

Securing long term landbank for composts, digestates and other bioresources: Exploring the roles of risk, perception and quality assurance to maximise value

21st May 2019, The Studio, Leeds

09:00 – 09:30 – Registration

Setting the scene: balancing benefits and risks from organic materials

John Williams, Principal Soil Scientist, ADAS

- Benefits of using organic materials in agricultural systems
- Complying with:
 - Farming rules for water
 - Clean air strategy
- How recycling organic materials can help meet the objectives of the 25-year Environment Plan

Emerging contaminants in biosolids and biofertilisers used in agriculture

Prof Stephen Smith, Professor of Bioresource Systems, Imperial College London

- Understanding the sources, context and risks associated with environmental contaminants
- Contaminant patterns in different bio-materials spread on land and the pathways of exposure from agricultural utilisation
- Action plan and taking responsibility for contaminants in bio-materials used for food production

Phosphate Acceptance Map: A new research tool for determining land suitability for application of biosolids

Dr Ruben Sakrabani, Senior Lecturer in Soil Chemistry, Cranfield University

- Novel and evidence-based decision support method for assessing land suitability for biosolids application at a national scale
- Number of key national datasets have been utilised such as the National Soil Map (Natmap), the 'National Soil Inventory' (NSI), geology and land use, as well as topography and prevailing climatic data
- Use field-based trials related to application of biosolids
- Considers both the environmental characteristics of the land under assessment, as well as the expression of nominal stakeholder values and protected areas

Morning break

The problem of microplastics: Managing evidence and perception in Scotland

Alison McKinnie, Project Manager – Organics, Zero Waste Scotland

How to influence on-farm practice: moving beyond the science

Dr David Christian Rose, Lecturer in Geography, University of East Anglia

- Focus of the talk will address how to encourage adoption of management practices on-farm
- Implementation is rarely a scientific question
- Rather, practice is driven by perceptions, attitudes, and practicalities
- The talk will explore how to influence farmer behavior, with examples from a project about organic amendments

Networking lunch

Market research & planning

Steve Hallam, Hallam Marketing

- Imagine you run the biosolids operation of a utility (or are responsible for disposing of some other 'waste' material), and your CEO informs you that you must start charging for it – without jeopardising its disposal.
- How do you approach such a challenge? What are the key decisions that you will need to take? What information will be needed to support these? How can you obtain this? How do you make sense of it? How do you focus on what really matters? How do you turn all this into a coherent and complete plan?
- This presentation uses a recent case study to demonstrate how such a challenge could be approached, and how the innovative use of a powerful market research technique was used to identify the ideal price level.

Designing and delivering United Utilities Recycling Biosolids performance commitment in AMP7

Richard Brindle, Head of Bioresources Strategy, United Utilities

- The requirements for designing an outcome delivery incentive
- How the performance commitment and outcome delivery incentive for AMP7 will work
- How organisations can help us deliver the performance commitment

Afternoon break

Marketing recycled fertilisers; honesty is always the best policy

Kristy Blakeborough-Wesson, Biomass Fertiliser Sales and Feedstock Co-Ordinator, Secanim Ltd

- Why keeping it in-house could and should work
- Right place, right time, right setup
- Play to product strengths, yet acknowledge limitations
- Don't be afraid to walk away, on both sides
- Communication is key

Regulatory considerations in securing outlets for bioresources

Adam Newman, Consultant, WRM Ltd

- Overview of applicable legislation and the constraints it imposes
- The core elements of a successful strategy and how to implement it

Panel discussion - *Perception: when does evidence become irrelevant, and what can we do about it?*

17.00 – Close

Supported by:

