



## HDC / National Cut Flower Centre Conference

17 April 2012

Springfields, Spalding

***'Developing the market for cut flowers'***

The first HDC / National Cut Flower Centre conference concentrates on the theme of developing the market for cut flowers. The key note speaker for the event will be Professor John Dole from North Carolina State University who will explain how the USA National Cut Flowers trials programme operates and what the current trends are in the USA market. Expanding the theme will be Robert Honeysett from Sainsbury's who will describe the retail market for cut flowers and meeting customer demands whilst Paul Drabble, Director of the British Florist Association will summarise his plans for promoting the market for UK cut flowers.

Market development and embracing new technology go hand in hand for successful businesses and the conference programme will also review how new varieties, ergonomic studies, LEDs and disease control can contribute to cut flower businesses. The event concludes with a barbecue offering participants the opportunity to network and discuss the content of the day.

***11.00 am (Pre-event) Optional morning tour of the National Cut Flower centre for those event attendees who have not seen the facilities (meet on site - see attached map for directions).***

| Topic  | Presenter  | Time         |
|--|--|--------------|
| <i>Refreshments and registration</i>   |  | 12.30-12.55  |
| 'HDC – Fit for the Future'   | Bill Parker, Director of Horticulture, HDC           | 12.55-1.15   |
| 'Developments within the cut flower industry in the USA and the National Cut Flower Programme'                       | Professor John Dole, North Carolina State University | 1.15-2.00    |
| 'The retail market for cut flowers and meeting customer demands'   | Robert Honeysett, Sainsburys                         | 2.00-2.30    |
| <i>Coffee and tea break</i>  |  | 2.30-2.45    |
| 'Promoting the market for UK cut flowers'  | Paul Drabble, Director British Florist Association   | 2.45-3.15    |
| 'Developing new plant species for the cut flower market'   | Peter Kolster, Kolster BV                            | 3.15-3.45    |
| 'Assessing new plant species and varieties for the cut flower industry – the work of the National Cut Flower Centre' | Lyndon Mason, Consultant and project manager of CFC  | 3.45-4.15    |
| 'Optimising manual harvesting of cut flowers'  | Chris Rose, Consultant                               | 4.15-4.45    |
| <i>Coffee and tea break</i>  |  | 4.45-5.00    |
| 'Potential of LEDs in cut flower production'   | Chris Plackett, FEC                                  | 5.00-5.30    |
| 'Recent developments in disease control in cut flower production'  | Tim O'Neill, ADAS Plant Pathologist                  | 5.30-6.00    |
| <i>Evening barbeque and refreshments at Springfields</i>   |  | 6.00 onwards |

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**I would like to attend the HDC/National Cut Flower Centre Conference on the 17<sup>th</sup> April 2012**

**Please tick this box if you wish to attend the pre-event tour**

Name(s) .....

Company .....

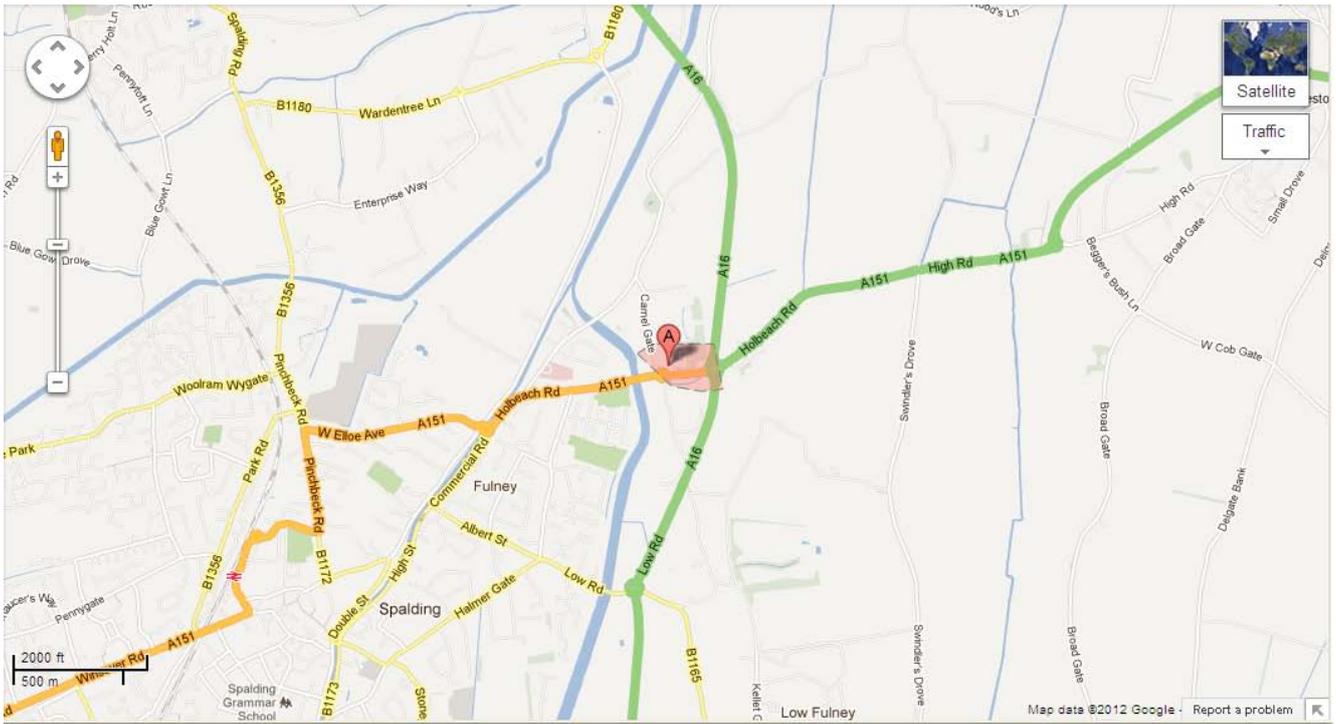
Address.....

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Email .....

Tel no..... Levy no.....

## Directions to Springfields Gardens, Spalding, Lincolnshire, PE12 6ET



## Directions to National Cut Flower Centre, Rookery Farm, Holbeach St Johns, Lincolnshire, PE12 8SG

