



**Report launch -  
Moovin' on up - (How) can we use new technologies to improve productivity  
on Britain's livestock farms?**

**Hybrid meeting - Tuesday 24 January, 5.00 – 6.00pm  
Meeting Room S, Portcullis House**

**Agenda**

- 1. Chairman's welcome & introduction – Julian Sturdy MP**
- 2. Report introduction**  
James Read, Director - Policy & Communications Lead, UK & Ireland, MSD Animal Health
- 3. Guest speakers:**  
Aveek Bhattacharya, Chief Economist, The Social Market Foundation  
Johnny Mackey, Associate Director, Ruminants, MSD Animal Health UK
- 4. Questions & discussion**
- 5. A.O.B.**