

## **Oats2020 Invitation and Update**

August, 2015

The Oats2020 conference will be the premier oat conference this year in Europe. Over two days, it will bring together stimulating research findings, exciting market opportunities and, through discussion and network, reveal the collective challenges that those engaged in the oat industries will have to face in the coming years.

With a limit to the number of delegates who can be accommodated, and as a sponsor, we would urge your early booking. The conference includes two nights' accommodation in single bedrooms, lunches, evening drinks and a conference dinner, all for a subsidised price of £475, which makes this a very cost effective occasion for those with an interest in oat. From breeding for consumers, field to food, feed to pharma, it will be wide reaching and it is the organisers' hope that, over the two days of conference, with ample networking, we can energise the oat crop going forward.

Further details are available from the flyer reproduced below, from the website [www.oats2020.org](http://www.oats2020.org) or by email [oats2020@aber.ac.uk](mailto:oats2020@aber.ac.uk), with the programme shortly to be finalised.

Keep up to date with Senova at [www.senova.uk.com](http://www.senova.uk.com).

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**Monday 23 – Wednesday 25 November 2015**

**The Best Western Plus Manor Hotel, Solihull, CV7 7NH**



**[www.oats2020.org](http://www.oats2020.org)**

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Food sustainability and climate change are high on the political and agricultural agenda but so too is the production of quality and nutritious food. Oats are unique. Environmentally benign, the oat grain is arguably the most nutritious cereal yet faces real challenges if its true potential is to be realised.

Adopting the title "**Oats2020**" the congress aims to bring a visionary approach to how those challenges can be overcome, providing a forum where researchers, producers, processors and consumers can share and exchange knowledge in formal and networking sessions.

From science to application, breeding to plate, from field to mill, the programme covers the entire oat value chain with presentations, and exhibits reflecting our diverse and dynamic industry. Oats2020 is about the future of oats.

Ensure you are a part of it and join us in Birmingham in November 2015.

**Oats2020 is organised by The Institute of Biological, Environmental and Rural Sciences (IBERS) at Aberystwyth University with support from the main sponsor Senova Ltd.**

Contact the organisers at **[www.oats2020.org](http://www.oats2020.org)** or via email to **[oats2020@aber.ac.uk](mailto:oats2020@aber.ac.uk)**

## **Background**

Oats are undergoing a resurgence not only for human food, but as animal feed and a high value feedstock for industrial application. Process technology goes hand in hand with genetic development opening new opportunities for adding value through an increasingly diverse application. Attracting those engaged within the oat supply and value chain, this conference has the following objectives:

- Disseminate outcomes of projects and research from Europe and North America
- Provide an opportunity to put recent research on oats in the context of human health and nutrition
- Provide a forum for the identification of breeding and research targets that meet end user requirements
- Identify future opportunities for oats along the supply chain
- Share the challenges facing oats and consider appropriate strategies
- Encourage alliances and new collaborations/ consortia including public:private partnerships

## **Who should attend Oats2020?**

This conference will bring together representatives of academia, organisations and companies working across the entire oat supply chain including health professionals, industrialists and animal nutritionists. Oats2020 will attract participation from the following:

- Oat breeders and geneticists
- Human nutritionists
- Oat agronomists
- Innovative food companies
- Oat processors
- Animal feed industry
- Oat traders and merchants
- High value industrial users
- Animal nutritionists
- Researchers and Levy boards (AHDB)

## **Speakers**

The Oats2020 conference is expected to attract world class expert speakers from across the oats community. Full details will be added to the conference website as speakers and topics are confirmed.

The aim over the two days will be to balance formal presentations with ample social time to renew old friendships and to make new ones.



## Scientific programme

### Session 1 Oats today and tomorrow

- Market status and developments
- Identifying challenges and adoptive strategies
- Diet health and nutrition what this means for oats
- Research opportunities, Public Private Partnerships.
- New tools and technologies (including genomics)

### Session 2 Opportunities for oats: human health and nutrition

- Oats- their role in health and nutrition
- Optimizing the free from food trend
- Educating consumers
- Milling quality
- Overcoming mycotoxins
- Ingredients for cereals / baked goods

### Session 3 Opportunities for oats: animal feed and industrial uses

- Improving feed value of oats for monogastrics and ruminants
- Reducing the environmental impact of animal production
- Oats for cosmetics and well being

### Session 4 Improving sustainability of the oat crop

- Optimising production including nutrient use efficiency
- Lifecycle analysis
- Winter hardiness
- Organic production
- Improved disease resistance

## Conference Centre and Registration

The Manor Hotel Meriden has been carefully selected for its convenient central location, its facilities, proven service and high standard. The registration fee includes two nights' accommodation in single bedrooms, lunches, coffee and tea breaks, evening drinks and a conference dinner all for £475 (GBP) which we feel represents excellent value for money. Don't delay, book today, and be part of the future of oats.

Registration will open Tuesday 5 May 2015 from the conference website [www.oats2020.org](http://www.oats2020.org)

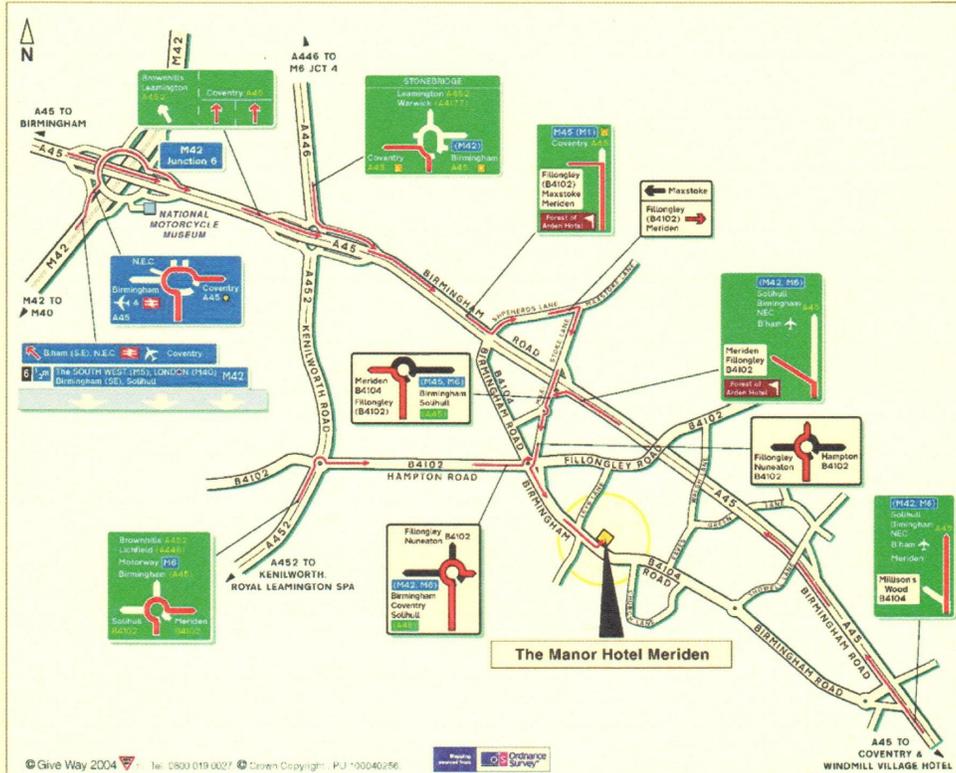


**THE MANOR HOTEL MERIDEN**  
Meriden, West Midlands CV7 7NH

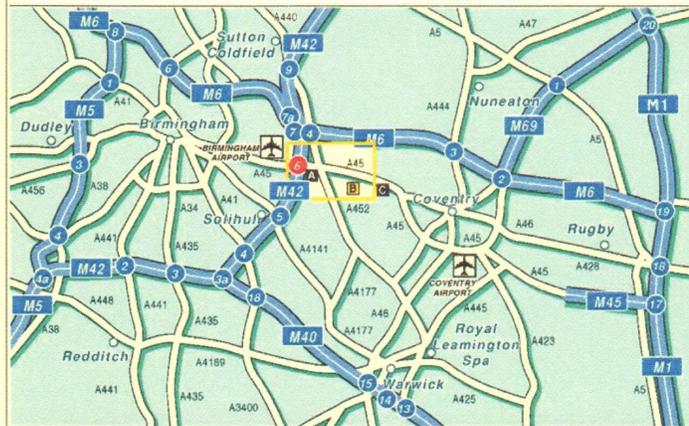
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**Public Transport**

-  By Rail, Birmingham International Station. Approximately 10 minutes by taxi.
-  By Air, Birmingham International Airport. Approximately 10 minutes by taxi.

- A** THE NATIONAL MOTORCYCLE MUSEUM
- B** THE MANOR HOTEL MERIDEN
- C** WINDMILL VILLAGE HOTEL

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