

Kellogg's Origins Virtual Winter Conference 2020



Engraining Sustainable Practices into Food

19 November 2020 at 10.30am on-line

• **Sustainability and a connection to the origins of raw materials are key elements of the global Kellogg's Origins programme.**

• Built in partnership with farmers, the Origins Project is a global programme launched by Kellogg's in 2014 that aims to increase productivity, enhance environmental outcomes and positively impact farmer livelihoods. In the UK, a selected group of farmers is given access to agricultural experts, on-farm trials, research and visits, to improve economic and environmental performance.

• We would like to invite you to attend this conference, which we hope will challenge conventional thinking and inspire us to bring together sustainable and commercial farming. The conference is free - if you would like to join us, please register here: [REGISTER](#)

10.30am Welcome and Introduction to Kellogg's Origins Project

Duncan Rawson, EFPF and Dave Fitzgerald, Responsible Sourcing Senior Manager, Kellogg's

10.40am Making ELMs fit in a Commercial World

Rob Cooke, Director EU Transition, Natural England AND Max Newbert, Technical Manager Insecticides and Sustainability, Syngenta UK & Eire

As farm support declines, the new Environmental Land Management Scheme (ELMS) will provide critical funding for the farmer, paying for environmental services and benefits. Rob Cooke and Max Newbert will debate the impact on farmers and how businesses can integrate ELMs into commercial crop production.

11.15am Encouraging the good guys – the use of natural predators

Prof John Holland/Phil Jarvis, Game and Wildlife Conservation Trust

Taking pest control to the next level, agroecologist Prof Holland and Head of Farming at GWCT, Phil Jarvis will examine how insects are beneficial to crop production and how to manage them to control pests—detailing a Kellogg's Origins research trial.

11.45am Nitrogen utilisation: YEN and NUE

Roger Sylvester-Bradley, ADAS

Since he should have retired – but didn't! – Roger has raised his sights from small-plot research to enhancing crop production at field- and farm-scale. In this session he will explore how crop responses to nitrogen vary, and how the YEN's 'share-to-learn' approach can help the productivity, sustainability and Nitrogen Use Efficiency (NUE) of UK farms.

12.15pm Lunch Break

12.45pm Heading towards carbon zero

Dave Freeman, Ricardo

Kellogg's Origins has run a carbon analysis trial and Dave Freeman will run us through the results, followed by Andy Whitmore looking at practical carbon monitoring—then taking questions on the use of carbon analysis, its pitfalls, challenges and value.

1.25pm Food quality and nutrition

Prof. Steve McGrath, Head of Sustainable Agric. Sciences, Rothamsted Research

What can we do on farm to increase the nutrient content of the food that we produce and eat?

1.50pm Conclusions and Close by 2.00pm

Fitzgerald, Kellogg's/Duncan Rawson, EFPF

• **[REGISTER HERE](#)**

• For more information contact:

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