

## ‘Challenges & Opportunities- finding new solutions for old problems’

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| <b>Opening address- James Alcaraz- Chairman BPOA</b>   |  |
| Theme One- New Gardeners- New Markets  |  |
| 10:00 A grower’s experience of direct sales  | Graeme Edwards, Woodlark Nurseries         |
| 10:20 ‘New gardeners, new gardens- the drive thru’ experience’   | Natalie Porter, Happy Plants               |
| 10:40 Social Media marketing plan- Practical tips.   | Graeme Edwards, Woodlark Nurseries         |
| 11:00 <b>Coffee Break</b>  |  |
| Theme Two- Old threats from New thrips   |  |
| 11:10 Not all thrips are WFT   | Gerben Messelink, Wageningen University    |
| 11:30 Optimising thrips monitoring in ornamental crops.  | Jude Bennison & Clare Sampson, Russell IPM |
| Theme Three- Growing your workforce  |  |
| 12:00 “YPHA – Uniting, Inspiring and Empowering Young People in Horticulture”  | Natalie Porter, Happy Plants               |
| 12:20 Recruiting and retaining talent  | Martin Brown, Henderson Brown              |
| 12:40 <b>Conversation in Sessions for Themes 1,2 &amp;3</b>  |  |
| 13:00- 13:40 <b>Lunch &amp; Networking time</b><br><i>(view sponsors booths, P&amp;D Quiz, new product showcase)</i> |  |
| Theme Four- "Carbon- problem or opportunity?"  |  |
| 13:40 New audit systems for measuring carbon footprint   | Martin de la Harpe, delaharpe.co           |
| 14:00 Taking the first steps to Net Zero   | Jon Swain, NFU Energy                      |
| Theme Five- Top tips for Spring crops  |  |
| 14:30 Crops for spring production  | Eric Forschelen, Green4ce                  |
| 14:50 Effective nursery trials   | Chloe Whiteside, ADAS                      |
| 15:10 Developments with primrose   | Wouter de Meester, Rudy Raes               |
| 15:30 – 15:50 <b>Tea and chat (conference closes)</b>  |  |