

Horsch sponsors CropTec 2015

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Horsch will be one of the key sponsors at CropTec 2015 in the UK. Building on the success of last year's event, CropTec will be held on Tuesday, 24 and Wednesday, 25 November at the East of England Showground, Peterborough.

Registration

To encourage knowledge exchange among the British farming community, we have made this year's event FREE for farmers. However, they must make sure they pre-register online in order to claim their free place.

Registration is now open via our user-friendly website www.croptecshow.com, tickets are also available to purchase for non-farmers, priced at £12.

Timing

The timing for this year's CropTec is ideal: growers will know the out turn and value of this year's harvest, while cash-flow for the coming season will be mapped out. Autumn-sown crops will be established with their potential in the balance, much of that dependent on the latest technical advice and input. It will also provide the ideal opportunity to learn about the prospects for the global harvest and prices.

Topical

The dates also ensure this year's event will be particularly topical. CropTec 2015 provides the perfect platform to learn about the most cost-effective solutions for dealing with the impact of CAP reform, including compliance and to reflect on the new Government's response to changes. There will be an update on the legally binding Sustainable Use Directive measures which come into force on November 26. Including all the latest news on EU pesticide legislation threatening to cut at least 25 per cent of active ingredients, leading to a drastic reduction in yields and profitability in its wake.

Technical

CropTec's technical content will deliver solutions to the constraints currently facing the combinable crops sector. It is designed to help growers reduce their unit production costs in order to remain competitive in the

increasingly dynamic, global market place – even when prices are low.

The seminar programme will form a backdrop to this highly topical, technical business-to-business event. The programme begins with Crop Establishment, followed by the inter-related subjects of Crop Nutrition; Crop Protection and Plant Breeding. CropTec will be the only event in the agricultural calendar where a maximum of up to 8 BASiS points are available for attending the seminars and knowledge trails.

The exhibition will be bigger this year showcasing the latest innovations in technology, research and development and equipment, designed to encourage knowledge transfer on stands. It's not about showcasing the biggest piece of equipment a manufacturer has in their portfolio, it's about how a particular piece of kit can help increase production, improve efficiencies and sustain growth for an arable business.

Given the crucial role of pesticides in maintaining healthy, profitable crops, CropTec 2015 sees the introduction of a Spraying Technology Hub to complement the Crop Protection seminar. Given the likelihood of reduced availability of active ingredients and changes in spraying legislation, it will focus on training, stewardship schemes, improving efficacy, drift reduction and safe disposal.

Other technical hubs centre on business, innovation, research and development, while a special Student Careers Forum sets out to help the industry by encouraging new entrants which are the key to providing and utilising the latest technology.

New for 2015

The CropTec Student Careers Forum, sponsored by EDGE Careers and in conjunction with the East of England Agricultural Society, has been designed to inspire and support students in the arable sector. With the agricultural industry facing increasing pressure to recruit new and existing entrants, the one-day session, held on the second day of the event, will offer students an insight into a variety of career options.

From practical farming and research to engineering and consultancy, students will hear professional speakers and fellow graduates explain a typical working day, roles and responsibilities and challenges and benefits.

Source: HORSCH