

Don't miss:

# Soil, Water and Precision Management



a CCA Technical Event **Thursday 15 March 2012. 8am - 3.30pm**

**FREE attendance. Booking essential!**

According to a DEFRA report, total water usage in English agriculture topped 180 million cubic metres in 2009/2010 costing on average £0.49/m<sup>3</sup> and resulting in a £90 million bill for the industry. Water has become even scarcer in this region making efficiency a top priority for farmers.

Soil management is another topical area and the industry is faced with a depleted body of professional soil management specialists to fall back on. To address both these vital issues, the CCA is holding Soil, Water and Precision Management, a highly relevant and practical event which features a modular seminar programme as well as field demonstrations and informative indoor exhibits.

To allow you to plan your time at Soil, Water and Precision Management the two technical programmes run concurrently. The programme is then repeated after lunch.

### Technical programme timetable:

8.00	Registration: Coffee and bacon butties	
	WATER	SOIL
9.00	<b>Improving water efficiency</b> Dr Jerry Knox - University of Cranfield	<b>Farming systems, research &amp; soil management</b> Ron Stobart - NIAB TAG
9.30	<b>Making the abstraction licensing regime work for you</b> Paul Hammett – NFU & Jonathan Thompson – EA	<b>Soil and crop nutrition</b> Jo Franklin - farmer & agronomist
10.00	<b>Irrigation equipment – getting it right</b> Bill Basford - Agri Mechanisation Consultant	<b>Cultivating potato crops</b> Dr Mark Stalham - Cambridge University Farm
10.30	<b>Demonstration Test Catchment</b> Prof. Kevin Hiscock, UEA, Wensum	<b>Managing soil compaction for profit &amp; soil health</b> Tim Chamen – Controlled Traffic Farming
11.15	<b>Panel of speakers</b>	

11.30	Lunch: Hog roast	
	WATER	SOIL
12.30	<b>Improving water efficiency</b> Dr Jerry Knox - University of Cranfield	<b>Farming systems, research &amp; soil management</b> Ron Stobart - NIAB TAG
1.00	<b>Making the abstraction licensing regime work for you</b> Paul Hammett – NFU & Jonathan Thompson – EA	<b>Soil and crop nutrition</b> Jo Franklin - farmer & agronomist
1.30	<b>Irrigation equipment – getting it right</b> Bill Basford - Agri Mechanisation Consultant	<b>Cultivating potato crops</b> Dr Mark Stalham - Cambridge University Farm
2.00	<b>Demonstration Test Catchment</b> Prof. Kevin Hiscock, UEA, Wensum	<b>Managing soil compaction for profit &amp; soil health</b> Tim Chamen – Controlled Traffic Farming
2.45	<b>Panel of speakers</b>	

Field demonstrations start at 9.00am and will continue until 11.15am. They start again at 12.30pm and will finish at 3.00pm.

Learn new techniques  Apply the latest principles  View cutting-edge equipment



The European Agricultural Fund for Rural Development (EAFRO) Europe investing in rural areas

# Soil, Water and Precision Management

## Can you afford to miss it?

### Tickets

Grant aided by LandSkills East, this event is free to attend and will include breakfast bacon rolls (served from 8am) and a hog roast lunch. **BOOKING IS ESSENTIAL** - for tickets contact: Ches Broom, tel: 01603 731309 or email: [cbroom@easton-college.ac.uk](mailto:cbroom@easton-college.ac.uk)

Businesses interested in being part of this event should contact: Helen Bibby at Anglia Farmers, tel: 01603 881881 or email: [helen.bibby@angliafarmers.co.uk](mailto:helen.bibby@angliafarmers.co.uk)

### How to find us

#### By Road

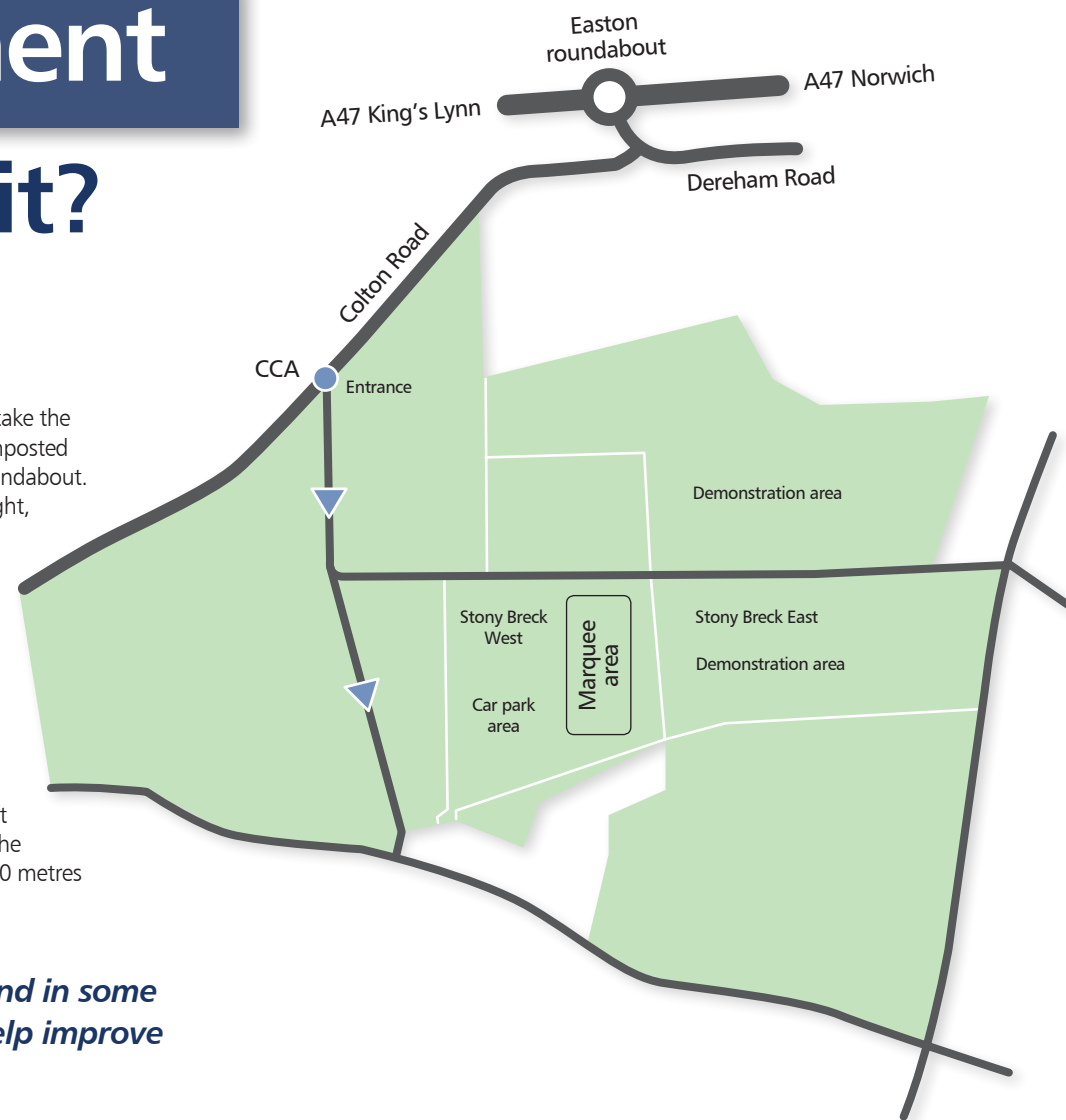
From London, approach Norwich on the A11, take the second exit at the Thickthorn Roundabout, signposted A47 to Swaffham. Travel 5 miles to Easton Roundabout. Take the first exit and then immediately turn right, signposted to Colton. After about 150 metres turn left, signposted CCA and follow the signs.

#### From Norwich

On the A47 towards Swaffham and Dereham take the first exit at the Easton Roundabout. Immediately, take the first right, signposted to Colton. After about 150 metres turn left, signposted CCA and follow the signs.

#### From Kings Lynn

On the A47 towards Norwich take the third exit at the Easton Roundabout. Immediately, take the first right, signposted to Colton. After about 150 metres turn left, signposted CCA and follow the signs.



“Highly practical, this new event will deliver up to date, relevant and in some cases innovative ideas farmers can put in to practice immediately to help improve yields and efficiency and to invest wisely to reduce running costs.”

David Lawrence, Principal of Easton College.