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## 9<sup>th</sup> International Conference of Producer Organisations for fruit and vegetables – ICOP 2014



**Date: November 25<sup>th</sup> & 26<sup>th</sup>, 2014**  
**Venue: Dublin, Ireland**



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# ICOP 2014

Time	Evening 24 <sup>th</sup> of November 2014	Organisation
14.45	Meeting point city centre of Dublin	Location will be discussed with tour guide and will be given due notice.
15.00 – 16.30	Guided city tour in Dublin	
17.00	Jameson Whiskey Tour (tasting included) 1 <sup>st</sup> group 2 <sup>nd</sup> group at 17.30	<b>Jameson</b> is a typical Irish whiskey brand. The distillery was founded in 1780 by John Jameson and was located in Smithfield village until 1971. Nowadays you can only visit the Old Jameson Distillery in Dublin. The production is located in Midleton. Jameson is a so called “blended whiskey” and one of the best-known whiskey brands in the world.
19.00	Welcome at “the church” – Pub in Town Irish Music and dinner at the church	The <b>former St. Mary’s Church of Ireland</b> is one of the earliest examples of a galleried church in Dublin. Built at the beginning of the 18th century, it boasts many outstanding features, such as the Renuatus Harris built organ and spectacular stained glass window. St. Mary’s closed in 1964 and lay derelict for a number of years until it was purchased by John Keating in 1997. Following extensive restoration over a seven year period, this List 1 building finally re-opened its doors in December 2005 as John M. Keating’s Bar.



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## Programme ICOP 2014

(Subject to modifications of the programme, provisional titles)

Time	Conference – 25 <sup>th</sup> of November 2014	Speaker
09.00	Registration and coffee	gfa- consulting (AT)
10.00	Welcome	Wolfgang Braunstein, gfa-consulting (AT) Simon Coveney, Minister of agriculture, food and the marine (IE) (on request)
	<b>Trends, innovation, marketing</b>	
10.15	Revolution and/or Evolution – what does the future hold for the fruit and vegetable sector? Trends concerning demand and innovations in the food sector	Olivier Hausheer, XTC World Innovation (FR)
11.00	Neuromarketing and innovation	Frank Rehme gmvteam (DE)
11.45	Panel discussion	Wolfgang Braunstein gfa-consulting (AT)
12.00 – 13.00	Lunch - Networking	
	<b>CMO in an area of tension between EU law, the current market situation and the future economic conditions in the fruit and vegetable sector</b>	
13.00	From the perspective of the Newcastle group	Noreen Cunningham CMO-expert and part of the initial founding group of what has become known as the Newcastle group (IE)
13.20	From the perspective of a national authority	Guy Lambrechts Flemish Authority - Ministry of Agriculture and Fisheries Landbouw en Visserij -



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		Vlaamse overheid (BE)
13.40	From the perspective of daily PO business	Bernard Haspeslagh Ardo N.V. - ARDO Coordination Center (BE)
14.00	From the perspective of European Commission	Rudy van der Stappen European Commission
14.30	Panel discussion	Chairman Hans van Es DPA – Dutch Produce Association (NL)
15.00 – 15.30	<i>Coffee break - networking</i>	
	<b>International production with some examples of producer organisations</b>	
15.30	Presentation Northway Mushrooms – viewpoint of growers	Frank Donnelly, Grower Northway Mushrooms Limited (Northern Ireland)
15.45	Presentation Northway Mushrooms - marketing	Lester, Marketing Northway Mushrooms Limited (Northern Ireland)
16.00	Presentation Fresh Produce Center	Ad Klaassen DPA – Dutch Produce Association (NL)
16.15	Presentation Reichenau-Gemüse	Christian Müller Reichenau-Gemüse eG (DE)
16.30	Presentation Keelings	David Keelings Keelings Solutions (IE)
16.45	Presentation CMP Commercial Mushroom Producers	Michael McGovern CMP (IE)
17.00	An Opportunity to enhance Farm Viability; the potential of a Cooperative model?	Teresa Hooks Walsh Fellow University College Cork, Agri-Innovation and Learning (AgiLe) Group, Rural Economy & Development Programme, Teagasc Mellows Campus, Athenry, Co. Galway (IE)



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17.20	Panel discussion	Chairman Hans van Es DPA – Dutch Produce Association (NL)
17.45	Conclusion and official end of ICOP 2014	Wolfgang Braunstein gfa - consulting (AT)
18.00	<i>Aperitif</i>	<i>Ballsbridge Hotel</i>
19.30	<i>Networking Dinner</i>	<i>Ballsbridge Hotel</i>



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Excursion – group 1		
08.00	Bus from hotel – transfer to CMP – Commercial Mushroom Producers	
10.00	CMP – visit and networking	CMP is Ireland's largest mushroom producer organisation. It is one of Europe's leading horticultural producer organisation's representing 90% of Irish mushroom production and growers. <a href="http://www.mushrooms.ie">www.mushrooms.ie</a>
12.00	Lunch	
13.00	Bus back to airport	
Approx. 15.00	End of ICOP 2014	

Excursion – group 2		
08.00	Bus from hotel – transfer to Keelings	
08.30	Keelings – visit and networking	Keelings is a 100% Irish-owned family business, focused on growing, sourcing, shipping, marketing, sales, distributing fresh produce and supplying first-in-class produce-specific ERP software solutions and consultancy. Its head office is located in FoodCentral, Co. Dublin, Ireland Keelings started producing fruits and salads in the 1930's supplying produce to local Dublin markets. The Company has expanded to its current size with 5 divisions - Keelings Retail, Keelings Farm Fresh, Keelings Market, Keelings International and Keelings Solutions. Keelings is headquartered in Ireland but has operations in the UK, Europe and is currently expanding into Asia. <a href="http://www.keelings.com">www.keelings.com</a>
10.30	Bus back to airport	
Approx. 10.45	End of ICOP 2014	



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## Programme information

In case of questions, please do not hesitate to contact us:

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- **All-inclusive fee for the Conference on the 25<sup>th</sup> of November and one of the excursions on the 26<sup>th</sup> of November: 555 € / person (Conference entrance, coffee breaks, lunch & drinks, transfer in line with excursion are included)**
- **Price for the gala dinner inclusive of drinks: 60 € / person (optional, to be booked separately)**
- **Programme in the afternoon / evening on the 24<sup>th</sup> of November (optional, to be booked separately): price = 89 € / person (included are a guided city tour, a whisky tasting tour at Jameson, as well as the visit of a pub incl. of food excl. of drinks)**

**10 % reduction of price if booked before September 30<sup>th</sup> 2014.**

**All-inclusive prices are exclusive of VAT and accommodation.**

**Deadline of registration is October 31<sup>st</sup> 2014.**

Conference entrance, coffee breaks, drinks and lunch on the 25<sup>th</sup> of November as well as the visit of and transfer to Keelings OR CMP on the 26<sup>th</sup> of November 2014 are included in the all-inclusive fee. Food and drinks are not included in the excursion fee. We offer special prices for groups of seven at minimum (please contact gfa-consulting for details).

Evening dinner incl. of drinks on the 25<sup>th</sup> of November is optional and has to be booked separately. The attendance of a companion to the dinner is possible but has to be booked and paid separately.

The evening programme on the 24<sup>th</sup> of November 2014 is optional and has to be booked separately.

You will receive an invoice with the confirmation of your registration, please pay upon receipt. Participation is only possible when full payment has been received on our account prior to the conference. Cancellation: In case of cancellation after October 15<sup>th</sup> 2014, the cancellation fee will amount 50 % of the all-inclusive fee. In case of cancellation after the 1<sup>st</sup> of November 2014 the cancellation fee will amount 100 % of the all-inclusive fee. In case of non-appearance or in the event of cancellation on the very day of the event, we will charge the full all-inclusive fee. The cancellation must be made in writing without exception, but of course you may name an alternate participant. Subject to modifications of the programme and event cancellation. All fees are subject to 23 % VAT.

