

The world's leading fresh produce conference and networking events

FPJ

By FPJ Staff

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IPL boss joins FPJ Live lineup

Mike Snell to discuss Asda's fresh produce sourcing and consumer initiatives at flagship event on 8 October



Mike Snell

IPL managing director Mike Snell is the latest big name to join the FPJ Live speaker lineup.

Snell, who is in charge of buying fresh produce for Asda, will discuss the retailer's sourcing strategy through IPL, initiatives in the fruit and vegetable aisles and analysis of the latest consumer trends.

He will be speaking at the flagship fresh produce event at the Ricoh Arena in Coventry on 8 October, which this year features the addition of an innovative multi-stage format, alongside FPJ Live's trademark fast-paced multimedia 'show'.

Also new to the programme is chef, author and healthy eating campaigner Melissa Hemsley, who will discuss her latest work around food waste as well as

giving her view on how to promote better diets. And continuing the important topic of food waste will be Jess Latchford, founder of surplus food specialist Waste Knot.

In a substantial session looking at opportunities beyond the supermarket, directors of new business The Food Heroes, Simon Martin and chef Pierre Koffmann, will talk about how they plan to offer quality, branded produce directly to the restaurant trade.

Vernon Mascarenhas, director of Nature's Choice, will explore the latest trends in vertical farming, and Paul Walker from New Spitalfields Market will discuss the move towards a composite London wholesale market.

In a lighter-hearted – but no less important – segment, fundraiser

and self-styled "fruity endurance athlete" Sally Orange will outline how she plans to raise money for charity by running seven marathons on seven continents in seven days – all dressed as different pieces of fruit or veg.

FPJ Live will feature bosses from some of the biggest suppliers, retailers, wholesalers and industry bodies discussing the big issues in a 'chat show' format. The event is expected to be extremely popular and delegates are urged to book up early to secure their place. An early bird rate is currently available, with further discounts for groups of two or more.

See www.fpjlive.com for more information and to book.