



Press release: 18th October 2011

Professor Sir David Baulcombe to urge farmers to embrace new technologies

The urgent need for farmers to embrace new technologies to meet increasing demands for food, is the key message to be delivered by one of the country's leading plant scientists, Professor Sir David Baulcombe FRS, at LEAF's forthcoming President's Event.

Professor Sir David Baulcombe, Regius Professor of Botany at the University of Cambridge, will deliver the key note speech at the event, taking place on the 2nd November 2011. His talk, titled "Growing Acceptance for New Technologies", will urge farmers to embrace new agronomy and plant genetics in order to meet the food requirements of a growing population using sustainable practice. Tackling the needs of a population expected to grow to 9 billion within the next 30 years. Professor Baulcombe explains, "There is huge potential within the scientific community, to come up with viable scientific solutions for feeding a growing population. Farmers, the food industry and wider society have a responsibility to help realise this potential".

Other speakers on the day include, LEAF Marque grower, Andrew Burgess from Produce World, speaking on the demands of growing fresh produce sustainably in a global market; Dr Chris Brown, Head of Sustainable Sourcing at Asda setting out how they are working with LEAF to meet their responsibilities to their customers and Paul Dove, Technical Director of Molson Coors Brewing Company who will explain how they are tackling sustainability issues in new and innovative ways and discussing their involvement in the development of LEAF's Water Management Tool.

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LEAF Chief Executive, Caroline Drummond said:

“As the world’s population nears 7 billion, ensuring food security in light of changing demands and the impact of climate change is one of the biggest issues facing society. Farmers will have to produce more from less, using increasingly advanced skills and technology to do so, therefore, this year’s President’s Event will focus on valuing resources. LEAF is at the forefront of helping farmers tackle these challenges head on, through Integrated Farm Management and as part of this commitment, we will be launching our new Water Management Tool at the event.”

“Farmers, scientists, the wider food industry, educationalists and policy makers must all work together to find practical solutions to safeguard our precious resources. This event will serve to draw together many different perspectives, highlight key issues within each sector, develop new partnerships and pave the way to look at novel ways of working as we meet these challenges together”, concluded Caroline Drummond.

Notes to editors:

- Professor Sir David Baulcombe FRS is Regius Professor of Botany and Fellow of Trinity College, University of Cambridge. He was elected a Fellow of Trinity College, Cambridge in 2009 and also received a knighthood in the same year. Professor Sir David Baulcombe was also Chair of the Working Group which wrote the Royal Society report: Reaping the Benefits. His most recent award is his election to Fellow of the Academy of Medical Science in 2010. Click [here](#) for a high resolution image of Professor Sir David Baulcombe FRS.
- LEAF’s President’s Event, ‘Valuing Resources’ will take place on Wednesday 2nd November 2011 at HSBC Tower, Canary Wharf, London. For further details and to view the programme, click [here](#)
- LEAF’s Water Management Tool is available free to LEAF members. It is one of a number of management tools LEAF has developed to help farmers to farm more sustainably. It looks at better distribution and monitoring; improved irrigation; more efficient washing systems; protecting water quality; recycling and reuse.
- LEAF (Linking Environment And Farming) is a farming charity at the forefront of sustainable agriculture promoting Integrated Farm Management. For more information please contact the LEAF office on 024 7641 3911 and enquiries@leafuk.org or visit: www.leafuk.org

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