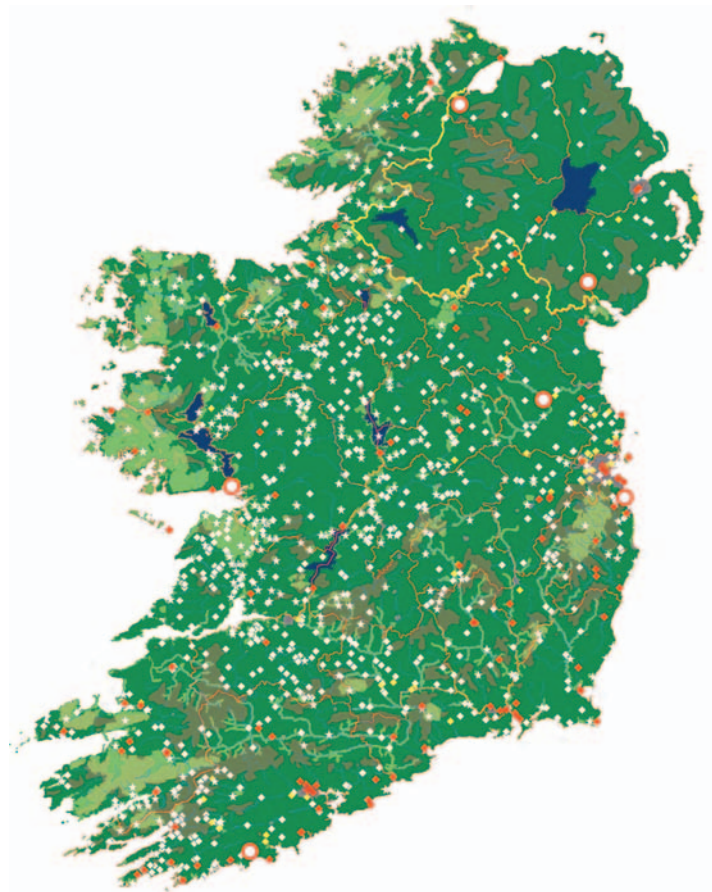


GREEN IRELAND

branding for farming, food & eco-tourism

conference

WWW.GMFFREEIRELAND.ORG/CONFERENCE



**16-18 JUNE
2006
KILKENNY
CASTLE**

GREEN IRELAND CONFERENCE

**BRANDING AND PROTECTION FOR SUSTAINABLE FARMING, SAFE FOOD AND ECO-TOURISM
KILKENNY CASTLE, 16-18 JUNE 2006 • CO-HOSTED BY GM-FREE IRELAND AND AN TAISCE**

Ireland's world famous clean green image provides a competitive advantage for our food, farm, and tourism industries. But this could soon be lost due to pollution from incinerators and genetically modified animal feed, seeds and crops. The Green Ireland conference provides a historic opportunity for politicians, stakeholders, and experts to explore democratic participation, legal rights and responsibilities for the future of food and farming — and our brand recognition in a globalising world.

SPEAKERS

- **Vandana Shiva**, Director, Research Foundation for Science, Technology and Ecology. Winner of the Right Livelihood Award. Author, *Biopiracy - the plunder of nature and knowledge*. (India)
- **Percy Schmeiser**, Farmer who was sued after being contaminated by GMO crops. Member of the International Forum for the Future of Food and Agriculture. (Canada)
- **Deborah Koons Garcia**, Director, *The Future of Food*. (USA)
- **Benedikt Haerlin**, Director, Foundation on Future Farming. Co-ordinator, Save Our Seeds. Convener of the annual European Conference on GMO-free Regions. (Germany)

Brody Sweeney, O'Briens Sandwich Bars • **Vincent Cleary**, Glenisk Organic Ireland • **Muiris Kennedy**, Bord Bia • **Eddie Punch**, Irish Cattle & Sheepfarmers Association • **Kate Carmody**, Irish Organic Farmers and Growers Association • **John Brennan**, Leitrim Organic Farmers Coop • **Dr. Stanley Ewen**, Grampian University Hospitals Trust (UK) • **Dr. Philip Michael**, Irish Doctors Environmental Association • **Clare Oxborrow**, Friends of the Earth Europe • **Jack O'Sullivan**, Environmental Management Services • **Frank Corcoran**, European Environmental Bureau • **Michael Ewing**, Centre for Sustainability, Sligo Institute of Technology • **Michael O'Callaghan**, GM-free Ireland (chair) + **others TBA**.

FRIDAY 16 JUNE: page 2

- **Forging a GM policy for Ireland:**
Global, European and local perspectives on patented and genetically modified crops: Keynote speeches, stakeholder perspectives, panel discussions. Reception and dinner.

SATURDAY 17 JUNE: page 3

- **Forging a GM policy for Ireland:** action planning workshops for stakeholders.
- **Integrity and diversity of ecosystems, agricultural traditions, and foods:**
Ecosystem integrity, agricultural biodiversity, farming practice, gastronomic traditions - and the health risks of GM crops, animal feed, and food: Expert presentations & panel discussion.

SUNDAY 18 JUNE: page 4

- **Green branding, natural heritage and eco-tourism:**
International best practice, green branding, and *Ireland - the food island*.
- **Who decides? Democratic rights, responsibilities and public participation:**
The Aarhus Convention (on access to Information, public participation in decision-making, and access to justice in environmental matters) and the proposed Strategic Infrastructure Bill (to limit public participation in the planning process): Expert presentations and panel discussion.
- **The future of Irish food and farming: time to choose.**
Open space discussion with panelists, stakeholders and participants.

WHO SHOULD ATTEND

- Policy makers in government, local authorities, and the farming, food and tourism industries.
- Farmers, food producers, food exporters, food retailers, animal feed suppliers and landowners.
- National Park administrators, tourism industry professionals, hoteliers, restaurateurs & chefs.
- Environmental NGOs, health professionals, educators, media people, and consumers.

REGISTRATION €450 institutions • €200 individuals • €150 concession • see page 5.

SPONSORSHIP For sponsorship opportunities and initial sponsors see pages 6 - 7.

CONTACT Tel + 353 (0)404 43 885 • mobile + 353 (0)87 799 4761

CONFERENCE PROGRAMME (subject to minor changes)

FRIDAY 16	1. FORGING A GM POLICY FOR IRELAND day I	
09:30 - 10:00	conference registration	
10:00 sharp	Morning session: patented and genetically modified crops	
10:00 - 10:15	Welcome and introduction by chair: Michael O'Callaghan, Co-ordinator, GM-free Ireland Network	
10:15 - 11:00	Keynote speeches: the global context: plant patenting	
	Vandana Shiva	Research Foundation for Science, Technology and Ecology, India
	Percy Schmeiser	World Commission on the Future of Food and Agriculture
11:00 - 11:30	The European context: GMO-free zones	
	Clare Oxborrow	Friends of the Earth Europe
11:30 - 11:45	Panel discussion with audience	
11:45 - 12:05	Coffee break	
12:05 - 12:45	The local context: the advantage of keeping Ireland GM-free	
	Michael O'Callaghan	GM-free Ireland Network
	Eddie Punch	Irish Cattle and Sheepfarmers Association
	Kate Carmody	Irish Organic Farmers & Growers Association
	R. Lewis or E. Doyle	Euro-Toques Ireland
12:45 - 13:30	Panel discussion with stakeholders	
13:30 - 15:00	Lunch break	
15:00 sharp	Afternoon session: stakeholder perspectives	
15:00 - 15:10	Introduction by chair	
15:10 - 15:30	Health risks of GMO crops, animal feed, and food:	
	Dr. Stanley Ewen	Consultant Histopathologist, Grampian University Hospitals Trust
15:30 - 16:15	Irish food industry perspectives:	
15:30 - 15:45	Vincent Cleary	M.D. Glenisk Organic Ireland
15:45 - 16:15	Brody Sweeney	Chairman, O'Briens Sandwich Bars
16:15 - 16:45	Irish farm industry perspectives:	
	speaker TBA	Irish Farmers Association (IFA)
	speaker TBA	Irish Creamery & Milk Suppliers Association
	Eddie Punch	Irish Cattle and Sheepfarmers Association
16:45 - 17:00	Eco-tourism industry perspective:	
	John Brennan	Leitrim Organic Farmers Cooperative
17:00 - 17:15	Coffee break	
17:15 - 17:45	EC, Irish Government & N.I. Assembly policies:	
	speaker TBA	Irish Dept. of Agriculture and Food policy
	speaker TBA	UK / Northern Ireland policy
17:45 - 18:30	Forging a GM-free Ireland strategy: panel discussion w. stakeholders	
18:30 - 20:00	Free time	
20:00 - 22:30	Reception & buffet dinner in Kilkenny castle	

SATURDAY 17	1. FORGING A GM POLICY FOR IRELAND day II			
09:30 – 10:30	GMO plenary part III: action planning workshops for stakeholders			
09:30 - 09:45	Introduction			
	Michael O'Callaghan			
09:45 - 10:30	Report on success of stakeholder initiatives in Europe			
	Benedikt Haerlin, Convener of the European GMO-free Regions Conference	Organiser of the annual European GMO- free Regions Conference Director, Foundation for Future Farming Director, Save Our Seeds		
10:30 – 11:10	Action workshops 1:	feed	farm	food
11:10 – 11.25	Coffee break			
11:25 – 12:15	Action workshops 2:	food retail	restau- rants	schools
12:15 – 12.55	Action workshops 3:	government	local au- thorities	consumers
12.55 – 14.00	Lunch break			
14:00 – 15:30	Film screening: The Future of Food (at the Kilkenny Ormonde Hotel) Introduced by the Director, Deborah Koons Garcia			
15:30 – 15:45	Refreshments			
15:45 – 16:45	Action workshop reports (at the Kilkenny Ormonde Hotel)			
16:45 – 17:00	Coffee break			
17:00 sharp	2. AGRICULTURAL BIODIVERSITY & FOOD SAFETY			
17:00 – 17:15	Diversity of food and farming - the battle for civilisation: Video message from Carlo Petrini, Slow Food International			
17:15 – 17:30	The Future of Food: talk by film-maker Deborah Koons Garcia			
17:30 - 17:50	Marketing <i>Ireland – the food island</i>			
	Muiris Kennedy	Bord Bía		
17:50 – 18.00	Clean air and clean water:			
	Jack O'Sullivan	Environmental Management Services		
18:00 – 18:10	Clean topsoil:			
	Dr. Philip Michael	Irish Doctors Environmental Association		
18:10 – 18:30	Health risks of GMOs:			
	Dr. Stanley Ewen	Grampian University Hospitals Trust		
18.30 – 19.00	Panel discussion: speakers TBA			
19:00 – 20:00	Free time			
20:00 – 22:00	Reception & dinner at the Kilkenny Ormonde Hotel With speech by Deborah Koons Garcia			

SUNDAY 18	3. GREEN BRANDING, NATURAL HERITAGE & ECO-TOURISM	
09:30 sharp	Natural heritage and eco-tourism	
09:30 – 10:15	Welcome and introduction: Frank Corcoran, An Taisce	
	speaker TBA	
10:15 – 10:30	Natural heritage report from Northern Ireland	
	speaker TBA	
10:30 – 10:45	Natural heritage report from Wales	
	speaker TBA	
10:45 - 11:00	Panel discussion	
11.00 – 11.15	Coffee break	
11:15 – 11:45	Green branding: Ireland – the food island	
	Open space discussion with conference panel and participants	
11:45 – 12:15	Irish eco-tourism	
	Damian O'Brien	Bord Fáilte / Ireland's Tourist Board (to be confirmed)
	speaker TBA	Green Box eco-tourist scheme
12:15 – 13:00	Open space discussion with conference panel and participants	
13:00 – 14:00	Lunch break	
14:00 sharp	4. WHO DECIDES? Democratic rights, responsibilities and public participation in environmental decision-making	
14:00 – 14:10	Introduction: Michael O'Callaghan, GM-free Ireland Network	
14:10 – 14:30	The Aarhus Convention on Access to Information, Public Participation in Decision-making and Access to Justice in Environmental Matters	
	Michael Ewing	Researcher on Environmental Governance Centre for Sustainability, Sligo Institute of Technology
14:30 – 14:50	Ireland's proposed Strategic Infrastructure Bill to limit public participation in the planning process for controversial projects	
	Frank Corcoran	Chair, An Taisce – the National Trust for Ireland Vice-President, EEB European Environmental Bureau
14:50 – 16:00	5. THE FUTURE OF IRISH FARMING: panel discussion	
	Open space discussion with panellists, stakeholders and participants.	
16.00	Conference ends	

REGISTRATION:

We have only 150 places available and the conference is expected to sell out quickly. The deadline for registration is Thursday 14 June.

Please call us first on (0404) 43 885 to confirm availability, and consult the table below for your registration fee (depending on whether you want to attend the full conference or specific sessions only). Then be sure to make out your cheque to **GM-free Ireland** and mail it – along with your choice of events (A or B, C, D, E, F), your name, address, phone and email – to GM-free Ireland, Little Alders, Knockrath, Rathdrum, Co. Wicklow.

Note: registration fee does not cover accommodation. There are many hotels and B&Bs in Kilkenny, including the Kilkenny Ormonde Hotel, tel (056) 23 900.

EVENTS AND RATES	corporate	individual	concession
<p>Full conference (recommended):</p> <p>The full pass provides access to all events including reception and buffet dinner in Kilkenny Castle on Friday night, reception and dinner at the Kilkenny Ormonde Hotel on Saturday evening, and light refreshments throughout the conference.</p>	€ 450	€ 200	€ 150
If you can't attend the full conference, you can register for specific events:			
<p>Friday all day:</p> <p>Forging a GM policy for Ireland part I: Keynote speeches, stakeholder perspectives, discussions. Includes reception & buffet dinner at Kilkenny Castle</p>	€ 200	€ 70	€ 30
<p>Saturday morning:</p> <p>Forging a GM policy for Ireland part II: Strategic action planning workshops for stakeholder groups. Note: Prior attendance at the Forging a GM Policy event on Friday is highly recommended to participate in these workshops</p>	€ 75	€ 30	€ 25
<p>Saturday afternoon:</p> <p>Agricultural biodiversity and food safety</p>	€ 75	€ 30	€ 25
<p>Saturday evening:</p> <p>Reception and dinner in Kilkenny Ormonde Hotel</p>	€ 50	€ 50	€ 50
<p>Sunday:</p> <p>Green branding, heritage & eco-tourism + Democracy: rights, responsibilities and public participation + Concluding panel discussion</p>	€ 50	€ 20	€ 20

SPONSORSHIP

The **Green Ireland Conference** presents an historically unique opportunity to link your brand with safe GM-free food and Ireland's clean green image before key players in the national farm and food industries, as well as an international media audience.

The **celebrity keynote speakers**, and event date - following GM-free Ireland's successful campaign to defeat the GMO potato experiment near the Hill of Tara - are certain to attract **international media attention** to the conference and its sponsors at a time when Irish and European consumers are increasingly demanding safe, natural, organic and GM-free food. The level of concern may be gauged by the **1.26 million hits from 43,000 visitors** who logged in to the GM-free Ireland website in the past 12 months.

The Green Ireland Conference is designed to introduce its audience of policy makers and the media to its sponsors in a positive way. Supporting this event is a **world-class PR gesture** for any socially responsible corporate or institutional sponsor (or for an individual philanthropist) seeking recognition as an Irish community leader. The link with **Ireland - the food island**, our international lineup of dynamic and socially engaged speakers, and the global publicity we will leverage through our campaign to conserve Ireland's GM-free status - along with the event's upbeat message of hope for the future - mean your sponsorship is guaranteed to make a long-lasting and very positive impression.

The conference proceedings will be sent to the Minister of Agriculture and Food and to the Minister for the Environment and Local Government, posted on the GM-free Ireland web site. Related emails will be sent to **tens of thousands of consumers** in Ireland.

PRINCIPAL SPONSOR BENEFITS: € 10,000 - €25,000

Your company name will link with the Green Ireland branding in the conference promotion and publicity materials, as well as in publication of the conference proceedings and the GM-free Ireland website. **The concept of safe GM-free Irish food will become linked with your name in the public mind.** For example:

- Company name and logo will appear prominently on the conference posters, publicity, press kit and web site.
- Company name will be prominently mentioned in a series of press releases before, during and after the event.
- Company officials will have a prominent role in the press conference, panel discussions, and official receptions and dinners.

SUPPORTING SPONSOR BENEFITS: € 1,000 - €9,999

- Your company name and logo will be incorporated into all promotional materials.
- Links to your web site from the GM-free Ireland web site at www.gmfreeireland.org.
- Complimentary copies of *The Future of Food DVD* and conference proceedings.

ALL SPONSORS CAN EXPECT TO:

- Make thousands of impressions on the Irish consumer target audience via the GM-free Ireland web site.
- Achieve substantial media coverage on TV, in print, and on broadcast radio in Ireland, with some international coverage.
- Make a lasting impact. Conference materials will be distributed internationally.
- Position your brand as socially and ethically responsible.
- Prove to consumers that your company or organisation is truly committed to sustainable farming, safe food and a positive future.

For all enquiries please contact Michael O'Callaghan on (0404) 43 885.

SPONSORS

We wish to acknowledge the support of private donors, and the Office of Public Works for staging this conference at The Parade Tower, Kilkenny Castle.

GLENISK ORGANIC IRELAND

GLOBAL VISION CONSULTING Ltd

GM-FREE IRELAND NETWORK

IRISH DOCTORS ENVIRONMENTAL ASSOCIATION (IDEA)

IRISH ORGANIC FARMERS AND GROWERS ASSOCIATION (IOFGA)

KILKENNY DESIGN CENTRE

KILKENNY ORMONDE HOTEL

SLOW FOOD IRELAND / DUBLIN CONVIVIUM

SLOW FOOD IRELAND / EAST CORK CONVIVIUM

THE ACADEMY OF EVERYTHING IS POSSIBLE

CONFERENCE SECRETARIAT

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