

	KEYNOTE THEATRE	WORKSHOP 1	WORKSHOP 2	WORKSHOP 3
0830	OPEN   Trade Show & Refreshments			
0850 - 0905	<b>Welcome</b> <ul style="list-style-type: none"> <li>FRA Chair, Emma Mosey</li> <li>Conference Host, Nigel Barden</li> </ul>	No Session	No Session	No Session
0905 - 1005	<b>Putting People, Purpose and Planet before Profit</b> <ul style="list-style-type: none"> <li>Paul Hargreaves, Cotswold Fayre</li> </ul>	<b>How to Increase Revenue through Events</b> <ul style="list-style-type: none"> <li>Ben Loughrey, Over Farm</li> <li>Ted Newton, Farmer Copleys</li> <li>Jonathan Lukies, Cammas Hall Farm</li> </ul>	<b>Planning a New, or Extending your Existing, Farm Shop</b> <ul style="list-style-type: none"> <li>Chris Primmatt, Malcolm Scott</li> <li>Edward Berry, The Flying Fork</li> </ul>	<b>Breadwinning: How To Make Production Kitchen Profits Without Compromising on Quality</b> <ul style="list-style-type: none"> <li>John Foster, National President of Craft Bakers Association</li> <li>David Mitchell, Rumwell Farm Shop</li> </ul>
	TARGET AUDIENCE: OWNER, OPERATOR, GENERAL MANAGER	TARGET AUDIENCE: GENERAL MANAGER, EVENT MANAGER	TARGET AUDIENCE: OWNER, OPERATOR, GENERAL MANAGER	TARGET AUDIENCE: GENERAL MANAGER, SHOP MANAGER, HEAD BAKER
1015 - 1115	<b>The Future of Food and Rural Retail in the UK</b> <ul style="list-style-type: none"> <li>George Eustice, Former Secretary of State for Environment, Food and Rural Affairs 2020-22</li> <li>Andrew Goodacre, CEO of British Independent Retailer Association</li> <li>Phil Bennion, former MEP for West Midlands, current VP of Bureau of Liberal International</li> <li>chaired by Nigel Barden, food and drink broadcaster and champion</li> </ul>	<b>Maximising Profits with Retail Flow and Merchandising</b> <ul style="list-style-type: none"> <li>Andrew Burton, Pleydell Smithyman</li> <li>Judy Roberts, Right Product Right Place</li> </ul>	<b>How to Improve your Social Media Marketing</b> <ul style="list-style-type: none"> <li>David Porter, Surge Marketing</li> </ul>	<b>What is A Real Farmers Market? – Accreditation and Beyond</b> <ul style="list-style-type: none"> <li>Carmelo Troccoli &amp; Richard McCarthy, World Farmers Market Coalition</li> <li>chaired by Henrietta Green</li> </ul>
	TARGET AUDIENCE: OWNER, OPERATOR, GENERAL MANAGER	TARGET AUDIENCE: GENERAL MANAGER, SHOP MANAGER	TARGET AUDIENCE: GENERAL MANAGER, SHOP MANAGER	TARGET AUDIENCE: OWNER, OPERATOR, GENERAL MANAGER
1115 - 1145	Trade Show & Refreshments			
1145 - 1245	<b>Building a Successful and Ethical Farm Retail Business</b> <ul style="list-style-type: none"> <li>Guy Singh-Watson, founder of Riverfood Organic</li> </ul>	<b>Lean Awareness: How you can put theory into action to increase profits</b> <ul style="list-style-type: none"> <li>Marc Jordan, Lean Management</li> </ul>	<b>How To Build A Dream Team</b> <ul style="list-style-type: none"> <li>Kevin Taylor-Murphy, Employment Law Solutions</li> </ul>	<b>How to Develop a Brand</b> <ul style="list-style-type: none"> <li>Jess Kaye, Chilli</li> </ul>
	TARGET AUDIENCE: OWNER, OPERATOR, GENERAL MANAGER	TARGET AUDIENCE: GENERAL MANAGER, SHOP MANAGER	TARGET AUDIENCE: GENERAL MANAGER, SHOP MANAGER	TARGET AUDIENCE: GENERAL MANAGER, SHOP MANAGER
1245 - 1345	Trade Show & Lunch			
1345 - 1445	<b>What Can We Learn from Bigger Retail?</b> <ul style="list-style-type: none"> <li>Jen Price, Director of Insight and Customer Services at Morrisons</li> <li>Rob Hainsworth, Head of Change at Sainsburys</li> <li>Matt Baxter, Head of Transformation at Sainsburys</li> <li>chaired by Michael Lane, Editor of Fine Food Digest Magazine</li> </ul>	<b>Butchery Panel: Making Ends Meet with Ends Meat – Focus on Profitability</b> <ul style="list-style-type: none"> <li>Stuart Bennett, Charnwood Food Safety</li> <li>Eleanor O'Brien, National Craft Butchers</li> <li>Simon Taylor (MB.Inst.M), Surrey Hills Butchers</li> </ul>	<b>Exposing the Invisible: Uncovering Hidden Risks to Your Farm Shop</b> <ul style="list-style-type: none"> <li>Darran Lindley and Michael Boyle, Fresh Retail</li> </ul>	<b>How to Run a Farmers Market</b> <ul style="list-style-type: none"> <li>David Isgrove, Moseley Farmers' Market</li> <li>chaired by Nigel Barden</li> </ul>
	TARGET AUDIENCE: OWNER, OPERATOR, GENERAL MANAGER	TARGET AUDIENCE: GENERAL MANAGER, SHOP MANAGER, HEAD BUTCHER	TARGET AUDIENCE: OWNER, OPERATOR, GENERAL MANAGER, SHOP MANAGER	TARGET AUDIENCE: OWNER, OPERATOR, GENERAL MANAGER
1445 - 1515	Trade Show & Refreshments			
1515 - 1615	<b>From Farm to Fame: A Q&amp;A with Alex Emmanuel-Jones on Building a Brand with Purpose and Resilience</b> <ul style="list-style-type: none"> <li>Alex Emmanuel-Jones, The Black Farmer</li> <li>with Nigel Barden</li> </ul>	No Session	No Session	No Session
	TARGET AUDIENCE: OWNER, OPERATOR, GENERAL MANAGER			
1645 - 1700	<b>Thank you and close</b> <ul style="list-style-type: none"> <li>FRA Chair, Emma Mosey</li> <li>Conference Host, Nigel Barden</li> </ul>	No Session	No Session	No Session
1700	Conference Closes			