

UK – Israel Agritech Workshop

**Wednesday, 29 April 2015
11:30 - 15:30**

“Agricultural science and technology is rapidly becoming one of the world’s fastest growing and exciting markets. It is driven by global changes: a rising population, rapid development of emerging economies with western lifestyle aspirations and growing geopolitical instability around shortages of land, water and energy.

A technology revolution is also taking place. Breakthroughs in nutrition, genetics, informatics, satellite imaging, remote sensing, meteorology, precision farming and low impact agriculture are driving major global investment in agri-tech.”

-UK AgriTech Strategy

The UK and Israel are both leaders in agricultural science. In recent years, the UK has pioneered new approaches to sustainable farming practices. World class UK retailers are at the forefront of greater consumer awareness in the governance and standards of food production. Likewise, Israel is a global leader in AgriTech.

The UK and Israel are therefore well positioned to play a leading role in the global challenge of the sustainable intensification of agriculture: producing more with less input.

The British Embassy is pleased to invite you to a workshop with the British delegates to the AgriTech 2015 Conference

Agenda:

11:30 – 12:00	Welcome coffee and networking
12:00 – 13:00	Roundtable discussion: UK – Israel collaboration on agritech innovation
13:00 – 13:30	Lunch
13:30 – 15:30	Prescheduled B2B meetings

The event will take place at the Tel Aviv Convention Centre (Rokach Boulevard 101, Tel Aviv-Yafo)

REGISTRATION: To register to the event and to select B2B meeting partners, please fill in the form in this [link](#) by **April 12th, 2015.**

Further information:

For additional information, please contact Iris Barner on 054 – 6636423 or iris.barner@britishcouncil.org

Yoni Dolgin,
Cleantech Manager, UK Israel Tech Hub

Ronit Prawer
Science and Innovation Attaché

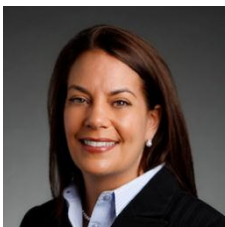
UK – Israel Agritech Delegates

Mr Matt O’Hagan, Marks and Spencer’s



Mr O’Hagan is a senior agronomist at Marks and Spencer’s vegetable and salad division. Mr O’Hagan also worked as Technical Development Director at DPS PLC where he developed its exotic fruit business and as technical director at Utopia/Total Exotics where is imported exotic fruit and vegetable to major UK food retailers.

Ms Stephanie Race, Crop Performance



Ms Race is the Founder and CEO of Crop Performance Ltd, and analytics business for agriculture that enables growers and their customers to monitor crop growth and forecast yield. Ms Race has founded 5 companies in the agribusiness and technology sectors within the last 15 years. She has also developed the first product data exchange utilising electronic product codes to delineate RFID data networks used by the food and consumer products industry for location based sourcing. She is a board member of global map Aid, a non for profit providing analytics for disaster response and humanitarian assistance.

Dr Ed Moorehouse, G’s Fresh



Dr Moorhouse is Group Technical Director at G’s Fresh, the UK’s largest fruit and vegetable production and distribution company, as well as a food consultant. Ed joined G’s in 2007 and he has technical responsibility for the Group’s operations in the UK, Spain, Senegal, Czech Republic, Poland and USA. He interfaces directly with UK retailers and ensures that the Group’s strategy is fully aligned with customer requirements in the delivery of leading food safety, technical, and innovation, and quality, environmental and ethical standards.

Dr Astley Hastings, Aberdeen University



Dr Hastings completed a PhD in biology systems in the School of Life Sciences of the University of Aberdeen, where he now serves as research fellow. His interests include Climate change, Carbon impact and efficiency of energy use, soil GHG emissions, modelling crop growth and soil chemistry and agronomy. He is currently researching GHG emissions, biomass production and developing models of Miscanthus traits to aid selection of germplasm in selective breeding for specific environments. Prior to his appointment at the University, Dr Hastings was an engineer at Schlumberger.

Dr Ari Sadanandom, Durham University



Dr Sadanandom, recently appointed Reader at Durham University, gained considerable experience in analysing plant-pathogen interactions whilst developing his group at the Universities of Glasgow and Warwick. Publications from his laboratory and others have begun to establish ubiquitin (Ub) and Ub-like proteins as central modifiers of signalling mechanisms in plants. His laboratory has contributed to revealing that ubiquitination allows eukaryotic cells to respond rapidly to intracellular signals and changing environmental conditions by adjusting the levels and activities of key proteins. His laboratory has identified areas of research, especially in stress-signalling, where other Ub-like post-translational protein modifications such as SUMOylation and RUBylation are likely to play a key and as yet unexplored role. In particular, his lab in conjunction with the Dominy Lab identified a SUMO protease (OTS1) that is central to salt stress signalling in plants. This research was cited as an important contribution to the field by Faculty 1000. Recently his lab demonstrated that SUMOylation coordinates growth control with changing environmental conditions by directly modifying the activity of the major growth regulator in plants. Our efforts to maintain a good profile in the protein modification and plant stress signalling research area has been recognized with a prestigious 5-year ERC consolidator grant aimed at defining the role of SUMO in plants. The innovative nature of our work was rewarded with multiple industrial consultancies, studentships and two recent patents.

Professor Naresh Magan, Cranfield University



Professor Magan is Professor of Applied Mycology at Cranfield University. His interests include Environmental Technology, Food Safety, Food Quality and Agrifood. Professor Magan's current research includes Molecular ecology and ecophysiology of spoilage and mycotoxigenic fungi in food production systems, Impact of climate change factors on diseases and mycotoxigenic fungi, prevention strategies including use of physical and novel molecular approaches to minimising mycotoxin contamination, Ecophysiology of biological control agents for improved field efficacy against pests/fungal diseases, Fungal bioremediation strategies for enhanced degradation of xenobiotic compounds; Electronic nose technology for early detection of microbes for food/environment/health applications; Solid and liquid fermentation systems for enhancing secondary metabolite production.

Dr Ian Singleton, University of Newcastle



Dr Singleton is a senior lecturer at the School of Biology at Newcastle University. Dr Singleton completed his PhD in Sheffield University. His academic background is in applied and environmental microbiology, with a particular interest in microbial interactions with plants and pollutants. Dr Singleton's current research work covers areas such as microbial spoilage of fresh produce and plant/microbial associations, and he is working with plant scientists to develop novel methods to reduce this spoilage. Dr Singleton recently carried out a Marie Curie International Outgoing Fellowship (EC FP7 funding) to study the diversity of ectomycorrhizal fungi associated with pine, involving the use of next generation DNA sequencing techniques. In addition, Dr Singleton's research projects have examined the interactions between cadmium, plants and microbes and he has recently been awarded a grant by the AHDB/HDC to fund a PhD student to study the potential reasons behind coriander yield decline.

Professor Jon West, Rothamsted Research



Jon West is a principal investigator at Rothamsted Research, working on applied multi-disciplinary crop protection projects, particularly in plant pathology and aerobiology. Jon obtained a BSc in Biology from Royal Holloway, London in 1990 and a PhD in Plant Pathology at Reading in 1994. At Rothamsted, since 1997, Jon's work has focused on the biology and control of fungal diseases, measurement of plant disease resistance, early detection of diseases by optical sensing and the detection and dispersal of fungal spores. Monitoring airborne spores is under investigation for both disease-forecasting and assessing genetic changes in populations. Jon works on a wide range of systems including diseases of tomato, wheat and oilseed rape (canola). Currently, managing a small team working on seven research projects, Jon has built academic and industry consortia to secure over £3M funding in the past 10 years from InnovateUK (BBSRC), Defra-LINK, Defra, EFSA, AHDB-HGCA and the EU. Jon has made invited keynote speeches at international conferences, represented Rothamsted during visits to government and research organizations, acts on committees of the Association of Applied Biologists – Applied mycology and bacteriology group, the British Crop Production Council diseases working group (secretary) and the British Aerobiology Federation. Jon is also an Editorial board member for *Aerobiologia*, a member of the British Society for Plant Pathology, a visiting lecturer at the University of Hertfordshire and is active in communicating science to students and the public. His work has been recognized with an honorary Professorship from the Anhui Academy of Agricultural Sciences, China.

Mr Calum Murray, Innovate UK



Mr Murray is Programme Leader -Sustainable Agriculture & Food at Innovate UK - (the Technology Strategy Board), where he leads activity within the team of specialist Technologists delivering both the Sustainable Ag & Food Innovation Platform, and key elements of the Industrial Strategy for Agriculture on behalf of Government. Mr Murray's team provides support and match funding for applied/industrial research in the agrifood sector. Prior to his appointment at Innovate UK, Mr Murray served as regional director as NFU Mutual Finances and as national agriculture specialist at the Royal Bank of Scotland.

Dr Nick Rousseau, Department for Business, Innovation and Skills



Dr Rousseau is Head of International Innovation Strategy at BIS - Department for Business, Innovation and Skills. He leads BIS on international aspects of innovation with a particular focus on developing a strategic approach to supporting international innovation collaboration. Dr Rousseau and his team are currently building links with a wide range of countries where they see value for the UK's innovation community and economic growth. Dr Rousseau also heads a Local Food Growing Cooperative/Community Allotment involving a growing number of local families in Sheffield growing their own food and using the land and project for educational aims.