

**BOOKING Form**

**The Third EASTERN REGION FOOD CONFERENCE**

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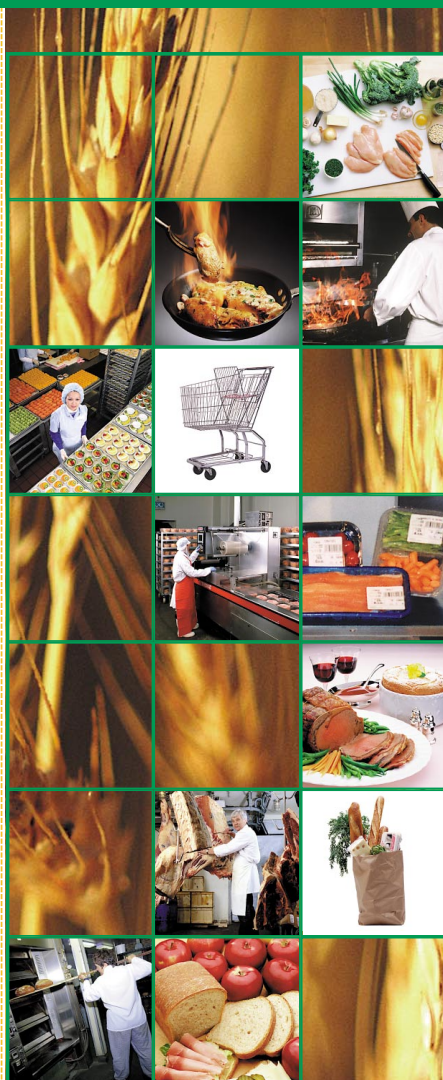
Please reserve \_\_\_\_\_ tickets at £70.50 each (including VAT).  
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**The Third EASTERN REGION FOOD CONFERENCE**



Thursday, 28th February, 2002  
The Maltings, Ely,  
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A  
**FRESH**  
Approach to  
**GROWTH**  
Through  
**INNOVATION**

A FRESH Approach to GROWTH Through INNOVATION

## The Third EASTERN REGION FOOD CONFERENCE

### USING INNOVATION IN NICHE MARKETING, E-Business, Training and Consumer Research

EACH YEAR the Eastern Region Food Conference brings together a wide spectrum of organisations and ideas. The theme this year is **GROWTH THROUGH INNOVATION**.

We have a blend of case studies, practical solutions and cutting edge concepts to provoke a fresh look at the opportunities offered by the changing market place to all levels of the food processing and distribution chain.

This is also an ideal networking event which attracts a wide range of companies and organisations.

The range of topics we are offering will appeal to senior management in processing, product development and marketing. We have a wide range of expert speakers including broadcaster Michael van Straten.

A limited amount of exhibition space is available.

For further information please contact Louise Border [louise@taylorvinters.com](mailto:louise@taylorvinters.com) or ring 01223 423444.

To book please use the application form on the reverse side of the next page.

9.15 am Coffee and registration

9.45 am **Chairman Tony Worth - A H Worth Farms and QV Foods**  
Tony Worth is chairman of a leading fen food organisation which packs and markets for a number of growers through QV Foods Ltd, and has a joint venture with Geest. With a turnover of £50 million his organisations have a number of leading multiples as customers including Sainsbury's, Tesco and Marks & Spencer.

10.00 am **LINKING LIFESTYLE TO LIFE SCIENCES: COLLABORATE TO COMPETE**

Dr Andrew Fearn, Senior Lecturer, Food Industry Group, Department of Agricultural Science, Imperial College  
What does the consumer want in terms of taste, long shelf life, healthy eating and choice and how can the industry meet those demands? It is increasingly clear that collaboration within the supply chain - upwards, downwards and sideways - creates the resources and opportunities for manufacturers, growers and retailers to strengthen their businesses through joint ventures.

Dr Fearn specialises in supply chain strategies at Imperial College and is widely known for his research into consumer demand and the potential for translating those trends into business development.

10.30 am **SUPPORTING THE REGIONAL FOOD INDUSTRY**  
Lady Caroline Cranbrook, Chair of EEDA (East of England Development Agency) Agriculture and Food Processing Sector Group  
The role of the Agriculture and Food Processing Sector Group and its aims. The relationship between the food processing industry and agriculture within the East of England, the importance of local service providers and the need for better communication within the industry.

Lady Caroline Cranbrook is also a member of the CLA Executive Council and sits on the FSA (Food Standards Agency) Working Group on Direct Sales of Meat by Farmers. She has written articles on the local food economy for The Times and writes regularly on the same subject for Country Life.

10.55 am **PRODUCT INNOVATION THROUGH CUSTOMER FEEDBACK**  
Sandra Hooper, Managing Director, Bean Thinking  
As a specialist supplier of frozen vegetarian products to the food industry for 16 years, the company will explain how it has identified new niche markets for bean and pulse products through customer research. This has involved a comprehensive review of the markets and the setting up of growing programmes with growers to produce the specific basic ingredients.

Bean Thinking are manufacturers and suppliers of high quality wholesale frozen vegetarian products and was established in 1985 to meet the demand in the food service industry for interesting high quality vegetarian products. Based originally in London they expanded into a purpose built factory unit in Cambridgeshire in 1995. More recent developments have come with the introduction of IQF beans for manufacturers, cooked to specific requirements.

11.20 am Coffee

11.40 am **SURVIVING AND THRIVING WITH THE SUPERMARKETS**  
Jonathan Smith, Axis Management Consulting  
How to improve the security of your business with the supermarkets and develop it further. This will include performance improvement approaches that work for smaller/ medium-sized businesses as well as larger companies.

Jonathan Smith founded Axis Management Consulting in 1996, after holding a variety of marketing and commercial roles in St Ivel, RHM and Procter & Gamble. Axis helps food businesses to deliver improved commercial performance. Its team of consultants and its in-house market research unit help to develop and implement plans to secure and grow clients' businesses with the major multiple retailers.

A FRESH Approach to GROWTH Through INNOVATION

## The Third EASTERN REGION FOOD CONFERENCE

“The Only Regional Conference for the East of England Food Industry.”

THE EVENT is chaired by Tony Worth of A H Worth Farms and QV Foods who has wide experience of the regional food industry.

Andrew Fearn will discuss market research and trends developed by his team at Imperial College to provide a series of insights from a global viewpoint.

Lady Caroline Cranbrook who chairs the East of England Development Agency's Agriculture and Food Processing Sector Group will discuss the support which is being provided to the regional food industry.

Sandra Hooper of Bean Thinking will give one of two case studies featured on the programme.

The other is by Ian Ding of Stream Foods, a start-up company with a clearly focused product range.

Jonathan Smith of Axis Management Consulting will show how the relationships with supermarkets are changing and the approach to take on product development, marketing and interfacing with supermarkets.

We have two presentations on Food Traceability through the use of IT and E-Commerce in the Food Industry.

Campbell Foods will show how using new media can increase efficiency through training.

Finally we have broadcaster and author, Michael van Straten who has pioneered the healthy eating approach which is now heavily influencing consumer preferences.

This is a rich mixture of ideas, opportunities and concepts which will appeal to a wide range of organisations involved in the food chain.

12.05 pm **USING TECHNOLOGY TO ACHIEVE TRACEABILITY**

Stuart Dean, e-centre  
Achieving efficient and cost-effective traceability in the Food Industry through the use of Global Open Trading Standards.  
e-centre is an independent association working to improve supply chain efficiency through the widespread adoption of e-business. With 25 years of experience, e-centre offers its 15,000 members an unrivalled understanding of doing business electronically.

12.30 pm Questions to panel

12.45 pm Lunch

1.45 pm Chairman's introductions

1.50 pm **RAISING EFFICIENCY THROUGH NEW MEDIA FOR TRAINING**  
Lorraine Nuccoll, Training Co-ordinator, Campbell's Grocery Products  
This training project is aimed at producing training material using up-to-date media such as video, interactive CDrom, video conferencing and interactive internet sites to improve operating efficiency. It has been developed in conjunction with FoodFen, The College of West Anglia, Digika and Fontal, supported by the East of England Development Agency's Skills Development Fund.

Campbell's is a well established local company and the factory has been in King's Lynn for 42 years. They make their own brand condensed soup and private label soups for Tesco, Sainsbury's, Marks & Spencer, Safeway and several other smaller businesses. They have also just acquired Oxo and Batchelors in a multimillion pound deal with Unilever.

2.15 pm **IDENTIFYING A NICHE MARKET AND GOING FOR IT**  
Ian Ding, Managing Director, Stream Foods Ltd

How a start up enterprise identified a niche market for high fruit content snack bars and its progress after 16 months.

Stream Foods was set up 16 months ago by two entrepreneurs with long careers in food sales and marketing. From start up to selling 14 lines into major retailers has been a breathless journey. On the way they have won the Daily Telegraph's Best New Business of 2001 and the Business Link High Growth Start Up award. They have developed a unique manufacturing process, created their own niche market and are on the verge of starting an export campaign.

2.40 pm **DYNAMIC APPROACH TO E-COMMERCE**

Tim Wells, Managing Director, Marketing Interactive Ltd  
The essential guide to successful branding, marketing and selling over the Internet. What are the key ingredients to making a website into an e-commerce success?  
Marketing Interactive is an established e-business and branding consultancy that integrates technology, marketing, design and strategy to deliver successful results for their clients. Winners of the 2001 DTI UK online for business e-commerce awards for the South East. In addition to strategic consultancy, they plan the project so that it has the necessary resources and budgets and that the goals and ambitions are fully understood and deliverable.

3.05 pm **THE HEALTHY ALTERNATIVE - Michael van Straten**

Michael van Straten is one of the most sought after experts in the field of natural health. An accomplished broadcaster and author of more than 20 books, he will deal with a range of topical food issues and provide some food for thought insights.

Michael is associated with The Healthy Forum which was born out of the conviction that health and environment is high on the personal agenda of many people. The approach is to enhance everyday foods with the correct balance of herbs, vitamins and minerals to work naturally with our bodies for optimum health.

3.40 pm Questions to panel

3.50 pm Chairman's conclusion

4.00 pm Afternoon tea and depart

