



Promoting the Science and Practice of Sustainable Crop Production

News release

BCPC Congress success bodes well for move to London in 2010

As the curtain fell yesterday on the first BCPC Congress to be jointly organised by UBM and BCPC, there were very positive vibes emerging from both exhibitors and delegates. This bodes well for the planned move of the event to the ExCel Centre in London in 2010, where it will run from 1 to 3 November.

In his closing address, Dr Colin Ruscoe, chairman of BCPC said, "What has emerged over the past two and a half days is that sustainable intensification, based on the range of agricultural technologies, is firmly on today's agenda in the light of world food demands. One of these technologies, agrochemicals, is facing continued threats from regulation and resistance, and must now be viewed as a resource to be sustained and preserved."



Dr Colin Ruscoe of BCPC reports on success of BCPC Congress in closing address.

The comprehensive conference programme received praise for covering "a wide range of valuable practical and strategic topics, rather than high science". The diverse range of topical sessions – from biofuels to bees, climate change to nanotechnology – attracted good attendance. One of the many themes that emerged was the need to revive the delivery of practical research-based advice down to farmer level, in order to increase food production whilst preserving agrochemical as well as land, water and environmental resources. "Farmers need advisory support and incentives, not regulatory "sticks", if they are to meet the challenge of further integrating chemical with non-chemical pest, weed and disease control practices without incurring cost and yield penalties," warned Dr Ruscoe.

Following the cancellation of the 2008 BCPC Congress, there had been widespread concern that the industry had lost a unique forum for interaction of a very specialist scientific and commercial community. This stimulated BCPC to find a new partner. "UBM's response and

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vision for the event's future has delivered a positive result in this first year, despite very short lead times," enthused Dr Ruscoe. "It was no surprise that numbers were down on the previous event - but response from both scientific and commercial attendees has been excellent. Exhibitors have been impressed by the quality of contacts made and many have already signed up to attend the event when it moves to London next year – "The BCPC" is back!

360 words /ENDS

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Notes to Editors

Images from this year's Congress to support this release are available on request from Moira Hart, Dewpoint Marketing Tel: 01664 822678 Email: moira@dewpointmarketing.co.uk

The BCPC Congress 2010 takes place at the ExCel Centre, London 1-3 November 2010.



Details of this year's Congress can be found on www.bcpcongress.com



Promoting the Science and Practice of Sustainable Crop Production

The British Crop Production Council (BCPC) promotes the science and practice of sustainable crop production. A non-profit making organisation, it has developed an international reputation over 50 years as a forum for good practice and sound science in the fields of agriculture, food and the environment. Its conferences, publications and working groups bring together scientists to form opinion on key issues.

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