

Sustainable Sourcing For The Food And Beverage Industry

21th - 23rd September 2010, London

22 September, 2010

8.15 Registration and Welcome Coffee

9.30 Opening Remarks From The Chair

CONSUMER AND MARKET TRENDS

9.40 **Examining Sustainable Trends: Quantifying The Future Demands For Sustainably Produced Products**

- Quantifying the market share of sustainably sourced products in the food market
- Exploring emerging market trends towards sustainable production and the effects on pricing
- Assessing the effect of decreased disposable income on consumer priorities: ethical products vs price
- Exploring the future of sustainable production: the future for sustainable production and retail

10.10 **Exploring Certification Schemes And Their Impact On Consumer Understanding Of Sustainable Production**

- Assessing the comparative differences of the major certification bodies
- Examining the links between consumer recognition of certification labels and the understanding of sustainability issues
- Identifying the future requirements for collaboration in certification schemes to promote sustainability and avoid customer confusion
- Exploring new approaches to achieve sustainability in main stream brands

Chris Wille, Head of Sustainable Development Programs, Rainforest Alliance

10.40 **Questions**

10.55 **Refreshments**

11.30 **The Future Of Sustainable Sourcing: A Retail Industry Perspective**

- Examining current developments in the retail sector to substitute conventional ingredients with sustainable ingredients
- Exploring motivations behind consumer choices and long term growth in demand for sustainable products
- Analysing the strategies for developing long-term sustainable suppliers and establishing transparency throughout the supply chain
- Analysing the key commercial benefits of sustainable product sourcing

Louise Nicollos, Foods Ethical Trading Manager , Marks and Spencer

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- 12.00** **Exploring Eco-Labeling: Getting the best result for the farmer and the consumer**
- Analysing consumer understanding of eco-labelling and the impact on purchasing habits
 - Identifying the most important features of an eco-labelling scheme and how to collaborate with NGO's to establish a credible system
 - Assessing the place of retailer's own eco-labelling schemes running alongside the established sustainable certification schemes

Jessica Sansom, Head of Sustainability, Innocent Drinks

12.30 **Questions**

12.45 **Lunch**

14.15 **Exploring Trading Opportunities In Sustainable Commodities: A Focus On The Coffee Market**

- Defining the growing trend for responsible and ethical sourcing in agricultural commodity markets
- Quantifying the market share of sustainably sourced products in the coffee market
- Exploring the trend towards sustainable production and the effects on pricing and trading decisions
- Implications for end users and consumers, and the challenges for large industrial users.

Mark Furniss, Director Of Sustainability, Volcafe ED&F Man

14.45 **Examining The Future Of Price Premiums In Sustainably Sourced Food Products**

- Analysing the future impacts of sustainably produced commodities on pricing patterns in commodities markets
- Exploring the effects of increasing demand for sustainable products and the resulting balance of sustainably and conventionally grown produce
- Assessing investment in sustainably sourced foods and examining the potential ROI resulting from supplying the premium product

Sarah Hickingbottom, LMC International

15.15 **Questions**

15.30 **Refreshments**

16.00 **Identifying The Impacts Of Offering a 100% Sustainable Products To The Consumer: A Case Study Of Fair Trade Cocoa And Chocolate**

- Examining the ethical and business case for switching to a 100% Fair Trade product
- Assessing the best methods for sourcing 100% fair-trade cocoa communicating the message to the consumer
- Exploring the future possibilities for retailers only offering the "sustainable choice": the advantages of choice editing

Senior Representative, Divine Chocolate

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16.30 **Effective Risk Management and Contingency Planning In The Sustainable Supply Chain**

- Assessing the geographical areas and commodities that are at most risk of compromised supply
- Implementing and understanding the most successful strategies for adapting to the impacts of identified high risk commodities

Charles Allison, Partner, ERM

17.00 **Questions**

17.15 **Closing Remarks from the Chair**

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08.30 **Welcome Coffee**

09.20 **Opening Remarks From The Chair**

CARBON FOOTPRINT

09.30 **Examining Practical Experiences For Carbon Footprint Analysis and Communicating the Benefits To Consumers**

- Examining where most of your emissions lie: agriculture, transport, production, storage or distribution
- Exploring best practice implementation strategies including delivering common methodologies and checklists
- Implementing change and ensuring that suppliers match up to your values and communicating the benefits for suppliers to be growing more efficiently
- Creating a consistent message to consumers on the sustainability of your products

David Symons, WSP Group

WATER FOOTPRINT

10.00 **Examining How To Measure And Reduce Water Footprint Of Agricultural Raw Materials : A Case Study For Milk Production.**

Examining how to conduct water footprint accounting at every stage of the value chain

- Analysing where maximum water consumption occurs in the product life cycles
 - Identifying the water intensive stages of each product lifecycle
 - Examining where opportunities for water reduction can be implemented
 - Establishing best practise for water usage reduction across different product categories
- Analysing your water footprint and examining total water consumption and how it relates to reducing energy and carbon footprints
- Exploring consumer views of water footprint and how to build water footprint reduction into your overall sustainability strategy

Carlo Galli, Water Resources, Technical & Strategic Adviser, Nestle Waters

10.30 **Identifying Sustainable Water Techniques: Reducing, Reusing and Recycling**

- Assessing the role of technology in water foot-printing reduction
- Identifying which water management programs will work best for your business
- Examining the best way to recognise the opportunities for water re-usage throughout the product lifecycle
- Exploring the benefits of recycled water and reducing and reusing in product manufacturing

James Wyse, Group Environmental Manager, Coors Brewing

11.00 **Questions**

11.15 **Refreshments**

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- SUPPLY CHAIN**
- 11.45 Examining Practical Experiences With Sustainability: A European Retail Perspective**
- Examining landscaping of pre-competitive cooperation related to sustainability accounting
 - Exploring best practice implementation of labeling and creating a consistent message to consumers on the sustainability of your products
- Roland Warrdenburg, VP Corporate Responsibility, Ahold**
- Examining The Key Factors In Creating A Sustainable Supply Chain Across The Commodity Market: An Assessment Of Current Models For Cocoa, Sugar, Coffee and Palm Oil**
- Quantifying the current and future demand potential for sustainable food ingredients
 - Examining the progress of engaging more producers to start production under sustainable certification guidelines
 - Assessing the future balance between sustainably certified and conventional production
 - Exploring the measures needed to achieve collaboration throughout the supply chain
 - Analysing the relationship between the production capabilities of producers and demand
- 12.15 Cocoa - Hilary Parsons, Head Of Corporate Affairs, Nestle**
- 12.35 Sugar - Representative from the Better Sugar Cane Initiative Ltd – Tate and Lyle**
- 12.55 Questions**
- 13.15 Lunch**
- 14.45 Coffee- Ian Henshall, Managing Director, Coffee Plant**
- 15.05 Palm Oil-**
- 15.25 Extended Question And Answer Session Analysing The Key Issues That Can Be Applied To All The Commodities Discussed**
- 16.00 Establishing Traceability Throughout The Supply Chain And Communicating It To The Consumer**
- Exploring the latest developments in traceability methods and implementing them in your supply chain
 - Examining the importance of traceability within the supply chain and the problems and costs involved
 - Assessing the challenges in assuring traceability of differing products in a diverse commodity market
 - Identifying the products that are most likely to be traceable throughout the supply chain and difficulties that need to be addressed in other products

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- 16.30** **Questions**
- 16.45** **Closing Remarks From The Chair**
- 17.00** **End Of Conference**

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