

# ASSOCIATION OF APPLIED BIOLOGISTS FORWARD CONFERENCE PROGRAMME



## 2009

- 19 May **Pesticide Application in Sport Leisure & Amenity Areas**  
SCI HQ, Belgrave Square, London, UK (Pesticide Application)
- 2-4 June **Integrated Agricultural Systems: Methodologies, modelling and measuring** Scottish Agricultural College, Edinburgh, Scotland (AAB Multidisciplinary)
- 16-17 September **Potatoes: viruses and their vectors**  
University of York (PP&CI, Virology & Nematology Groups)
- 23 September **AAB AGM**  
Holiday Inn, Basingstoke, UK
- 23-24 September **Measuring and marketing the environmental costs and benefits of agricultural practice**  
Holiday Inn, Basingstoke, UK (CATE Group)
- 12-14 October **Agriculture: Africa's "Engine for Growth" – Plant science & biotechnology hold the key**  
Rothamsted Research, Harpenden, UK (AAB Multidisciplinary)
- 11-12 November **Acrylamide influence of plant genetics, agronomy & food processing**  
Rothamsted Research, Harpenden (PP&CI Group))
- 15 December **Advances in Nematology**  
Linnean Society of London, Piccadilly, London, UK (Nematology Group)
- 15-16 December **Plant Microbial Interactions: Positive and Negative Interactions in Relation to Agricultural and Natural Ecosystem Function**  
Olde Barn Hotel, Grantham, UK (AM&B Group)

## 2010

- 5-7 January **International Advances in Pesticide Application**  
Robinson College, Cambridge, UK (Pesticide Application Group)

*President:* Professor Michael Jeger, PhD, FIBiol, FIMA, FLS

Registered Charity No: 275655

**In conjunction with LEAF**

A two day conference

at the Holiday Inn, Basingstoke, UK  
on 23-24 September 2009

**FIRST ANNOUNCEMENT AND  
CALL FOR PAPERS**

**Measuring and marketing the  
environmental costs and benefits of  
agricultural practice**



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Further information about the AAB and online booking for these conferences is available on the AAB website  
<http://www.aab.org.uk>

Association of Applied Biologists  
The Warwick Enterprise Park  
Warwick, CV35 9EF  
Registered Charity No. 275655  
Tel: +44 (0)2476 575195



INVESTOR IN PEOPLE

# Measuring and marketing the environmental costs and benefits of agricultural practice

in conjunction with LEAF

at the Holiday Inn, Basingstoke, UK

on 23-24 September 2009

**(BASIS Points will be applied for)**

Can consumers trust 'green' and/or 'ethical' sourcing claims? There is increasing consumer interest in food produced in more environmentally friendly ways. Even in highly processed foods, where many of the intrinsic product attributes are only weakly related to those of their ingredients, consumers are asking questions which relate directly to agricultural management. Can we provide clear answers? Modern agri-food systems are complex and highly heterogeneous. Agriculture has shaped the UK countryside and has a range of visible and invisible impacts on the environment. Not all of these impacts and benefits are easy to measure or to link clearly to food products. Many trade-offs and interactions take place throughout the food chain; do some matter more than others?

This conference provides a critical opportunity for researchers and practitioners concerned with environmental management in the food chain to consider

- 1) how the costs and benefits of agricultural practices can be measured in practice
- 2) how such information can be used to support marketing claims.

The conference will bring together researchers and practitioners to share experiences, highlight new approaches, review the success of initiatives currently in place and look for new opportunities. Oral presentations will draw together principles and practice; posters will illustrate key case studies and throughout there will be plenty of opportunity for discussion.

During the first afternoon of the conference there will be a field trip to visit Manydown Farm at Wootton St Lawrence, Near Basingstoke. This farm is accredited under LEAF Marque, Assured Combinable Crops Scheme and is a LEAF Demonstration Farm.

Papers and posters from the conference will be reproduced in a volume of *Aspects of Applied Biology*, which will be available to delegates at the conference. The organisers will also identify key papers to be submitted for publication in *Annals of Applied Biology*. Please send your offer to the AAB office. (Email to [anna@aab.org.uk](mailto:anna@aab.org.uk); Fax +44 (0)1789 470234). Alternatively, you can submit an offer online, giving the title of the paper, authors, affiliations and a short synopsis of your paper. Click on ABSTRACTS in the left hand column of the AAB home page, then click on the conference title. You can register your email and, after being sent a password, can upload your offer. Please indicate whether your offer is for a platform presentation or a poster. Please ensure your pop up blocker is off, otherwise the Abstract may not upload.

**DEADLINE FOR CALL FOR CONTRIBUTIONS IS 10 JUNE 2009**

**FIRST DRAFTS OF PAPERS TO BE SENT TO AAB OFFICE BY 1 AUGUST 2009**

For further information please check the website - [www.aab.org.uk](http://www.aab.org.uk)

# Measuring and marketing the environmental costs and benefits of agricultural practice

in conjunction with LEAF

at the Holiday Inn, Basingstoke, UK

on 23-24 September 2009

(Please tick appropriate boxes)

Please send me further details and booking forms when they become available   
I am not an AAB member (Members will receive this information automatically)

I wish to offer a paper/poster presentation paper as detailed below (please indicate which)

I wish to have a commercial exhibit at the conference

I would be interested in sponsoring a speaker or hospitality (please call Carol Millman 02476 574998)

SURNAME: ..... INITIALS: .....

TITLE (Prof/Dr/Mr/Mrs/Ms or other): .....

MAILING ADDRESS: .....

..... POST CODE: .....

Tel No: ..... Fax No: ..... E-mail: .....

TITLE OF PAPER/POSTER: .....

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OUTLINE OF CONTENTS or ABSTRACT ON SEPARATE PAGE: .....

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**Please return to:**

**Measuring and marketing the environmental costs and benefits of agricultural practice**

AAB Office, The Warwick Enterprise Park, Wellesbourne Warwick CV35 9EF, UK

Tel: + 44 (0)2476 575195 Fax: +44 (0)1789 470234: E-mail: [anna@aab.org.uk](mailto:anna@aab.org.uk)

<http://www.aab.org.uk>