

SEMEXXXV

🐦 #semexxv



Full line-up announced for landmark 25th Anniversary Semex Dairy Conference

1990: It was the year when Margaret Thatcher's tenure as PM came to an abrupt end; when Agriculture Minister John Gummer fed his daughter a hamburger to calm concerns on BSE, and when tunnelers met beneath The English Channel to join England with France for the first time in 10,000 years...

It was also a year of heat waves in the summer and heavy snow in the winter - so much snow, in fact, that the Semex sales force that had gathered for a meeting couldn't get home the next day. What, then, to do? And the solution? Simple: hold a small dairy conference with a local speaker. Thus dawned The Semex Dairy Conference.

25 years on and the annual conference goes from strength to strength. It is now by far the longest running and most successful dairy conference in the UK. This year's 25th anniversary special - named, fittingly, SEMEXXXV - will be held between the **11th and 13th January 2015** at the **Radisson Blu Hotel, Glasgow**, which is a short walk from Glasgow Central Station.

Chairing the conference is **John Allen**, from Kite Consultancy, and speakers are:

- **Meurig Raymond**, President of The National Farmers Union;
- **Paul Larmer**, Chief Executive of Semex Alliance;
- **Ake Hantoft**, Chairman of Arla Foods amba;
- **Neil Kennedy**, interim Chief Executive of Adams Foods;
- **David Handley**, Chairman of Farmers For Action;
- **Dr Lewis James**, Lecturer in Sports Nutrition at Loughborough University;
- **Liz Philip**, Principal of Askham Bryan College;
- **Gwyn Jones**, Chairman of RUMA (Responsible Use of Medicines in Agriculture) and Dairy Co;
- **Danielle Pinnington**, Managing Director at shopping analysts Shoppercentric;
- **Sally Wilson**, Partner at Evolution Vets;
- **John Fetrow**, Professor of Dairy Production Medicine at the University of Minnesota.

Practical dairy farmer speakers from here and abroad will complement these speakers, including:

- **David Yates**, owner of the 500 strong Holstein herd at Meikle Firthhead, Castle Douglas, South West Scotland;
- **Steve Miller** from the Miller family Gold Cup winning Shanael Holsteins, Worcestershire.
- **David Swale**, partner in the 500 strong Holstein herd at Joylan Farms, Lancashire, and
- **Clay McCarty** from the award winning 7,000 cow McCarty family farms, in Kansas.

The conference will be the usual mix of business and pleasure, with the renown Burns Supper held on the Monday evening, hosted by conference regular **Sandy Strang** - one of Scotland's finest Burn's night comperes. And there will be "one or two surprises", promises the company.

"We are proud and honoured to have organised this conference for 25 years and brought something back to the industry we serve," says Peter Arthur, marketing manager for Semex and conference organiser. "Over the past 25 years, through good times and bad, we have discussed and debated every topic to do with dairying, and have had the top industry leaders and farmers address the conference. We thank each of them, and our delegates too, for their contribution to making the conference the success it is.

"We look forward to making the 25th conference the best of the best, and to inviting our speakers and delegates to Glasgow again."

To book a place call Helen Miller on 0800 86 88 90 or email helenm@semex.co.uk