

HORT CONNECTIONS

15-17 May 2017
Adelaide Convention Centre

Combining the National Horticulture Convention and PMA Fresh Connections



MONDAY 15 MAY

08:30 - 17:30 **Horticulture Field Day**
09:00 - 19:30 **Hort Connections Registrations Open**
12:30 - 14:00 **Potatoes South Australia Luncheon**
12:30 - 17:00 **Australian Potato Industry Extension Forum**
18:00 - 21:00 **Welcome Reception & Trade Show Open**

ROOM C1-4
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EXHIBITION HALL

Sponsored by Coles

TUESDAY 16 MAY

07:00-08:00 **Perfection Fresh Breakfast** - Tom O'Toole, Beechworth Bakeries on "Attitudes are contagious, fostering great ones is fundamental to a great organisational culture"

HALLS J & K

06:45 **Registrations Open**
08:20 **Official Opening** - Senator Anne Ruston, Assistant Minister for Agriculture and Water Resources
08:40 **A Fresh Perspective on Modern Consumption** - Sean Sands, Monash University
09:20 **The Future of Work - 2020, Putting People into the Heart of the Food Pyramid**
- Jaquie Scammell, Jaquie Scammell Management Consulting

HALLS M & N
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*Plenary sessions sponsored by Horticulture Innovation Australia
Sponsored by Mitolo Group
Sponsored by Freshmax*

10:00 **Morning Tea**

EXHIBITION HALL

Sponsored by Bayer

10:40 **Where to Begin** - Barry Irvin, Bega Cheese

HALLS M & N

Sponsored by Costa Group

11:20 **How to Cultivate Food Safety** - Lone Jespersen, Cultivate

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Sponsored by St.George Bank

12:00 **Lunch**

EXHIBITION HALL

Sponsored by VISY

12:30 - 16:30 **Adelaide Retail Tour** - Mastering the Art of Fashionable Fresh

[CLICK HERE TO REGISTER](#)

HALLS M & N
Global Innovations in Horticulture Seminar

12:40	Ag Investment Trends by Michael Dean, Agfunder
13:10	High Tech to Feed the World by Frans Kampers, Wageningen UR
13:30	Vertical Farming by Henry Gordon-Smith, Association for Vertical Farming
13:50	Panel Q&A
14:10	Commercialisation & Adoption of Research by Ben van Delden, KPMG
14:30	Applications for Farming by Hugh Reardon, Apunga
14:50	The Changing Face of Agriculture: Fruit Flies, Innovation and Global Trade by Dr Eric Jang, USDA
15:10	Panel Q&A
15:30	Post Harvest Technology by Janneke de Kramer, Wageningen UR
15:50	Horticulture - Gaining Efficiency Today in the Farming Operation by Roei Yakoobi & Gottfried Pessl
16:10	Culture - Do You Have an Emerging Risk? by Lone Jespersen, Cultivate
16:30	Panel Q&A and Conclusion

ROOM L2 & L3
Fresh Marketing Insights
Sponsored by Nielsen: Helping you know what's next

13:00	The Laws of Marketing: do they work for fresh produce? by Svetlana Bogomolova & Zac Anesbury, Ehrenberg-Bass
14:10	Left Brain - Right Brain: Unpacking What Makes a Great Fresh Produce Brand by Lisa Cork & Gianni Russo, Fresh Produce Marketing
15:20	Need Innovation? Get back inside the box! by Rachel Audigé, Director of Systematic Inventive Thinking Australia Non-Exec Director on PMA A-NZ Board
16:30	Modern Culinary Trends and the Future of Consumption by Callum Hann & Themis Chryssidis, Sprout

ROOM C 1 & 2
Fresh Business Perspectives

13:00	Financial Assistance for Small Businesses by Vittoria Bon, Sarah Newton and Andrew Moon, Coles
14:00	The Power of Data Panel by Perry Samson, Compac, Lavina Muscat, Telstra & Antonio Palanca, HiveXchange
15:10	What does the Harmonised Australian Retailer Produce Scheme (HARPS) mean for suppliers? by Tristan Kitchener, Kitchener Partners & Belinda Millard, Oceania GLOBALG.A.P./ D&B Enterprises Pty Ltd
16:20	Global Developments Panel by Peter McPherson, Costa Group, John Oxford, L&M & Michael Franks Seeka Ltd <i>Sponsored by Rabobank</i>

RIVERBANK 4
Irrigation Australia

14:00	Vegetable Industry Technology by Luke Jewell, NSW DPI
14:30	Water Meters as a Compliance & Farm Tool by Bruce Weir, Department of Water & Natural Resources
15:00	Pumping Energy Efficiency by Robert Welke
15:30	Improved Bean & Carrot Irrigation by Alison McCarthy, University of Southern Queensland
16:00	Certification in Irrigation Industry Gennaro Vellotti, Netafim
16:30	Bryan Ward, CEO (IAL) & Geoff Harvey, Training Manager (IAL):

RIVERBANK 5
Onions Australia

13:30	Views of Vegetable Production After 45 Years in the Dirt and in the Plant by Dr Bill Dean, River Point Farms
14:15	Powerhouse Holland by Jacob Wiskerke, Wiskerke Onions

18:00 - 21:00 **DuPont Australiana Theme Night**

PANORAMA BALLROOM

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WEDNESDAY 17 MAY

5:00 - 9:30 South Australian Produce Market Tour		CLICK HERE TO REGISTER		Sponsored by South Australian Produce Market, FMA and CMAA	
07:15 Registrations Open					
07:30 - 09:00 Convention Breakfast Sam Trethewey, Investment in agriculture on "Less talk, more action: Investing and building technology to grow Australian agriculture"		PANORAMA BALLROOM		Sponsored by Syngenta	
08:00 - 10:00 Women's Fresh Perspectives Roaming Breakfast		ADELAIDE CENTRAL MARKETS KITCHEN		CLICK HERE TO REGISTER	
09:00 - 09:45 Mental Health Panel The Hon Jeffery Kennett AC, Mal Coutts, Stuart Jennings and Linda Bertram		HALLS M & N		Sponsored by Haifa	
09:50 Morning Tea		EXHIBITION HALL		Sponsored by E.E. Muir & Sons	
10:20 State of the Industry James Whiteside, AUSVEG and Darren Keating, PMA A-NZ		HALLS M & N		Sponsored by Nielsen	
C ROOMS 1-4 Vegetable & Potato Stream <i>Sponsored by Boomaroo Nurseries</i>	P ROOMS 1-3 Fresh Marketing Insights <i>Sponsored by Nielsen: Helping you know what's next</i>	P ROOMS L2 & 3 Fresh Business Perspectives	HALL K Horticulture Innovation Australia	RIVERBANK 3 Australian Organic	RIVERBANK 4 Irrigation Australia
11:30 The Top 20 Fresh Categories in the Australian Market by Martin Kneebone, Freshlogic	11:30 MOYA 2017 Finalists presented by Produce Plus and PMA A-NZ	11:30 Biosecurity by Nick Secomb, Biosecurity SA PIRSA	11:20 Tech-Talk by Jasmine Muir, Surantha Ashan, Bryony Wilcox & Aaron Aeberli, University of New England		11:30 Remote Sensing in Irrigated Onion Production by Michael Cutting
11:50 Smart Packaging by Simon Gray, Visy			12:00 New and Innovative Ways to Boost Vegetable Consumption by Scott Penn, SP Health		12:00 Improving Water Efficiency And Productivity Through Soil Health and Fertigation by Matthew Denton & Rodney Capon
12:10 Brand Tracability by Renee White & Russell Gooch, Watermark					11:30 Fair Farms Initiative Launch by Senator Anne Ruston with Rachel Mackenzie (Growcom) and Clare Hamilton-Bate (Freshcare); update on the Modern Award Review
12:30 Lunch				EXHIBITION HALL Sponsored by NAB Agribusiness	
13:20 Pollinator Health by Nick Bennett, Syngenta	13:20 Introducing The Brand Temple: Connect with Consumers in a Whole New Way by Lisa Cork and Gianni Russo, Fresh Produce Marketing	13:20 Block chain, What is it and What Can it do for Fresh Produce? by Emma Weston, AgriDigital <i>Sponsored by Mackays Marketing</i>	13:30 Hort LEADS Learn, Evolve, Adapt, Deliver, Share by Marie Piccone, Jan Vydra, Lisa Huynh, Emma de Landre & Marcela Badim Rocha Lima	13:30 Release of Australian Organic Market Report 2016 by Dr Andrew Monk	13:30 Maximising Soil Grown Greenhouse Crop Yields and Quality from Irrigation and Fertigation Scheduling by Bryan Robertson
13:40 Fungicide Resistance by Len Tesoriero, University of Sydney		14:30 Product Recall by Peter McGee, Victual	14:20 VegNet - Your Link to R&D on the Ground by Greg Owens, Donna Lucas, Matthew Plunkett, Carl Larsen and Gordon Rogers	14:00 Certification Process, Certification Standards by Elizabeth Bradley	14:00 Bryan Ward, CEO (IAL) & Geoff Harvey, Training Manager (IAL)
14:10 TPP Discussion by Rebekah Frampton	14:30 Beyond the Supermarket Shelf; Connecting Fresh with the Online Australian Consumer by Megan Treston, Nielsen	15:20 Value Adding to Agricultural Biomass Waste by Professor Vincent Bulone, University of Adelaide		14:30 Business Story, How Certification Fits into Their Business by Wayne Shields	14:30 Key Note Presentation by Richard McLoughlin
15:10 Reducing the Biosecurity Risk in Planting Material by John McDonald					15:00 Manna Irrigation - Irrigation Intelligence from Outer Space - Sensor Free Irrigation Scheduling by Hovav Lapidov
15:50 The New Horticulture Code - How it Helps You by Davin Phillips, ACCC					
14:00 - 16:30 Women in Horticulture			INTERCONTINENTAL		Sponsored by Steritech
14:00 - 17:00 NextGen Event			ADELAIDE OVAL		Sponsored by Dow AgroSciences
18:30 - 19:30 Pre-dinner Drinks			FOYER M		
19:30 - 23:00 One Harvest Gala Dinner			HALLS M & N		Sponsored by One Harvest

REGISTRATIONS ESSENTIAL
[CLICK HERE TO REGISTER](#)