

**The Ambient and Chilled Food Procurement Seminar,
Tuesday 3rd November 2009, The Studio, Birmingham**

- 10.00am** **Registration**
- 10.10am** **Refreshments and exhibition viewing:**
Held in rooms 'Open', 'Look' and 'Listen'.
- 11.00am** **Introduction to CEL Procurement:**
Julie Craig, Director, CEL Procurement.
- 11.15am** **What does the Ambient and Chilled Food Agreement offer?**
Alan Heron, Senior Procurement Manager, CEL Procurement.
- 11.35am** **Supplier overview 1: Brakes, 3663 and AF Blakemore**
Short presentations from each supplier to showcase some of the innovations to enable you to maximise value for money and reduce cost and inefficiency.
- 12.20pm** **Lunch and exhibition viewing:**
The exhibition is a chance to meet the suppliers and the CEL Procurement team.
- 1.20pm** **Supplier overview 2: DBC Foodservice and Kff**
Short presentations from Michael Barrett, Sales and Marketing Director, DBC Foodservice and Sarah-Jayne Lowe, Key Account Controller, Kff.
- 1.55pm** **The benefits of buying food collaboratively:**
Jonathan Main, Assistant Director, Royal Holloway University of London and Chair of Ambient Food Product Group, TUCO.
- 2.10pm** **Integrating healthy nutrition and food sustainability:**
A live demonstration by 3663 chefs on how your organisation can overcome the sustainability dilemma of declining fish stocks whilst meeting the nutritional requirement for individuals to eat more fish.
- 2.30pm** **Q&A session:**
Put your questions to our speakers and the event Chair, Julie Craig, Director, CEL Procurement.
- 2.45pm** **Close**

The seminar will take place in the Discover room and the exhibition, lunch and refreshments will take place in rooms 'Open', 'Look' and 'Listen'. Please note the event agenda may be subject to change.