



**AGENDA**

**12-13 OCTOBER, 2016**

**WORLD FERTILIZER  
DAY**



[Fertilizers Europe](#) is an association that represents the majority of fertilizer producers in Europe. It is recognized as the dedicated source of information on mineral fertilizers. The association collaborates with a wide variety of institutions, legislators, stakeholders, and members of the public who seek information on fertilizer technology and topics related to today's agricultural, environmental, and economic challenges.

The association consists of 15 corporate members of fertilizer producers and eight national associations in Europe. The secretariat, based in Brussels, collaborates with the members and builds relationships with meaningful institutions with aim of advancing the agriculture industry in Europe and beyond.



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# WORLD FERTILIZER

# DAY

Fertilizers are an integral part of our our agriculture and account for 50% of the global food production. The world's population has tripled over the past fifty years, and is expected to increase by one billion in the coming decade, projecting it to exceed 8 billion by 2025.

While in the 1960s, one hectare of land fed two people, it is known that by 2025, five people will need to be fed from one hectare of land. Thanks to fertilizers, this one hectare of land now yields more crops and food, feeding a quickly growing population.

It is important to give recognition to the breakthroughs that agricultural research has given to the world. Therefore, marking the anniversary of Fritz Haber's patent on "synthesis of ammonia from its elements", today known as the Haber-Bosch process, on 13th of October 2016, we will observe the first World Fertilizer Day to celebrate research that will continue to feed the world for decades to come.

# 12-13 OCTOBER, 2016

# LAUNCH EVENT

# AGENDA

## WEDNESDAY, 12 OCTOBER

<b>Morning</b>	Arrival: London Luton Airport/London Heathrow Airport
<b>11:00 - 11:30</b>	Welcome coffee
<b>11:30 - 12:15</b>	Welcome speech by Achim Dobermann, Director of Rothamsted Research Centre
<b>12:15 - 13:00</b>	Lunch in the conference centre
<b>13:00 - 15:00</b>	Walking tour of the Rothamsted Research Centre's field trials
<b>15:00 - 17:00</b>	Workshop: tour of the centre's facilities
<b>17:00 - 18:00</b>	Journey to London
<b>19:30 - 22:00</b>	Dinner with researchers and directors

## THURSDAY, 13 OCTOBER

<b>Morning</b>	Arrive to conference site: The Farmers' Club
<b>10:00 - 11:00</b>	Q&A round table workshop with executives of fertilizer production companies and agriculture specialists
<b>12:30 - 14:00</b>	Lunch in central London
<b>14:30 - 15:30</b>	Tour of London: London Eye

# ROTHAMSTED RESEARCH CENTRE

[Rothamsted Research Centre](#) is the longest running agricultural research station in the world, providing cutting-edge science and innovation for nearly 170 years.

Their mission is to deliver the knowledge and new practices to increase crop productivity and quality and to develop environmentally sustainable solutions for food and energy production.

No single approach can deliver sustainable agriculture with high productivity and value. A broad perspective that encompasses the whole plant system is needed and a careful balance of approaches is required. Rothamsted integrates biotechnology with other areas of science such as agronomy and agro-ecology so both existing and new knowledge can be implemented through agricultural practice.

Their strength therefore lies in their integrated, multidisciplinary approach to research in plant and soil science.

