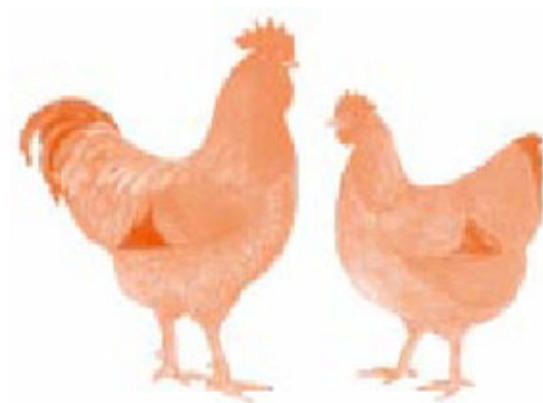


# **Poultry Industry Education Trust**

**INVESTING IN PEOPLE FOR  
THE POULTRY INDUSTRY**



## **Northern Ireland Poultry Industry Conference**

**“Meeting The Challenges”**

**CAFRE LOUGHRY CAMPUS  
COOKSTOWN**

**76 Dungannon Road, Cookstown BT80 9AA**

Loughry Campus is located approximately 9 miles from Dungannon  
And 1 mile from Cookstown on the A29

**Tuesday 31st October 2023**

## PROGRAMME

**Conference Chairman – Eric Reid**

9.30am Morning Coffee & Registration.

10.10am **Conference Welcome & Opening Address – Eric Reid**

### MORNING SESSION

**Chairman – David Brown.** President Ulster Farmers Union

10.30am **Keiron Danniels** - Aviagen  
“Meeting The Challenges of Poultry Meat Production”

11.00am **Tom Dixon** – Hy-Line  
“Meeting The Challenges of Commercial Egg Production”

11.30am **Jason Winstanley** – Moy Park  
“Meeting The Challenges of Customer Insight & Marketing??”

12.00pm **Discussion**

12.30 – 2.00pm **Lunch & Trade Stands**

### AFTERNOON SESSION

**Chairman – Nigel Sweetnam** Regional Chairman Irish Farmers Association.

2.15pm **Dr. Elizabeth Magowan** - AFBI.  
“Meeting The Challenges of Environmental Sustainability”

2.45pm **Professor Ian Brown** — APHA  
“Meeting the Challenges of Notifiable Poultry Diseases”

3.15pm **Discussion.**

3.45pm **Closing Remarks. Eric Reid & Conference Close.**

## Conference Speakers & Chairmen



**ERIC REID – CONFERENCE CHAIRMAN**

Eric's involvement in the poultry industry with Moy Park spanned just over 52 years, retiring on his 75th birthday in 2018. He rose to the top of his profession within Moy Park and also represented the poultry industry in both the UK and Europe, and helped in the development of the Moy Park's integrated poultry supply chain. Eric's main interest today is beef farming and he is the County Armagh representative on the Ulster Farmers Union Board.



**David Brown** President Ulster Farmers' Union **MORNING SESSION**

### **CHAIRMAN**

David Brown is a suckler beef and sheep farmer from Florencecourt, County Fermanagh. A past chair of Fermanagh Grassland Club, David remains passionate about grassland management. Within the UFU David previously represented the south west group on the beef and lamb committee. During two years as County Chairman David represented farmer's concerns throughout the extreme flooding of 2015/16 and the subsequent Rivers Agency review. Co opted on to the UFU Management Board in 2016. Appointed to represent the red meat sector on the CAFRE College Advisory Group in 2017, David was elected as UFU deputy president in 2018 and UFU president in April, 2022.



**NIGEL SWEETNAM IFA Chairman – AFTERNOON SESSION**

### **CHAIRMAN**

A broiler farmer from Kinsale Co cork also running a large dairy herd with a long history in the biomass industry having the first licence in Europe to combust Poultry litter currently chairman of IFA Poultry committee and committed to improving the incomes and conditions for all Poultry farmers".



### **KIERON DANILES**

Kieron Daniels joined Aviagen in January 2021 as Broiler Technical Services Manager. Kieron attended Aberystwyth University where he studied for a BSc (Hons) Animal Science and graduated in 2011. Before joining Aviagen, Kieron undertook a variety of roles including being a Lecturer, Educational Farm Manager, Broiler Farm Manager, and Poultry Performance Specialist. Kieron's role includes providing technical support to help improve performance across the UK, Ireland and Scandinavia, and is frequently travelling as a result. Kieron enjoys being active and has a number of hobbies to help with that such as Beekeeping, growing his own food and paddle boarding



### **Thomas Dixon** **Product Management** **Hy-Line International**

Thomas Dixon oversees Global Product Management for Hy-Line International. In this role, Thomas leads the effort working with the Research, Sales and Technical teams to provide and promote the best layer genetics to each worldwide market. His previous responsibilities have included worldwide sales efforts with many years of emphasis serving Hy-Line's Latin America markets. Today, he leads the global product management efforts as the liaison between Hy-Line International's global customer base and the research, production, and technical service departments to help guide the current and future development of Hy-Line's layer varieties. Recently, Thomas managed Latin America sales since 2020 but prior had been the Global Sales and Marketing Director for Hy-Line International, holding this role since 2009. He joined Hy-Line International in 1994 as International Sales Coordinator before assuming the role of Regional Business Manager to Latin America in 1997. Thomas has a degree in Business Administration with an emphasis in Finance from Iowa State University with Spanish and Economics minors.



**JASON WINSTANLEY** After a biology degree at the University of Sheffield, Jason Winstanley joined Northern Foods as a graduate trainee, working in a variety of operational roles and different businesses over a 10 year period. He then moved to Kepak Convenience Foods, initially helping to commission a new factory, before moving into roles with business intelligence projects and supply chain. For the last 15 years, he has specialised in consumer, shopper and market insight, joining Moy Park, where he is currently Head of Research and Insight, in 2010. In his current role, Jason and his team generate a wealth of insight to help support both the short-term and strategic direction of the business in a wide range of areas. In 2020, he published his first (and so far, only!) novel, Besieged



### **Elizabeth Magowan (Election as BSAS President)**

Prof Elizabeth Magowan is the Director of Sustainable Agri-Food Sciences Division in the Agri-Food and Biosciences Institute, Northern Ireland. Elizabeth completed a PhD in dairy nutrition from Queen's University Belfast (with DARD Science Service and ARINI) in 2004 and joined AFBI as a pig research scientist in 2003, where she was responsible for developing the AFBI pig research programme until April 2017. Elizabeth's main focus of research was on optimising pig production performance through management and nutritional strategies, while reducing environmental impact. Elizabeth then took up the post of Director of Sustainable Agri-Food Sciences Division in May 2017. Elizabeth has worked extensively on industry/academic studies and presented her work across the UK and at international conferences, as well as publications in journals. In 2017, she was awarded BSAS's Sir John Hammond Award, in recognition of her scientific work in collaboration with industry. In 2022 Queens University Belfast awarded Elizabeth an Honorary Professorship in recognition of her scientific work, especially aligned with developing the AFBI/QUB strategic alliance. Some achievements during Elizabeth's career include being the scientific Co-Ordinator of a large EU FP7 project ECO-FCE, being elected to the presidential team of BSAS; being a Director of UK Centre of Excellence for Livestock (CIEL) in its formative months and leading consortia formed of academics across the UK on two influential publications, funded by CIEL, aligned with Livestock and it's net zero position.



**Name: Professor Ian Brown OBE**

**Current position: Director of Scientific Services**

**Organisation: Animal and Plant Health Agency**

Professor Ian Brown is Director of Scientific Services at APHA where he leads the agency science programme and has over 1000 scientific staff working under his leadership. He is also currently Director of WOA/FAO International Reference Laboratories for Avian Influenza, Newcastle Disease and Swine Influenza. Ian is the UK national expert on Avian & Swine Influenza, and Newcastle Disease and a designated WOA expert for the three diseases and has led the UK science response for AI outbreaks since 2007 to date.. He is currently chairperson of OFFLU. Ian holds a visiting Professorship position in Avian Virology at the University of Nottingham and Honorary Professorship in Pathobiology and Population Sciences with Royal Veterinary College, London. He was awarded an OBE in the 2020 New Year's Honours list for services to animal health and welfare.

## LUNCH MENU

**Pan fried chicken fillet** - stuffed with a herby stuffing wrapped in bacon served with a leek & white wine sauce & creamy peppered mash & seasonal vegetables

**Deep filled apple & cinnamon pie** - Bramley apples with a touch of cinnamon in a light pastry with vanilla cream basil

**Freshly Brewed Tea & Coffee**

**Vegetarian Option Available** (Please tick box if required)

**Online Registration is available via Eventbrite. Please register using the link & instructions below: -**

<https://www.eventbrite.co.uk/e/piet-poultry-conference-tickets-602576962917>

**The full cost for the one day conference including 2 course lunch , Teas & Coffees is £50 or €55**

**Visit our Website: - [www.poultrytrust.com](http://www.poultrytrust.com)**