



PROGRAMME

12.00 PM	Arrival & refreshments				
12.15 PM	<p>Ellen Fay, <i>Executive Director, Sustainable Soils Alliance</i> Introduction to the SSA & 25 Year Environment Plan</p> <p>Rebecca Pow MP <i>Parliamentary Private Secretary (PPS) to Defra Ministers, facilitator & host</i> Welcome – the event & its importance</p> <p>Neville Fay, <i>Founder & Director, Sustainable Soils Alliance</i> A key moment for the nation's soil recovery</p>				
12.30 PM	<p>Dieter Helm (video presentation) <i>Natural Capital Committee</i> Keynote: Soils policy & the 25 year environment plan</p>				
12.45 PM	<p>Tony Juniper, <i>WWF</i> Keynote: The universal & local necessity to resolve soil decline, de-siloing NGOs</p>				
12.50 PM	<p>Two-minute presentations introduced by Rebecca Pow MP</p> <table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <p>BIG PICTURE & FUTURE PLANNING</p> <p>Robert Bradburne, <i>Defra Environment Analysis Unit</i></p> <p>Sue Pritchard, <i>RSA Food Farming & Countryside Commission</i></p> <p>Philip Lymbery, <i>Compassion in World Farming</i></p> <p>Peter Head, <i>Resilience Brokers</i></p> </td> <td style="width: 50%; vertical-align: top;"> <p>ECONOMICS OF CHANGE</p> <p>Andrew Voysey, <i>Institute for Sustainable Leadership</i></p> <p>Guy Thompson, <i>EnTrade, Wessex Water</i></p> <p>Craig Sams, <i>on 4 per 1000 Initiative</i></p> </td> </tr> </table> <p>MONITORING, MANAGEMENT, POLLUTION</p> <p>Liz Stockdale, <i>NIAB / SSA Science Panel</i></p> <p>Arlin Rickard, <i>Rivers Trust</i></p> <p>Beccy Speight, <i>Woodland Trust</i></p> <p>Two-minute presentations introduced by Zac Goldsmith MP</p> <table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <p>INNOVATION & TOOLS</p> <p>Mark Pope, <i>NFU</i></p> <p>Kevin Austin, <i>Environment Agency</i></p> <p>Richard Laverick, <i>AHDB</i></p> </td> <td style="width: 50%; vertical-align: top;"> <p>EDUCATION, KNOWLEDGE TRANSFER</p> <p>Rosie Boycott, <i>The Food Foundation</i></p> <p>Ben Raskin, <i>Soil Association</i></p> <p>Vicki Hird, <i>Sustain</i></p> <p>Duncan Rawson, <i>EFFP</i></p> </td> </tr> </table>	<p>BIG PICTURE & FUTURE PLANNING</p> <p>Robert Bradburne, <i>Defra Environment Analysis Unit</i></p> <p>Sue Pritchard, <i>RSA Food Farming & Countryside Commission</i></p> <p>Philip Lymbery, <i>Compassion in World Farming</i></p> <p>Peter Head, <i>Resilience Brokers</i></p>	<p>ECONOMICS OF CHANGE</p> <p>Andrew Voysey, <i>Institute for Sustainable Leadership</i></p> <p>Guy Thompson, <i>EnTrade, Wessex Water</i></p> <p>Craig Sams, <i>on 4 per 1000 Initiative</i></p>	<p>INNOVATION & TOOLS</p> <p>Mark Pope, <i>NFU</i></p> <p>Kevin Austin, <i>Environment Agency</i></p> <p>Richard Laverick, <i>AHDB</i></p>	<p>EDUCATION, KNOWLEDGE TRANSFER</p> <p>Rosie Boycott, <i>The Food Foundation</i></p> <p>Ben Raskin, <i>Soil Association</i></p> <p>Vicki Hird, <i>Sustain</i></p> <p>Duncan Rawson, <i>EFFP</i></p>
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1.40 PM	<p>Sir Tim Smit, <i>Eden project</i> Keynote: Fundamentals of soil recovery - reimagining & change making</p>				
1.45 PM	<p>Kevin Kennedy, <i>Burges Salmon & Director, Sustainable Soils Alliance</i> Postcard Policy Priorities: Soils & the 25 Year Environment Plan</p> <p>Rebecca Pow MP Questions & Summing up</p>				
2.00 PM	Close				

GUEST LIST

Tom Curtis	3keel
Sheila Cooke	3LM Network
Rachel Thorman	ADAS
Jane Salter	Agriculture Industries Confederation
Shamal Mohammed	Agrii
Richard Laverick,	AHDB
Dr Mike Storey, James Holmes	AHDB
Ted Green	Ancient Tree Forum
Russell Miller	Ancient Tree Forum
Adam Barnett	APPG on Agroecology
Andrew Quigley	AQA Films
Georgina Townsley	AQA Films
Olin Quigley-Daly	AQA Films
Graham Harvey	Author
David Dent	Azotic Technologies
David Newman	Bio-based & Biodegradable Industries Assoc.
Sara Brouillette	British Ecological Society
Wilfred Otten	British Society of Soil Science
Matt Shardlow	Bug Life
Emma Folkes, Kevin Kennedy	Burges Salmon
Sian Edmunds	Burges Salmon
Andrew Voysey	Cambridge Institute for Sustainable Leadership
Graeme Willis	Campaign for the Preservation of Royal England
Craig Sams	Carbon Gold Ltd
Hugh Goldsworthy	Charton Manor Farm
Adrian Cooper	Common Ground
Angela Wright	Compassion in World Farming
Professor Philip Lymbery	Compassion in World Farming
Andrew Heald	Confederation of Forest Industries
Mark Holmes	Conservative Environment Network
Elliot Bramall	Defra
Judith Stuart	Defra
Robert Bradburne	Defra, Environment Analysis Unit
John Gilliland	Devenish Nutrition
Tim Appleton	Duchy Originals
Sue Everett	Ecologist / Sustainability Consultant
Charlotte Russell	Eden Project
Sir Tim Smit	Eden Project
Duncan Rawson	EFFP
Emily Scaife	Energy & Rural Business magazine
Guy Thompson	EnTrade (Wessex Water)
Kevin Austin	Environment Agency
Florence Miller	Environmental Funders Network
Terry Slavin	Ethical Corp
Michael Wale	Farm Business & Natural Products
Abby Kellet	Farmers Guardian
Carina Millstone	Feedback
Claire Woodhill, Jon Irwin	Floodex
Stephanie Draper	Forum for the Future
Fred Searle	Fresh Produce Journal
Clare Oxborrow	Friends of the Earth
Andrew & Emma Davenport	Gardener's Cottage Plants
Daria Prihradska	Go Contaminated Land Solutions Ltd
Dace Zica	Go Contaminated Land Solutions Ltd
James Elliot	Green Alliance
Howard Gray	GreenBlue Urban
Louise Page	GreenBlue Urban
Anna Guyer	Greenhouse PR
Jenny Briggs	Greenhouse PR
John Sauven	Greenpeace
John Cherry	Groundswell
Rob Parker, Charlie Curtis	G's Group
Geoff Monck	Guildford Borough Council
Luke Briggs	Harper Adams
Matthew Appleby	Haymarket / Horticulture Week
Bss. Anne McIntosh of Pickering	House of Lords
Css. Margaret of Mar	House of Lords
Nikkj Jones	Independent Researcher
Professor Dick Godwin	Institution of Agricultural Engineers
Harriet Williams	JMG Foundation

Wil Armitage	Keythorpe Farms
David Holmes	Kverneland Group
Ewan Oliver	Lend Lease
Judith Millidge	Living Woods Magazine
Kerry McCarthy	MP (Bristol East)
Anna McMorris MP	MP (Cardiff North)
John McNally	MP (Falkirk)
Bss. Sue Miller of Chilthorne Domer	MP (House of Lords)
Zac Goldsmith	MP (Richmond Park)
Dr David Drew MP	MP (Stroud)
Rebecca Pow	MP (Taunton Deane)
Kevin Hollinrake	MP (Thirsk & Malton)
Neil Parish	MP (Tiverton & Honiton)
Mark Pope	National Farmers Union
James Forknell	National Farmers Union
Philippa Arnold	National Farmers Union
Felicity Roos	National Trust
Tom Rigby	National Farmers Union Organic Forum
Dr Elizabeth Stockdale	NIAB / SSA Science Panel
Dr Lydia Smith	NIAB
Tony Breton	Novamont
Roger Kerr	Organic Farmers & Growers
Charlie Trousdell	Renewable Energy Association
Elizabeth Westaway	Permaculture Association, Britain
Bridget Emmett	Professor, Bangor University
Iain Fraser	Professor, University of Kent
Vicky Murray	Pukka Herbs
Dr Rebecca McKinlay	Researcher to John McNally MP
Peter Head	Resilience Brokers
Sheila Read	Ripland Farm Somerset
Arlin Rickard	Rivers Trust
Jackie Stroud	Rothamsted Research
Sophie Churchill	Royal Forestry Society
Eleanor Webster	Royal Horticultural Society
Sue Pritchard	RSA Food Farming & Countryside Commission
Harry Greenfield	RSPB
Beth Hart	Sainsburys
Peter Kindersley	Sheepdrove
Mike Donovan	Soil & Cover Cropping International
Ben Raskin	Soil Association
Lisa Young	South West Farmer / the Smallholder magazines
Elizabeth Buchanan	Special Adviser
Vicki Hird	Sustain
Patrick Holden	Sustainable Food Trust
Ellen Fay, Neville Fay,	Sustainable Soils Alliance
Peter Murphy, Matthew Orman	Sustainable Soils Alliance
Ursula Billington	Sustainable Soils Alliance
Glyn Mitchell	The Credible Food Charity
Rosie Boycott	The Food Foundation
Simon Richards	The Royal Parks
Ben Webster	The Times
Luke Fay, Simon Parfey	Treework Environmental Practice
Simon Crichton	Triodos
Carla Washbourne	University College London
Richard Bruce	University of Sheffield
Anna Krzywoszyńska	University of Sheffield
Abby Rose	Vidacycle Tech
Jayn Sterland	Weleda
Toby Aykroyd	Wild Europe Initiative
Bss. Barbara Young of Old Scone	Woodland Trust
Beccy Speight	Woodland Trust
James Cooper	Woodland Trust
Tony Juniper	World Wide Fund for Nature
Garth Clark	Yeo Valley
Mary Mead	Yeo Valley
Tim Mead	Yeo Valley
Luke Bigwood	Yeo Valley
Louis Smith	Yeo Valley
Jeremy Llewelyn	
Defra Ministers in Attendance	