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Leading US farmers' representative to speak at global crop conference

Dealing with challenges to world food production by intensifying agriculture in a sustainable way is the key topic of debate at this year's CropWorld Global conference, being held at the Queen Elizabeth II Conference Centre in London, from the 6th – 7th November.

Farmers' representatives, scientists and industry thought leaders from around the world will talk about issues such as population growth, climate change, and pressures on energy and water resources, and how science can be used to meet food demand.

John Reifsteck, Board Member of Truth about Trade and Technology, the farmers advocacy group, is one of the speakers on the first day of the conference in the key module "Sustainable Agricultural Intensification: making it happen".

Truth about Trade and Technology promotes free trade and agricultural biotechnology through farmer-led educational initiatives that target public officials, opinion leaders and the agricultural community.

CropWorld Global 2012 will host representatives of leading organisations in the science, agriculture and finance sectors as speakers including senior executives from Monsanto, Unilever, Yara, the NFU, CABI, and the Brazilian agricultural research corporation Embrapa.

The first day of the conference will host plenary sessions discussing and debating the critical issues surrounding the delivery of sustainable agricultural intensification in the world's key crop production areas and whether it can be achieved in practice. It will also look at global commodity prices, harvest round ups and plant forecasts for 2013. On the second day CropWorld Global will delve into core political, commercial and technical topics ranging from the impact of regulatory changes to assessing modern plant breeding and soil management techniques.

CropWorld Director Clare King said: "We are fortunate to have an exceptional standard of speakers at CropWorld Global 2012, to explore all the issues surrounding crop development and the central theme of sustainable intensification. "



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NOTES TO EDITORS:

CropWorld Global 2012 is being organised by UBM in association with the British Crop Production Council (BCPC). UBM uses its experience in overseas markets to complement and build on the annual **CropWorld** conferences and exhibitions by running regional events in key crop producing regions of the world.

Further details are available from Clare King, Event Director, UBM Conferences. Tel; +44 (0)20 7560 4364, email clare.king@ubm.com or go to www.cropworld-global.com

ABOUT UBM

UBM Plc is a leading global business media company which informs markets and brings the world's buyers and sellers together at events, online, in print and provides them with the information they need to do business successfully.

UBM Conferences operates internationally across all UBM's division to bring its unrivalled content and thought leadership to marketers and business professionals across a wide range of markets.

Further details are available at www.ubm.com

ABOUT BCPC

BCPC promotes the use of science and technology in the understanding and application of effective and sustainable crop production. BCPC is a Registered Charity and a Company limited by Guarantee.

Further details are available at www.bcpc.org