

## Conference Speakers & Chairmen

### Jason Winstanley

A Sheffield University biology graduate, Jason Winstanley joined Northern Foods working in a variety of roles and businesses over a 10 year period. Moving to Kepak Convenience Foods, he helped commission a new factory, before moving into roles focusing on business intelligence. Since 2008, he has specialised in consumer, shopper and market insight. In 2010 he joined Moy Park, where he is currently Head of Research and Insight. Jason and his team generate 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

Prof Elizabeth Magowan is the Director of Sustainable Agri-Food Sciences Division in AFBI. Elizabeth has a background in livestock science. A major focus of her work is on how the environmental footprint of livestock production can be reduced while optimising farm profitability. In 2017, Elizabeth 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. Some achievements during Elizabeth's career include chairing a consortium of UK academics in 2020 and 2022 to produce two important reports aligned with Livestock and net zero, funded by the Centre of Excellence for Livestock (CIEL).



### Ian Brown OBE

Professor Ian Brown is Director of Scientific Services 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. Ian is the UK national expert on Avian Influenza, and Newcastle Disease. 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



**Homemade Chicken & Ham Pie**  
served with Seasonal Vegetables & Potatoes

**Apple & Cinnamon Tart**

**Freshly Brewed Tea & Coffee**

**Vegetarian Option Available**  
(Please tick box if required on online booking form)

## Conference Registration

Online Registration is available via Eventbrite. Please register using the link & instructions below or QR code:

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



Alternatively, those delegates from larger organisations can register using block booking by contacting me with full name & name of organisation by emailing me directly at [peter.morgan@moypark.com](mailto:peter.morgan@moypark.com) where your organisation will be invoiced directly from **PIET**.

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)



## Poultry Industry Education Trust

INVESTING IN PEOPLE FOR THE POULTRY INDUSTRY

## Northern Ireland Poultry Industry Conference

“Meeting The Challenges”

### CAFRE Loughry Campus

76 Dungannon Road,  
Cookstown BT80 9AA

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

Tues.

31st

Oct.

2023

# Programme

Conference Chairman: Eric Reid

**Tuesday**  
**31st October 2023**

9.30am Morning Coffee & Registration.

10.10am Conference Welcome & Opening  
Address – Eric Reid

## Morning Session

**Chairman – David Brown**

President Ulster Farmers Union

10.30am Kieron Daniels – 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**



## Northern Ireland Poultry Industry Conference

“Meeting The Challenges”

## Afternoon Session

**Chairman – Nigel Sweetnam**

Poultry 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 both in the UK and Europe and helped in the development of the Moy Park integrated poultry supply chain. His main interest today is beef farming and is the County Armagh representative on the Ulster Farmers Union Board.

**David Brown**

Morning Session Chairman



David Brown is a suckler beef and sheep farmer from Florencecourt. Co-opted to the UFU Management Board in 2016, appointed UFU Deputy president in 2018, he was elected UFU president in 2022. Previously he was UFU County Fermanagh chair David represented farmers during the flooding of 2015/16 and the subsequent Rivers Agency review. He was appointed to represent the red meat sector on the CAFRE College Advisory Group in 2017.

**Nigel Sweetnam**

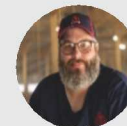
Afternoon Session Chairman



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

**Kieron Daniels**

Kieron Daniels joined Aviagen in 2021 as Broiler Technical Services Manager. An Animal Science graduate of Aberystwyth University Kieron undertook a variety of roles including being a Lecturer, Educational Farm Manager, Broiler Farm Manager, and Poultry Performance Specialist. Kieron's current role in Aviagen includes providing technical support in the UK, Ireland and Scandinavia. Kieron has a number of hobbies to help with that such as Beekeeping, growing his own food and paddle boarding.



**Thomas Dixon**

Thomas Dixon oversees Global Product Management for Hy-Line International. In this role, Thomas leads Research, Sales and Technical teams. His previous responsibilities have included worldwide sales. Today, he leads the global product management efforts liaising between Hy-Line International's global customers and the research, production, and technical service departments. Since 2020 Thomas has managed Latin America sales. From 2009 he was Global Sales and Marketing Director for Hy-Line International. 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.

