



THE FEDERATION OF BAKERS

ANNUAL CONFERENCE
Wednesday, 16th May 2007

SPEAKERS' BIOGRAPHIES

BRIAN ROBINSON **CHAIRMAN, THE FEDERATION OF BAKERS**



Aged 60, Brian, a former chartered accountant, was born in New Zealand.

He has worked in senior positions in the baking industry for over 30 years. For 8 years Brian held the position of Chief Executive of George Weston Foods Baking Division in Australia and New Zealand.

Brian became Chief Executive of the Allied Milling & Baking Group in January 2006. His current responsibilities include Allied Bakeries, Allied Mills, Speedibake and AB Ireland.

Outside of work, he follows most sports and is a keen supporter of rugby union and motor racing. Brian is married and has three grown up children.

DAME DEIRDRE HUTTON CBE **CHAIR, FOOD STANDARDS AGENCY**



Dame Deirdre Hutton CBE became Chair of the Food Standards Agency in July 2005. She has served on a number of public bodies and has considerable experience of corporate governance, risk-based regulation and consumer policy. She is Vice-Chair of the European Food Safety Authority Management Board and Deputy Chair of the Financial Services Authority. For five years, she was Chair of the National Consumer Council, having formerly chaired the Scottish Consumer Council. Prior to her appointment at the Food Standards Agency, she was a member of the Better Regulation Task Force.

She has held a number of positions on bodies dealing with food issues, including Chair of the Foresight Panel on the Food Chain and Crops for Industry, Chair of the Food Chain Centre, and membership of the Policy Commission on the Future of Farming and Food (the Curry Commission).

PROFESSOR JEYA HENRY **HEAD OF NUTRITION & FOOD SCIENCE, OXFORD BROOKES UNIVERSITY**



Professor Jeya Henry trained at the London School of Hygiene & Tropical medicine and is currently the Head of Food Sciences and Nutrition at Oxford Brookes University and Royal Society Visiting Professor at the Chinese University of Hong Kong. He served as a Board Member of the UK Food Standards Agency and acts as a Consultant to the WHO, UNICEF, & Asian Development Bank.

Professor Henry's major research interests are in energy metabolism, obesity, and human growth. He has published over 150 papers & edited five books. In April 2007, he delivered the IFST annual lecture on Nutrition.

ROSS WARBURTON MBE
DIRECTOR, WARBURTONS LIMITED



Ross Warburton joined the family business 18 years ago starting as a General Manager in the Retail Business. He worked in this position for four years before being appointed General Manager at Back o'th' Bank bakery. After two years at the bakery, Ross progressed to joint Managing Director with Brett Warburton.

In 1991, he was elected Executive Chairman, where he oversaw the rapid expansion of the company. He stayed in this position for nine years until Jonathan Warburton became Executive Chairman in 2001. Ross plays an active

role in the family business and remains a Main Board Director.

Ross also pursues other business interests. He is Chairman of Uniq Plc, UK & European Chilled foods business, and a director of W.Jordan Ltd, the cereals company.

Ross has inherited the family interest in bread, and is the Vice Chairman of the Federation of Bakers. In addition to his support to the bread industry, Ross is the Treasurer and Vice President of the Food and Drink Federation, where he works to promote the interests of the UK food manufacturing industry in conjunction with government and other agencies. He was awarded the MBE in 2004 for services to the food industry.

EDWARD GARNER
COMMUNICATIONS DIRECTOR, TNS WORLDPANEL



Throughout his professional career, Ed has gained vast knowledge of the promotions, advertising and grocery retailing sectors, which he has implemented across a variety of roles. He began his working life in Unilever, gaining experience in sales, marketing, and market research before moving to TNS.

Ed is a well-respected individual in his field and is regularly invited to speak at key international industry events. He has presented at conferences across Europe, USA, Australasia and Asia Pacific for numerous organisations including IGD, Citigroup, McKinsey, PwC, Marketing Week, ADMAP, AGRA, The Grocer and many leading UK FMCG clients in addition to occasional radio and TV work.

Edward is married with two expensive daughters and his hobby is wistful examination of old bank statements from the days when he used to have money.

MILES WARNICK

CHIEF OPERATING OFFICER, BREAD BAKERIES DIVISION PREMIER FOODS



Born in 1956, Miles Warnick was educated at Aylesbury Grammar School and St John's College, Oxford, where he studied engineering. After gaining a BSc Hons degree, he joined Rank Hovis McDougall plc in 1978 under the graduate entry scheme as a Production Trainee. Initially based at the Battersea flour mill he undertook a series of production and engineering roles at sites, at regional level and at Head Office.

In 1989 Miles moved to Chesswood Produce Ltd, England's largest mushroom growing concern, as Operations Director taking up the post of Managing Director in 1991. He was Chairman of the English Mushroom Board from 1992 to 1996.

During 1996 Miles moved to British Bakeries as Planning Director for a year before being appointed Managing Director at Rank Hovis in 1997. At this time he, also, became a Divisional Director of RHM sitting on the RHM Executive. In addition to his Managing Director role at Rank Hovis, he became and continues to be a director of a number of companies associated with The Incorporated National Association of British & Irish Mills Ltd (NABIM) of which he was President between 1999 and 2001 and Vice President 2004 to 2005. He, also, became Managing Director of McDougalls Foods Limited in 1997, Managing Director of Holgran Limited in 2000 and RHM Technology Limited in 2002. Miles has been the UK representative on GAM, the European milling trade association since 1999 and Chairman of the Millers Mutual Association since 1999.

In June 2002 under the divisional structure of the RHM Group, Miles took on the role of Chief Operating Officer for the Bread Bakeries Division with responsibility for Rank Hovis (including Fleming Howden, Holgran and RHM Technology), British Bakeries, Le Pain Croustillant, and President of RHM France (Sofrapain and Martine). In May 2004 he was made Chairman of the Federation of British Bakers and became a director of the Food and Drink Federation.

In March of this year, RHM was acquired by Premier Foods and Miles joined the Operations Board as Chief Operating Officer for Bread Bakeries.

Miles is a Chartered Engineer and is a member of the Institute of Electrical Engineers and the Institute of Mechanical Engineers.

He is married with three children.

IAN BENTLEY

TRADING EXECUTIVE - PROTEIN & AGRICULTURE, MARKS & SPENCER PLC



Ian has pursued a long and varied career with Marks & Spencer. After 11 years in Store Management, including a spell in mainland Europe, he transferred into the Food Buying office in 1988. Since then he has been involved in virtually every food category as Buyer, Category Manager, or Trading Executive.

At various times he has represented Foods in business wide strategic management and change management programmes, and he also spent 2 years running the Marks & Spencer Food Supply Chain operation. He currently heads the Protein and Frozen area with emphasis on the Marks & Spencer Agricultural agenda.

SYLVIA MACDONALD
EDITOR, BRITISH BAKER



Sylvia Macdonald is editor of the weekly magazine: British Baker. She studied journalism for three years with the ultimate aim of writing about the food industry.

When she arrived at British Baker she said it was like a 'homecoming'. "A fast moving magazine, a fabulous, passionate and caring industry and my two main interests of business and people, combined with my two favourite foods - bread and cakes." Sylvia's hobbies include hiking, skiing, swimming, gardening and food.

PROFESSOR ROBERT PICKARD
DIRECTOR-GENERAL, BRITISH NUTRITION FOUNDATION



Robert Pickard is Director-General of the British Nutrition Foundation, Emeritus Professor of Neurobiology at the University of Cardiff, Visiting Professor at the Royal Agricultural College, Cirencester, and Fellow of the Institute of Biology and the Royal Society of Medicine.

The Foundation is an independent scientific charity which promotes the wellbeing of society. He is also Chairman of Which?, the Consumers' Association, and serves on a wide variety of scientific advisory committees in support of the broadcasting media, companies, government departments and research programmes.

For the Department of Health and the Royal Society for the Promotion of Health, Professor Pickard has recently been appointed Chairman of the national NGO Forum, which facilitates the interface between policymakers and 92 NGOs working for health improvements.

On the Governing Council of EuroFIR, he supports the effort currently underway in 47 European institutions to interconnect 19 databases on the composition of 21,000 different foods.

JOSEPH 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 42nd 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, although sadly his roots dictate that he supports Manchester City.

DR. ANDREW WADGE
CHIEF SCIENTIST & DIRECTOR OF FOOD SAFETY
FOOD STANDARDS AGENCY



Andrew started his career at Westminster Medical School carrying out research on the effects of environmental pollution upon health. He continued research in this area and was awarded a PhD from King's College London in 1985.

After a short spell of post-doctoral research he joined the Department of Health where he worked on the health effects of environmental pollution advising Ministers on issues such as asthma and air pollution. In April 2000 he moved to the Food Standards Agency and brought together people from MAFF and DH to form a new culture around the FSA's values of putting the consumer first. Under his leadership consumer confidence in the handling of food safety issues has grown significantly.

Andrew was appointed as Director of Food Safety in August 2003. He is the Agency's Chief Scientist and the lead media spokesman for the Agency on food safety issues.

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 focussing 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 14 and 11), and lives in north Oxfordshire.