

CAMBRIDGE UNIVERSITY POTATO GROWERS RESEARCH ASSOCIATION
25th ANNUAL CAMBRIDGE POTATO CONFERENCE 2014
Churchill College, Cambridge

“New technology: hot potato or red herring?”

Sponsors: Frontier Agriculture Ltd, Walkers Crisps, Grimme UK Ltd and Spearhead Potatoes

PROGRAMME

Tuesday 16th December – Churchill College, Cambridge

09:30–11:00	Registration and Coffee	
11:00–11:05	Welcome and Introduction	John Chinn, CUPGRA President
Session 1	Chairman: John Chinn, CUPGRA President	
11:05–11:40	Current challenges for potato production	Allan Wilkinson, Head of Agriculture, HSBC
11:40–12:15	Driving change with technology	Haven Baker, Vice President of Plant Sciences, JR Simplot Company
12:15–12:50	How do consumers influence technological development?	Ian Puddephat, Senior Director of Agro Sciences, PepsiCo
12:50–13:00	Discussion	
13:00–14:00	Lunch – Churchill College Dining Hall	
Session 2	Chairman: David Almond, CUPGRA Deputy Chairman	
14:00–14:30	Barriers to new technology	Belinda Clarke, Director, East of England Agri-Tech Cluster
14:30–15:10	The scientific need for tools and automation	David Firman, Mark Stalham and Marc Allison, NIAB CUF
15:10–15:40	Unlocking the potential of soils	Tony Miller, John Innes Centre
15:40–15:50	Discussion	
15:50–16:20	Tea	
Session 3	Chairman: Tony Bambridge, CUPGRA Vice Chairman	
16:20–16:45	Beyond straight lines	Antony Scott, John Deere UK & Ireland
16:45–17:10	Making sense of Big Data	Robert Allen, Greenvale AP
17:10–17:35	The Staffordshire Way	James Daw, WB Daw & Sons
17:35–17:45	Discussion	
19:15	Potato Barons’ Christmas Feast – St John’s College Dining Hall	After-dinner speaker: Philippe Brun, Champagne Roger Brun

Wednesday 17th December – Churchill College, Cambridge

09:00–10:45	Workshops* - Groups to change at 09:50	
10:45–11:15	Coffee	
11:15–13:00	Workshops* - Groups to change at 12:05	
13:00–14:00	Lunch – Churchill College Dining Hall	
Session 4	Chairman: James Harrison, CUPGRA Chairman	
14:00–14:10	John Green: a personal history	Tom Green, Chief Executive, Spearhead International Ltd
14:10–14:35	Innovation: man versus machine	Eric Allen, former Director, Cambridge University Farm
14:35–15:00	Evolution of technological progress	David Firman, NIAB CUF
15:00–15:15	Discussion	
15:15	Tea and disperse	

***Workshops:** the following topics are offered to delegates who should indicate their preferences when booking.

1. Working with crop variation (James Fowler and Simon Smart, NIAB CUF)
2. Life beyond the agronomist (Denis Walsh, Greenvale AP and Jim Wilson, Soil Essentials Ltd)
3. Harnessing data collection (Jonathan Evans, Muddy Boots Software Ltd)
4. Soil health: what is it? (Marc Allison, NIAB CUF and Tony Miller, John Innes Centre)
5. New technologies: more roll-mop than hot potato? (Mark Stalham, NIAB CUF)