



# Business

AUTUMN 2011

## Congratulations - Graduation success

Congratulations to all the Degree and FdSc/HND Business students for their achievements this year and in particular Danielle Camp, Anwen Gardner and Daisy Johnston who were awarded First Class (Hons) Degrees. Sponsored prizes are detailed below.

<b>Chartered Institute of Marketing Food &amp; Drink group</b>	Daisy Johnston
<b>Noble Foods</b>	Danielle Camp
<b>Lloyds TSB Prize</b>	Anwen Gardner
<b>McConnel Prize</b>	James Willcox
<b>DHL Grass Routes Challenge</b>	Tom Woolman, Jonathan Coleman, Helen Ross, Danielle Camp, Daisy Johnston, Chris Langdon
<b>Spearhead Prize</b>	Matt Lloyd, Tom Ringham, Rob Bennett, Will Simpson, Ben Hiles, Adam Evans
<b>CMI Undergraduate Prize</b>	Bethan Watkins



Danielle Camp receiving her award from Sarah Dean, Noble Foods

## Honorary degrees for key figures in food & farming

Justin King CBE, Chief Executive of J Sainsbury PLC received an honorary doctorate in recognition of his leading role in the development of high quality food retailing in the UK that is committed to sustainable principles and working with the farming industry through programmes such as the Development Group scheme and the Farming for the Future initiative.

An honorary doctorate was also awarded to Dr Geoffrey Davies OBE, Managing Director of Alamo Group Europe Ltd, in recognition of his leading role in agricultural engineering in the UK and internationally and his support for economic development in the Marches area. The Board of Governors also wished to recognise Dr Davies's significant contribution to Harper Adams over many years, supporting individual students and, more broadly, the work of the University College and its Engineering Department.

Mr Matthew Dempsey, Editor and Chief Executive of the Irish Farmers' Journal, was awarded an honorary doctorate



L-R: Tony Burgess, Justin King CBE, Alison Blackburn OBE, Matt Dempsey, Dr David Llewellyn, Dr Geoffrey Davies OBE and Peter Bloxham.

in recognition of his leading role in farming journalism and in particular his personal commitment to the communication of the importance of science and technology in the development of the farming industry in Ireland, the UK and in the wider global context.

# A summer placement position with Sainsbury's

by Harriet Wilson

*BSc (Hons) Agri-Food Marketing with Business Studies*

In July 2011 I had a fantastic opportunity to complete a food product technology summer placement with Sainsbury's at their Store Support Centre in Holborn, London. The selection process involved an on-line process of managerial questions and numerical and verbal reasoning tests. After succeeding in the first round of 200 applicants, the second round involved giving a presentation on how to improve a product and then a group exercise of producing an Easter recipe card. It felt like being on *The Apprentice!* I was successful in the selection process and started my placement on 4th July as part of the Agricultural team. My first tasks involved helping with the organisation and running of the Sainsbury's stand at the Great Yorkshire and Royal Welsh shows. This was a great way for Sainsbury's to highlight the commitments that they make to their producers and suppliers, as well as communicating key messages of quality, sustainability and high animal welfare standards to customers.

Back in the office, I worked on various projects for the team including a review of the pesticide lists, designed Woodland Eggs and Poultry pages for the new corporate website, compared the CSR reports of competitors to complete a benchmarking document and I worked on a project to identify the implications to welfare and finance when sheep tails



*Sainsbury's summer placement team. Harriet is front row, second from the left.*

are docked above the vulva. I helped to produce a Category Plan Presentation, assisted at Sainsbury's Sydenham store following the riots, attended supplier meetings and dealt with queries (in all shapes and sizes). There were lots of ends to tie up following the completion of the shows, including thank you letters, a Post Implementation Review and booking accommodation for 2012.

Overall, by engaging with commercial teams, technologists and suppliers

I gained a better insight into the business as a whole and had a fabulous experience.

I have gained lots of key contacts within the industry and have already been offered work experience by Noble Foods which is fantastic. It has made me realise the importance of gaining experience in other areas of agriculture and to take as many opportunities as I can to continue building upon my knowledge and the content of my CV.

## Sunday Times University Guide 2012

- Retained title as the Best University College for the 5th year running
- In the top 50 of universities surveyed
- 6th in Student Satisfaction survey
- 6th Teaching Excellence
- 94.4% of students in employment six months after graduating



# A summer research position

by Sebastian James

*BSc (Hons) Agri-Food Marketing with Business Studies*



During the summer of 2011 I worked as a researcher for a PhD student researching fresh produce waste in the supply chain. The research was centred on produce that was not marketable due to events in the field or greenhouse or during packaging and processing. The project focused on lettuce, soft fruit, herbs and potatoes. The project lasted 10 weeks with 5 weeks at Harper Adams and the other 5 weeks at Reading University.

I started with background reading and research to learn the basics of fresh produce production and to understand where the areas of wastage would be. I then prepared questionnaires and organised visits to fresh produce growers near Harper Adams. I visited PDM where I was able to see harvesting of lettuces and potatoes. I saw the harvesting rigs in action and questioned the farm managers to find out where the areas of waste were. There was also a visit to Lower Reule Farm where strawberries are grown in polytunnels.

Then I moved to Reading University and went on a further 3 visits. They were very different being more industrial. I visited VHB who grow potted and cut herbs in greenhouses, Vitacress

who grow and process salads and Mack multiples who import, ripen, pack and distribute fresh produce.

After each visit I was required to write a case study which included a background to the business, the results of the questionnaire, a supply chain diagram and their growing methods. For the final part of the project all of this information was compiled into a document and a presentation. The project was a real eye opener for me and made me more aware of the fresh produce sector and the jobs involved. Also the experience will hopefully prove useful when studying fresh produce production in year 2 and in applying for a placement job for my third year.

The project wasn't all work though; there were 8 research students from the UK and France, so there was a good social life as well during the project.

I would recommend a research project to anyone hoping to gain extra knowledge and experience relevant to their course.

# Final year student's team challenge

The final year students from Beijing Agricultural College and all the final year business, agri-food, agri-business and food students attended a team building event at Albrighton Hall Shrewsbury at the start of term. Students worked in groups and completed a variety of problem solving and team building exercises, some based on the ground and some involved climbing poles and crawling through tunnels. Communication skills, trust, and support were all essential elements of the day as was a sense of humour and adventure!!

It gave all students an opportunity to get to know each other.

Many students felt challenged at the outset but achieved activities beyond their expectations and had a great sense of fulfilment at the end of the day. The students felt that the timing of the activity was a perfect way to start their final year of study. The students now feel more prepared and have an understanding of the requirements of group work ready for their final year group assignment.

Students also have the opportunity to learn more about China and the language as Mandarin classes have been introduced in an evening for staff and students.

This newsletter represents students and events from the Business Management with Marketing, Agri-Food Marketing with Business Studies and Agri-Business courses. If you would like further information on these courses see the website, [www.harper-adams.ac.uk](http://www.harper-adams.ac.uk)

For feedback or further information  
Please contact:

**Pam Whitehouse,**  
Course Manager.  
01952-815262  
[pwhitehouse@harper-adams.ac.uk](mailto:pwhitehouse@harper-adams.ac.uk)

