



## Poultry Industry Education Trust

INVESTING IN PEOPLE FOR THE POULTRY INDUSTRY

## Northern Ireland Poultry Industry Conference

“Current and Future 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.**  
**28th**  
**Oct.**  
**2025**

# Programme

**Tuesday**  
**28th October 2025**

09:30am Registration, Tea/Coffee & Trade Stands

10:15am Conference Welcome & House Keeping – Peter Morgan, Poultry Industry Education Trust, Chairman.

Opening Address – Brian Doohar  
Chief Veterinary Officer, DAERA.

### Morning Session

**Chairman – William Irvine**

President UFU.

10:30am Tuen Van de Braak – Director of Technical Service, Hendrix Genetics – “The Past, the Present, and the Future of Breeding Laying Hens”

11:00am Jim Uprichard – Technical Sales Manager, Trouw Nutrition. – “A Level Laying Field – the Challenge of Calculating Carbon Footprints”

11:30am Anne Richmond – Director of Research & Development, Pilgrims Europe, – “R&D in the Broiler Sector”

## Northern Ireland Poultry Industry Conference

Current and Future Challenges

11:55am Stephen Evans – PhD student & PIET Scholarship recipient – “PhD overview.”

12:10pm Discussion



**12:30pm – 14:00pm Lunch & Trade Stands**

### Afternoon Session

**Chairman – Nigel Sweetnam**

IFA Poultry Chairperson

14:15pm Mark Williams – Chairman, BEIC – “Remaining Relevant in a Challenging World”

14:45pm Martin Rishoj Jensen – Poultry Consultant – “Optimizing Broiler Performance using Data and Stockmanship”

15:15pm Discussion

15:45pm Closing Remarks – Peter Morgan & Conference Close.



# Conference Speakers & Chairmen

## Morning Session Speakers & Chairmen

### **BRIAN DOOHER, MVB MRCVS.** **Chief Veterinary Officer, DAERA**

Brian Doohar was appointed as Chief Veterinary Officer (CVO) within Department of Agriculture, Environment and Rural Affairs (DAERA) in 2024. Profession Career and Key Programmes & Projects Qualified as a veterinary surgeon from University College Dublin. Joined DAERA in 2005, following 7 years in mixed animal practice. Brian has worked in a variety of roles across Veterinary Service Animal Health Group, Veterinary Public Health – Delivery of Official Controls and Export Health Certification in approved slaughterhouses, cutting plants and cold stores, Delivery of Import Controls at Northern Ireland Points of Entry – EU Exit and Implementation of Ireland/Northern Ireland Protocol



### **William Irvine**

William Irvine, UFU president: William is a dairy farmer from Mountnorris, Co Armagh, farming in partnership with his wife Ruth and son David. He has held numerous roles within the UFU including dairy committee chair, representing NI dairy farmers on the COPA Milk Working Group and the UK on the Milk Civil Dialogue Group. William represented Co. Armagh on the UFU management board prior to being elected deputy president in July 2020 and president in May 2024.



### **Tuen Van de Braak**

Teun van Braak graduated in 2010 with a master's degree in Poultry Breeding and Genetics with Business Management and Marketing. He joined Hendrix Genetics as a layer geneticist the same year. Currently, Teun is Director of Global Technical Services and Customer Support, Teun overseeing product management, Data Strategy & Communication using field feedback to guide the breeding program and align product development with global egg markets. Teun's interests include poultry husbandry, genetic research, poultry welfare, and sustainability. He actively participates in research initiatives representing the poultry geneticists and advocating collaboration between scientific institutes and industry partners.



### **Jim Upchurch**

Jim graduated from QUB 40 years ago, spending nearly 35 with Trouw Nutrition. Ruminant nutritionist for most of that time but now holds the post of Technical Sales Manager and is in a sustainability role in the poultry team.



### **Dr Anne Richmond** **Director of Research and Development**

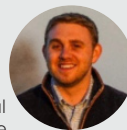
Anne, from a Ballymoney poultry farm, graduated with a degree in Biology from Dundee and a QUB PhD in Sustainable Agriculture. During the completion of her PhD she successfully won a fellowship in the Parliamentary Office of Science and Technology (Westminster) to complete a briefing note for Peers and MP's on 'Livestock Superfarms'. Before joining Moy Park, now Pilgrims Europe, 10 years ago, Anne worked as a Scientific Officer at AFBI in both the non-ruminant and beef research teams. Anne has led the Moy Park R&D team since its formal creation in 2016. She currently supervises 6 PhD students.



# Conference Speakers & Chairmen

### **Stephen Evans**

A PhD researcher, at Harper Adams University, supported by the Poultry Industry Education Trust, Stephen, (23) from Co. Tyrone focuses on enhancing the nutritional value of Rye by enzyme addition. Despite having no home agricultural background, Stephen has developed an extensive knowledge of the agricultural industry. His current research is founded on his Harper Adams BSc (Hons) Agriculture degree with a placement with ForFarmers UK Swine Team gaining experience across technical support, marketing, supply chains, and key account management. After graduating in 2023, Stephen spent a short period in the feed industry as a Young Animal Feeds Specialist before beginning his postgraduate research. His work supports sustainable agriculture by enhancing animal health, welfare, and performance through practical, science-based innovation.



## Afternoon Session Speakers & Chairmen

### **Nigel Sweetnam**

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



### **Mark Williams**

From a poultry farm and after studying at Harper Adams Mark gained experience managing a large pullet rearing and egg unit before rejoining his expanding home business. In 1991, he joined the NFU as a Regional Poultry Adviser. In 1995, he was appointed National Egg Specialist. He joined the British Egg Industry Council in 1999, becoming Chief Executive from 2000 until retiring in 2023. He has held senior positions in EU poultry industry related trade and liaison organisations as Secretary General, President or Board member and in the International Egg Commission. He is currently chair of BEIC. He is a Nuffield scholar.



### **Martin Rishoj Jensen**

Martin's career in broilers began in the mid-eighties, on a Danish broiler farm. Since then, he has offered consultancy and advisory services for feed mills, hatcheries, farmers and integrators. Since 2009 he has been self-employed offering consultancy service and production optimization to poultry producers worldwide. Clients have been farmers, hatcheries, slaughterhouses and ventilation companies. For some years he tutored on the European Aviagen Broiler and Breeder schools bringing his international experience, particularly from NZ & Canada. Recently he has worked as a production manager for Emirates National Food in Dubai and as production specialist for Rokkedahl in Denmark.



# Lunch Menu

## Buffet Lunch Menu self-service from Conference Hall Reception



### Main Course

Pan Fried Chicken in a Creamy Pepper Sauce  
Beef Stroganoff  
Both served with Boiled Rice or Baby Boiled Potatoes & Selection of Seasonal Vegetables

*Vegetarian option available*

### Dessert

Fresh Fruit Pavlova  
Sticky Toffee Pudding  
Tea & Coffee

# Conference Registration

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

<https://pietconference2025.eventbrite.com>



Alternatively, those delegates from larger organisations & wishing to avail of block bookings please contact **Keith Wilson** at [keith.wilson@pilgrimseurope.com](mailto:keith.wilson@pilgrimseurope.com) where your organisation will be directly invoiced from PIET

The full cost for the one-day conference including lunch, teas & coffees is 50 Pounds Sterling or 55 Euros.

### Directions to Loughry Campus

Loughry Campus Location – CAFRE  
76 Dungannon Road, Cookstown  
Co Tyrone BT80 9AA

PIET Web Site [www.poultrytrust.com](http://www.poultrytrust.com)