



WGIN Stakeholders' Meeting
Rothamsted Research
4 December 2013

BIOGRAPHIES OF PANELLISTS

Prof Peter Shewry has spent over 30 years studying aspects of cereal seed development and composition in relation to quality, integrating work at the genetic, molecular, biochemical and biophysical levels. He has chaired the WGIN Management Group since its inception and had led several multidisciplinary projects funded by the BBSRC and EU. He is currently a Distinguished Research Fellow at Rothamsted and Professor of crops and health in the Centre for Food Security at the University of Reading. His current research focuses on the role of wheat as a source of dietary fibre and other beneficial components in the human diet.

Prof Simon Edwards is Professor of Plant Pathology at Harper Adams University. His main area of interest has been in the development, validation and application of DNA-based quantification of plant pathogens. Since 2001 he has led several key studies on the epidemiology and control of Fusarium head blight of cereals and resulting mycotoxins. These studies informed the FSA "Codes of Practice to reduce mycotoxins in Cereals" and the HGCA "Guidelines to minimise risk of Fusarium mycotoxins in cereals". Simon is a member of the UN/WHO Joint Expert Committee on food additives and natural contaminants.

Ed Flatman is the senior wheat breeder for Limagrain based in Suffolk, close to where he grew up on the family farm. He has been a cereal breeder for 25 years, initially joining the Plant Breeding Institute (PBI) following a master's degree in plant breeding at Cambridge. Since then he has been a breeder of both barley and more recently wheat. His main focus has always been the delivery of commercial varieties across all the market sectors, especially now with the ever increasing challenge of raising the overall level of productivity whilst maintaining consistency of yield and reliability in end-use quality. To accomplish this he is looking to integrate an increasing range of tools into the programme to assist the selection process by investigating not only the background genetics but also aspects of agronomy, physiology, pathology and end user demands.

Clare Leaman has worked in variety evaluation at the National Institute of Agricultural Botany (NIAB), Cambridge for the last 23 years. For the majority of this

time Clare has worked with combinable crops and more recently this has narrowed down to cereals. Much of Clare's work revolves around knowledge transfer within the industry both through the NIAB TAG Network (membership scheme) as well as to a much wider audience. Translating data and trial information into a digestible format for the growers and agronomists to use on the front line is a high priority. Clare is widely regarded as a key source of independent variety advice to growers.

Keith Norman is currently Technical Director for Velcourt Ltd. He graduated from the University of Newcastle-Upon-Tyne with an honours degree in agriculture, specialising in crop production. Since then, Keith followed a career in practical farm management for 6 years, initially as a working farm manager and eventually becoming arable manager on a 1200 hectares estate in Lincolnshire before in 1989 changing to a more technically-based role supporting Velcourt's team of farm managers in crop production technology and managing Velcourt's in-house trials activity. Keith has worked on various overseas projects in Spain, France, Germany and Zambia and has been actively involved in Velcourt's recent activities in Russia and the Ukraine. Velcourt's R&D is primarily focused on providing its team of 46 farm managers with totally independent technical information from which they can make cost-effective decisions to optimise yield and profit. In addition, Velcourt are partners in many larger, collaborative projects funded by DEFRA and TSB.

Dr Simon Penson heads the Cereals and Milling department at Campden BRI. The department was formerly based at Chorleywood as part of the Flour Milling and Baking Research Association (FMBRA). Simon has over 15 years' experience in the agri-food sector, having held posts in the plant breeding industry before spending 9 years in food manufacturing at Kraft Foods. In his current role, Simon is primarily interested in the quality of cereals and cereal-derived ingredients. In this area he is a member of several industry technical committees and is chair of the American Association of Cereal Chemists International's (AACCI) Grain and Flour Approved Methods Technical Committee. Simon also holds the position of Honorary Lecturer in the School of Biosciences at the University of Nottingham. Simon's current areas of focus include sustainability of quality wheat production, development of improved methods to predict end-use quality and promotion of the health benefits of cereal-based foods.

Prof Roger Sylvester-Bradley is Head of Crop Performance with ADAS and an Honorary Professor of temperate crop physiology with the University of Nottingham. After a career of over 40 years Roger says there has never been a more exciting time to be an agricultural scientist, so he refuses to retire. He claims to have invented the concept of Canopy Management – now used internationally. He currently leads the new Yield Enhancement Network and a range of research projects on yield improvement, nutritional efficiency and nitrous oxide emissions. His work is published in over 200 scientific papers.