

Cereals 2019 Themes Announced

FOR IMMEDIATE RELEASE. Bristol, UK, 28 March 2019 – Cereals 2019, hosted by Comexposium & Prysm Group on 12-13 June 2019, will include content around several major themes that are of concern to the UK arable farming industry including ***Preparing for Change: What can we do to safeguard UK farming?***; ***Managing Innovation & Technology: Insights from the cutting edge*** and ***Conservation Techniques: Improving productivity and sustainability***. The Cereals 2019 programme will also include a brand new content stream dedicated to sharing global best practices entitled ***International Farming Superstars presented by Farmers Weekly***.

The Cereals AHDB Theatre themed *Preparing for Change* will include sessions that will address the short-term and potential long-term implications for UK farming and what the government and industry can do to safeguard the interests of UK agriculture. The Cereals AHDB Theatre will also include insights from a leading European grain analyst and from the International Grain Council in order to help attendees forecast for the coming five years. The content offered in the Cereals AHDB Theatre will help farmers and growers build resiliency as well as benchmark progress during a time of market volatility.

New for 2019, the *International Farming Superstars presented by Farmers Weekly* will bring together leading arable farmers from Australia, Netherlands, Germany, US & Canada: farmers who are pioneering new farming techniques and technologies, successfully tackling some of the most pressing problems facing the industry and delivering great results. Cereals attendees will hear what these international farming superstars are doing and the impact that it is having on their farms in a series of face-to-face sessions chaired by Farmers Weekly Editor Karl Schneider and other senior members of the Farmers Weekly editorial team.

Managing Innovation & Technology: Insights from the cutting edge is the theme of the Cereals Innovation & Technology Theatre. Forming a key part of the Cereals visitor experience and presented by some of the most forward-thinking farmers, suppliers and universities, the Innovation & Technology Theatre is an interactive area open to all visitors. The Innovation & Tech Theatre features the latest innovations, most recent product launches and newest technologies.

The new Cereals Conservation Agriculture Theatre is themed *Conservation Techniques: Improving productivity and sustainability*. The Conservation Agriculture Theatre will feature farming and soil management techniques that protect the land from erosion and degradation, improve its quality and biodiversity, and contribute to the preservation of the natural resources, water and air, while optimizing yields and total farm output. The new Conservation Agriculture Theatre will cover topics from a practical point of view in order to help farmers navigate the changing landscape.

Per Alli McEntyre Gaharan, newly appointed Portfolio Director at Cereals & Fruit Focus, “Cereals is dedicated to providing unique content that addresses the changing needs of the arable farming community. The learning opportunities are not limited to the theatres but extend to every part of the event: from Cereals innovative exhibitors to the crop plots to the hands-on demonstration areas. We hope that our commitment to serving the industry shows in the expanded content available at Cereals 2019.”

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About Comexposium. Comexposium is one of the world's leading event organizers. Headquartered in France, Comexposium's employees and sales network operate in 22 countries. Comexposium aims to be seen as the place to be, building bridges between people and business. www.comexposium.com

About PRYSM Group. With offices in China, UK and the US, PRYSM Group is responsible for a portfolio of over 36 shows across divisions including PRYSM Rural, PRYSM Marketing, PRYSM Business, PRYSM Food & Drink, PRYSM Design and PRYSM Medical. www.prysmgroup.co.uk