

**Vegetable Industry  
communications and  
password protected website,  
July - Dec 2007**

Richard Mulcahy  
AUSVEG Ltd

Project Number: VG07062

## **VG07062**

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*Know-how for Horticulture™*

**Vegetable Industry Communications & Password Protected Website**

**Hugh Tobin**

**AUSVEG Ltd**

**Project Number VG07062**

**31 July 2009**

The purpose of this final report is to communicate the successful delivery of project VG07062.

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Horticulture Australia Limited

**Report date:** 31 July 2009

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## Summary

Project number VG07062, *Vegetable Industry Communications and Password Protected Website* commenced in September 2007, under the management of service provider, AUSVEG Limited.

The purpose of the project was to establish a functional framework to ensure the communication function and the delivery of research and development (R&D) outcomes were conveyed to Australian vegetable growers.

The project provided the vegetable industry with a contact point through the employment of a Communications Manager who managed the two year project, meeting milestones and the aims and objectives, of the project.

Various methods of communicating outcomes and providing project details were implemented during the project timeframe including:

- Providing growers with a professional annual publication, the *Australian Vegetable Review*, an R&D-based report containing information on where National Vegetable Levy funds were spent and the benefits for growers.
- Creating a password-protected website – Grower Portal, for growers and industry to access project results and R&D information.
- Managing media relations.
- Liaising with researchers, government agencies, industry and growers via face-to-face, electronic and print communication.

The Vegetable IAC has been actively involved during the two-year implementation period; contributing by assessing and advising on the process, outcomes and achievements of the project.

## **Introduction**

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This project was established following an audit of the vegetable industry in late 2004. The outcomes of the audit revealed that the vegetable industry faced many communication challenges and that many growers had little awareness of the National Vegetable Levy and its investment into R&D projects.

The purpose of this project was to create a reliable and flexible framework of communication, from which a range of R&D information could be delivered to the vegetable industry.

The Vegetable Industry Communication Strategy has conveyed R&D outcomes to vegetable growers in a concise and factual manner through various communication activities including publications, a website, face-to-face meetings, industry conferences and awards, and media relations.

The project has increased growers' awareness of their levy investment into R&D projects, and ensured R&D outcomes were communicated to industry, to ultimately improve on farm practices.

In recent years, the Australian vegetable industry has been faced with drought, disease and pest incursions, and increasing global market competition.

Many young growers are leaving the industry as a result of the uncertainties and declining return. Recent developments have raised the profile of the industry and the level of political interest in the issues across federal and state governments.

In order for the vegetable industry to remain competitive on a price and quality basis, growers need encouragement to grow 'smarter' by ensuring best-practice methods are utilised to help combat disease, water, global competition and land shortages, whilst decreasing overhead costs.

This project aimed to ensure growers would benefit from R&D projects, focusing on strengthening the industry through knowledge transfer and best-practice farming.

Various communication methods were required to effectively convey positive and informative messages to growers within the industry. Various levels of communication were also taken into consideration to meet the needs of the different target audiences.

The project has taken into account a comprehensive range of key skills including:

- Understanding the principles of effective consultation and communication
- Experience in internal and external communications
- Ability to provide strategic advice
- Ability to conduct accurate research
- Ability to evaluate communication materials and methods.

AUSVEG has provided the skills and expertise to meet the requirements of the project and implement an innovative, strategic communication strategy that addressed the issues and challenges facing the Australian vegetable industry.



## Method and Activities

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During the two year life of the project, successful communication activities have been conducted.

**Publication:** The annual *Vegetable Industry Report*, previously known as the *Australian Vegetable Review*, had a technical style and format. This publication was superseded by the *Vegetable Industry Report*, which is now compiled by HAL. AUSVEG has contributed project summaries to HAL for each of the R&D projects that AUSVEG manages.

### **Communication Advisory and Delivery Service to other R&D project managers:**

The economics and statistics sections of the website have provided succinct information to levy payers and current data for other R&D service providers to utilise.

Information for this part of the website is provided by Vegetable Industry Economist, Ian James. Liaison with Ian continues, and where possible, he has assisted in providing facts for various communication media such as *Vegetables Australia* and the AUSVEG Update, a weekly newsletter produced by AUSVEG.

Media liaison has been an effective area of support, with AUSVEG directing project-related media enquiries to the relevant project leaders for coverage.

Furthermore, advice and direction has been provided to researchers and service providers who are interested in submitting project proposals to HAL. The Grower Portal section of the website has been updated to include information on all current National Vegetable Levy funded projects, subject to the reports being provided by HAL. The reports are accessible to National Vegetable Levy paying growers and researchers.

Networks have been strengthened with the various state-based organisations that manage primary industries, with AUSVEG engaging in communication on issues occurring nationally which affect vegetable growers and related publics.

**Photography:** AUSVEG has compiled and managed an extensive photo library which is consistently updated with new photographic content required for magazines, brochures, posters and industry events.

**Communicating the R&D levy payer consultation process:** AUSVEG has regularly featured articles in *Vegetables Australia* regarding the levy payer consultation process; industry issues, R&D outcomes and HAL-related news.

The information required to convey outcomes to Language Other Than English (LOTE) growers is under a separate project - please refer to project VG06066. The LOTE project explored non-English speaking vegetable growing communities around Australia and researched different methods of communicating R&D outcomes to non-English speaking vegetable growers. The project also educated growers on the National Vegetable Levy and how their levy investment is providing for industry.

Similarly, *Vegenotes* runs as a standalone project - please refer to project VG06127.

*Vegenotes* is a technical R&D four page bi-monthly newsletter mailed to Australian vegetable growers, researchers, service providers and other key members of the vegetable industry. The publication provides growers with an in depth view on National Vegetable Levy funded projects and is distributed as an insert to *Vegetables Australia* magazine. *Vegenotes* is a concept that was developed in accordance with the National Vegetable Industry Communications Strategy.

*Vegetables Australia* magazine is also a standalone project – please refer to project VG08105. *Vegetables Australia* is a 52-page, full-colour, bi-monthly magazine mailed directly to Australian vegetable growers, researchers, service providers, advertisers and other key members of the vegetable industry. *Vegetables Australia* magazine is the key print communication tool for the vegetable industry. The magazine concept was developed in accordance with the National Vegetable Industry Communications strategy.

AUSVEG has participated in Vegetable Industry Advisory Committee (IAC) meetings, and advisory and working group meetings. This involvement has allowed AUSVEG to gather information and convey outcomes to industry via *Vegetables Australia* and the AUSVEG website. AUSVEG has also provided secretariat services during each IAC, advisory group and working group meeting and teleconference, and managed all meeting requirements and bookings as part of the secretariat function under the Partnership Agreement project.

High importance was placed on networking and building working relationships between vegetable industry leaders and AUSVEG, and this has seen the flow of information from vegetable industry experts into magazine articles and other communication media. The relationships formed between the various committees and AUSVEG are vital to the future of strong industry communication and are useful in assisting AUSVEG to understand what growers expect from the communications program.

Networking with the Levy Revenue Service (LRS) field officers has progressed, with an LRS representative speaking at the 2009 Australian Vegetable Industry Conference on the topic of the National Vegetable Levy and LRS involvement.

**R&D Contact Wall Calendar:** The 2008 and 2009 wall planners were distributed to all vegetable growers in the November 2007 and 2008 editions of *Vegetables Australia*.

**National Vegetable Industry Database:** AUSVEG began collating a grower database which currently consists of approximately 6500 recipients. The database has been continually updated and maintained by AUSVEG, ensuring the most up-to-date, accurate industry information is stored.

**Website:** In early 2006 a password-protected Grower Portal section on the AUSVEG website was created to showcase up-to-date information about National Vegetable Levy funded R&D projects for the benefit of vegetable growers.

The website features news and industry related issues and is a useful tool for researchers to convey project information and outcomes. Refer to [www.ausveg.com.au/levy-payers/login.cfm](http://www.ausveg.com.au/levy-payers/login.cfm).

All vegetable Industry Advisory Committee (IAC), advisory group and working group members, as well as relevant vegetable researchers and service provider representatives, have been allocated a login to the Grower Portal section of the AUSVEG website. Vegetable R&D projects are regularly featured in *Vegetables Australia* and readers are constantly reminded that further information is available on the AUSVEG website.

### **Branding:**

In 2007 the National Vegetable Levy funded R&D program was branded with a new logo (see below) which accompanied all levy-funded projects. The logo acted as a visual link to activities funded by the National Vegetable Levy. The logo gave these activities a visual identity, enabling growers to easily identify where their levy funds were being spent.



AUSVEG has since been instructed that in compliance with HAL's new branding policy, this logo is no longer to be used.

**Face-to-face Communication:** The Communications Manager, Coordinator, Officers and Editor have been actively conveying R&D outcomes to growers and industry through their attendance at various field days, National Vegetable Industry Conferences, HAL strategic planning workshops, agricultural shows, the Australian Hydroponics and Greenhouse (AHGA) Conference and events held by State Departments of agriculture and primary industries across Australia.

The vegetable industry contributed financially to both the 2007 and 2009 Australian Vegetable Industry Conferences. The vegetable industry was represented on the conference steering committee, and National Vegetable Levy funded R&D vegetable projects were promoted through presentations and posters displayed in the trade exhibition area at the event.

The 2009 Australian Vegetable Industry Awards were held in conjunction with the 2009 Australian Vegetable Industry Conference, held from 4-6 May in Melbourne.

The awards were presented at the conference Gala Dinner, which attracted 350 industry guests, including vegetable growers, researchers and supply chain representatives. The dinner was held at Crown Palladium in Melbourne on Wednesday 6 May.

The winners of the 2009 Australian Vegetable Industry Awards were:

- Landini Grower of the Year – Kim Vincent
- Landmark Young Grower of the Year – Nathan Clackson
- Syngenta Researcher of the Year – Dr Paul Horne
- Brisbane Produce Market Innovative Marketing Award – Ladybird Organics
- AUSVEG Industry Recognition Award – Peter Dal Santo

The AUSVEG Communications Manager was responsible for recruiting international and Australian vegetable key note speakers who presented on various topics at the conference. The vegetable streams in the R&D Showcase were well attended as were the main plenary sessions and trade exhibition.

**Media Relations:** Constant liaison with various media contacts has taken place during this three year project. Strong relationships have been formed in print and radio, particularly in rural publications such as the *Weekly Times*.

Requests from media have also included providing information to food related publications such as 'Gourmet Traveller' magazine and 'City Guide' for the *Herald Sun* and *The Daily Telegraph*.

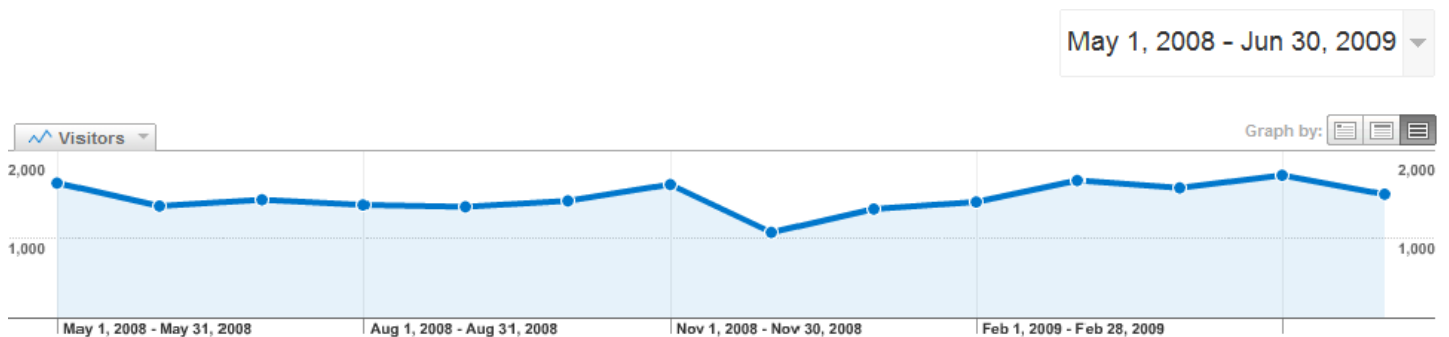
The Communications Manager has been responsible for the appearance of vegetable spokespeople in national publications and has organised radio appearances on the ABC, regional radio stations and metropolitan commercial networks across the country. In addition, *Vegetables Australia* includes a section called Media Matters which summarises important issues in the media on which consumers are reading about.

AUSVEG has responded to all telephone, email and media enquires as part of its commitment to stakeholder service. Enquiries have been managed, or conveyed to the appropriate respondent as required. The AUSVEG website lists the following email address [info@ausveg.com.au](mailto:info@ausveg.com.au) which is monitored daily by the AUSVEG office.

## Evaluation

Evaluation of the Vegetable Industry Communications & Password Protected Website project has occurred via several methods including statistics gathered from monitoring visits to the AUSVEG website. These figures indicate that there has recently been a steady increase in the number of users, especially with users registering for the Grower Portal.

The website currently averages 1500 visitors per month as shown in Figure 1. This figure remains relatively stable on a monthly basis.

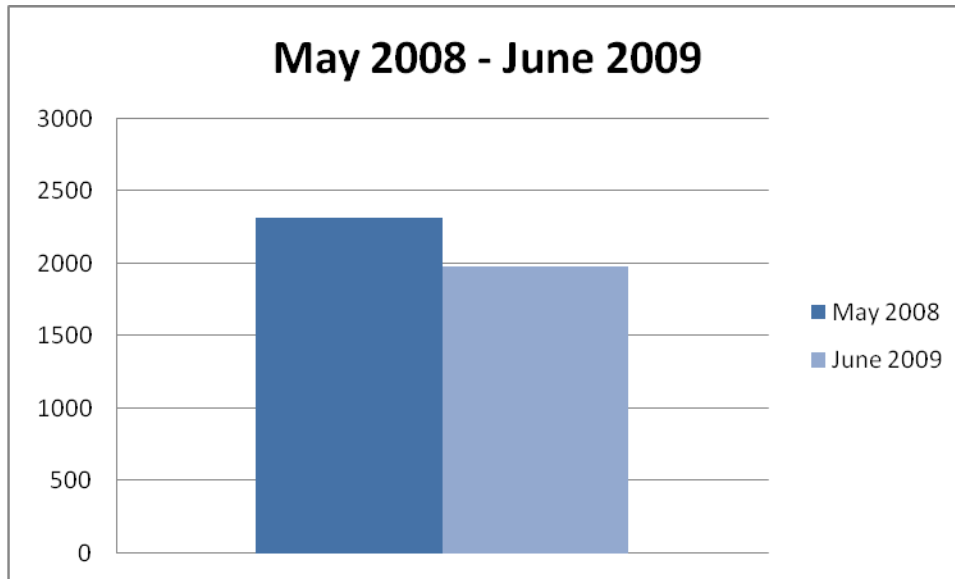


**Figure 1: AUSVEG website visitors per month May 2008 - June 2009**

Note: Due to AUSVEG changing from Urchin reports to a more accurate website reporting program, Google Analytics in March 2008, any website data prior to May 2008 is unavailable.

Figure 2 shows a decrease in visitors from May 2008 to June 2009.

**Figure 2: Number of visits to the AUSVEG website for the month of May 2008 compared to June 2009.**





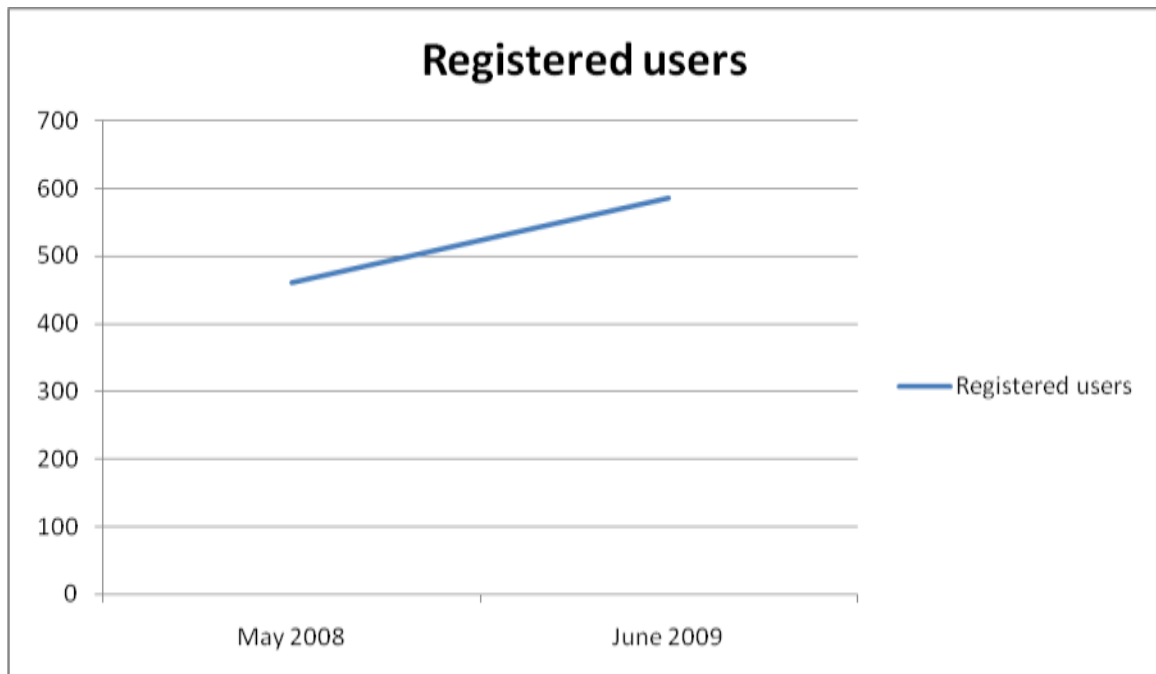
## The Grower Portal

Figure 3 shows the increase in the number of people who have registered for the AUSVEG Grower Portal since May 2008.

In 2008 there were 460 registered users compared to 586 in June 2009, an increase of 27 per cent. Of those registered, 292 identified themselves as growers (up from 201 in May 2008), while 117 identified themselves as research providers (up from 84 in May 2008). The other registered users did not identify themselves.

Among these registered users, 445 registered users joined the Vegetable Levy group (up from 240 in May 2008). This data shows that the grower portal is achieving one of its main objectives - to increase the number of growers accessing industry information.

**Figure 3: Registered users for the Grower Portal May 2008 – June 2009**



## Outcomes

The vegetable communications project has made significant progress in keeping growers informed about levy-funded R&D project updates and outcomes. This has been facilitated through various methods with proven success. To ensure this successful communication continues, liaison with growers via events, field days and conferences is essential.

Liaison with vegetable industry researchers and service providers has been a successful means of conveying accurate R&D information to growers. This interaction has linked R&D outcomes to growers and has enabled technical information to be presented in an eye-catching manner at conferences.

The website is constantly evolving and being promoted by AUSVEG through its publications. This will ensure that the number of registered vegetable industry representatives continues to increase.

The vegetable communications have functioned well and significant links have been established to ensure key messages are conveyed to all target audiences.

\*\*\*\*\*

# 09 Vegetable Industry Conference

*Growing a Healthy Australia*



## Conference Program

**Melbourne Convention Centre**  
Melbourne, Australia  
**4-6 May 2009**

Brought to you by:



Host state sponsor:



Signature sponsor:



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# Welcome to the 2009 Vegetable Industry Conference in Melbourne!

This year's conference is proudly brought to you by **AUSVEG, Horticulture Australia Limited, Onions Australia and the Potato Processing Association Australia, and supported by this year's signature sponsor, Elders.**

The past two years have presented significant challenges for the vegetable industry in Australia, including the devastating extreme weather events which have already taken place in 2009. It seems like an opportune time to come together and work to secure the prosperity of our industry and the health of the entire Australian population.

This year's conference theme is 'Growing a Healthy Australia' following the successful 2007 'Vegetables Claim Centre Plate' conference in Sydney and the 2006 'New Vision' conference in Brisbane. In light of this year's theme the conference program will focus on four key areas: Growing Healthy Growers, Growing Healthy Consumers, Growing a Healthy Environment and Growing a Healthy Business.

The conference will see growers, industry service providers, government stakeholders and supply chain

representatives unite with one goal in mind – securing a successful future for the Australian vegetable industry.

The 2009 conference will feature presentations from renowned international speakers, panel sessions, an extensive trade exhibition and valuable networking opportunities for all delegates.

Now in their fourth year, the Australian Vegetable Industry Awards have built a reputation for rewarding some of the hard-working and innovative individuals and organisations that have made a significant contribution to the vegetable industry. The awards will be presented at the conference Gala Dinner which will take place at the Crown Palladium on May 6.

This year's conference is a fantastic opportunity for us to share ideas, learn from each other and motivate ourselves as an industry to strive for even greater

success in the future. Representatives from all vegetable industry sectors will be present, including general vegetables, fresh and processed potatoes, onions, organics, hydroponics and Asian vegetables.

Whatever your role within the industry, I hope you make the most of the unique opportunities presented at this year's conference. Please enjoy your time at the 2009 Vegetable Industry Conference. I look forward to talking with you.



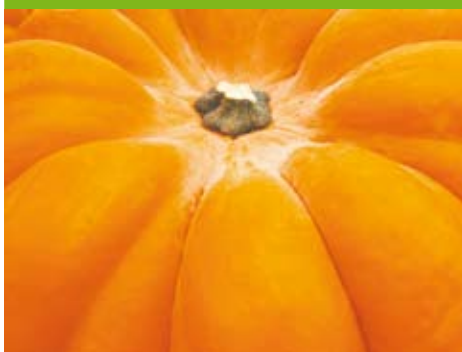
**John Brent**

Chairman,  
AUSVEG

## Conference Secretariat

### AUSVEG Ltd

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# Welcome from Potato Processing Association Australia (PPAA)

I would like to welcome all delegates to the third Australian Vegetable Industry Conference 'Growing a Healthy Australia'.

We all understand the importance of being healthy, although some take a stronger stance on the matter than others. The role of vegetable growers, associated individuals, organisations and companies is to encourage the population to eat more vegetables, including the humble "spud".

PPAA is proud to be part of the vegetable industry and plays an important role in how potato levies are spent. PPAA members are unique in the levy paying system for Horticulture because the processing companies pay an equivalent levy to the growers. By paying a similar levy the processors are keen to see that levy money is spent wisely.

The Processed Potato Industry Advisory Committee (PP IAC) has developed a long-term R&D strategy which includes a combined R&D program- the Australian Potato Research Program (APRP), which has run for four years with one more year to run. This project will be featured in the R&D Showcase on day three of the conference, along with a host of other potato-related sessions. The APRP encompasses a wide range of disciplines and has brought together a number of research providers for the betterment of the potato industry.

I am pleased to say the first five year project has worked extremely well, so well in fact that the second phase of the program is being developed to run over the next five years. We were told initially it couldn't be done. The industry has proven it can be done and done well.

Congratulations to all potato people who are involved!

Congratulations must also go to the organising committee of this conference. These sorts of events just don't happen without a dedicated team.

Enjoy yourselves at the conference, have some fun, but most importantly make a couple of new friends in the vegetable industry.

Best wishes,



**Peter Hardman**

Chairman  
PPAA

# Welcome from Onions Australia

We welcome all growers and other stakeholders and know that the 2009 Australian Vegetable Industry Conference will be a great opportunity for all to come together and experience the vast amount of knowledge and expertise from not only the keynote speakers, but also the researchers, who put so much of their time and effort into safeguarding the future of our industries.

A Biosecurity Plan was developed during 2007 for the onion industry, providing an action plan in the case of a disease or pest incursion. As part of the conference R&D Showcase, Greg Baker from the South Australian Research Development Institute (SARDI) will be giving a presentation on the bio control of onion thrips in stored onions.

Furthermore, Trevor Twigden from National Onion Lab Australia will present about onion nutrient mapping and yield response and Sue Pederick from SARDI will speak about the cause of onion stunting in South Australia.

The conference continues to provide a great forum for our industry to showcase our latest R&D outcomes and Onions Australia is proud to be involved in this joint conference with AUSVEG, HAL and the PPAA.

I invite you to visit [www.onionsaustralia.org.au](http://www.onionsaustralia.org.au) for all our latest industry news and information about our R&D activities.

Again, welcome and enjoy!



**Brian Bonde**

Chairman  
Onions Australia

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# Sponsors

We are proud to acknowledge the 2009 Australian Vegetable Industry Conference sponsors for their contribution, commitment and support. Thank you!

## Host State sponsor



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# Sponsors

## Silver sponsors



## Bronze sponsors





# City of Melbourne

Melbourne is a buzzing, cosmopolitan city that boasts great events, a passion for food and wine, and fabulous arts and sports scenes. The CBD sits on the northern bank of the Yarra River and is easy to navigate, thanks to the tidy grid layout of its streets.

Explore the city's diverse precincts to experience the richness of multicultural Melbourne from the Greek quarter around Lonsdale Street, Vietnamese in Victoria Street, Chinese culture in Chinatown to the Paris end of Collins Street.

Discover the hidden treasures in Melbourne's famous lanes and arcades and enjoy world-class dining at the vast array of restaurants in the CBD, Southbank and the rapidly developing Docklands precinct.

Whether you are a sports or arts aficionado, an avid shopper or just enjoy relaxing by the water or in beautiful parks, Melbourne has something for everyone.



## Melbourne Convention Centre

Cnr Spencer and Flinders Streets, Melbourne, Victoria, Australia

Phone: (61 3) 9235 8000

Fax: (61 3) 9235 8001

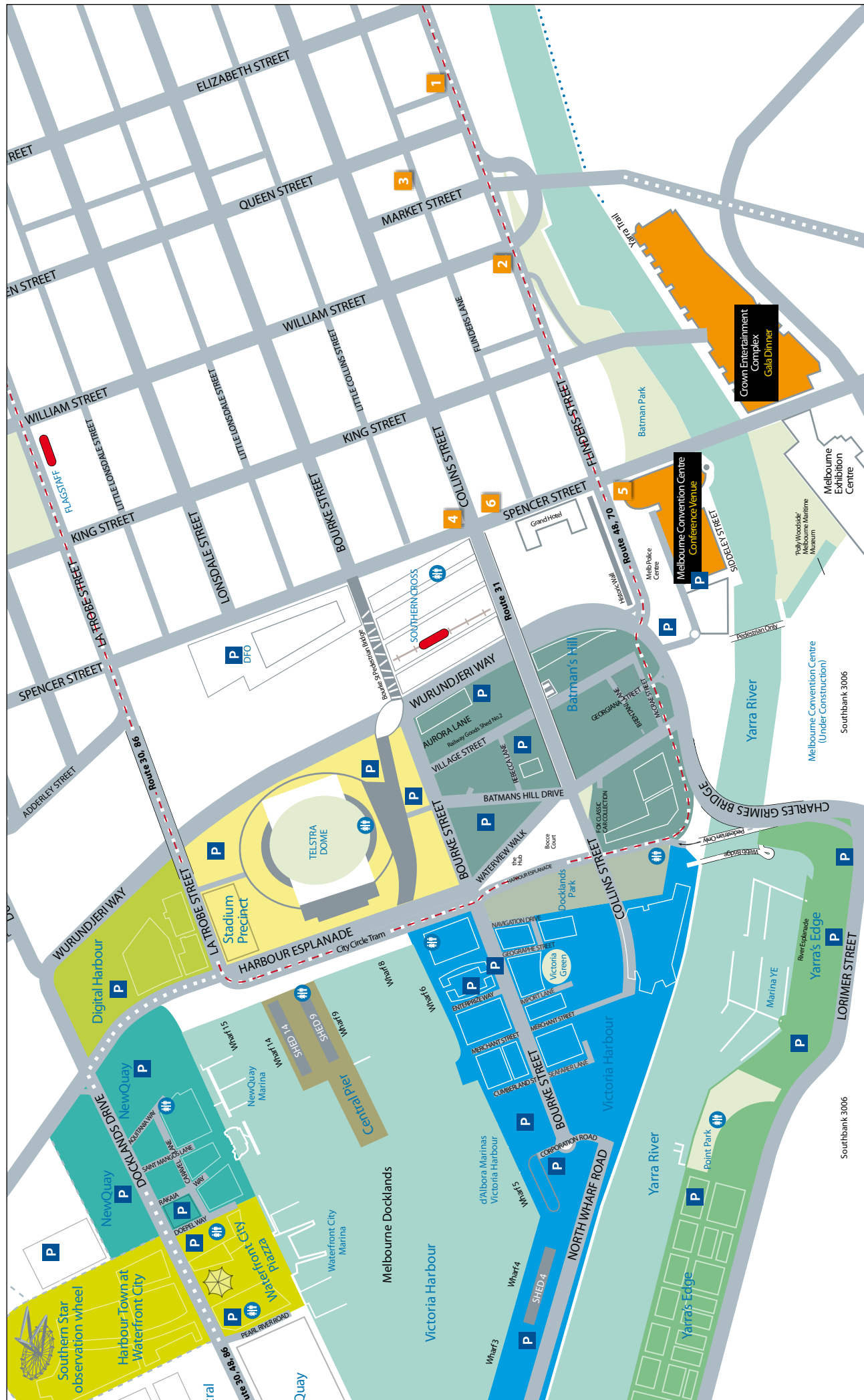
Email: [enquiries@mcec.com.au](mailto:enquiries@mcec.com.au)

The Melbourne Convention Centre is part of Australia's largest combined convention and exhibition facility, the Melbourne Exhibition and Convention Centre, which flanks both sides of the Yarra River. The Convention Centre manages events catering for as many as 2,000 people, and has hosted thousands of conventions and meetings in its 18-year history.

Situated in the heart of Melbourne's CBD, facing the popular Southbank Precinct, the Convention Centre and its surrounds have something to offer both locals and visitors.



Melbourne Convention Centre Bellarine Floor



- Tram Route
- 1** Rendezvous Hotel Melbourne
- 2** Clarion Suites Gateway
- 3** Oaks On Market
- 4** Quality Hotel Batman's Hill On Collins
- 5** Crowne Plaza Melbourne
- 6** Hotel Enterprise
- Free City Circle Tram
- Parking
- Train Station
- Toilets



## DAY 1: MONDAY 4 MAY

4.00pm	Registration Desk opens Annual Fresh Potato Levy Payers' Meeting
4.30pm	Annual Processed Potato Levy Payers' Meeting
5.00pm-6.00pm	Annual Vegetable Levy Payers' Meeting
6.30pm	Welcome Reception & Trade Exhibition Opening in the Bellarine Banquet Hall 6 & 7

## DAY 2: TUESDAY 5 MAY

8.00am	Trade Exhibition opens
9.00am	Australian Vegetable Industry Conference Opening
9.00am	Welcome – John Brent, AUSVEG Chairman
9.10am	HAL Chairman/ representative
9.20am	Signature Sponsor – Elders Managing Director, Mike Guerin
9.30am	Platinum Sponsor – Bayer CropScience Horticulture Portfolio Manager, Scott Ward
9.35am	MC Beat-up

### 'Speakers Mix' Session Sponsor: Elders Rural Services



9.40am	'Speakers Mix' Snapshots Speakers: Peter Pokorny, Jin Ju Wilder, Michael O'Keefe and Tom Rafferty
10.00am	Morning Tea
10.30am	Speaker: Peter Pokorny, General Manager, Fresh Food, Coles
10.50am	Speaker: Jin Ju Wilder, President, Coast Produce Company, Los Angeles
11.10am	Speaker: Michael O'Keefe, Director, O'Keefe & Associates
11.30am	Speaker: Tom Rafferty, Director, Supply Chain STO
11.50am	Panel Q&A
12.20pm	Lunch

### Session Topic: Growing a Healthy Business – Current Trends and Obstacles



1.35pm	Speaker: Professor David Hughes, Emeritus Professor of Food Marketing, Imperial College, London
2.05pm	Speaker: Dr Joanna McMillan Price, Nutritionist and Dietitian
2.20pm	Speaker: Martin Kneebone, Director, Freshlogic
2.35pm	Panel Q&A

### Session Topic: Soil Health

2.55pm	Speaker: Dr Frank Louws, Extension Plant Pathologist, North Carolina State University
3.20pm	Afternoon Tea

### Session Topic: Carbon Trading and Climate Change in Agriculture

4.00pm	Speaker: Professor Colin Birch, Vegetable Centre Leader, Tasmanian Institute of Agricultural Science
4.10pm	Speaker: The Hon Andrew Robb AO, MP, Shadow Minister Assisting the Leader on Emissions Trading Design
4.20pm	Speaker: Peter Deuter, Senior Principal Horticulturist, Department of Primary Industries and Fisheries, QLD
4.30pm	Speaker: Allison Clark, Quality and Innovation Manager, Houston's Farm, Tasmania
4.40pm	Panel Q&A
4.55pm	Close
5.00pm onwards	Trade Exhibition Drinks

## DAY 3: WEDNESDAY 6 MAY – 'INNOVATION AND R&D SHOWCASE'

Time	Vegetables	Potatoes	Vegetables/Onions/General
9.00am	<b>Keynote Speaker:</b> Professor David Hughes, Emeritus Professor of Food Marketing, Imperial College, London	<b>Optimising production of processing potatoes</b> Speaker: Dr Steven Johnson, Extension Crops Specialist, University of Maine	<b>Improving the market development for Asian vegetables</b> Speaker: Dr Jenny Ekman, Department of Primary Industries, NSW
9.15am			<b>Cucurbit Ute Guide</b> Speaker: Tony Napier, Department of Primary Industries, NSW
9.30am	<b>Grower friendly tool for comparing management and profitability of vegetable crops</b> Speaker: Alison MacGregor, Consultant, Scholefield Robinson Horticultural Services	<b>Fertiliser management for potatoes</b> Speaker: Tony Pitt, Principal, Ag Challenge	<b>Is there a market pool for IPM?</b> Speakers: Dr Sandra McDougall, Department of Primary Industries, NSW and Peter Schreurs, Peter Schreurs & Sons
9.45am	<b>Economic update</b> Speaker: Ian James, Vegetable Industry Economist	<b>PCN – onwards and upwards</b> Speakers: Des Jennings, Chairman, Victorian Potato Growers Council, Thorpdale potato grower; and Dr Nigel Crump, Plant Pathologist Department of Primary Industries, VIC	
10.00am	<b>Recycled water use in horticulture</b> Speaker: Dr Daryl Stevens, Principal Scientist, ARRIIS; Australian Coordinator for Recycled Water Development in Horticulture	<b>Enhancing resistance to common scab by somaclonal selection</b> Speaker: Dr Robert Tegg, Research Fellow in Plant Pathology, Tasmanian Institute of Agriculture Research	
10.15am	<b>Morning Tea</b>		
11.00am	<b>Keynote Speaker:</b> Jin Ju Wilder, President, Coast Produce Company, Los Angeles	<b>Breeding program</b> Speakers: Tony Slater, Research Scientist, Department of Primary Industries, VIC; Allan Smith, National Agronomy Manager, Snack Brands Australia; Rene de Jong, National Potato Coordinator, Elders and Keith Blackmore, Manager, VIC SPA	<b>Nutrient mapping/yield response: An agronomy package to grow maximum yield</b> Speaker: Trevor Twigden, Senior Agronomist, National Onion Lab Australia
11.15am			<b>Brassica ICM Toolkit CD</b> Speaker: David Carey, Department of Primary Industries, NSW

## DAY 3: WEDNESDAY 6 MAY – 'INNOVATION AND R&D SHOWCASE'

Time	Vegetables	Potatoes	Vegetables/Onions/General
11.30am	<b>Quality requirements for fresh cut vegetable manufacturers</b> Speaker: Dr Robert Premier, Technical Manager, Saladfresh	<b>Working together in the supply chain</b> Speaker: David Antrobus, Field Manager McCain Foods	<b>IPM Disease Program Overview</b> Speakers: <b>Program overview</b> – Dr Ian Porter Department of Primary Industries, VIC
11.45am	<b>Vegetracker</b> Speaker: Steve Sheppard, Brand Story	<b>Potato viruses and vectors</b> Speaker: Dr Brendan Rodoni, Department of Primary Industries, VIC	<b>Program 1 Pesticide strategies</b> – Dr Leanne Forsyth, Department of Primary Industries, NSW  <b>Program 2 Soilborne diseases</b> – Oscar Villalta and Caroline Donald Department of Primary Industries, VIC
12.00pm	<b>Controlled Traffic Farming Systems for the Tasmanian vegetable industry</b> Speaker: John McPhee, Tasmanian Farmers and Graziers Association	<b>Irrigators and calculators – getting water management right</b> Speaker: Paul Frost, Agronomist, Safries	<b>Program 3 Foliar diseases</b> – Dr Chrys Aken, Department of Primary Industries, QLD  <b>Program 4 Viral diseases</b> – Denis Persley, Department of Primary Industries, QLD
12.15pm	<b>Family Farming Health</b> Speaker: Stuart Willder, Sustainable Farm Families, Western District Health Services	<b>Soilborne diseases</b> Dr Nigel Crump, Plant Pathologist, Department of Primary Industries, VIC	<b>Program 5 Communication and extension</b> – Jeremy Badgery-Parker, Department of Primary Industries, NSW
<b>12.30pm Lunch</b>			
2.00pm	<b>Soil health workshop</b> Speakers: Dr Frank Louws, Associate Professor and Extension Specialist, North Carolina State University, Jim Kelly, Business Manager, Arris, Alison Anderson, NSW Industry Development Officer and Dr Ian Porter, Department of Primary Industries, VIC	<b>Australian Potato Research Program One (APRP1) Potato R&amp;D Overview – what are we doing and where are we going</b> Speakers: Dr Iain Kirkwood, Director of APRP, Tasmanian Institute of Agriculture Research; Hugo LeMessurier, Managing Director, LeMessurier Solutions; and Lucy Keatinge, Industry Services Manager, Horticulture Australia Limited	<b>Family Farming Health</b> Speaker: Stuart Willder, Sustainable Farm Families, Western District Health Services
2.15pm		<b>Seed certification and the future</b> Speakers: Mark Holland, Department of Agriculture, Manager, Agwest Plant Laboratories	<b>Work Cover</b> Speaker: Bruce Butler, Partner, Monahan and Rowell
2.30pm			<b>Biosecurity on-farm</b> Speaker: Dr Lois Ransom, Chief Plant Protection Officer, Plant Health Australia
2.45pm		<b>Australian Organic Industry market data trends</b> Speaker: Dr Andrew Monk, Director, Biological Farmers of Australia Co-op Ltd (BFA)	
3.00pm	<b>Succession Planning</b> Speaker: Kim Lee, Succession Planning Facilitator, Rabobank	<b>Late Blight – a neighbours story</b> Speaker: Dr Dolf de Boer, Department of Primary Industries, VIC	
3.15pm		<b>Soilborne disease diagnostics tests – a new tool of the growers toolbox</b> Speaker: Dr Alan McKay, Plant and Health Scientist, South Australian Research Development Institute	<b>Biocontrol of thrips in stored onions</b> Speaker: Greg Baker, South Australian Research Development Institute

Time	Vegetables	Potatoes	Vegetables/Onions/General
<b>3.30pm Afternoon Tea</b>			
4.00pm	<b>HAL Strategic Leadership Course</b> Speakers: Jill Briggs, Program manager and facilitator, Rural Training Initiatives; Denise Kreymborg, Industry Development Officer, Bowen District Growers Association; Andrew Bulmer, Bulmers Fresh Farm Vegetables; and Kim Vincent, Vincent's Produce	<b>Optimising Processing Quality of Processing Potatoes</b> Speaker: Dr Steven Johnson, Extension Crops Specialist, University of Maine	<b>Phase II: Native vegetation to enhance biodiversity, beneficial insects and pest control in horticulture systems</b> Speaker: Dr Nancy Schellhorn, CSIRO
4.15pm	<b>Vegetable plant and soil health</b> Speaker: Tony Pattison, Principal Nematologist, Department of Primary Industries, QLD		
4.30pm	<b>Levy Revenue Service</b> Speaker: TBC Department of Agriculture, Fisheries and Forestry	<b>Researchers' scramble – black dot, common scab and varieties resistant to common scab</b> Speakers: Tonia Wiechel, Department of Primary Industries, VIC	<b>Managing mildews: prevention using systematic acquired resistance (SAR) in greenhouse and field-grown cucurbits</b> Speaker: Dr Jenny Jobling, Associate Professor University of Sydney; and Applied Horticultural Research
			<b>Consumer expectations behind health and wellness promises from vegetable consumption</b> Speaker: Jess Sanderson, Research Scientist, Department of Primary Industries, QLD
<b>4.45pm Close</b>			
<b>7.00pm Australian Vegetable Industry Awards and Conference Gala Dinner</b>			

## DAYS 4 & 5: THURSDAY 7 & FRIDAY 8 MAY – NATIONAL VEGETABLE EXPO, WERRIBEE

A free shuttle bus service will be provided for delegates interested in attending the National Vegetable Expo in Werribee from 7 – 8 May. **For more information and to sign up for the shuttle bus, please visit the conference registration desk.**

Disclaimer: Every effort has been made to present all the information contained in this booklet as accurately as possible. The organisers will not be held responsible for any changes in the structure or content of the program or any general or specific information published in this booklet. The organisers reserve the right to change any or all of these details.

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In 1991, David became the inaugural Sainsbury Professor of Food Marketing at Wye College (now, Imperial College), University of London. Prior to this, he spent four years establishing a fresh herb business in the US.

After serving Canada's Federal Government as a food policy analyst in the early '70s, in the mid '80s David became Project Director of a US Government initiative to establish an Agribusiness and Food Venture Capital Trust in the Caribbean.

**Professor David Hughes - Emeritus Professor of Food Marketing, Imperial College, London**

Professor David Hughes has more than 30 years' experience in the food and beverage sector. He is an international speaker and consultant, liaising with senior staff of food and beverage companies, research and development organisations, farmer-owned businesses, government and others to help them understand the commercial implications of change in their industry and assess how they can take advantage of opportunities and combat threats.

He has direct involvement with UK and US food companies and sits on food organisation boards in several countries, including the advisory board of Rabobank, the principal international food and agribusiness bank. He has lived and worked in Europe, North America, the Caribbean, Africa and South-East Asia.

David is Emeritus Professor of Food Marketing at Imperial College London, and Visiting Professor at the University of Kent Business School and at the Royal Agricultural College, UK. Ensuring he is across the latest research developments, David is also an examiner of PhD/DBA level research on food industry strategic management issues in the UK.



**Jin Ju Wilder - President, Coast Produce Company, Los Angeles**

Jin Ju Wilder is the President of Coast Produce Company, a Los Angeles-based produce wholesaler, re-packer, marketer, and mixing facility.

Jin Ju has 14 years experience with Coast Produce serving in various capacities including import/export sales and logistics; domestic sales, procurement and marketing; and business development.

Jin Ju has served on the Retail Board of Directors for the Produce Marketing Association (PMA) since 2006, and has been a member of PMA committees including the PMA's Strategic Planning Team and Fresh Summit Task Force. From 2003 to 2005, she served on the Board of Directors for the Fresh Produce and Floral Council.



**Peter Pokorny - General Manager, Fresh Produce, Coles**

Peter Pokorny joined Coles in June 2008 as General Manager of Fresh Produce. With more than 30 years' experience in retail, he is a valuable addition to the Coles Merchandise team.

Peter has held Senior Executive roles in Fresh Food and Supply Chain at Woolworths and most recently was Strategic Director to the owners of Harris Farm.

Among other achievements, Peter played an instrumental role in initiating the Woolworths 'fresh food people' program, which involved a fundamental shift in the business's approach to fresh food.

Peter believes in the attitude: 'If you are not directly servicing the customer, you need to be servicing someone who is'.



**Michael O'Keeffe - Principal, O'Keeffe and Associates**

Michael O'Keeffe is a business strategy advisor to fresh food firms globally.

Michael is Founding Coordinator of the Global Fresh Food Innovation Network, a group of fresh food companies from the UK, USA, Canada, and Australia who share best practice and innovation ideas. He is also a director of Houston's Farm, a Tasmanian-based grower and marketer of prepared salads.

Michael is the Visiting Agribusiness Fellow with the Victorian Department of Primary Industries and Senior Visiting Research Fellow with the University of Kent in the UK.

He writes the monthly fresh food column for *Retail World* in Australia.

His previous appointments include National Business Manager- Produce, with Franklins Supermarkets, Head of Agribusiness Corporate Advisory Services with Rabobank, and Executive Director of Monash University's Australian Agribusiness Research Unit.



**Tom Rafferty - Director, Supply Chain STO**

Tom Rafferty has over 25 years experience in a wide range of supply chain roles in Europe, the USA, Asia and Australia. He has lectured in Logistics and Operations Management at the University of Southern Queensland and Export Management at Griffith University.

Along with his proven theoretical knowledge, Tom combines operational experience in transport and distribution management, purchasing, production management, customer service, forecasting, inventory management, sales and marketing.

He has advised government and business across a wide range of industries including horticulture, pharmaceuticals, FMCG, energy, building products and transport.

Tom writes a regular column for Australia's *Supply Chain Review* and has contributed many articles to a range of horticultural publications.

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Joanna's ability to translate science into everyday messages has made her a sought-after media spokesperson. She is the resident nutrition expert for TODAY on the Nine Network, is a health writer for *Life etc* magazine and writes a regular column "Ask the Food Doctor" for *Slimming & Health*.

Joanna has authored or co-authored a number of books including *Reality Food* (ABC Books), *Star Foods* (ABC Books), and the internationally published *The Low GI Diet* and *The Low GI Diet Cookbook* (Hachette Livre).

Joanna is passionate about quality food, loves to eat, loves to cook and loves to exercise. She firmly believes that most people just don't know how much better they could look, feel and perform in their daily lives if only they ate well and moved more.

**Dr Joanna McMillan Price – Nutritionist and Dietitian**

Dr Joanna McMillan Price is a registered nutritionist and dietitian with a PhD in nutritional science from the University of Sydney. She is also a trained fitness leader and has taught group exercise classes for almost 15 years. Originally from Scotland, she immigrated to Australia in 1999 and settled in Sydney.



**Martin Kneebone – Director, Freshlogic**

Martin has a detailed understanding of the Australasian Food Market and supply systems as a result of working on both sides of the Tasman over the past 20 years. He operated in both the retail and supply sectors, including working at Coles Myer as General Manager of Fresh Produce for a number of years.

His company, Freshlogic, is Melbourne-based and provides market intelligence and specialist consulting services to those operating in the food supply chain. Freshlogic compiled the benchmark FOODmap distribution channel analysis and operates the Mealpulse(tm) consumer panel, which tracks food buyer behaviour.

Martin brings a detailed working knowledge of the sharp end of the supply chain and can profile what is driving the food consumer, as well as guide dealings with the major corporate buyers. He has also directed many food consumer studies over a diverse range of food categories and distribution channels.

With this breadth of experience, Martin has developed a reputation for his ability to draw out useful and workable commercial applications from his reviews and analysis.



**Dr Frank Louws – Associate Professor of Plant Pathology Dept Plant Pathology, North Carolina State University**

Dr Frank Louws is an extension plant pathologist working on integrated management systems in strawberries and vegetables.

Frank grew up on a farm growing fruit and vegetable crops in Ontario, Canada.

He has been at North Carolina State University for over 12 years and his program seeks to solve real problems for real people. Part of his program has emphasised the management of soilborne diseases and seeks to integrate basic scientific research, such as soil health and microbial ecology challenges, and applied research, such as product and host resistance experiments, in conventional, sustainable and organic production systems. His program has also conducted considerable research on bacterial diseases of vegetables, foliar diseases of tomato and pepper including early blight and Phytophthora crown and root rot, and foliar and fruit diseases of strawberries.

Frank's program also emphasises training programs for agents, private consultants and growers to help them implement integrated pest management (IPM) programs to manage diseases. He also teaches a graduate course on methods and diagnosis in plant pathology and mentors students and post-doctorates in the lab and field research program.



**Dr Steve Johnson – Extension Professor and Extension Potato Specialist, University of Maine**

Dr Steve Johnson is an Extension Professor and Extension Potato Specialist with the University of Maine where he has been employed for the past 20 years.

His responsibilities in Maine are potato diseases, with potato late blight occupying a major portion of his time. When the crop is not in the field, potato storage disorders are a focus of his efforts.

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**The Hon Andrew Robb AO, MP- Shadow Minister  
Assisting the Leader on Emissions Trading Design**

In September 2008, Andrew Robb was appointed Shadow Minister for Infrastructure and Council of Australian Governments (COAG) and Shadow Minister Assisting the Leader on Emissions Trading Design.

Drawing on over 30 years of business, agricultural and political experience, this shadow portfolio is at the cutting edge of some of the most complex and contentious economic issues that will shape Australia over the coming years and decades.

Andrew holds a Diploma of Agricultural Science and an Honours Degree in Economics. In the 70s Andrew worked for the Department of Agriculture (Victoria) as both an animal

health officer and then as agricultural economist before moving on to become the Economist for the National Farmers' Federation. In the 80s Andrew served as Executive Director of the Cattle Council of Australia, and later Executive Director of the National Farmers' Federation.

From 1990 to 1997 Andrew served as Federal Director and Campaign Director of the Liberal Party.

From 1997 to 2004 Andrew worked for PBL, as well as providing strategic advice to major companies around Australia and overseas, then built an Australia-wide direct marketing technology company.

During these years Andrew was also Chairman of the Australian Direct Marketing Association and honorary Treasurer of the Liberal Party in NSW.

In 2003 Andrew was awarded the Office of the Order of Australia and Centenary Medal for his service to agriculture, politics and the community.

Andrew was elected to the Federal seat of Goldstein in October 2004. Positions held in government included Chairman of the Government's Workplace Relations Taskforce, Parliamentary Secretary to the Minister for Immigration and Multicultural Affairs and Minister for Vocational and Further Education.



**Allison Clarke – Quality and Innovation Manager, Houston's Farm**

Since 2003, Allison Clarke's role has been to manage the Quality Assurance and Product Development Teams to ensure that the fresh-cut salad products produced by Houston's Farm meet and exceed customer and consumer requirements.

Allison is a member of the Houston's Farm Business Management Team and led the Environmental Sustainability Project which was successful in winning the inaugural 2007 Woolworths Fresh Food Grant.

Houston's Farm chose to leverage award funds with Horticulture Australia Limited to develop a carbon (greenhouse gas) calculation tool which could be extended to the vegetable industry and act as a single validated method for determining an enterprise carbon (greenhouse gas) using product life cycle methodology. Following a workshop

of vegetable industry stakeholders in October 2008, industry chose to use the Houston's Farm tool as the basis for the development of a carbon (greenhouse gas) footprint tool and Houston's Farm remains closely aligned with this project as it develops.

In 2008, Allison completed an Executive Certificate in Food Business Management through Monash University. In addition, she is the Board Chair of TQA Inc, a body which provides expertise to industry, agri-business, farmers, and regulators on quality assurance and environmental management systems.



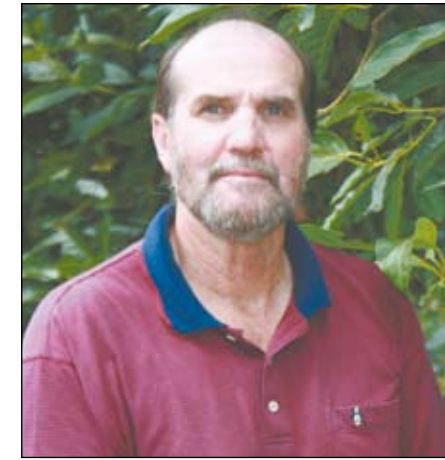
**Professor Colin Birch - Vegetable  
Centre Leader, Tasmanian  
Institute of Agricultural Science**

Associate Professor Colin Birch commenced duties as Leader of the Vegetable Centre in Tasmanian Institute of Agricultural Science in August 2008. He previously worked in the University of Queensland as Senior Lecturer in Agronomy, and from 2003 to 2007 was Director of Studies in the Faculty of Natural Resources, Agriculture and Veterinary Science.

Colin holds a Master of Agricultural Science in Plant Nutrition and PhD in Crop Modelling. He has undertaken two research fellowships and conducted research with the United States Department of Agriculture, Grassland, Water and Soil Research Centre at Temple in Texas, with a focus on crop and agricultural system modelling.

His research interests include the impact of climate and climate change on plant adaptation and the agronomic responses to climate change.

Professor Birch has also published widely in scientific journals and has prepared numerous distance education packages. He has taught agricultural and horticultural systems, agronomy, plant nutrition, crop modelling and related courses at undergraduate and postgraduate levels since 1982.



**Peter Deuter - Senior Principal  
Horticulturist, Queensland  
Department of Primary Industries  
and Fisheries**

Peter Deuter is a Senior Principal Horticulturist for the Queensland Department of Primary Industries and Fisheries (DPI&F), based at the Gatton Research Station.

He has led Research and Development projects funded by Horticulture Australia Limited (HAL); the Australian Centre for International Agricultural Research (ACIAR); Land and Water Australia (LWA); and DPI&F since 1986, mostly in the area

of Integrated Pest Management, and more recently in Climate Variability and Climate Change.

Since 2002, Peter has developed an interest in Climate Variability and Climate Change, their effects on horticulture, and how farmers and industry might make improved decisions by better understanding these effects.

He led the HAL-funded scoping study – "Climate Change and Climate Variability – Risks and Opportunities for Horticulture" in 2006; HAL/LWA funded project – "Australian horticulture's response to climate change and climate variability" in 2007, the HAL project – "Vegetable Industry Carbon Footprint Scoping Study" in 2008, and currently leads the HAL/LWA funded project – "Critical thresholds ('tipping points') and climate change impacts/adaptation in horticulture".

Peter has a Bachelor of Applied Science (Horticultural Technology) from Gatton College, and a Master of Agricultural Studies from the University of Queensland.

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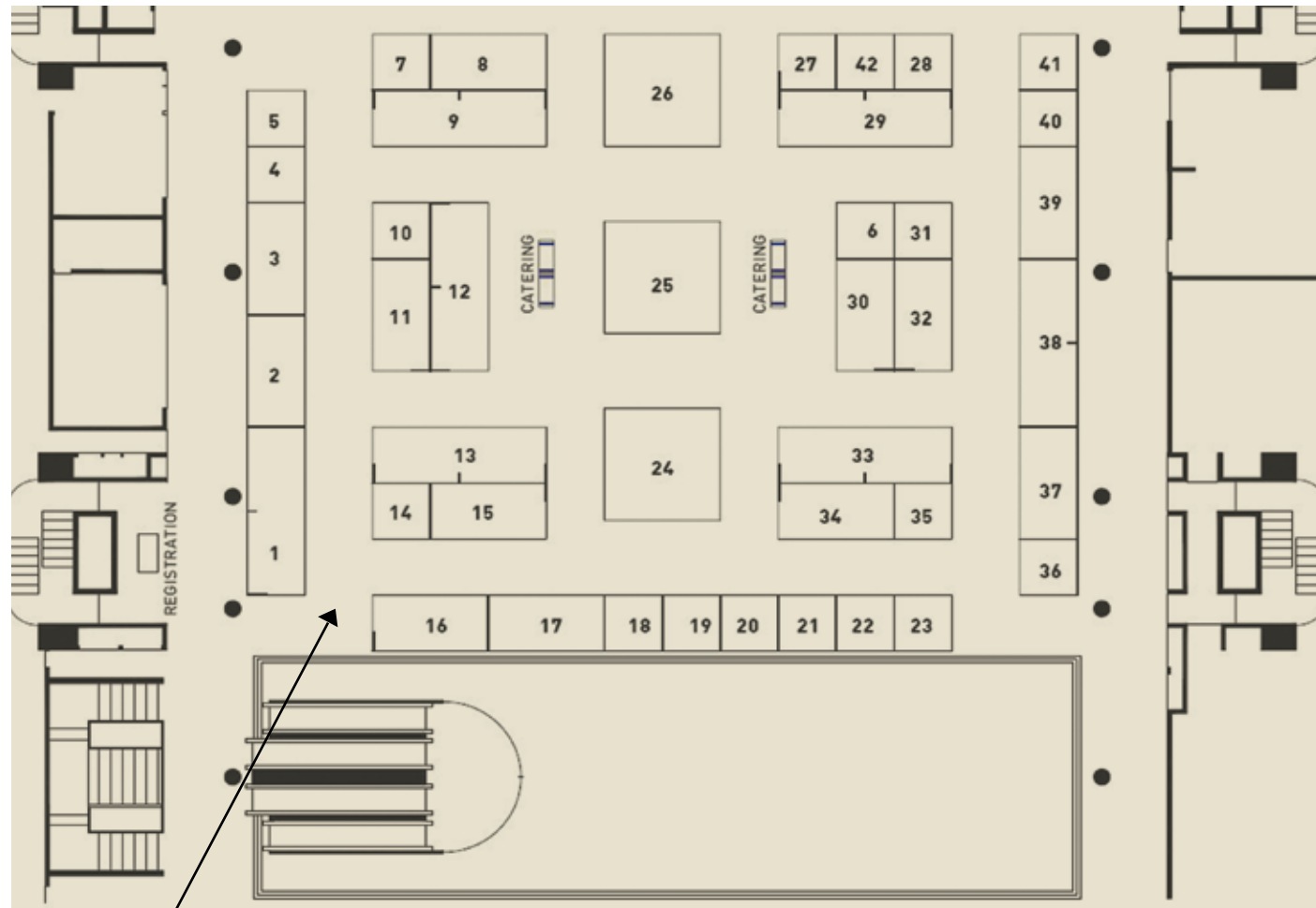
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## Trade Show Entrance

Please note: floor plan may be subject to minor changes

1 Organic Show Case	15 tbc	29 Green Agricultural Irrigation Recycling Pty Ltd
2 DuPont Australia Ltd	16 Syngenta Crop Protection	30 Landmark Operations Ltd
3 Seasoil International Pty Ltd	17 Bejo Seeds	31 Vegetable Growers Association of Victoria Inc.
4 Spraygro Liquid Fertilisers	18 South Pacific Seeds	32 Sumitomo Chemical Australia
5 Melbourne Wholesale Fruit, Vegetable and Flower Market	19 CropCare	33 BASF Australia Ltd
6 Seminis Vegetable Seeds	20 Wyma Engineering	34 Terranova Seeds Pty Ltd
7 Barmac Industries Pty Ltd	21 Naandan Jain Australia	35 Australian Hydroponic & Greenhouse Association Inc. (AHGA)
8 tbc	22 Muddy Boots Software	36 Measurement Engineering Aust. Pty Ltd
9 Nufarm – Australia and Croplands	23 National Harvest Labour Information Service	37 Dow AgroSciences Australia Ltd
10 Australian Processed Potato Research Program	24 Bayer CropScience	38 Ulma Packaging
11 Grow Green Technologies	25 Elders Rural Services	39 Aperio (FilmPac) Australia
12 Withcott Seedlings	26 AUSVEG	40 Agsafe Ltd
13 Vin Rowe Farm Machinery	27 tbc	41 YARA Australia Pty Ltd
14 Dobmac Agricultural Machinery	28 Rhima Australia	42 Primary Industries and Fisheries, Queensland

## Level 5, Bellarine Hall 2-5: Main Plenary and breakout rooms

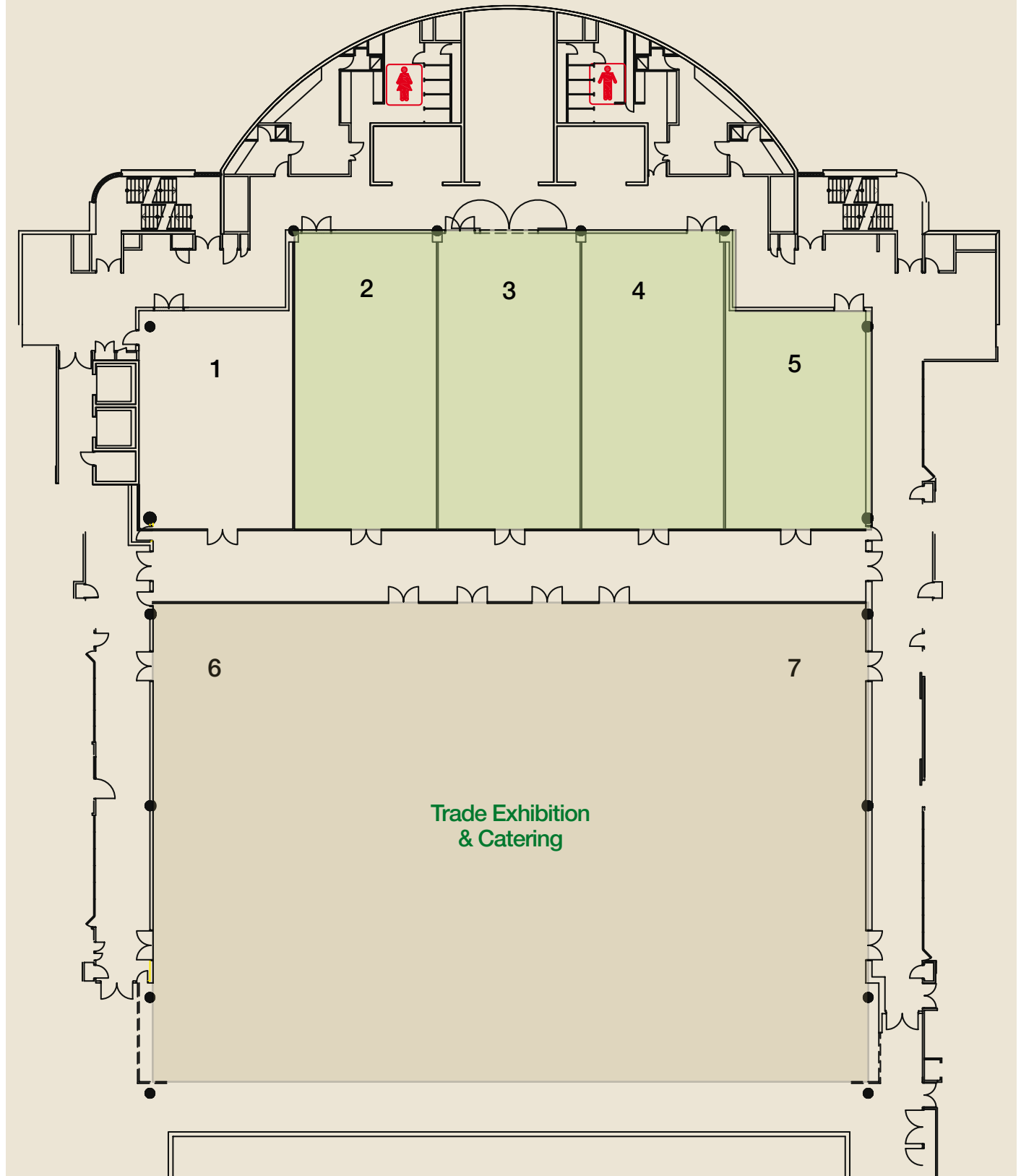
Plenary sessions, Tuesday 5 May:  
Bellarine 2-5

Innovation & R&D Showcase, Wednesday 6 May:

Bellarine 2: Potatoes

Bellarine 3: Vegetables/Onions/General

Bellarine 4 & 5: Vegetables





## Vegetable Industry Awards 09

Each year as the industry moves forward, we pay tribute to the individuals who are innovating and leading the industry in their respective fields. The Australian Vegetable Industry Awards recognise the individuals who have raised the bar for excellence in the vegetable industry.

Following an extensive nomination and short-listing process, the industry has identified the following finalists as contenders for the awards. Winners will be announced at the gala dinner for the Australian Vegetable Industry Conference, held on 6 May at the Crown Palladium in Melbourne.

**AUSVEG congratulates the following individuals as the 2009 Vegetable Industry Awards Finalists:**

### Landini Grower of the Year Award



Lisa Crooks  
Tom Schreurs  
Kim Vincent

### Syngenta Researcher of the Year Award



Dr Nigel Crump  
Dr Paul Horne  
Dr Ian Porter

### AUSVEG Industry Recognition Award



Peter Dal Santo  
Graeme Smith  
Des Jennings

### Landmark Young Grower of the Year Award




Tim Harslett  
Nathan Clackson  
Angelo Lamattina

### Brisbane Produce Market Innovative Marketing Award



Houston's Farm  
Ladybird Organics



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## Welcome Cocktail Reception

Help us celebrate the formal commencement of the 2009 Australian Vegetable Industry Conference at the welcome cocktail reception. After early registration, delegates are invited to enjoy a drink and canapés at this relaxed meet-and-mingle.

**When:** 6.30pm, Monday 4 May

**Where:** Trade Exhibition, Bellarine Banquet Hall 6 & 7, Melbourne Convention Centre

**Dress Code:** Smart Casual



## Australian Vegetable Industry Awards and Conference Gala Dinner

Following two days of thought-provoking conference presentations, what better way to wrap up the conference than by attending the conference gala dinner?

Held at the prestigious Crown Palladium on the banks of the Yarra River, the gala dinner is a fantastic opportunity to network with other conference delegates in a relaxed setting... all just a few minutes' walk from the Melbourne Convention Centre and a short distance from CBD and river-side hotels. As well as providing an evening of fine dining and entertainment, the night will also feature the presentation of the Australian Vegetable Industry Awards -a celebration of the industry and the individuals who make it a success.

**When:** 7.00pm, Wednesday 6 May

**Where:** Crown Palladium, Crown Entertainment Complex, Southbank

**Dress Code:** Semi-Formal (lounge suit)

## Trade Exhibition Drinks

With over 40 trade exhibitors participating at the conference, we've arranged a special evening viewing on day two. Take the time to peruse exhibitor stands and speak to representatives in a relaxed environment without missing out on key program events.

**When:** 5.00pm, Tuesday 5 May

**Where:** Trade Exhibition, Bellarine Banquet Hall 6 & 7, Melbourne Convention Centre

**Dress Code:** Smart Casual





## Host State Sponsor

Department of Primary Industries, Victoria



The Victorian Department of Primary Industries collaborates with industry, farmer and local communities to develop and implement sustainable production systems critical for the long-term viability of agricultural and food industries.

Horticulture is Australia's fastest growing agricultural industry. In Victoria, horticulture has an estimated production value of \$1.3 billion, with approximately 8,500 enterprises employing some 50,000 people full time and 100,000 during harvest periods.

Horticulture is a major industry in Victoria contributing 27 per cent Gross Value of Production (GVP) of agriculture for the state with vegetables contributing 8 per cent of this. The vegetable industry valued at \$746.5 million contributes 22 per cent of the national GVP for vegetables.

DPI delivers programs through Biosciences Research, Future Farming Systems Research and Farming Services Victoria aimed at fostering productive, competitive and sustainable farming businesses.

## Signature Sponsor

Elders Rural Services



### Elders – Improving your production through commitment and knowledge

In our 170 years of working with Australian producers, Elders has developed the deep knowledge and understanding required to help Australian farmers improve their success. Through the trained, professional staff at your local Elders branch, we work with growers to build partnerships dedicated to improving the profit and productivity of their business.

Elders play a major role in the horticulture industry working with growers of all types of vegetables across Australia. Elders has more than 60 specialist horticulture locations across the country and over 100 crop specialists, agronomists, merchandise managers and in-store staff.

The Elders service starts with specialist technical advice from sales agronomists offering growers the most up-to-date technical and agronomic advice and extends to inputs including exclusive access to new seed genetics, bulk and specialty fertilisers, plant protection products, plant tissue and soil analysis, hardware and equipment needs.

We also work directly with producers to address seasonal issues of crop selection, management and protection, as well as recommend inputs that best suit the specific business and production goals.

It is our central objective to maximise a grower's productivity through farming solutions, financial options, insurance and risk mitigation. So when it comes to making key buying decisions this season, your local Elders branch offers a lot more than just a wide range of products at competitive prices.

## Platinum Sponsor

Bayer CropScience



Renowned worldwide as an inventor company, Bayer continues to strengthen its position through research and innovation. Bayer has had a presence in Australia and New Zealand for more than 80 years and has made a significant investment in local research and manufacturing.

Bayer CropScience encompasses three businesses: Crop Protection, Environmental Science and BioScience. We aim to be recognised as being integral to the sustainable production of Australian food.

We offer farmers an extensive range of premium products and expertise and are committed to the research and development of environmentally sustainable solutions in our fields of endeavour.

At Bayer CropScience we adhere to the most stringent standards with respect to products and processes; striving to ensure quality and safety walk hand in hand.

Our growth is generated by quality relationships. To ensure Bayer CropScience is the first choice of primary producers, resellers and consumers, we are committed to delivering value.

Our leading global position in all businesses has been achieved by high-calibre employees, comprehensive and innovative solutions and outstanding systems and service. The real value to our customers is in the experience of dealing with our people and their in-depth knowledge of our products.

Because Australian farmers are innovative, Bayer CropScience can continue to bring innovative solutions to market.

## Gold Sponsors

Landmark



Landmark has been part of rural Australia for 150 years.

A leading agribusiness company, we offer merchandise, fertiliser, farm services, wool, livestock, finance, insurance and real estate.

Today, we're Australia's largest distributor of merchandise and fertiliser, with 2000 employees servicing 100,000 clients in our national network of around 400 locations.

Thanks to our unrivalled expertise, enduring partnerships with customers, commitment to and from our people, and involvement in local communities, we'll continue to deliver products, services and value to our employees, customers and shareholders for a long time to come.

At the 2009 Australian Vegetable Industry Awards Landmark is proud to sponsor the "Landmark Young Grower of the Year" award recognising great young growers in the vegetable industry.

Vin Rowe Farm Machinery



Established in 1961, Vin Rowe Farm Machinery supplied agricultural machinery to the local intensive dairy farming population. By the mid 70s, founder, Vin Rowe, realised the dairy industry was over serviced and he set about developing a national vegetable machinery business.

In 1975, Vin Rowe entered an agreement with Norwegian machinery manufacturer, Underhaug, and imported planters and harvesters which mechanised the potato industry for the small to medium grower. This arrangement remains today.

The company continued to seek out and introduce the best of European vegetable equipment to Australian growers. Today, the company represents AVR (potato harvester manufacturer) and Meidema (handling equipment manufacturer) from Belgium, Dutch tillage equipment maker Baselier and French company Monosem, manufacturer of small and large seed planters.

The company also represents Danish manufacturer, Asa-Lift, having imported and distributed its products for 25 years. Asa-Lift manufactures carrot, onion, leek, parsnip, garlic and cabbage harvesters.

A recent agreement with Belgian company AVR has given the company a higher profile with larger potato growers across Australia.

Vin Rowe is also the Australian importer/distributor of Kuhn mouldboard ploughs from France and also offers a range of associated products and parts.

Our aim is to "Care For Your Future – Today" and be the best supplier of vegetable equipment to the Australian Grower.

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- Darker leaf colour
- Lower nitrate content in harvested crop and better quality
- Environmental gains from nitrous oxide emission reductions and reductions in leaching of nitrate into groundwater

## Gold Sponsors

### Withcott Seedlings



Withcott Seedlings® is Australia's preferred provider of quality vegetable and plant seedlings. With the largest commercial nursery in the southern hemisphere, producing approximately half a billion vegetable and plant seedlings per annum. Withcott Seedlings® is dedicated to providing innovative value – added solutions for growers through Smart, Safe and Sustainable practices.

#### Smart

We are committed to leading the way through continual product innovation, because we are passionate about producing the best seedlings to maximise your yields.

#### Safe

Our quality assurance program reduces the risk of disease and increases the risk of disease and increases the overall yield of your crop.

#### Sustainable

Our business principles and practices ensure a healthy environment and profitability for your business.

To find out more about our Smart, Safe and Sustainable growing practices, please visit our website at [www.wseedlings.com.au](http://www.wseedlings.com.au), or call 1300 WITHCOTT (1300 948 426)

### Nufarm-Australia and Croplands



Nufarm is a global manufacturer and supplier of crop protection chemicals. We synthesise and manufacture a wide range of chemicals such as copper fungicides, 2,4-D, glyphosate, MCPA and imidacloprid.

An Australian company, we have grown from humble beginnings over 50 years ago at our Laverton site in Melbourne to be the eighth largest crop protection company in the world and the largest provider in the Australian market.

Nufarm is a listed company on the Australian Stock Exchange (ASX code: NUF), and whilst Australia remains our home base and a significant market, we are constantly expanding our overseas operations in major agricultural regions.

Our Australian business has a large sales team, extensive research and development (R&D) capabilities, manufacturing sites and distribution centres strategically placed throughout the country. This lets us provide Australian growers with the products and services they need to achieve the best results from their farming operations.

As part of this approach, Nufarm has dedicated horticulture sales and R&D personnel within our regional teams to provide specific assistance for the horticultural crops within each region.

Nufarm products are available from rural distributors throughout Australia. Our staff are readily available to assist distributors and growers; ensuring our products are used safely and effectively.

More information can be found at [www.nufarm.com.au](http://www.nufarm.com.au)

### Green Agricultural Irrigation Recycling Pty Ltd



#### A breath of Green AIR for farmers

Looking for a safe and reliable way to dispose of your waste irrigation pipe? Green A.I.R. has developed a sustainable solution modelled on your needs as an Australian farmer and our ever-changing climate.

Wherever your farm is located, we personally collect your used irrigation plastics working around your harvest cycles. We then recycle the plastic at our unique reprocessing facility, providing quality re-grind material for reuse in agri-irrigation.

Backed by our world-class technology, we're proving ourselves as Australia's most reliable and innovative collector and recycler of subterranean drip irrigation and mulch products – providing an impressive agronomic solution for your irrigation plastics waste.

So take a load off. Let Green A.I.R. dispose of your discarded irrigation tubing and help you reclaim valuable land taken up by discarded piles of pipe. So you can get back to what you do best – farming.

You can also take comfort in the knowledge that by recycling waste, you're helping to combat climate change by reducing landfill.

Contact our team at Green A.I.R. today and discover the benefits of a trusted plastics collection service at your farm.

[www.greenaire.com.au](http://www.greenaire.com.au)

## Silver Sponsors

### Dow AgroSciences



Dow AgroSciences is proud to be a sponsor of the 2009 Vegetable Industry Conference.

We are committed to providing a range of premium quality solutions to Australian vegetable growers. From key insecticides such as Success 2 to fungicides like Dithane and specialty herbicides like Kerb, our vision is to research the needs of the Australian vegetable industry and to develop effective solutions to these needs.

Please take a little time at the conference to visit our booth and see what we are working on for the future.

### Terranova Seeds



Terranova is a specialist vegetable seed company with offices and technical staff servicing all major growing regions in both Australia and New Zealand. In addition we service the Pacific Islands and Papua New Guinea.

We market a broad range of varieties which have been trialled under local conditions and give full technical support to our customer base. We are constantly evaluating new material from around the world to ensure that we bring the best and most up-to-date varieties to our local growers.

Reliable Seeds. Quality Seeds. That's what you can count on every time when you think Terranova Seeds.

### Bejo Seeds



Bejo Seeds is a wholly owned subsidiary of Bejo Zaden BV, Holland, who breed, produce and supply vegetable seeds. Specialising in outdoor hybrid varieties, Bejo Zaden is an international company, recognised for its innovative breeding, reliable varieties and quality seed, with the customer as the pivotal focus.

In Australia, Bejo Seeds produce seed for export to Bejo, Holland, conduct trials, and promote and sell Bejo varieties on a national basis. Seed production is managed from a base at Richmond, Tasmania. The head office, sales and trials are situated at Skye, south-east of Melbourne.

Visit us at [www.bejo.com.au](http://www.bejo.com.au)





## Silver Sponsors

### Du Pont Australia



The DuPont Company was founded more than 200 years ago in Wilmington, Delaware when E. I. du Pont brought new and innovative techniques to safely manufacture gun powder. These innovations revolutionised the industry in the US.

Today the DuPont Company uses sciences to provide new and exciting solutions for farmers all around the world. Like the new mode of action insecticide, Coragen(r) that is highly effective yet safe to most beneficial insects and other non target organisms.

Take some time visit the DuPont team at the conference and ask how our science and product portfolio can help your vegetable growing.

### Syngenta Crop Protection



*Discovery to Delivery* is our promise to the Australian horticultural industry. We aim to enhance our research and development base and achieve new levels of excellence.

As one of the world's largest dedicated agribusinesses, Syngenta is a leader in innovative and sustainable crop solutions for growers in Australia. Syngenta Crop Protection and Seeds work together to meet the needs of growers, wholesalers, retailers and food processors.

With well recognised brands such as AMISTAR, RIDOMIL GOLD and SPRAY. SEED, and leading plant varieties like Komato, Syngenta seeks to advance horticulture in Australia.

We are committed to discovering sustainable chemistry – developing innovative brands with experienced and knowledgeable staff in the field helping industry to deliver the best produce to market.

Technical Product Advice Line:  
1800 067 108

[www.syngenta.com.au](http://www.syngenta.com.au)

### Sumitomo Chemical Australia



Sumitomo Chemical Australia is the exclusive distributor for all agricultural chemicals produced by Sumitomo Chemical, Japan and Valent BioSciences Corporation, USA. We also distribute selected products for Gro-Chem NZ Limited.

Sumitomo Chemical is perhaps best known for our range of insecticide products: Admiral®, Dipel®, Sumi-Alpha® Flex, and Xentari®, but also for reliable fungicide products like Sumisclex® and Rizolex®. Many growers are familiar with Status® Herbicide for control of grass weeds in a range of vegetable crops.

For more technical information on any of our products, please refer to our website [www.sumitomo-chem.com.au](http://www.sumitomo-chem.com.au), or dial toll-free on 1800 060 671.

### Organic Show Case



Demand for organic foods continues to grow despite the world economic crisis according to the United Nations Trade and Development Agency (UNCTAD). Sales from certified organic products are expected to reach \$67 billion in 2012, up from \$46 billion in 2007 and about \$23 billion in 2002.

Australian vegetable growers are well placed to benefit from the growth potential of this profitable market sector with support from internationally recognised certification bodies like the Biological Farmers of Australia (BFA), excellent wholesale and retailing opportunities with companies like melba fresh and quality organic farming advice and products from Organic Crop Protectants (OCP).

### Grow Green Technologies



Grow Green Pty Ltd is an Australian owned company that has been producing a range of agricultural/ horticultural products since 1986.

Cost effective and simple to use, Grow Green fertiliSers are made by a biological process to produce shelf-stable, 100 per cent plant available nutrients that do not leach or volatilise.

Our process preserves the microorganisms and their exudates (enzymes, plant hormones, vitamins).

Grow Green fertilisers inoculate the soil with microbes that stimulate the natural processes that feed the plants, protect from pathogens and build soil structure. This means that you not only get great results, you also recondition the soil.

As your soil improves, you will need less of our fertiliser!





## Bronze Sponsors

### South Pacific Seeds



SOUTH PACIFIC SEEDS

South Pacific Seeds commenced operations in 1986 as a wholesale distributor of vegetable seeds throughout Australia and New Zealand. SPS has since grown considerably and has become one of the leading seed companies on the domestic market.

SPS distributes for top breeding houses around the world. Technical staff investigate first hand the latest breeding material. Screening trials are undertaken in all production areas to assess the latest varietal releases; and select the best material in terms of disease tolerance, quality, yield and performance for domestic conditions.

The SPS team understands the complex nature of the industry and the issues growers go through seeing crops through from varietal selection to harvest.

### Crop Care



Crop Care is a leading Australian agricultural company which manufactures and markets a vast array of crop protection and seed products, used in a wide range of markets including broadacre agriculture, pastures, sugar cane, rice and horticulture. Crop Care has an extensive range of insecticides, herbicides, fungicides and sunscreen products for a wide variety of vegetable crops.

Crop Care provide farmers with solutions that keep pace with their demands and evolving crop management practices to improve enterprise's productivity and profitability.

### Wyma Engineering



At Wyma, our aim is to be the supplier of choice, delivering innovative bulk vegetable handling equipment, pack-house solutions and after-sales support that provide customers with reliability, durability and low total cost of ownership.

Wyma can assist you to:

- gently receive produce from the field and feed it into your line,
- wash, size and grade your produce,
- pack and prepare produce for distribution.

We can also design, manufacture and install complete dry, wash, pre-pack or re-pack lines.

Wyma Engineering Ltd  
John Roest  
Australian Sales Manager  
M: 0400 577 921  
F: 03 5831 1038  
E: john.r@wymaengineering.com  
Web: www.wymaengineering.com



### Spraygro Liquid Fertilizers



Spraygro Liquid Fertilizers are Macro & Micronutrient Plant Specialists. The 100 per cent Australian-owned company is at the leading edge when it comes to liquid nutrient technology. Clear "true" solutions to achieve maximum plant availability have always been our focus. We research, formulate and produce our extensive range under the guidance of our in-house product chemist.

Spraygro products, when combined with our crop nutrient programs and your specific conditions/requirements, enable growers to maximise quality yield parameters. Smarttrace chelated elements, Gripper EDTA liquids, Firmrite Calciums and Smart Release Nitrogens (SRN's) are some of our brands. Liquid Prescription Formulations are also possible with Spraygro.

Available through leading Ag resellers.

www.spraygro.com.au

### Dobmac Agricultural Machinery



Dobmac is a recognised leader in the design, manufacture and supply of specialised equipment for the root crop vegetable industry.

Dobmac Potato Planters are renowned for accuracy with both whole and cut seed. The unique mechanism is unequalled when planting in undulating conditions. Dobmac produces a full range of onion lifting and vegetable grading, washing and packing equipment.

Dobmac provides sales and service throughout Australia and New Zealand. Dobmac are distributors for: Topair Onion and Garlic Harvesters; Lockwood Potato Harvesters, Windrowers and Planters; Harriston Potato Planters and Clod Hoppers; Mayo Potato Storage, Grading and Handling Equipment; ERC Onion Topping, Sizing and Grading Equipment; Standen Pearson Soil Conditioners (Destoners), Team Sprayers Chemical Applicators for Potato Planters.









Horticulture

*Elders*

## Elders horticulture value

Elders recognises that all vegetable growers want that extra bit of service and value. That's why the Elders horticulture teams in over 60 branches across Australia invite all growers to check out our experience, agronomic advice and value when buying fungicides, insecticides, herbicides, plant nutrition and crop protection products.

For further information please contact your local Elders branch, come and visit our site at the AUSVEG conference or visit [www.elders.com.au](http://www.elders.com.au)