



# FruitFocus LIVE

Event Guide





Welcome to Fruit Focus LIVE 2020!

Though COVID made it so that we were not able to be together at NIAB EMR in July, the Fruit Focus team is very pleased to be organising an alternative event online, Fruit Focus LIVE on Wednesday & Thursday, 9-10 September 2020. It has been a very difficult year for all of us - We appreciate the support of our valued exhibitors and sponsors as we all navigate the new challenges in agriculture as well as in event organisation. We are grateful for your kindness, your patience as well as all your invaluable feedback as we try something new this week.

Fruit Focus LIVE has an exciting content programme this year that addresses visitors' and exhibitors' need to connect and share information while socially distanced. Fruit Focus LIVE 2020 includes the NFU Fruit Forums, NIAB EMR Research Tours as well as additional technical content to aid and assist the fruit growing community. We hope to continue to improve and grow Fruit Focus, in person and online, to better meet your business needs and to better serve the needs of the community. To that end, we encourage your honest feedback this week and throughout the weeks ahead so that we can create a 2021 experience that truly represents the best of the industry.

I would like to recognize my colleagues who were pivotal in making sure this year's online event came to life: Lucy Stott who manages exhibition & sponsorship sales and Catriona Milne who manages marketing & audience development for Cereals & Fruit Focus.

Please do reach out to us by email or phone this week if you need anything. On behalf of the Fruit Focus team, thank you again for your support.

Sincerely,

Alli McEntyre  
Portfolio Director  
Comexposium





### How to join Fruit Focus LIVE 2020

Fruit Focus LIVE is a two day online event held on 9-10 September 2020. Fruit Focus LIVE includes live webinars presented by industry experts as well as an interactive exhibition hall with leading service providers and suppliers. To join Fruit Focus LIVE:

- 1) Please register at <https://www.fruitfocus.co.uk/register-free-of-charge>
- 2) Please select and join your preferred live webinars on 9-10 September at <https://www.fruitfocus.co.uk/fruit-focus-forums>
- 3) Please feel free to pose questions to the speakers and to post comments within the webinar system.
- 4) If you would like to earn BASIS and NRoSO Continuing Professional Development Points (CPD Points), please watch a select list of Fruit Focus LIVE webinars for points and register your participation at <https://www.fruitfocus.co.uk/cpd-points> Fruit Focus LIVE's BASIS Sponsor is Fargro.
- 5) Interact with industry leaders in the exhibition hall at <https://www.fruitfocus.co.uk/exhibitors> Research, make new contacts and get advice on your latest challenge. Fruit Focus LIVE sponsors and exhibitors are dedicated to help and just a click away via Live Chat and Contact Us.
- 6) If you have any questions or concerns, please reach out to [Cattrina.milne@comexposium.com](mailto:Cattrina.milne@comexposium.com)





## Fruit Focus LIVE Agenda

<b>Wednesday 9 Sept 2020</b>	<b>Topic</b>	<b>Description</b>	<b>Speaker Name</b>	<b>Title, Company</b>
<b>9:00-9:30</b>	<b>Non-native pests threatening fruit crops</b>  Part of the NFU Fruit Forum Series	This webinar will explain how the UK Plant Health Service identifies non-native pests threats and prioritises them. A number of pests that pose a specific threat to the UK fruit industry will be introduced, along with measures that are being put in place to prevent their introduction, as well as ensuring their impact is minimised should they reach the UK.	Dr. Rachel Yale	Plant Health Specialist, Risk and Horizon Scanning, Animal and Plant Health, DEFRA
<b>9:30-10:00</b>	<b>New Raspberry Varieties from the UK Raspberry Breeding Consortium</b>	Rubus breeder Nikki Jennings will describe the latest raspberries to be released from the James Hutton Limited breeding programme and how these have been developed via the innovative underpinning, science of the James Hutton Institute.	Nikki Jennings	Rubus Breeder, James Hutton Institute
<b>YARA JOIN CHAT</b>	<a href="https://meetings.ringcentral.com/j/6176779080">https://meetings.ringcentral.com/j/6176779080</a>			
<b>10:00-10:30</b>	<b>Bio4Safe and HortiBlueC Project Update</b>	Mat Papp-Rupar and Lucas Shuttleworth will present the progress on two EU-funded projects: Bio4Safe and HortiBlueC. The aim of the Bio4safe project is to reduce water and fertiliser use by using seaweed biostimulants and precision irrigation in horticulture. Several seaweed	Dr. Matevz Papp-Rupar & Dr. Lucas Shuttleworth	Project leaders, NIAB EMR





		<p>biostimulants have been tested on strawberry and raspberry in optimal and reduced irrigation regime and the effect of biostimulant and irrigation on yield and quality investigated. Additionally, a large grower focused, free access database of biostimulant trials and effects in have been assembled (available at <a href="https://bio4safe.eu/en">https://bio4safe.eu/en</a>). This will help to guide growers and agronomists to make more informed decisions on how, when and which biostimulant to use for a specific crop. Dr Lucas Shuttleworth will talk about HortiBlueC: Sustainable up-cycling of agro, agrofood and fisheries residues in horticulture and agriculture as bioenergy, biochar and chitin-rich products.</p>		
Wednesday 9th September : <b>10:30 - 11:00</b>	<b>Herts</b>	<p><i>“Join Dr Avice Hall on the virtual University of Hertfordshire stand to discuss how we can help you control Strawberry Powdery Mildew using our new prediction tool. Times will be <b>10.30 – 11.00</b> and <b>14.00 - 14.30</b> on Wednesday 9<sup>th</sup>, and <b>11.00 – 11.30</b> and <b>14.30 – 15.00</b> on Thursday 10<sup>th</sup>”</i></p>		
<b>10:30-11:00</b>	<b>Smart IPM, making data driven decisions</b>	<p>This webinar will outline how data can be used to help optimise an integrated pest</p>	Ant Surrage	





	Sponsored by Fargo	management programme. At each stage within the IPM pyramid data can help inform and improve decision making. These marginal improvements throughout the entire programme add up to result in significant improvements in overall efficacy and reliability. In this webinar there will also be specific examples of how biocontrol and biopesticide applications can be optimised to deliver good efficacy consistently.		Technical Development Specialist, Fargo
<b>11:00-11:30</b>	<b>Concept Pear Orchard: 2020 Update</b>	Graham Caspell will be highlighting the early results from the 2020 pear crop harvested last week. Join the live Q&A to learn about Graham's process and progress in the Concept Pear Orchard.	Graham Caspell	Head of Farm and Horticultural Services, NIAB EMR
<b>11:30-12:00</b>	<b>Fruit growers putting new tech to work</b>  Sponsored by fieldmargin	From cider apples in Cornwall to pineapples in Panama, new technologies are helping fruit growers around the world stay on top of what's happening on the farm. Join Rob Carter, CEO of fieldmargin, as he shares how using modern software is helping fruit growers improve efficiency. Including satellite and drone imagery, cloud data storage allowing easy information sharing between team members, streamlined reporting and analysis, and more.	Rob Carter	CEO, fieldmargin





<b>12:00-12:30</b>	<b>Introduction to the Produce Quality Centre</b>	<p>The Produce Quality Centre (PQC), is a collaboration between the Natural Resources Institute of the University of Greenwich and NIAB EMR, providing expertise on handling and storage of perishable produce, with the knowledge, skills and facilities to provide high quality independent research for the fresh produce industry. This session will cover handling and storing perishable produce, discussing how the Produce Quality Centre operates and looking at the results of industry-funded projects they have undertaken. The long-standing relationship with growers and packers gives the PQC an understanding of how the fresh produce industry operates and allows us to develop robust trials that will provide reliable results for immediate and practicable application.</p>	Debbie Rees	Researcher, Produce Quality Centre
<b>12:30-1:00</b>	<b>UV Robot in Action</b>	<p>Not only are UV robots actively joining the fight against COVID, they are also incredible helpful tools in fruit production. Join this session to learn about UV Robots and see them in action.</p>	Helen Cockerton	Quantitative Geneticist & Plant Pathologist, NIAB EMR





<b>1:00-2:00</b>	<b>UK Viticulture on the rise</b>  Part of the NFU Fruit Forum Series	The quality of UK wines has dramatically increased this past decade, and further improvements in viticulture will enable the production of the finest quality, globally-recognised, unique wines and an increase in winemakers' margins. Join Dr. Julien Lecourt to discuss several key topic including Resource Efficiency for Crop Production, Genetics & Crop Improvement and Pest & Pathogen Ecology for Sustainable Crop Management. You will also be taken on a virtual tour of the concept vineyard that Dr. Lecourt and his team oversee.	Dr. Julien Lecourt	Head of Viticulture and Wine Research and Development, NIAB EMR
<b>2:00-2:30</b>	<b>Digital Vineyard</b>  Part of the NFU Fruit Forum Series	In this webinar we will present the "Digital Vineyard" – an innovative software platform to collect, present and manage data to support vineyards. The application of artificial intelligence and data-driven technologies such as machine learning are poised to revolutionise agriculture. The use of automation in farming operations and the deployment of technologies driven by the analysis of vast datasets will transform our approach to growing horticulture crops	Mario Caccamo & Damien Powell	Managing Director, NIAB EMR & Managing Director, ABACO UK





		and help to address some of the current challenges such as labour shortages and the effective management of marketable production. NIAB EMR partners with ABACO, a leader in land management systems with more than 30 years of experience, to develop an informatics platform that provides a single view of all agricultural data about vineyards. The system is designed to be open to work with a variety of data collection technologies, supporting NIAB EMR's ambition to develop precision agriculture tools and deliver them onto farms.		
<b>2:30-3:00</b>	<b>Growing Kent &amp; Medway: an innovation cluster for sustainable horticultural and food production</b>  Sponsored by Botanicoir	The Growing Kent & Medway cluster is one of the seven projects supported by the UK Research and Innovation's flagship Strength in Places Fund. The cluster will build upon more than a century of strategic and applied horticulture research undertaken at East Malling (Kent) to deliver a programme of innovation that will boost economic growth in the region. The initiative will promote the adoption of the latest horticulture technologies, plant growing techniques and the development of new and exciting crop varieties. The Growing Kent & Medway project brings together a world-class consortium of businesses and academic institutions, including APS Produce, Berry Gardens	Mario Caccamo	Managing Director, NIAB EMR





		<p>Growers, Chapel Down, Gusbourne Estate, Richard Hochfeld Group, Thanet (Cont.) Earth, Worldwide Fruit, Geku Automation, Smurfit Kappa, the Natural Resources Institute (NRI)/University of Greenwich, University of Kent, and is led by the team at NIAB EMR. In this webinar we will present the main aims of this initiative, including the exciting opportunity to collaborate with members of the cluster through pump-priming projects that will help to drive innovation in horticulture.</p>		
<b>3:00-4:00</b>	<b>New findings from the raspberry and strawberry WET Centre: Part 1</b>  Sponsored by Berry Gardens	<p>Visitors at Fruit Focus LIVE will see many aspects of the on-going strawberry and raspberry research programmes in the WET Centre including: an introduction to the Malling Champion everbearer released in 2019, an exploration of the 10% yield increase of white Cocogreen bags compared to black Cocogreen bags and coverage of four of the eight strawberry tunnels with new Lumitect plastic comparing effects as compared to standard Visqueen film. Additionally, this session will discuss calculated vapour pressure deficits (VPD) in the polytunnel to estimate the daily risk of mildew and botrytis infection as well as a demonstration of the prototype “AI-based NKP sensor” that utilises a form of artificial intelligence called “fuzzy logic” to estimate coir NPK</p>	Mark Else	Head of Crop Science and Production Systems, NIAB EMR





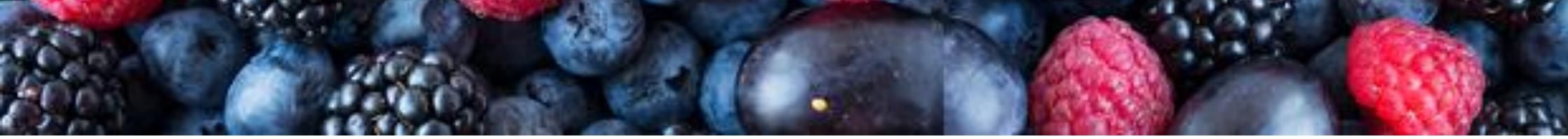
		availabilities in real time so that we can target fertiliser applications more effectively.		
<b>4:00-4:30</b>	<b>Raspberry root-rot study</b>	Phytophthora begins to infect raspberry crops first through the roots, stunting plant growth, delaying fruit set and ultimately causing plant death. Phytophthora infections in raspberry crops have led to 70% of U.K. growers moving from field to pot cultivation, increasing labour and production costs. Join Eithne Brown, a Harper Adams University PhD candidate based at NIAB-EMR in the Raspberry Root-Rots. This webinar will investigate the incidence and effect of Phytophthora root-rot on UK raspberry crops.	Eithne Brown	Graduate Student, NIAB EMR
<b>4:30-5:00</b>	<b>Enhancing beneficial insects in orchard crops</b>	Many beneficial insects, including fruit pollinators and natural enemies of fruit pests, rely on food and habitat other than the crop itself. For example parasitoids need pollen and nectar before finding a host in which to lay eggs, earwigs need shelter in the daytime, and pollinators require somewhere to nest and overwinter. Crops which lack these niches are likely to have low numbers of beneficial insects in and around the cropping area and, as a result, crops could be losing yield and be more reliant on plant protection products. In work funded by BBSRC, AHDB,	Michelle Fountain	Deputy Head of Pest and Pathogen Ecology, Fruit Pest Entomologist, Fruit Pollination Ecologist, NIAB EMR





		Rivers Trust and the EU trials have been established at NIAB EMR and on farms which examine the impacts of wildflower resources on crop yield and pest control. We will present a small section of results from some of these trials to demonstrate the benefits of wild flowers to crops.		
<b>Thursday 10 Sept 2020</b>	<b>Topic</b>	<b>Description</b>	<b>Speaker Name</b>	<b>Title, Company</b>
<b>8:30-9:30</b>	<b>UK Viticulture on the rise</b>	The quality of UK wines has dramatically increased this past decade, and further improvements in viticulture will enable the production of the finest quality, globally-	Dr. Julien Lecourt	Head of Viticulture and Wine Research and Development, NIAB EMR





	Part of the NFU Fruit Forum Series	recognised, unique wines and an increase in winemakers' margins. Join Dr. Julien Lecourt to discuss several key topics including Resource Efficiency for Crop Production, Genetics & Crop Improvement and Pest & Pathogen Ecology for Sustainable Crop Management. You will also be taken on a virtual tour of the concept vineyard that Dr. Lecourt and his team oversee.		
<b>9:30-10:30</b>	<b>Brexit: 2021 labour and preparing for the end of the transition period</b>  Part of the NFU Fruit Forum Series	As the transition period nears an end, the panel will discuss the latest situation for recruiting seasonal workers, implications for trade friction, and how horticultural businesses are preparing for 2021. Hear from industry experts and growers about what this means for the sector and how to navigate the months ahead.		Chair: Ali Capper, NFU Horticulture and Potatoes Board Chairman. Speakers: Tom Bradshaw, NFU Vice President, Nick von Westenholz, NFU Director of EU Exit and International Trade
<b>10:30 –11:00</b>	<b>The Agtech Revolution</b>  Sponsored by Farmable	Tired of out-of-touch agtech? Meet Farmable, the Grower's App, at Fruit Focus LIVE 2020. The Farmable app is designed for orchard growers and advisors with input from over 150 fruit growers and advisors from around the world.	Kaye Hope	Commercial Manager, Farmable
<b>11:00-12:00</b>	<b>COVID 19: Lessons learned for the horticulture sector</b>  Part of the NFU Fruit Forum Series	A review of the challenges faced by the sector in recruiting workers, cost impacts, minimising the risks of an outbreak on farm and what to do if an outbreak is identified. With speakers from across the sector, this		Chair: Lee Abbey, NFU Horticulture and Potatoes Chief Adviser. Speakers: Ali Capper, NFU





		session will provide a valuable insight into the learnings from 2020.		Horticulture and Potatoes Board Chairman, Beverly Dixon, Group HR Director for G's Fresh, Jimmy Davies, Director for Pro-Force
12:00-1:00	<b>Energy Market Update and Current Opportunities for Growers</b>  Sponsored by Botanicoir	This session will cover the current energy market and price trends, and as the market moves through a complex transitional period. There will be a focus on how growers can introduce flexibility in their energy strategy to reduce costs and cut energy price risks. Particularly for cold storage and other energy intensive operations, the webinar will cover how implementing renewable generation (such as solar), batteries or other forms of energy storage (such as vehicle-to-grid), changing how and when electricity is used on site, time-of use-tariffs and the underlying supply contract can unlock the value in behind-the-meter energy opportunities.	Richard Palmer	Senior Consultant, Roadnight Taylor, The Independent Power and Energy Consultancy
1:00-2:00	<b>Breeding Update</b>  Sponsored by Berry Gardens	This webinar will delve into the work of the NIAB EMR current crop breeding and genetics team who are principally focussed on commercial breeding programmes of Rosaceous (strawberry, raspberry, cherry, apple and pear). The expansion of current breeding programmes to include	Feli Fernandez	Research Leader, Plant Breeder and Molecular Geneticist





		blackberry, blueberry and lonicera is underway. Key areas of discussion will include flagship molecular-assisted breeding programmes in horticultural crops, speed breeding and genomic selection.		
<b>2:30-3:00</b>	<b>Sealing Solutions and Innovations</b>  Sponsored by Proseal	A brief introduction to top sealing, with a focus on soft fruit, and a look at how new technologies can improve efficiency and optimise production.	Tony Burgess	Head of Sales and Control Systems, Proseal
<b>3:00-4:00</b>	<b>The WET Centre Consortium details new findings: Part 2</b>  Sponsored by Berry Gardens	Join the WET Centre Consortium partners as they give a brief update on their new findings. This session will include updates from WET Centre partners: Netafim, Delta-T, Stoller, AHDB & NIAB EMR. Delta-T will discuss monitoring the polytunnel environment in a way that gives more accuracy and precision. Stoller will cover ethylene management in top fruit. AHDB & NIAB EMR will talk about their involvement and management of the WET Centre.		Robert J Mitchell, Managing Director, Netafim; Dr John Newstead, Soil Science & Technical Sales, Delta-T Devices; Antonio Llorente, Area Manager, Stoller; Scott Raffle, Knowledge Exchange Manager, AHDB; Mark Else, Head of Crop Science and Production Systems, NIAB EMR
<b>4:00-4:30</b>	<b>Managed and targeted pollination</b>	Ginman will discuss pollination and advise on the services that the Bee Farmers Association can provide including a	Margaret Ginman MBA, FRSA	Bee Farmers Association





		discussion of the apprenticeship scheme in collaboration with the fruit farming industry.		
4:30-5:00	<b>Bacillus amyloliquefaciens in disease control</b>  Sponsored by Fargro	This webinar will take a closer look at a new biopesticides and the benefits that they can bring to your integrated pest management programme. We will look at the technical details behind how the active ingredient Bacillus amyloliquefaciens controls diseases and key tips for getting the best control to boost the overall efficacy of your crop protection programmes.	Ant Surrage	Technical Development Specialist, Fargro





**Fruit Focus LIVE is proudly supported by our sponsors**

**Headline Sponsor: Botanicoir**

We are a family run company with 15 years' experience manufacturing quality coir products in Sri Lanka and India for the commercial horticultural industry. Our philosophy is simple: Providing products of the highest quality to our customers and working hand in hand with them to innovate and grow together. Trust, transparency, innovation and collaboration are the heart of everything that we do. We believe that through these values not only can we support our customers, but also achieve the common goal of caring for our planet and its communities.

We pride ourselves on having innovative buffering facilities at our manufacturing plants in Sri Lanka and India to produce quality cocopeat products that soft fruit growers can rely on. Offering optimum drainage and exceptional buffering, our premium mixes for soft fruit crops give growers the peace of mind. The production methods used mean that the coir slabs are homogenous across the whole growing area to aid crop and irrigation management. All mixes, dimensions and plastic can be customised to suit individual requirements.

**Strawberry** Fully washed and buffered grow bags and other cocopeat products for high yielding strawberry crops

**Raspberry** High-quality coir substrate solutions for professional raspberry growers looking for peace of mind

**Blueberry** Well draining and stable structured coir products for growers looking for long-lasting growing media

**Blackberry** Ideal mixes to give young blackberry crops the best start in clean homogenous coir substrate

Botanicoir has developed a range of coir mixes for soft fruit crops, offering exceptional drainage and EC levels to suit grower and local climate requirements. The most popular ways of using coir for soft strawberry crops is grow bags or naked slabs, or for blueberries, raspberries and blackberries, growers tend to favour Open Top Containers (OTCs) or naked blocks to fit in existing pots. Alternatively, we can provide bespoke options to suit individual requirements.





**Content Partner: NIAB EMR**

NIAB EMR, located in Kent, England, has a history dating back to 1913 when it was established by the fruit growing sector to address the many challenges faced by growers. Since its establishment, the team at East Malling have introduced wide-ranging advances to horticulture which have shaped the way produce is grown and supplied to the consumer.

Today, our mission is to conduct high-quality strategic and applied research in horticultural and environmental sciences, and to deliver knowledge, products and services that benefit public and private customers.

Our vision is to be recognised as the pre-eminent research institute in the UK, with a significant international reputation for strategic and applied research, development and innovation in horticulture, with particular emphasis on perennial and clonally-propagated crops.

**Fruit Forum Sponsor: NFU**

With over 55,000 members, the NFU is the most successful representation body for agriculture and horticulture in England and Wales. We're here to give our members a voice and protect their way of life now and in the future. Our purpose is to champion British agriculture and horticulture, to campaign for a stable and sustainable future for British farmers and to secure the best possible deal for our members.

The dedicated horticulture team and national board represents growers from across the entire sector - fruit, vegetable, potatoes, plants and flowers – and is focussed on COVID recovery and Brexit preparedness as we approach 2021. There remain a significant number of challenges, but at such a critical time for the industry the NFU is working tirelessly to ensure the sector not only survives, but thrives in a post COVID and post-Brexit world and has the opportunity to realise its full potential.





**BASIS Sponsor: Fargro**

Fargro is respected as the UK's leading supplier of biological crop protection and integrated pest management (IPM) products for horticulture. We understand IPM and are focused on offering the best controls to suit your requirements.

A healthy growing business must maximise its yield. For many years our experts have been leading the way in providing the most effective modern methods of protecting against pests in a sustainable way with minimal environmental impact. We pride ourselves in being able to offer tailored customer-specific IPM programmes, full product technical support and agronomy advice.

Growing businesses like yours need support. Whether that means quick delivery of the highest quality and most reliable products, materials and equipment, advice keeping pests at bay and protecting your crop, or access to flexible financial solutions, we can support you. With more than 75 years' experience of supporting growers, we have developed deep knowledge and expertise.

Our product offering includes exclusive biofungicides such as *Taegro* and *Romeo*, and 30MHz the leading smart sensing for horticulture.

**Registration Sponsor: Berry Gardens**

Berry Gardens does nothing but berries, cherries and plums. We are the largest and most innovative growers group in the UK and have been around since 1972. During this time we have developed from a small regional grower's co-operative in to what we are today – a grower's group representing all the principal production areas of the UK, with overseas partners and suppliers who represent the very best berry producers in their respective countries, and key supplier status with the UK high street.

Our history of specialisation and dedication means we are the berry experts. This means expert growers, sales staff and international partners and suppliers. Whether we are out in the field and on the farm, working with breeders on selecting and trialing the latest varieties, helping our retail customers refine their offer, or consumer testing our products to ensure we are delivering the very best tasting fruit all we do is talk berry (and cherry, and plum).





**Cereals & Fruit Focus LIVE Sponsor: fieldmargin**

"The app farmers have been waiting for". fieldmargin brings mapping, issue tracking, field work, inputs and reporting into one place. Up-to-the-minute farm information is at your fingertips, whether in the field, in the cab, at your desk or on the sofa. You can share everything with your team, including your agronomist and contractors, so everyone is in the loop.

Thousands of farmers around the world use fieldmargin to manage their business, from Australia to Zimbabwe.

"Fieldmargin is superb, my phone and a Labrador are often the only two things I have to have at hand at all times. Gone are the days of bits of paper." - frustratedfarmer, The Farmers Forum

Tracking work and issues on fieldmargin saves hours of time. In these times of 'social distancing', fieldmargin removes the need to meet face to face. The information everyone needs is in their pocket!

With Field Jobs, planning, input calculation and scheduling is all in one place. Keep up-to-date and accurate records in seconds from a phone or PC. Records are updated when you complete your work. No need for a separate system or hours in the farm office. Paperwork is obliterated.

Record issues such as pests, disease or farm maintenance using located notes with photos. This means you can resolve problems faster. Satellite imagery with NDVI analysis means you can identify problem areas and go straight to them when scouting.

Get started and set up your farm in minutes. Create your fields by importing boundaries from the RPA, allocate crops in a few clicks, invite your team and you are ready to start planning and tracking work.

Fieldmargin believes that great technology should be accessible for all types of farm. That's why plans start at just £3.75/month for the Essentials package, up to £30/month for our Pro plan. No set up fees and no lengthy contracts.

Learn more at [www.fieldmargin.com](http://www.fieldmargin.com).





**Webinar Sponsor: Farmable**

Globally, there are 75 million farms which grow the fruits and vegetables our growing population consumes.

Today, in-field operations such as spraying, fertilizing and harvest activities are often tracked by paper, spreadsheets or offline technologies.

Farmable enables field operators and farm managers to efficiently track, monitor and record operations through mobile phones while generating a database of farm records to simplify reporting to authorities and marketing organizations.

Our leadership, board and investors have been hand-picked to include a wealth of agricultural experience. Together, we aspire to provide farmers reliable support in their decision-making to maximize return on every acre – while preserving their soil and producing healthy food for a growing planet.

Within the next thirty years, the global population will hit 10 billion. This means we need to produce 70% more food than today. At the same time, available farmland will stay practically the same and environmental issues ask that we take even better care of natural resources. Join us in our journey to grow more with less.

**Webinar Sponsor: Proseal**

Proseal's extensive range of tray sealing machines, with throughputs from 6 to 300 packs per minute, have satisfied customers' needs globally since it was founded in 1998.

Proseal UK was set up by directors Steve Malone and Robbie Hargreaves with an aim to become an innovative and pioneering organisation within the fast-paced food industry. Now, over 20 years later, the company has not only become the leading manufacturer of tray sealing machinery and tooling in the UK, but is recognised as a major force internationally, in several sites overseas.

Although its headquarters, design and manufacturing facilities are in Cheshire, Proseal has subsidiaries and production hubs in North America and Australia, known for providing an unrivalled quality of after-sales service. This worldwide presence is supported by a distribution network across Europe, Asia and South America.

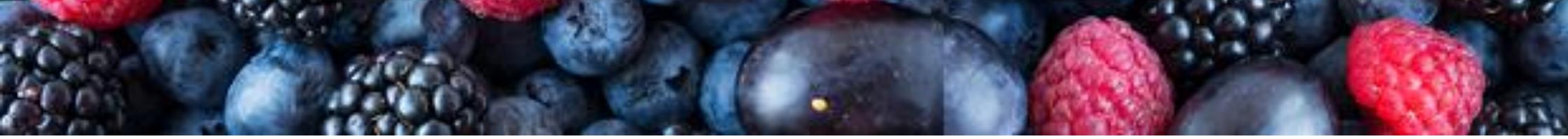
Proseal became part of Chicago based JBT in June 2019, further strengthening its global reach.





<b>Stand number</b>	<b>Exhibitors</b>
610	AGRI-TECH SERVICES (UK) LTD
206	BOTANICOIR LTD
300	BERRY GARDENS
306	ENGAGE AGRO EUROPE
408	EY UK
210	FARGRO
224	FARMABLE
308	FIELD MARGIN LTD
406	NATIONAL FARMERS UNION
334	NIAB EMR
108	PROSEAL UK LTD
503	MOREPEOPLE
509	UPL
226	UNIVERSITY OF HERTFORDSHIRE
102	YARA UK LIMITED
540	AGRALAN LTD
625	AGRICARE
106	AGRICULTURAL & FARMING JOBS
200	AGROVISTA UK LTD
632	AHDB
502	BASIS REGISTRATION LTD
204	BATO PLASTICS BV
110	BEE FARMERS ASSOCIATION
402	BERRY BPI AGRICULTURE
508	BEEKENKAMP VERPAKKINGEN BV
541	BIOBEST UK
228	BRINKMAN UK
500	CMW HORTICULTURE LTD





328	COCOGREEN
644	DELTA-T DEVICES LTD
504	FERA SCIENCE LTD
501	FLEVOPLANT B.V.
645	FRUIT ADVISORY SERVICES TEAM LLP
400	HAYGROVE LTD
511	HORTICULTURE WEEK
505	HORTIFEEDS
648	INTERNATIONAL WATER SOLUTIONS LTD
513	JAMES HUTTON LIMITED
522	JIFFY PRODUCTS
208	KIRKLAND UK
202	KOPPERT BIOLOGICAL SYSTEMS
604	LEGRO
647	METOS UK LTD
527	NORTHERN POLYTUNNELS
650	OMEX Horticulture
600	ONEPAY
607	PENNY UK LTD
104	PLANTEX UK
510	ROYAL AGRICULTURAL BENEVOLENT INSTITUTION (R.A.B.I)
516	SIRANE LIMITED
512	STORAGE CONTROL SYSTEMS LIMITED
518	SUITS ME
605	THE FRUIT GROWER
514	VINE CARE UK
543	VISSERS AARDBEIPLANTEN BV
539	WATERUK LTD

