENT TO:

The British Leafy Salads Association Ltd.
133 Eastgate
Louth
Lincolnshire
LN11 9QG

Sponsors / Supporters

RijkZwaan UK

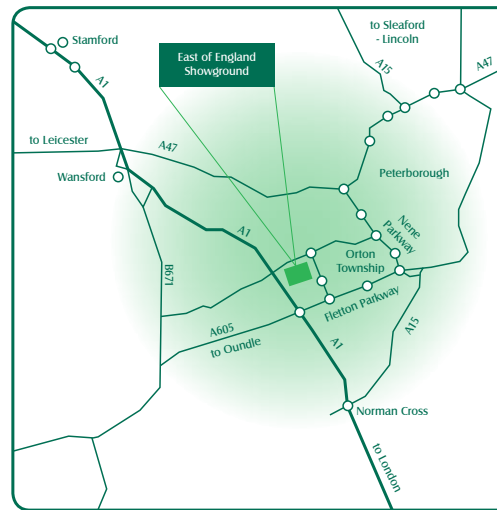
Nickerson-Zwaan UK

East of England Agricultural Society



British Leafy Salads

ASSOCIATION



Cambridge & Peterborough Suite
East Of England Showground
Peterborough
PE2 6XE

T: 01733 234451



British Leafy Salads

ASSOCIATION

A Fresh Approach

2010

British Leafy Salads
Association Conference

Wednesday 24th November 2010

9.00am - 5.00pm

Cambridge & Peterborough Suites,
East of England Showground,
Peterborough. PE2 6XE

Sponsored by  RIIK ZWAAN

“A Fresh Approach”

2010 British Leafy Salads Association Conference Programme

Wednesday 24th November 2010

09.00 Registration, coffee & view the exhibits

Chairman: John Allan BLSA Chairman

09.55 Welcome and introduction by John Allan, BLSA Chairman

10.00 New developments for downy mildew and sclerotinia control on field lettuce
Dr Kim Green, ADAS

10.30 Weed control – Herbicide trials results and possible new options for the future
Cathy Knott, Herbicide Consultant
Crop Protection – Approval changes, living with a reducing armoury
David Norman, BLSA Technical
Co-ordinator, Consultant Agronomist

11.00 Leafy salads in Italy: what is on the cutting edge of production and technology?
Silvana Nicola, Associate Professor, University of Torino, Italy

11.30 Comfort break

11.45 Is the market still healthy post-recession?
Edward Garner, Communications Director, Kantar Worldpanel

12.25 European market trends for leafy salads
Dr Hans-Christoph Behr, Head of Horticulture Department, AMI, Germany

12.55 Increasing productivity by creating champion employees
Chris Rose, Chris Rose Associates

13.10 Lunch and view exhibits

Chairman: Colin Bloomfield, agronomist

14.15 Future growth opportunities for salads
Alan Richardson, Bakkavor and Anthony Gardiner, G's Marketing

14.30 A recipe for success
Wendy Akers, MD of Mustard Communications

14.50 What is sustainable salad crop production and how will we achieve it?
Professor Ian Crute, Chief Scientist, AHDB

15.20 New tools for the horticultural toolbox – the potential of biotechnology
Dr Julian Little, chair of the Agricultural Biotechnology Council

16.00 Tea and viewing of trade exhibition

Registration Form

BLSA Conference, Wednesday 24th November 2010.

Conference

Tickets BLSA Members £84.00 per person, plus VAT = £98.70

Non-members £105.00 per person, plus VAT =£123.38

Name badge and programme will be issued on arrival.

Tickets will not be issued.

Please complete using BLOCK CAPITALS

or attach compliment slip:

Name(s) of delegate(s)	Conference (Please tick box)	
	BLSA Member	Non Member
.....	<input type="checkbox"/>	<input type="checkbox"/>
.....	<input type="checkbox"/>	<input type="checkbox"/>
.....	<input type="checkbox"/>	<input type="checkbox"/>
.....	<input type="checkbox"/>	<input type="checkbox"/>
Organisation		
Address		
.....		
.....		
Telephone		
Fax		
Email		
Please advise of any dietary requirements		
.....		

I ENCLOSE PAYMENT OF £

Please note: There is a £10 surcharge for overseas payments.

Please make cheques payable to BLSA Ltd, and return form no later than 10th November 2010 to:

BLSA Ltd., 133 Eastgate, Louth, Lincolnshire, LN11 9QG.

VAT receipted invoices will be forwarded

T: 01507 602427 F: 01507607165

E: crop.association@pvga.co.uk