

South West Food and Drink Regional Conference

Tuesday 17 May 2011

15.00 – 20.30

Conference starts at 15.30

Darts Farm

Topsham

Exeter

EX3 0QH

Prices

Members	£31.00
Studying member	£31.00
Student	£31.00
Guest	£36.00

Price includes refreshments and a buffet supper (please advise of special dietary requirements when booking).

For bookings

Phone + 44 (0)1628 427340

E-mail cimevents@cim.co.uk

For more details visit

www.cim.co.uk/38250



On 17 May 2011, we will hold our third South West Food and Drink Conference at Darts Farm in Exeter. Our impressive line-up of speakers will discuss how design, packaging, innovation and branding can help regional producers compete, with a particular emphasis on food service.

During the day the speakers will share their insights and provide case studies of success stories from the sector. There will be opportunities for networking before and after the conference.

The following speakers have been confirmed:

- **John Giles** chair of the Food, Drink and Agriculture Group of The Chartered Institute of Marketing; divisional director, Promar International
- **Hamish Renton** marketing director of Milk Link
Dairy innovation – tales from the front line
- **Michael Dart** owner of Darts Farm
What it takes to get to the shelf – and stay there
- **Sherry Boocock** owner of Plough to Plate
Working together with your wholesaler to market your product
- **Andrew Tucker** managing director of Coffee West
Living with the giants – how to compete with the big high street chains and create a profitable business model
- **David Myerson** owner of Hurricane Design
The importance of branding in food service

This has been an excellent event in the past and promises to be so again this year. You are invited to attend this highly recommended and real value for money event.

Conference programme

15.00 Registration

Tea and coffee on arrival

15.30 Opening address

John Giles

15.50 Presentations commence

Hamish Renton, Milk Link

Michael Dart, Darts Farm

Sherry Boocock,
Plough to Plate

17.15 Refreshment break

Tea, coffee and networking

17.40 Presentations

Andrew Tucker, Coffee West

David Myerson,
Hurricane Design

18.55 Q & A session with panel

19.20 Closing address

John Giles

19.30 Buffet, networking and departure

Sponsored by



John Giles chair of the Food, Drink and Agriculture Group of The Chartered Institute of Marketing; divisional director, Promar International
Opening address and Chair of session



Educated at University College Swansea in the early 1980s, John has been with Promar International for over 15 years. He has worked all over the UK, including the SW region, and the rest of Continental Europe, Eastern Europe, Russia, the Middle East, South Africa, Chile, New Zealand, Australia and North America.

In this time, John has carried out supply chain analyses, business planning, evaluation and feasibility assignments across a wide range of areas within the agri-food sector.

His work has typically included assessing market opportunities in both retail and foodservice across the UK and worldwide. John has been appointed a Visiting Fellow at the School of Agriculture, Food and the Environment at Silsoe College, part of Cranfield University, and is also chairman of The Chartered Institute of Marketing's Food, Drink and Agriculture Group.

Hamish Renton marketing director of Milk Link



After senior buying roles at Argos, Hamish joined Tesco and became head of own brand, health & diet, with responsibility for 19,000 Tesco products.

Hamish joined pan-European foods manufacturer Uniq PLC in 2005 as managing director of its Devon based desserts business in Paignton, securing record investment for the site from its parent company.

Hamish joined Milk Link in October 2008 in the new position of marketing director, picking up Category Management, Innovation and Product Development and Consumer Marketing.

He holds a first degree from Cambridge, a Masters of Business Administration (MBA) from Henley Management College and numerous business qualifications.

Michael Dart owner of Darts Farm



Michael studied Agricultural Marketing and Business Administration at Harper Adams University, then after his travels joined the family business – Picfresh – in the 1990s.

Working alongside brothers James and Paul, they created Darts Farm, an independent family-run business, which has recently been awarded 'Best Local Food Retailer' in the UK in BBC Radio 4's Food and Farming Awards. Darts Farm has become an integral link in the local food community, building strong relationships with local farmers, food producers, artisans and their customers.

Their aim is to raise awareness and knowledge of the produce they retail to preserve the passion and craft that it takes to create them. Michael is currently undertaking a Nuffield Farming Scholarship, based on core values, local food and communities.

Sherry Boocock owner of Plough to Plate



Sherry has run a bakery business with four shops in Shropshire and a B & B in Bodmin. She was one of the founding board directors of Heart of England Fine Foods Ltd, and later a board director with Taste of The West. Her experience with the marketing organisation HEFF gave her a valuable insight into the distribution problems suffered by all small producers.

Having experience as producers, growers, retailers, restaurateurs, and accommodation providers, gave Sherry the ability to empathise with her customers and producers.

Understanding that the hardest aspect was to source local foods, and then maintain a regular, convenient, consistent supply of what was required, she saw a gap in the market for a wholesale company. Plough to Plate is a company whose aim is to match local small producers with all the customers who love to sell or use more local foods.

Andrew Tucker managing director of Coffee West



Andrew had a varied career before studying an MA at Newcastle Business School. He

moved to Devon in 1997 where he joined Westomatic, a leading UK manufacturer of beverage vending machines, becoming responsible for product development. Here he began his induction into the coffee industry and discovered a real passion for coffee.

In 2001, he founded Coffee West to supply good quality coffee to the independent coffee shops. Five years later he launched SanRemo UK as a spin-off company supplying professional espresso coffee machines to the trade across the UK.

Today, Andrew and his team are dedicated to helping independent coffee shops deliver great coffee and service to their customers.

David Myerson owner of Hurricane Design



David has been developing brands through structural packaging since 1983. He began work as an in-house designer for Metal Box, one of the world's largest packaging

manufacturers. He was one of the founding design team at PI Global, the company that championed the use of structural packaging as a key part of the brand building process.

He was associate director of packaging at Allied International Designers (Addison), then set up a specialist structural packaging design company Tin Horse. David formed Hurricane Design in 1994 – a specialist brand packaging design consultancy creating, developing and extending brands.

During his career David has worked as consultant to Bayer, Coca-Cola, Danone, Diageo, HP Foods, Kraft Foods, Oriflame, Sara Lee, Unilever and Walkers with brands including Castrol, Dove, Dr Pepper, HP Sauce, Persil, Radox and Smirnoff.