The National Food Markets Conference 2007 will feature food producers, property, retail and consumer interests, commentators and policy professionals, those working across government, as well as best practice from across Europe and the USA. The aim is to promote solutions and debate the issues facing the food industry in town and country alike.

A major theme will be the growing importance of the UK’s small producers. City centre redevelopment and the challenges facing historic retail markets will be addressed. The growing scale of employment and investment in the food sector, as well as the new forms of retailing and distribution that are emerging will also be highlighted.

WHO SHOULD ATTEND?

The conference presents an opportunity for professionals from a range of differing fields to come together to hear about latest practice and share their experiences.

These include:

- Property and regeneration professionals
- Farming and countryside organisations
- Retailers and retail industry interests
- Market operators
- Local authorities
- Food industry suppliers and professionals
- Government departments and regional bodies
- Food/health policy organisations
- Funding agencies
- Education and health authorities
- Consumer organisations
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>9:00 am</td>
<td>Registration and coffee</td>
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<tr>
<td>9:30 am</td>
<td>SESSION 1 TODAY’S CHALLENGES, TOMORROW’S SOLUTIONS</td>
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<tr>
<td>11:00 am</td>
<td>Coffee break</td>
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<tr>
<td>11:30 am</td>
<td>SESSION 2 THE CASE FOR PRODUCERS</td>
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<td>1:00 pm</td>
<td>Lunch</td>
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<td>2:00 pm</td>
<td>SESSION 3 SEMINARS: MARKET SOLUTIONS</td>
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<td>3:00 pm</td>
<td>Coffee break</td>
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<tr>
<td>3:30 pm</td>
<td>SESSION 4 BEST PRACTICE FROM ABROAD</td>
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<tr>
<td>4:35 pm</td>
<td>Closing comments from Conference Chair</td>
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<td>4:45 pm</td>
<td>Conference ends</td>
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National Food Markets Conference 2007
‘From Producer to Consumer’

20th November 2007
Barbican Centre, London

Key Speakers:

Lord Rooker
Minister of State for Sustainable Farming, Food and Animal Welfare, DEFRA

Sheila Dillon
Presenter, BBC Radio 4 Food Programme

Tom Parker Bowles
Host, Market Kitchen

Carol Binder
Executive Director Pike Place Market
Seattle, USA

Lynda Shillaw
Managing Director Co-operative Property

Robin Butler
Chief Executive Lend Lease Europe

Supported by:
KEY OBJECTIVES

By attending the National Food Markets Conference 2007, delegates will:

• Hear the latest policy and strategy in place to support the relationship between the traditional rural producers alongside larger commercial food suppliers and the new forms of retailing and distribution that are emerging.

• Explore the obstacles faced by local producers and how they can best overcome environmental and economic barriers to achieve long term commercially sustainable results.

• Understand the developer and local authority roles in regenerating markets and explore the grants and financial assistance available.

• Hear from market representatives from Europe and the USA who will share best practice and look at common barriers to growth and the cultural, economic and geographic drivers behind success.

CONFERENCE CHAIR

The Conference Chair for the day will be Sheila Dillon, Presenter of BBC Radio 4’s Food Programme. An experienced journalist and regular commentator on food and farming related issues, Sheila will make an excellent and interesting chair for this year’s Conference. Recent award-winning features have been on the development of organic farming, bio-engineered foods and supermarket power.

SESSION 1:
TODAY’S CHALLENGES,
TOMORROW’S SOLUTIONS

The opening session will consider the bigger picture, exploring the latest policy and strategy in place to support traditional producers and examine the issues affecting larger commercial suppliers.

Contributors include:

• Sheila Dillon, BBC Radio 4 Food Programme
• Lord Rooker, Minister of State for Sustainable Farming, Food and Animal Welfare, DEFRA
• Dr Martin Caraher, Centre for Food Policy, City University
• George Nicholson, Secretary, National Retail Planning Forum/Borough Market
• Lynda Shillaw, Managing Director, Co-operative Property
SESSION 2:
THE CASE FOR PRODUCERS

The second session will hear directly from producers on how to overcome environmental and economic obstacles. Speakers will address the common issues faced and will consider the necessary input required to achieve successful outcomes.

Contributors include:

• Tom Parker Bowles, Host, Market Kitchen
• Will Sibley, Past Master, Worshipful Company of Fruiterers
• Peter Gott, Pig and Wild Boar Farmer, Sillfield Farm
• Randolph Hodgson OBE, Chair of the Specialist Cheesemakers Association
• Richard Hirst, Horticultural Spokesman, National Farmers Union (tbc)

SESSION 3:
SEMINARS: MARKET SOLUTIONS

After lunch the conference will break out into 4 seminars which will consider in greater detail some of the key areas discussed during the morning.

Regenerating Markets:
The Developer’s Role
• Robin Butler, Chief Executive, Lend Lease Europe
• Ronan Faherty, Commercial Director, Land Securities

Growing a Market:
The role of independent and private operators
• Matthew Fort, Food writer and Critic
• Louise Brewood, Blooming Markets
• Gareth Jones, Managing Agent, FARMA

Growing a Market:
The role of local authorities
• David Preston, Secretary, NABMA
• Nick Rhodes, Market Squared
• Mike McGill, London Borough of Islington (tbc)

Grants and Financial Assistance
• Robin Knowles, Managing Director, Civic Regeneration
• Andy Murphy, Chief Executive, EC1 New Deal for Communities (tbc)

SESSION 4:
BEST PRACTICE FROM ABROAD

The closing session will hear from market representatives from across Europe and the USA who will share their experiences. Speakers will look at key lessons learnt and the cultural, economic and geographical drivers behind success.

Contributors include:

• Sheila Dillon, BBC Radio 4 Food Programme
• Jean-Paul Auguste, Managing Director, Group Géraud, Bordeaux
• Carol Binder, Executive Director, Pike Place Market, Seattle, USA
• Oscar Ubide i Marcet, Boqueria Market, Barcelona/Emporion
FURTHER INFORMATION

Venue Details
The conference will be held at the Barbican Centre, Silk Street, London EC2Y 8DS, a prestigious venue located in the heart of the City of London.

For a map and directions please visit www.barbican.org.uk or call 020 7638 4141. Further information will be issued upon booking.

Dietary and Access Requirements
We always provide a vegetarian option for lunch. Should you have any other dietary requirements please contact Anna Bainbridge by email at anna.bainbridge@civicregeneration.co.uk

Accommodation
A range of local hotels are within a short distance from the conference venue. Please contact Anna Bainbridge by email at anna.bainbridge@civicregeneration.co.uk to obtain further details.

TERMS AND CONDITIONS

Conference Fee
The conference fee includes admission to the main conference including lunch and refreshments upon arrival and throughout the day.

Confirmation
Upon receipt of a registration form, a letter confirming the booking will be issued. If you have not received an invoice or confirmation of your booking two weeks before the conference, please call 020 7378 0422.

Cancellations
All cancellations must be made in writing to the address above, and made no later than the 5th November 2007. Such cancellations are subject to a handling and administration charge of £35.00+VAT per delegate, which will be deducted from any due refund or invoice as appropriate. The company regrets that no cancellations are acceptable within 10 working days of the conference, but a substitute delegate can be nominated.

Civic Conferences Ltd reserves the right to make changes to the programme, location and speakers without prior notice. Civic Conferences Ltd will not offer refunds to delegates due to a terrorist alert or incident unless the conference is cancelled. In this instance, Civic Conferences Ltd will retain up to 50 per cent of the conference fee to cover marketing, administration and delegate registration costs.

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