**British Pig & Poultry Fair 2024 – Innovation Theatre Programme**

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| Time | **Title** | Company | **Speakers** | **Brief description** |  |
| 10:00 | **Matching genetic improvements in pigs with nutritional solutions** | dsm-firmenich Animal Nutrition & Health | **Dr Maria Walsh,** Global Marketing Director – Swine, at dsm-firmenich | Genetic improvements mean that the muscle, immunity and bone requirements of pigs are changing, and an adaptive nutritional approach can help avoid issues such as lameness, SINS, ear and tail necrosis and reduced performance. Monitoring and improving the bioavailable level of Vitamin D3 can be one step towards unleashing pigs’ full potential; where dsm-firmenich are bringing new services and solutions. | Pig |
| 10:30 | **Straw Crumb – The Catalyst to Cleaning Up Agricultures Dirty Secret!** | 2050 Biomethane Energy Group | **James Dorman,** 2050 Group, Co-Founder & Group CEO | Is Manure a resource or a waste!? Could it become a commodity? There has never been more focus on agricultural manures and their management e.g. the ongoing pollution in the Wye Valley. In this seminar you will learn why straw crumb could become the solution to remove the burden and cost associated with manure management. 2050 Group has developed a product that has superior absorbency levels, improving animal welfare and it’s free of charge! Come and learn why. | Poultry |
| 11:00 | **Building the future of livestock protection: biosecurity in your hands** | Livetec | **Julian Sparrey,** Technical Director, Livetec Systems  **James Baxter,** Free Range Egg Farmer | Understand how the pig and poultry industries can better protect themselves from the financial and emotional impact of disease outbreaks. In this session, we will reflect on the scale of the challenge caused by disease, the importance of biosecurity and contingency planning and explain how Livetec's NEW digital platform makes biosecurity and emergency response more accessible for producers. Using the lessons learned from avian influenza, it will highlight how digital transformation can prepare for and prevent future disease threats, like African swine fever. | Poultry |
| 11:45 | **Enhancing broiler welfare and performance through real-time monitoring** | SenseHub Poultry (MSD) | **Michael McCreesh**, veterinary consultant at SenseHub Poultry,  **Nick Munce,** commercial lead at SenseHub Poultry | Discover how technology paired with data driven insights can enhance broiler health, welfare, and performance, driving supply chain transparency and traceability. This session uses real-life examples to showcase how technology that provides broiler welfare and environmental parameters in real-time has improved productivity and potentially sustainability at a farm level and throughout the supply chain. | Poultry |
| 12:15 | **SOUNDTALKS®, Listen to your farm** | Boehringer Ingelheim | **Dr Rachel Crowe**, Senior Brand Manager, Avian and Swine Boehringer Ingelheim Animal Health | This forum will outline the benefits of Soundtalks to your production system. With 24/7 monitoring of respiratory health, temperature and humidity the system can detect respiratory health problems up to 5 days sooner than human monitoring alone. You will see examples of how early detection of respiratory disease can directly impact the pigs’ welfare and your productivity and profitability. | Pig |
| 12:45 | **Insects Unleashed: Turn an old shed into a Protein Factory** | BetaBugs & Flybox | **Larry Kotch**, CEO Flybox  **Thomas Farrugia**, CEO Beta Bugs | Insect farming is no longer a thing of tomorrow. Learn how modular insect farms, in conjunction with outsourced supply of juvenile larvae, makes insect farming an accessible, financially viable and environmentally sustainable business proposition. Geared towards existing farmers, food producers, and waste management companies, this session will cover the essential information you need to know about this exciting new sector. | All |
| 13:30 | **Seeding the future: Strategies for next generation recruitment** | The Institute for Agriculture and Horticulture (TIAH) | **Tess Howe,** Head of Policy and Partnerships, TIAH  **Rob McGregor,** Innovative Outdoor Pig Farmer, LSB Pigs (WEDNESDAY)  **Mark Vining,** BQP Assistant Breeding Farms Manager, Pilgrim's UK (THURSDAY)  **Hugh Pocock,** Director, Cultura Connect | Facing labour shortages and the need for new skills in agriculture? Join TIAH's expert panel for a dynamic discussion on overcoming labour shortages and shaping the future of agriculture. Learn from industry leaders like Rob McGregor, Tess Howe, Mark Vining, and Hugh Pocock about attracting, training, and retaining the next generation. Discover innovative recruitment strategies and essential skills development to cultivate a resilient next-generation workforce. Gain practical insights and tools to transform challenges into opportunities for growth and sustainability in your agricultural business. | All |
| 14:00 | **Safe & Efficient Organic Acids for Sustainable Animal Nutrition Production** | Brenntag | **Demi de Beer,** Technical Sales Manager Animal Nutrition, Brenntag | Organic acids are widely recognized for their advantageous role as alternatives to AGPs. However, their inherent harsh properties pose potential risks to both producers and workers when utilized. Therefore, we would like to introduce our Neubacid Soft Solutions—a safe and softer solution for both farm and companion animals based on organic acids, promoting sustainability and offering a wide-range of benefits to animals, producers, and workers alike, while simultaneously safeguarding the equipment and hardware. Our formulations also incorporate ingredients sourced from sustainable origins. To further enhance the sustainability of our solution production, we have devised a CO2 Calculator to help producers measure and mitigate their carbon emissions effectively. These tools all form part of our holistic aim to provide safe solutions with uncompromised efficacy! | All |
| 14:30 | **Extracting value from poultry manure and agricultural waste streams - Pyrolysis - Biochar - CORCs - Heat/Power generation - Sustainability** | Carbon Focus Engineering | **Jules Marris,** MD, Carbon Focus Engineering  **Philipp Reichardtt**, Pyreg, | Biochar is widely recognised as a sustainable and effective method for capturing and storing carbon. Collaborating with the German manufacturer Pyreg, CFE has been exploring the use of poultry manure and other agricultural waste streams as potential feedstock for biochar production. Pyrolysis has the capacity to generate heat and power, reduce waste streams, and generate revenue through biochar and CORCs. During the discussion, CFE's Managing Director Jules Marris will cover the practical aspects of implementing pyrolysis in agricultural operations, while Pyreg's Sales Manager Philipp Reichardt will delve into the financial benefits and address technical inquiries related to the pyrolysis process. | Poultry |
| 15.00  15 May only | **Sustainability Hub Pub Quiz** | Poultry.Network | **Jake Davies,** Poultry Network | Join us to test your knowledge of the latest innovations in sustainable poultrymeat and egg farming, including new technology, production trends, and current events. | Poultry |