



CROPWORLD GLOBAL 2012

6 - 7 November 2012

QEI Conference Centre, London, UK

31st July 2012

CropWorld: Olympics world hunger summit must embrace science

Investment in technology is the key to combatting world hunger, say the organisers of a leading international conference on crop science in response to the upcoming Downing Street World Hunger summit.

The summit will focus world attention on the issues of hunger and malnutrition, to coincide with the London Olympics, and will be attended by David Cameron and other world leaders.

John Reynolds, chairman of CropWorld Global 2012, which is being held at the Queen Elizabeth II Conference Centre, London, from the 6th – 7th November, welcomed the summit, which he said would bring attention to some of the most important challenges facing the world.

“World hunger and malnutrition is a complex subject, but it is vitally important to recognise the role that science and technology can play. Agriculture needs to intensify in order to meet growing demand, but this must be done in a sustainable way. Sustainable for the environment, and also for the people whose lives are affected,” he said.

“The farming of the future must take into account land, water and energy resources and the people who use them. Some of the most interesting farming models available point to a future where farms provide their own energy sources through use of waste materials, and where the efficient use of water and land allow for far higher production levels,” he said.

CropWorld Global 2012 will play host to representatives in the science, agriculture and finance sectors, including senior executives from 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 up and planning forecast 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.



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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 divisions 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