

Build Better Business

9th October 2013

NFU

Stoneleigh Conference Centre

CV8 2TZ



Growing together™



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MorePeople 

Build Better Business 2013

Programme 9:00 - 16:30

9.00 Registration and Coffee

9.30 Introduction - Ian Riggs Chairman BPOA

9:50 Code Of Good Trading Practice
Introduction.

Adam Quinney NFU Vice President

Adam Quinney farms 250 hectares of rented land at Sambourne, near Redditch, on the Worcestershire-Warwickshire border. Adam was elected NFU Vice President in February 2012. He is a former NFU Henley Branch chairman and West Midlands Regional Board chairman.



10:10 The COGTP

Nina Winter, NFU Chief Legal Advisor

Nina began her legal career at an international law firm, working mainly on commercial contract disputes. Nina joined the NFU in 2006, and became the Chief Legal Adviser in 2009. Nina's primary role at the NFU is to support the NFU's policy work, and she also leads the NFU's legal team which provides advice on a wide range of legal issues, including contracts. Nina and her team have been heavily involved in the NFU's work on improving industry contracts, aiming to give farmers and growers a fairer deal.



notes

Have you added your details to the website business directory- its free!

notes

Have you a new product or story for the newsletter or website-
let us know.

10:40 Q & A, Chair Sarah Dawson

Sarah is the Technical & Business Development Manager for F Pettitt & Son, growing over 500 acres of brassicas, cereals and legumes in Lincolnshire. Sarah is an experienced food industry and horticultural food chain specialist, having worked in a range of roles. Sarah thrives on helping the growing industry develop in a constantly changing and ever challenging market place.



11.00 Coffee

11.20 The Retailers View

**Iain Wylie, Chief Executive,
The Garden Centre Association**



After Wye College, worked for Homebase and completed a management training course going on to run the garden centre at their busiest flagship store. Iain was previously MD of Grosvenor Garden Centre, for 6 years, during which time the business grew considerably. This was achieved by rationalising the product range and focussing on the plant business which saw double digit annual growth. Previously NW area chairman for GCA he sat on the HTA Retail Group committee and HTA council.



11.50 The Dutch Position

**Gert van der Pligt,
MD Pligt Professionals**

Gert has been MD since 2001. Established as a family business growing vegetables. In the 1970s it changed to produce flowering plants. Today the company has 8 ha. of glasshouses (20 acres), producing in excess of 10 million plants annually in five main crops, begonia, campanula, cyclamen, chrysanthemum and poinsettia. A board member of Flora Holland from 2006 - 2011. Gert will give an insight into how trade is developed, negotiated, and managed that will be of interest to UK ornamental growers.



12:20 Q & A Chair Ian Riggs

12.30 NEGOTIATING TO SUCCEED

Introduction.

Ian Merton, former Sainsbury's Food Buying Director & Associate Director of MorePeople

A vastly experienced food and retail professional with a career spanning over 40 years, 37 of which were spent at Sainsbury's PLC where he was the Food Trading Director working across all areas of fresh food. Therefore, he brings with him an invaluable insight into the mind-set and workings of a major retailer and what they expect their supply base to deliver.



13.00 Lunch

14.00 The Steps to Success

Before you start to negotiate, first you need to understand the things that drive your business, influence your market and motivate your customers.

Session Leaders -

Alan Bunting

With a wealth of experience in financial control and reporting, performance monitoring, acquisitions and strategic business planning - including implementation, Alan is an experienced Financial Trainer, who's also worked in the horticulture sector for a number of years. This means he understands the challenges faced by the sector and in particular UK growers who supply the major multiple retailers.



Phillip Harlow

Philip has worked across the retail, foodservice and manufacturing sectors specialising in the development of profitable supplier-customer relationships and commercial project management. Being able to draw on his experience as a buyer for Sainsbury's, a Department Manager at Tesco and a Retail General Manager at Osram-GEC, he knows first hand how to help suppliers get under the skin of their customers, negotiate better and help them understand what is required to build successful and 'profitable' long term relationships.



notes

Have you got ideas for research or marketing your products- join the committee now...

notes



Steve Davies

A former officer in the Royal Horse Artillery, Steve developed his interest in leadership and behaviour whilst working in financial services. For the last 15 years he's been operating as a specialist in the field of leadership, team dynamics and exec coaching, establishing his own business in 2004. He has extensive experience working with blue chip clients such as BP, HSBC, Coca Cola, Mars, and British Sugar, to name a few – both in the UK and overseas. He's also been a regular contributor to MorePeople's Leadership Programmes for the last 10 years.



15.30 Tea

16.00 Open discussion Q & A

Guy Moreton, Director of MorePeople & the Horticulture Training Company

A Graduate of Nottingham University's school of Agriculture, Guy is a sales and marketing specialist who pioneered the marketing of cut flowers and plants to multiple retailers in the UK. He's held Commercial Director and MD roles in some of the country's largest produce and horticultural businesses and set up More-People in 2000. Guy is responsible for the overall management of the MorePeople group of businesses and recruitment of Director level roles.



16.30 Close Ian Riggs

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The logo for MorePeople, featuring the word "More" in a bold, white, sans-serif font and "People" in a lighter, white, sans-serif font. A white flag icon is positioned above the end of the word "People". The entire logo is set against a solid purple rectangular background.

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