



BOPP AGM and Technical Seminar

'Making the most from marketing'

Thursday 25 June 2009

This year BOPP is back at the Sutton Bonington Campus of Nottingham University for its one day AGM and Technical Seminar.

In a change from previous years, the Technical Seminar will concentrate on marketing rather than technical issues with a number of speakers covering subjects such as the future of the ornamentals industry, managing consumer expectations and product branding. The seminar will culminate in a discussion about the way forward with the BOPP logo / brand.

There will also be important announcements at the AGM; Chairman Steve Homer will give us his view of how the BOPP Scheme will develop in the future, there will be news about changes to the Gold / Silver Grower and Packhouse Standards, new developments planned for the BOPP website will be outlined and the potential for electronic auditing will be discussed

Booking forms and a full agenda for the day are available on the BOPP website (www.bopp.org.uk) or from Jeanette Soer on 01954 268205, email: jeanette.soer@adas.co.uk.

We hope you can join us for what should prove to be an interesting day.