



THE FEDERATION OF BAKERS

ANNUAL CONFERENCE
Wednesday, 20th May 2009

SPEAKERS' BIOGRAPHIES

JOE STREET **MANAGING DIRECTOR, FINE LADY BAKERIES LTD**



Born in Manchester in 1947, Joe has spent his entire career in the baking industry and is currently in his 44th year! He was originally one of a number of management trainees with British Bakeries who were sponsored through Hollings College, Manchester. He subsequently worked in many of their bakeries, resigning from RHM as Bakeries Director, Retail in 1989.

Joe joined Fine Lady Bakeries in January 1990 as MD, working directly for the Heygate family.

He has been a Council Member and Honorary Treasurer of the Federation of Bakers for a number of years and, more recently, has played a leading role in establishing the use of an industry wide bread basket.

Outside of work, Joe is a keen sports fan with a particular liking for good football, delightedly his roots dictate that he supports Manchester City.

JOHN CRIDLAND, CBE **DEPUTY DIRECTOR-GENERAL, CBI**



As Deputy Director-General of the CBI, John Cridland is responsible for the management of the CBI's policy and membership activities. He is a key spokesman for the business community, in the media and on public platforms, and has extended the CBI's global footprint and its reputation for policy leadership. He is also Vice Chair of the National Learning and Skills Council and a member of the Council of Cranfield University. John studied history at Christ's College Cambridge and joined the CBI in 1982. He has been Director of Environmental Affairs and of Human Resources Policy. He spent 10 years on the Low Pay Commission and the ACAS Council, and was also a member of the Commission on Environmental Markets and Economic Performance. He was awarded the CBE in 2006.

DR SUSAN JEBB, OBE **HEAD OF NUTRITION AND HEALTH RESEARCH, MEDICAL RESEARCH COUNCIL**



Dr Susan Jebb is Head of Nutrition and Health Research at the Medical Research Council Human Nutrition Research unit (HNR) in Cambridge. Susan trained in nutrition and dietetics prior to her PhD at the MRC Dunn Nutrition Unit. She has a particular interest in the role of dietary factors in the aetiology and treatment of obesity and its related metabolic diseases and her research team specialise in highly controlled dietary intervention studies. She is an Honorary Officer of the European Association for the Study of Obesity and the former Chair of the UK Association for the Study of Obesity. Susan also leads the HNR Communication team who focus on the translation of nutrition science into policy and practice. Susan is Chair of the cross-government Expert Advisory Group on Obesity and Science Advisor to the Foresight 'Tackling Obesities: Future Choices' project. She is a member of the FSA Expert Review Panel on Nutrient Profiling. She was recently an Expert Advisor to the Cabinet Office Strategy Review on Food. In 2008 she was awarded an OBE for services to public health.

SCOTT CLARKE
CATEGORY DIRECTOR, BAKERY - TESCO



Scott joined Tesco as Category Director for Bakery in January 2009. Prior to this he has worked for a number of well known FMCG companies such as Scott Ltd, Gillette and RHM in various Sales and Customer Marketing roles.

Scott worked in the bakery industry for British Bakeries for 3 years between 2004 and 2007, where he held the position of Head of Category Management and latterly Marketing Controller.

He is married with two young sons and he enjoys running, walking and reading in his spare time.

JULIAN HUNT
DIRECTOR OF COMMUNICATIONS, FDF



A journalist by training, Julian joined the Food and Drink Federation as director of communications in August 2006. In this role, he is responsible for ensuring the Federation maintains a high media profile, maintains strong relationships across a wide range of stakeholder groups and communicates appropriately with member companies.

Before joining FDF, he was the award-winning editor of the highly respected weekly magazine The Grocer – a post he held for almost five years. Although he mostly focused on the consumer goods sector in his 19 years as a business journalist, Julian also reported on the global packaging industry and the international shipping sector.

He is married to Gail and they have a son named Thomas. In his spare time Julian is a school governor, a trustee of the FareShare food redistribution charity and a supporter of the trade's welfare charity Caravan. Julian was also a founding board member of the School Food Trust.

PETER KENDALL
PRESIDENT, NFU



Peter Kendall farms in Eyeworth, East Bedfordshire, in partnership with his brother Richard. 620 hectares of combinable crops are grown on the home farm and contracting and rental agreements are also operated with four local farmers. The farm has changed over the last ten years from a very traditional mixed farm to a totally arable unit.

Peter took a degree in Agricultural Economics at Nottingham University, before returning to the family business in 1984.

He was Chairman of NFU Cereals in 2003, before becoming Deputy President in 2004 and President in 2006, and is also a Vice-President of the European farm organisation, COPA. Peter sits on a variety of bodies in the UK and Europe including IGD's Policy Issues Group.

At the top of his list of priorities is ensuring that the growing importance of agriculture and horticulture to food security and climate change are not only recognised by the Government, but reflected in its policies affecting farming right across the board. But he sees moving all sectors towards sustainable profitability as also being vitally important.

PAUL MOLYNEUX
QUALITY DIRECTOR, HOVIS



Paul Molyneux joined Rank Hovis Ltd as a trainee wheat buyer and spent time in production management in mills before becoming Site Technical Manager at Rank Hovis, Southampton. In 1996 he moved to head the Rank Hovis Central Laboratory and became Rank Hovis Technical Director in 2001.

Since 2004 Paul has been Division Technical Director responsible for effective raw material utilisation, food safety and customer technical support across the Hovis Division of Premier Foods. In November 2007 Paul was made responsible for Innovation within Hovis.

Paul chairs industry technical panels for both the milling industry and plant bread industry in the UK. He is also a Director of one of the UK's main food industry research organisations – Campden BRI.

TIM SMITH
CHIEF EXECUTIVE, FOOD STANDARDS AGENCY



Tim Smith took up post as Chief Executive of the Food Standards Agency on 1st April 2008.

Tim Smith is the former Chief Executive of Arla Foods UK plc. The company, which is responsible for a number of major food brands, is now part of Arla Foods amba, Europe's largest dairy manufacturer. He was appointed Chief Executive of Arla Foods in early 2005.

Tim Smith graduated from Leeds University with a degree in microbiology and zoology. He has spent his entire career in the food business: from 1979 to 1994 he was at Northern Foods, finishing his career there as a Divisional Director. After five years at Sara Lee Corporation, where he was President of UK operations, he joined Express Dairies plc as Executive Director. Express Dairies merged with Arla Foods in October 2003.

GORDON POLSON
DIRECTOR, THE FEDERATION OF BAKERS



Gordon took over as Director of the Federation of Bakers in 2005 following over 20 years experience of managing trade associations including positions with the British Amusement Catering Trades Association, the British Insurance Brokers Association, National Association of Steel Stockholders, the Federation of Ophthalmic and Dispensing Opticians and the Aluminium Federation.

Since joining the Federation, Gordon has been instrumental on focusing on the issues facing plant bakers including consumer health issues, challenges of European legislation, and rising input costs. However the success of the plant baking sector has come about as a result of innovation in many areas.

Gordon is an honours graduate, holds an MBA and is a member of the Chartered Institute of Secretaries.

He is married with two children, (aged 16 and 13), and lives in north Oxfordshire.