



**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**