

# Advertising in Gaftaworld

## ABOUT

- Gafta member exclusive
- 6 issues per year

## CIRCULATION

- Est 4,000
- Physical copies to 1900+ members
- All issues in digital at [Gafta.com/Gaftaworld](http://Gafta.com/Gaftaworld)
- Reaches key trade personnel

## CONTENT

- Legal updates
- Arbitration news
- Harvest reports
- Commodity & market updates
- Policy issues
- Digitalisation
- Innovations in agriculture
- Sustainability
- Gafta Approved Registers
- Gafta events and training

Editor: Sarah Nightingale  
[sarahnightingale@gafta.com](mailto:sarahnightingale@gafta.com)

*Gaftaworld advertising opportunities are exclusive to Gafta members*



## Gafta Dinner: “A Night with The Stars!”

Gafta celebrated the industry with another sold-out Gafta Annual Dinner during London Grains Week on 12 June. This year's theme was “A Night with The Stars” and everyone felt like a star all night. It was a pleasure to spend the night catching up with old friends and meeting many new acquaintances. Gafta would like to extend a special thanks to our headline sponsor Intertek for sponsoring the evening.

The night began with the President's Reception hosted by Gafta's President, Rebecca Jones, and Gafta's Director General, Jaine Chisholm Caunt OBE, which was kindly sponsored by Filhet-Allard. VIP guests entered the Moon Landing Lounge with a glass of cosmic elixir to enjoy drinking before dinner. The rest of our guests arrived 15 minutes later for the main drinks reception, sponsored by Stephenson Harwood. Everyone was welcomed with Black Velvet cocktails and elderflower mocktails - talk about star treatment!

Guests enjoyed a sumptuous four-course meal, with wine sponsored by Control Union. Everyone finished off the night at the after-dinner drinks reception, sponsored by Hill Dickinson. Guests celebrated by dancing to out of this world tunes, thanks to the DJ. Some channelled their inner retro gamer in the Intergalactic Arcade, and many guests took a moment to shine like a star in the celestial photobooth. The quieter among us headed back to the Moon Landing Lounge and enjoyed the private bar. It was a fantastic evening of conversation and laughter, enjoyed by all and not to be forgotten quickly.

We are so grateful to all our sponsors and guests, and we can't wait to see you again next year. Save the date for 11 June 2025!



Gafta President Rebecca Jones addressing guests at the 146th Gafta Annual Dinner



Gafta staff and the President welcomed guests to the Annual Dinner

**intertek**  
Total Quality. Assured.

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HARWOOD**

**CONTROL UNION**

**HILL DICKINSON**



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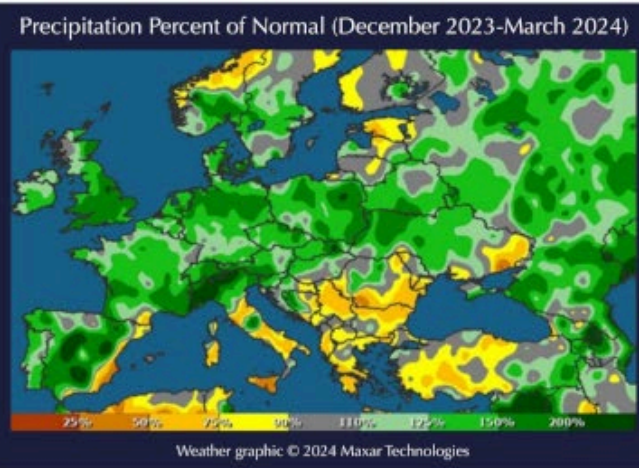
# Transition from El Niño to La Niña expected to favour grain and oilseed crops in 2024

By Kyle Tapley, Maxar Intelligence Meteorologist

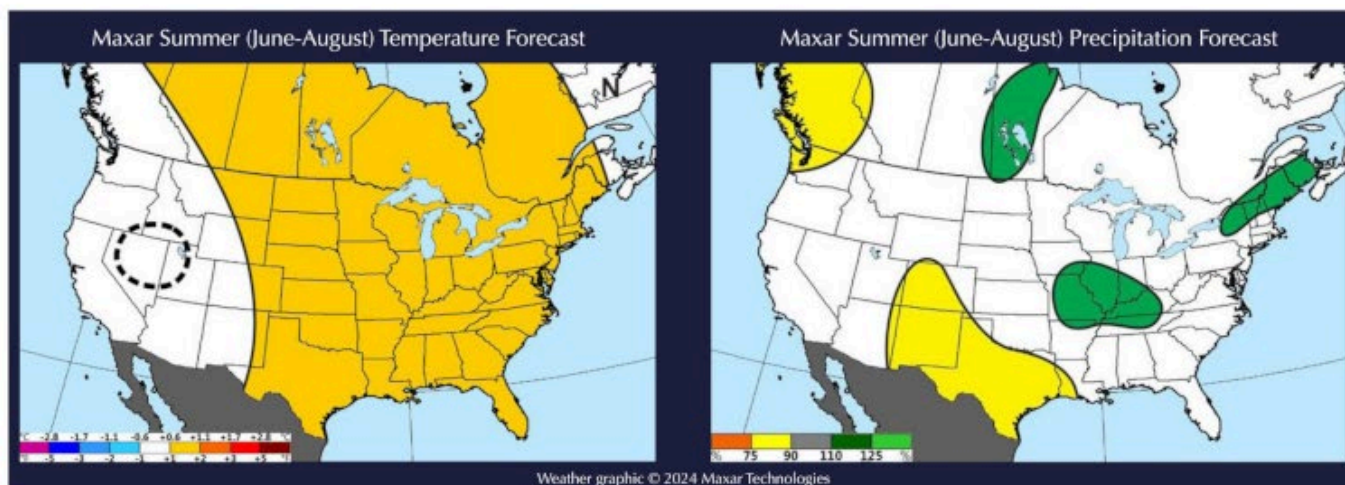
Weather is always an important driver of agricultural production and with the expected shift from El Niño to La Niña this year, weather patterns are likely to be changing across many of the most important growing regions around the world.

The El Niño/Southern Oscillation (ENSO) cycle is a major driver of global weather patterns and a strong El Niño event where warmer than normal waters in the central Pacific Ocean are seen has prevailed since the latter half of 2023. El Niño is now quickly fading, however, and its influence on global weather patterns is likely to fade as well in the coming weeks and months. A transition to La Niña where waters in the central Pacific Ocean are cooler than normal is expected during the second half of 2024, although the exact timing of the transition is still uncertain. The most likely scenario is neutral ENSO or weak La Niña conditions during the northern hemisphere summer, potentially moving to a stronger La Niña event by the southern hemisphere summer. With this transition, some major growing areas may see a flip in prevailing weather patterns from last growing season.

Extremely warm weather prevailed across North America over the winter, leading to below normal snowpack in places across the Canadian Prairies and the Midwest. This limited snowpack will decrease the potential for significant river flooding across the major growing areas in the USA. As is typical with El Niño events, above normal precipitation prevailed across the southern Plains over the winter, improving soil moisture across the hard red winter wheat belt. Looking forward to the spring planting season, generally favourable conditions are expected for fieldwork across the Plains and the Midwest, although early April has been wet in the north central corn belt. The outlook for the summer shows normal to above normal precipitation across the corn belt, which would be beneficial for corn and soybean



Maxar Intelligence's WeatherDesk platform generated this map showing precipitation as a percentage of the 30-year normal for December 2023 through March 2024, highlighting the wet conditions across northern Europe and much of Russia.



Maxar Intelligence's WeatherDesk platform generated these summer temperature and precipitation outlooks for North America. Temperature is shown as a departure from the 30-year normal and precipitation is displayed as a percentage of the 30-year normal.

# Advert Sizing

All adverts must be supplied as hi-res PDF

**Half page**  
**GBP1,000 +VAT**

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**1/4 page**  
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Trim: 92mm wide by  
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## Inserts:

- A4 One-sided: GBP1,400 +VAT
- A4 Two-sided: GBP1,800 +VAT

## Discounts:

For multiple adverts, all placed within one year:  
15% for 2 adverts (booked together)  
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