

JIM ORSON

A farmer's son, Jim has had – and still has – an illustrious career in Agriculture....

After gaining a degree in Agriculture at the University of Reading , Jim joined ADAS in 1972, advising farmers in North East Essex, specialising in potatoes, sugar beet and cereals. In 1979 he moved the Weed Research Organisation (WRO) providing technical liaison with farmers, advisers and commercial companies before becoming ADAS Agronomist specialising in weed control, sugar beet and organic farming.

In 1988 he was appointed ADAS National Cereal Specialist and three years later became Research Centre Manager, of ADAS at Boxworth. In 1994 he was promoted to Head of Cereals at ADAS and in 1998 became Director of the Morley Research Centre. In 2003, he was appointed as Technical and Research Director of The Arable Group.

During this career, Jim has served on numerous influential bodies, including the UK Government's

- Advisory Committee for Releases into the Environment and the Scientific Steering Committee of the Field Scale Evaluation of GMs;
- Advisory Committee on Pesticides;
- Pesticides Forum

He has served on the Association of Applied Biologists (AAB) Council, The European Working Group of HRAC, and been Chair of UK Weed Resistance Action Group.

Jim is still in demand as Specialist Adviser to NIAB TAG, a Director of the Voluntary Initiative and on the Board of Management of BCPC. He makes regular advisory visits to Australia, New Zealand (for the national levy organisation) and Canada – and addresses national and international conferences on weed control strategies, development of cropping systems and the impact of GMOs on arable production.

"This Award is made to recognise the great impact that Jim has made, and continues to make, on arable cropping, the impact of technology on farming systems, the environment, and in technology transfer," said Dr Colin Rusoche, Executive Chairman BCPC as he presented the award. "This includes Jim's influence on numerous research projects and his admirable and always enjoyable communications on both technical and economic aspects to farmers, advisers – and of course all who avidly read Orson's Oracle."