



**CONFERENCE  
OBJECTIVES  
AND  
VISION FOR OUR  
INDUSTRY'S  
FUTURE**

**Jim Grierson  
Conference Chairman**

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- Dr Rex Brennan – Scotland
  - Graham Neale - England
  - Eddie Shiojima – USA
  - Chris Alhusen – England
  - Edward Keene – England
  - Des Jeffares – Ireland
  - Madis Pennar – Estonia
  - Magnus Engstedt – Sweden
  - Oliver Thomson – Scotland
  - Edward Thompson - England



# FRUIT IS THE FOOD OF HEALTH

- Maintaining and enhancing health
- Less harmful to climate change
- Employing more people per hectare
- Using water more effectively per hectare
- Lower carbon emissions
- Cleaner production systems



# WE MUST CHALLENGE OURSELVES

- Plant Breeding & Agronomy
- Growers – Trackability & traceability - CurrantBase®
- Machinery – Less labour
- Science – Stop sitting on our hands
- Processors
- Do we have a brand??

We have the ingredients – have we the


**MINDSET?**

**WE HAVE TO CO-OPERATE TO COMPETE**



# PRODUCING MORE WHILST RECEIVING LESS

- No change – same RETURNS
- Believe in – WIN
- We are here to listen, learn and lead
- Collectively we must demonstrate  
integrity – ethics – authenticity
- Strive for **excellence** – not perfection



Know your customer:  
consumer purchasing  
trends are changing

Investment has to go  
on if we are to remain  
competitive

Despite the credit  
crunch human beings  
will continue to  
consume food



**We cannot afford to delay  
acting on a good idea.....**

**Chances are someone else  
has just thought of it too...**

**Success comes to the one  
who acts first.....**

**Strength in fellowship  
and focus**



**Acting Locally -  
Thinking Globally**



**First steps of an  
exciting journey**



**Formation of a global  
blackcurrant entity**

**Inaugural World Conference  
Christchurch, New Zealand, 2008**



# The Blackcurrant

*"Best berry for health!"*



## **Blackcurrant** **WORLD CONFERENCE**

**Inaugural World Conference**  
Christchurch, New Zealand, 2008