

## **Final Report**

# **Annual Vegetable Industry Seminar 2019**

**Project leader:**

Dylan Komishon

**Delivery partner:**

AUSVEG Ltd

**Project code:**

VG18001

**Project:**

Annual Vegetable Industry Seminar 2019 VG18001

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## General project overview

The *Annual Vegetable Industry Seminar 2019* (AVIS) provided funding for 250 vegetable growers from horticultural regions across Australia to attend the seminar. A contingent of eight international (one team of two) and local research specialists delivered presentations at the seminar covering a range of topics that aligned directly with the Vegetable Strategic Investment Plan. The content flexibility of this project ensured that topical issues were discussed that will have immediate and ongoing benefit for growers. The seminar also highlighted new opportunities for industry R&D investment and export opportunities, and facilitated closer networking between the research community and Australian vegetable growers.

## Summary

VG18001 – *Annual Vegetable Industry Seminar 2019* commenced in September 2018, and was comprised of a 4-hour seminar on 24 June, taking place during the Hort Connections 2019 convention held at the Melbourne Convention & Exhibition Centre.

The project focused on developing and running an outcome-oriented seminar of high value to the vegetable industry designed to increase the understanding of 250 levy-paying vegetable growers regarding innovations in agriculture that are research, technology or export based, and are currently in the development process.

After completion of the seminar, the feedback from the Australian vegetable growers who attended was highly positive. This confirmed a need for there to be a consistent knowledge stream regarding increased vegetable production and export potential in future years.

The AVIS added the latest instalment to a series of highly successful seminars held in previous years – namely, the 2016-2018 Global Innovations in Horticulture Seminars, and Export Opportunities for Carrots, Sweet Corn, Bean, Broccoli and Baby Leaf – Symposia's. The project brought together an assembly of key presenters to the Australian horticulture industry to introduce new information that can help grower invitees – and the broader industry – increase the profitability, efficiency and productivity of Australian horticultural farming operations. The seminar venue, speaker and participant invite list were developed by AUSVEG as well as the process of confirming attendees and speakers.

The AVIS aimed to share knowledge and up-to-date information that could help the Australian horticulture industry better understand and overcome current and future challenges to productivity, as well as promote dialogue between researchers and growers. The seminar drew attention to new concepts for R&D levy investment, and demonstrated the importance of collaboration between vegetable producers, global researchers, and key industry stakeholders. The substantial grower participation demonstrated an industry-wide commitment to increasing productivity. The seminar also aimed to provide value to growers through a series of educational sessions, to improve various elements of their businesses.

The project provided funding for 250 vegetable growers from horticultural regions across Australia to attend the seminar. A contingent of seven international and/or local research specialists developed presentations for the seminar, covering a range of topics that aligned directly with the *Vegetable Strategic Investment Plan*, as disseminated below in the following table.

SIP linkage	Outcome 1: Export Market Growth	Outcome 2: Increased Demand and Value of the Domestic Vegetable Industry	Outcome 3: Improved Farm Productivity	Outcome 4: Increased levels post-farmgate integration	Outcome 5: Improved Industry Capabilities for Innovation and Adoption
<b>Outcome strategies/objectives</b>	<ul style="list-style-type: none"> <li>• Understand export opportunities</li> <li>• Improve export capability</li> <li>• Improve on trade linkages</li> </ul>	<ul style="list-style-type: none"> <li>• Increase knowledge of consumer trends</li> <li>• Identify value-adding opportunities</li> <li>• Improve food safety standards</li> </ul>	<ul style="list-style-type: none"> <li>• Production Costs</li> <li>• Pests and Diseases</li> <li>• Environmental Sustainability</li> <li>• Crop Improvements</li> <li>• Soil and Water</li> <li>• Advanced Technologies</li> </ul>	<ul style="list-style-type: none"> <li>• Supply Chain Integration</li> <li>• Product Quality</li> <li>• Collaborative Models</li> </ul>	<ul style="list-style-type: none"> <li>• Communication and Extension</li> <li>• Innovation Support</li> <li>• Professional Development</li> <li>• Farm Management and Information Systems</li> <li>• Building the Workforce</li> </ul>

The content flexibility of the project ensured that topical issues were discussed that will have immediate and ongoing benefit for growers. The seminar also highlighted new opportunities for industry R&D investment as well as export opportunities, and facilitated closer networking between the research community and Australian vegetable growers.

Each presenter at the seminar presented for 30 minutes, allowing enough time to discuss each topic in adequate detail. Time was also provided for facilitated Q&A sessions at the end of each presentation, to allow growers the opportunity to apply their own situations to the learnings. This was coupled with ample time for networking before and after the session to further develop discussions.

The Hort Connections event where the seminar was held in 2019, is the pre-eminent industry educational commercial networking event also run by AUSVEG. Hort Connections has an annual attendance of 3500 delegates, of which 25% are growers.

The purpose of this Milestone is to provide Hort Innovation Pty Ltd with a final report on outcomes from the 2019 seminar, as well as provide justification for future annual AUSVEG run seminars at the Hort Connections event.



Figure 1: AVIS MC Greg Fraser, CEO of Plant Health Australia, opening the seminar.

## Achievements

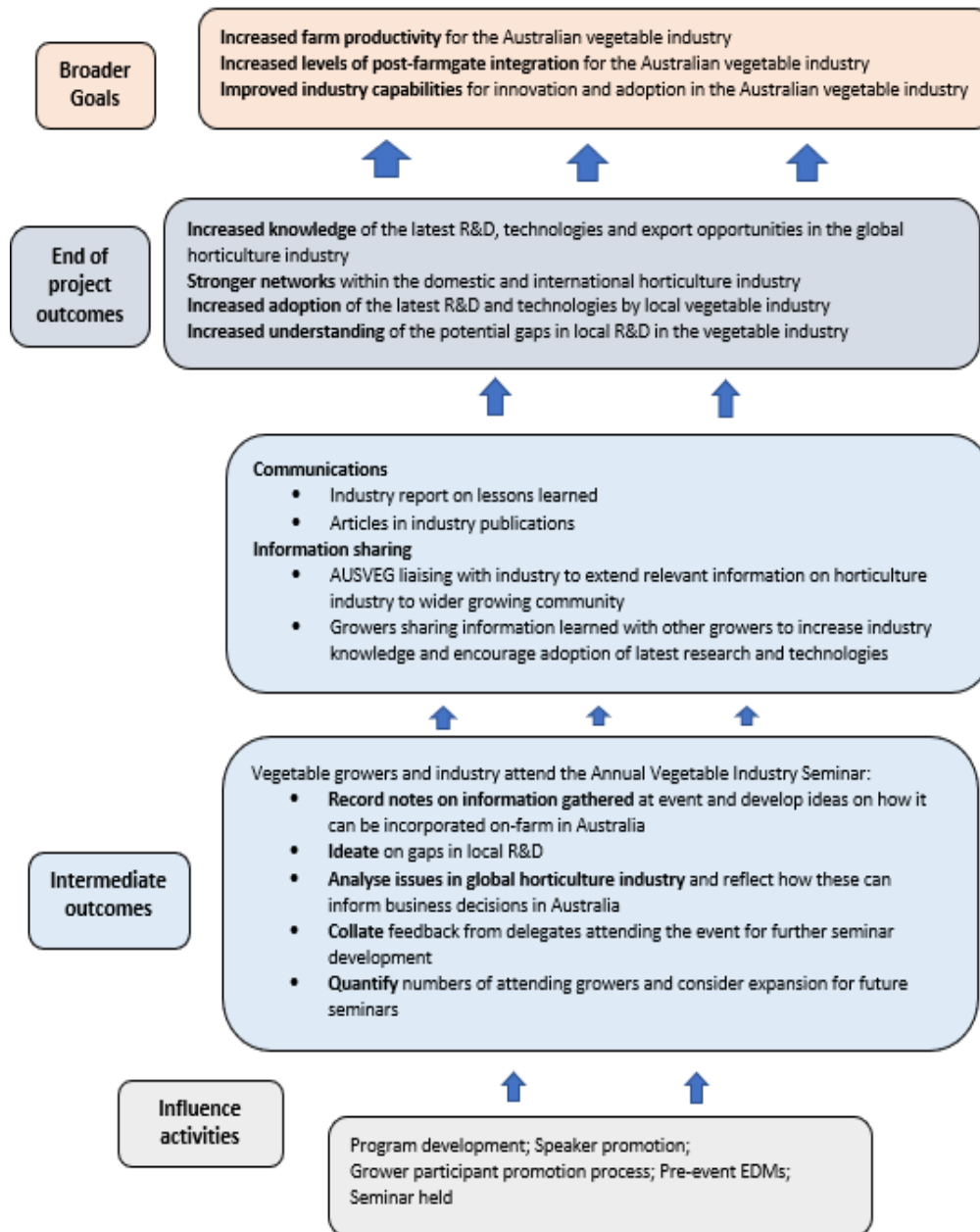
The following table illustrates progress Milestones achieved and submitted to date for project VG18001 – Annual Vegetable Industry Seminar 2019.

Milestone 101	Due Date	Milestone Description
101	1/1/2019	Agreement signed and returned to Horticulture Innovation Australia.
102	31/01/2019	Data from surveys and project progress to date formed into a Milestone Report.
103	28/02/2019	Finalisation of seminar venue and draft program details.
190	31/08/2019	Final report. All necessary reports complying with Horticulture Innovation requirements received and approved by Hort Innovation. This will include recommendations going forward.

Table 1: Project VG18001 Milestone progress to date.

The information on the following page illustrates the Program Logic employed for the *Annual Vegetable Industry Seminar 2019*, with an illustration of the projects Monitoring & Evaluation (M&E) plan. A robust and thorough monitoring and evaluation process was employed for the AVIS, with guidance and training received from leading monitoring and evaluation specialist Clear Horizon in development of the projects M&E plan, the design of the program logic, and the collection of evaluation data. This plan ensured effective measurement of success was used when reviewing the success of the projects aims.

**Program Logic – Annual Vegetable Industry Seminar 2019**



## Outputs

Output	Status
Conduct a seminar to communicate information to vegetable growers.	Completed
Flyers designed to advertise the seminar to levy-paying vegetable growers throughout Australia.	Completed (Appendix 1)
Social Media promotion of the event via the AUSVEG social media account.	Completed (Appendix 2)
Articles promoting the seminar included within AUSVEG's Weekly Update Newsletter.	Completed (Appendix 3)
Article promoting the seminar published within <i>Vegetables Australia</i> magazine pre- and post-event.	Completed (Appendix 4)
Seminar booklets with surveys developed, printed and distributed during the seminar.	Completed (Appendix 5)
A video package of the seminar to be uploaded online for those who could not attend.	Completed  (Available at <a href="https://www.youtube.com/watch?v=CwIYWfXk9Aw&amp;list=PLZ0fAbxafDQOOv0PFmt_0gteZ4FfKhikz">https://www.youtube.com/watch?v=CwIYWfXk9Aw&amp;list=PLZ0fAbxafDQOOv0PFmt_0gteZ4FfKhikz</a> )
Media release sent post-event through AUSVEG's communication channels to promote the seminar.	Completed (Appendix 6)

## Refereed scientific publications

*None to report.*

## Outcomes

To efficiently measure the effectiveness of the seminar, feedback was sought from those in attendance, with the results confirming that there is a strong desire to attend innovation-related events and that are informative and effective.

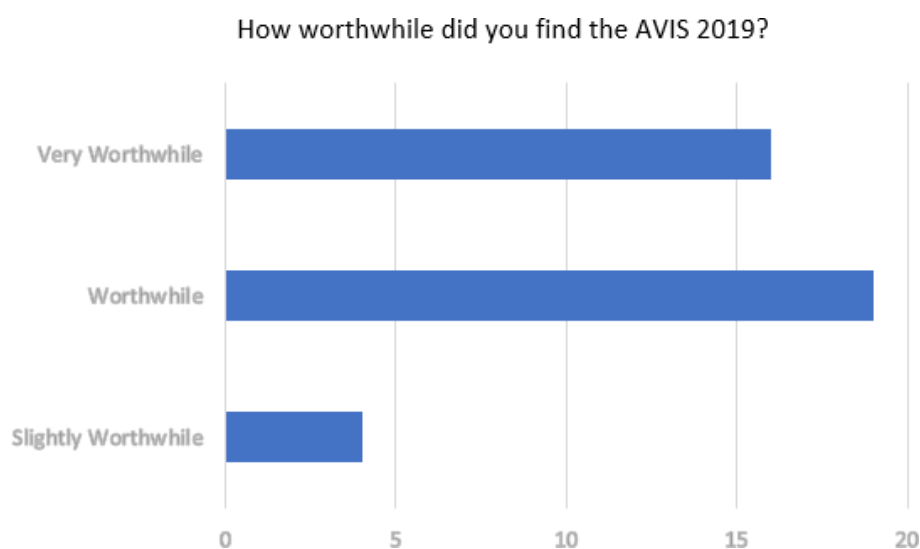
The primary objective of the AVIS was to provide industry with relevant information on new industry products, services and practices that will benefit their businesses and the industry. By aligning the outcomes of the seminar to the outcomes of the Strategic Investment Plan, it ensured that the information was topical. This assisted vegetable growers to make better informed decisions pertaining to their businesses in the future.

The objectives of this project were achieved by providing Australian vegetable levy payers with direct access to, and engagement with, a range of leading international and local experts, with various specific areas of knowledge relating to horticulture.

A key outcome of this project for industry was to provide a heightened awareness and understanding of ways to increase farm productivity, increase post-farmgate integration, and improve the overall industry capability for adoption, innovation and export capability.

By offering participation in the seminar to a broad range of levy payers, AUSVEG is seeking to ensure that a greater number of vegetable growers are able to learn about new developments applicable to their business. As an industry, there is a recognised need for a forum for vegetable growers to learn about the latest technologies, export opportunities, production practices and insights in the local and international horticulture industry that can be adopted on- or off-farm to increase productivity and profitability, therefore our recommendation is that this seminar continues in future years.

The following survey results were obtained from hardcopy onsite surveys at the AVIS 2019. All survey results were successful, with one key highlight being all survey participants responding 'yes' to a question querying whether they wished to attend another Annual Vegetable Industry Seminar.





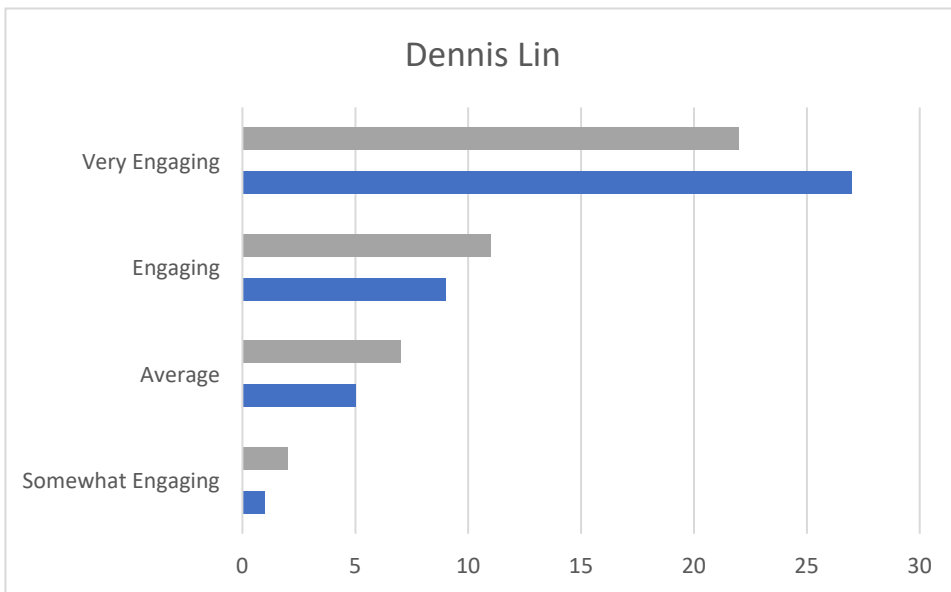
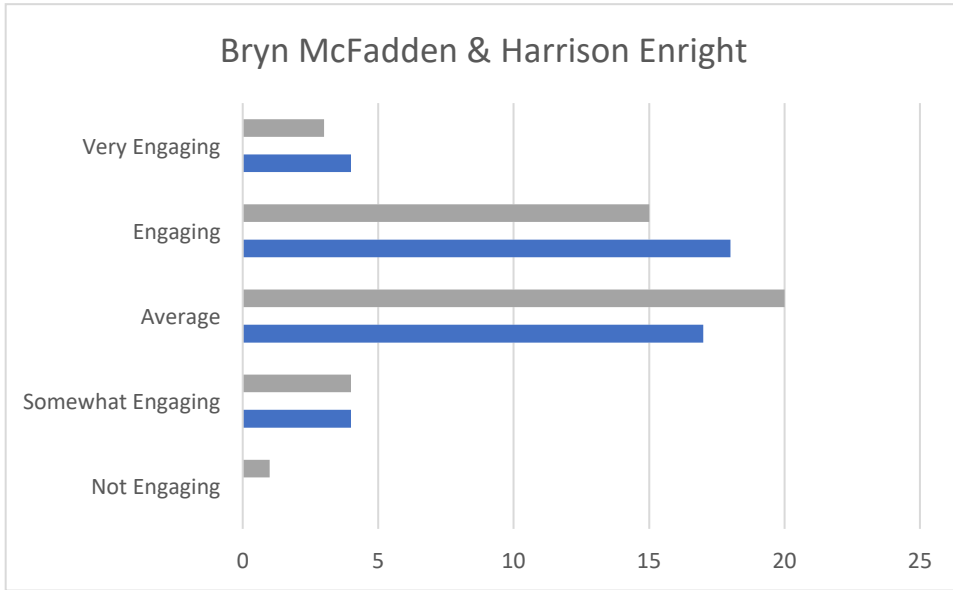




Figure 2: Audience members taking notes during the AVIS 2019.

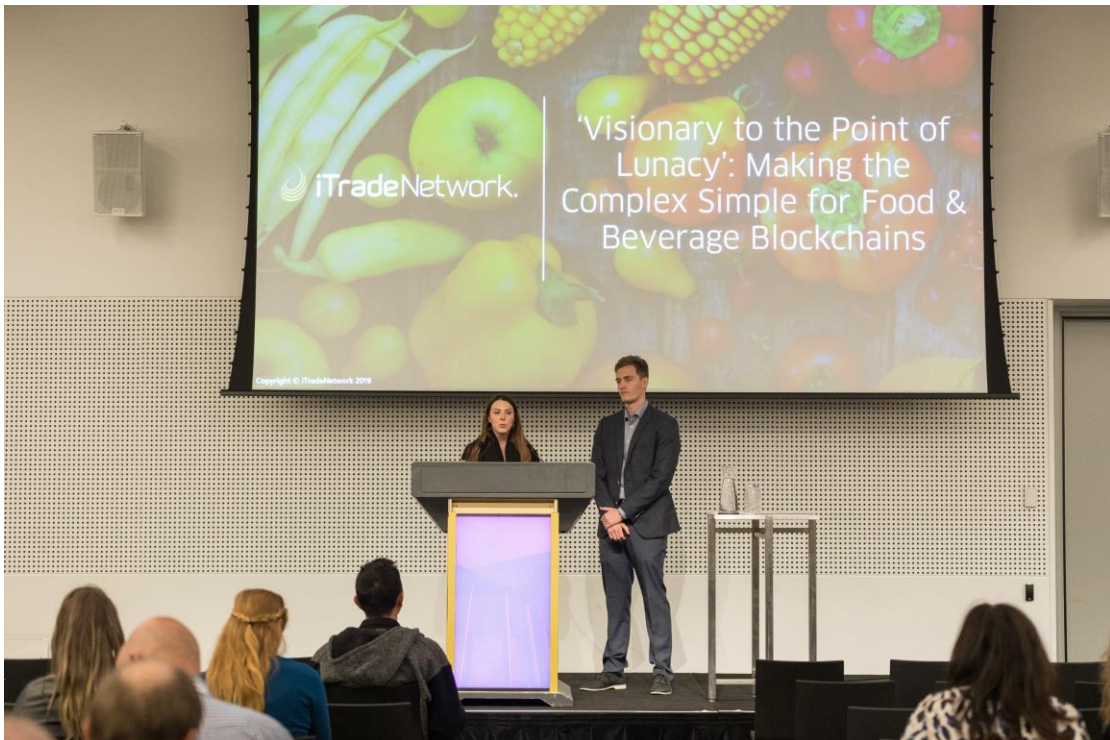
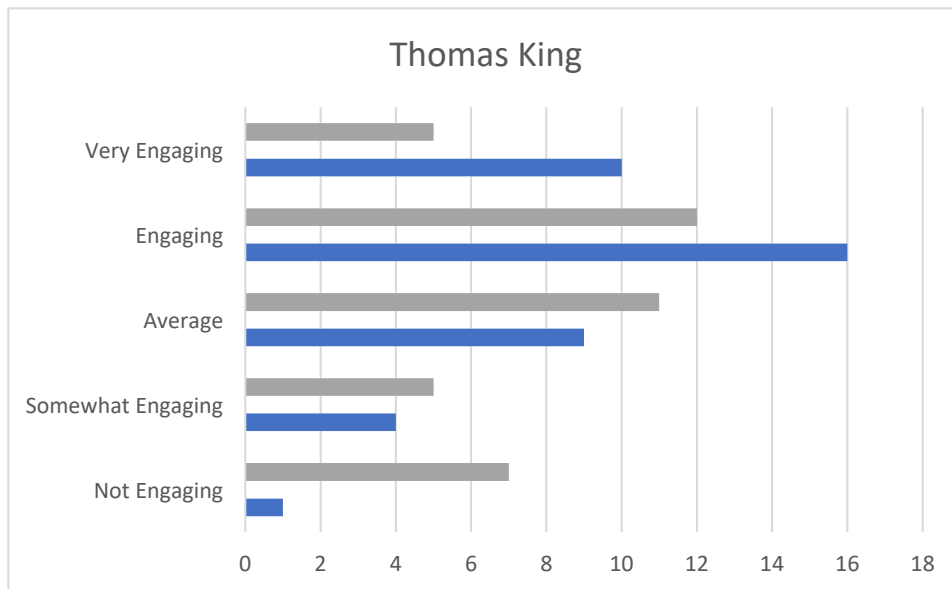
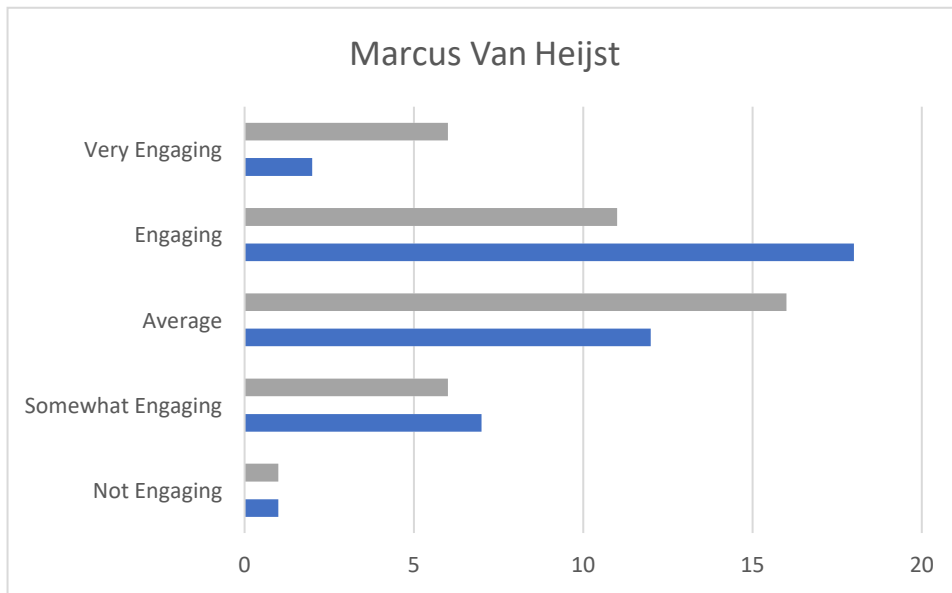


Figure 3: Brynn McFadden & Harrison Enright from iTrade Network presenting at the AVIS 2019.

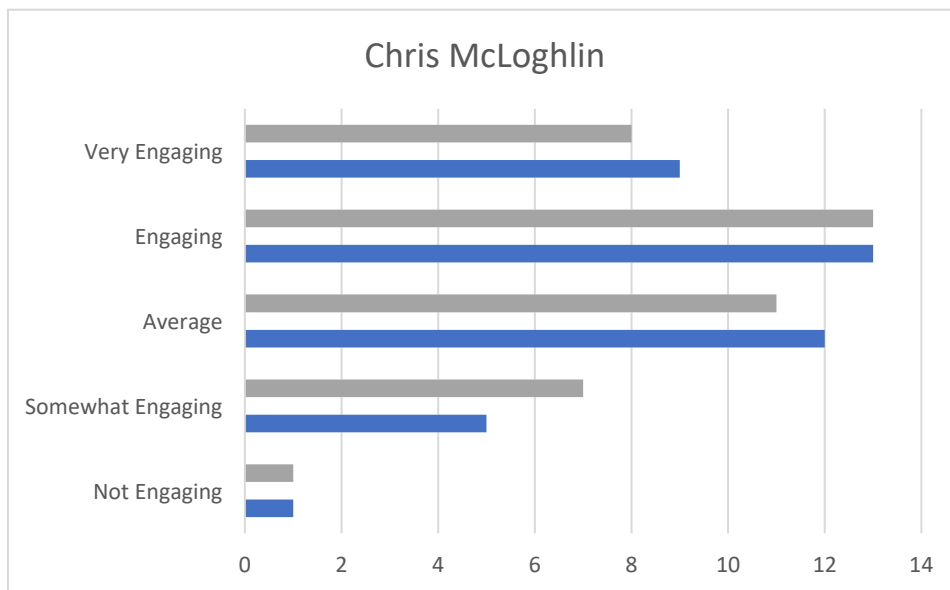
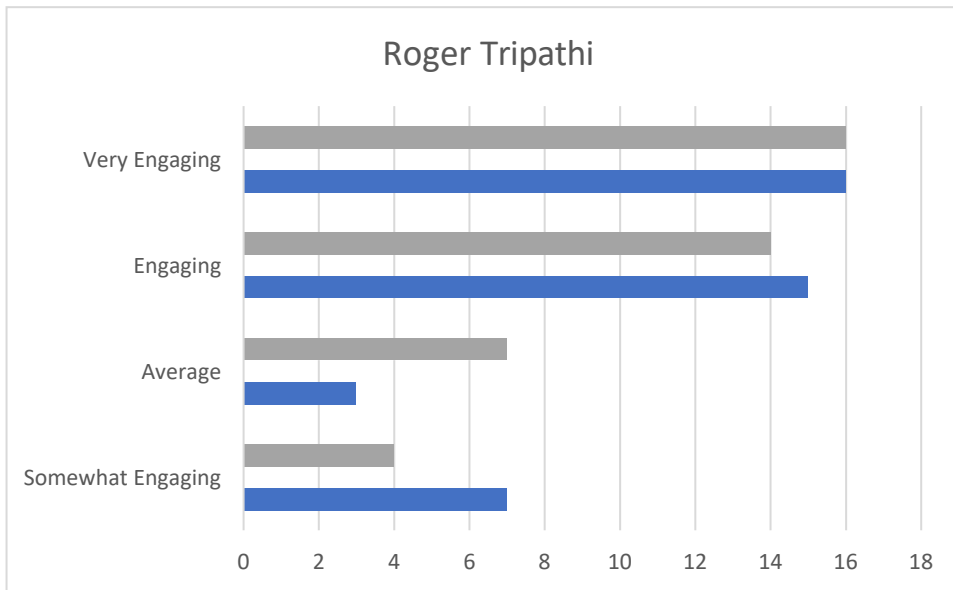




*Figure 4: Growers asking questions of presenters during the AVIS 2019.*



*Figure 5: Roger Tripathi, CEO of Global Bio Ag Linkages presenting at the AVIS 2019*



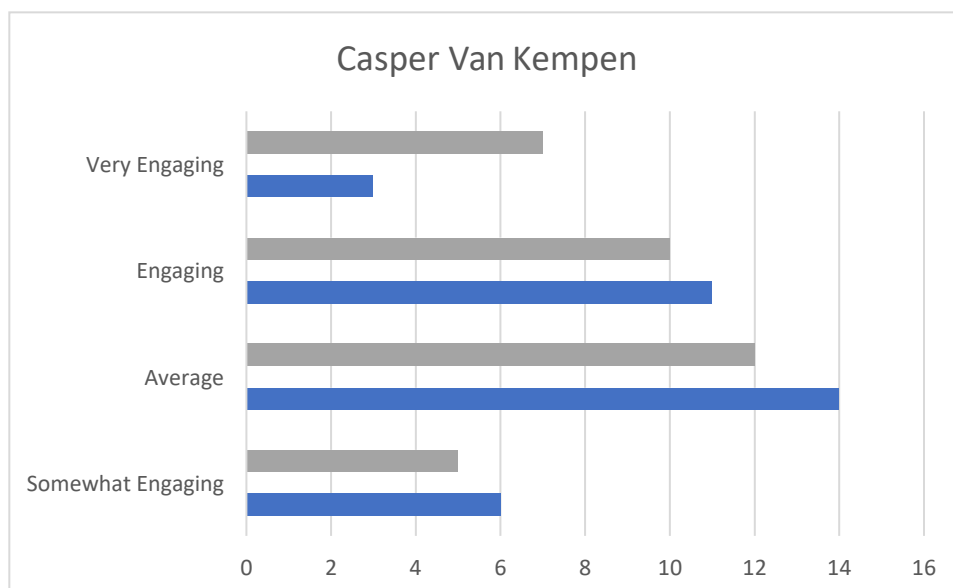




*Figure 6: Thomas King answering grower queries post-event.*



*Figure 7: An Auslan interpreter at the AVIS 2019*



The following statements are examples of feedback received in the hardcopy forms taken at the seminar:

- Fantastic Speakers. Relevant information. Passionate and personal presentation (Dennis Lin, Roger Tripathi, Marcus (Priva), Chris McLoghlin, Casper Van Kempson).
- Great content! Very relevant to the needs today of farmers & produce companies. Particularly found value from the talk on meat re-imagined, it's great to see the opportunities available to farmers through innovation.
- I was hoping to hear about PA + innovation in horticulture - looking through the program I was initially a little concerned with the value of the program. After attending I did enjoy the program + left feeling enriched having taken away some good + useful information.
- Interesting variety of presenters. A short break is really needed about halfway, as it got tiring listening.
- Very informative speakers - real life examples of people doing real life things.
- More practical examples from speakers. Dennis Lin - Great perspective, fantastic story. The scale of technology adoption is massive. Very entertaining speaker - hard facts. Fantastic Speaker - touched on one of my biggest problems (temp control & affordable solutions). Last speaker very technical - somewhat irrelevant to me, and this info should be demonstrated in grower magazines in each state to raise awareness.
- I think it was a great overview of different ideas and lead into the conference. I also think 4 hours is a bit long as loss of numbers towards end. Maybe have a break in middle with lunch, then food or drinks offered at.
- Some inclusion of innovation in PA. Robotics + the future of horticulture in this space would have been good.
- Would enjoy seeing again!

- Room was good, audio excellent.
- Good mix of presenters & topics that will be more relevant in the coming years.
- Blockchain gave an introduction to that technology + data capture.
- Enjoyed Chris' presentation & a positive problem solving + making opportunities from that.
- Appreciated the move away from expensive, un-attainable robotics to more relevant topics concerning the industry with more tangible methods forward.
- Timing was fantastic. Promotion of event was great. 6-8 speakers GOOD. Have food outside so participants can have little breaks during session. For example, most people will miss some speakers due to topic of business or tiredness.

## Intellectual property, commercialisation and confidentiality

*No project IP, project outputs, commercialisation or confidentiality issues to report.*

## Issues and risks

*None to report.*

## Other information

*No additional information to report.*



## Appendices

### Appendix 1: AVIS promotion flyer



**HORT CONNECTIONS** 24-26 June 2019  
Melbourne Convention Centre  
GROWING OUR FOOD FUTURE

**pma** **AUSVEG**

**VEGETABLE GROWER FUNDING**  
Attend the Annual Vegetable Industry Seminar during Hort Connections 2019

Held during Hort Connections, AUSVEG manages and facilitates a vegetable-levy funded seminar aimed at research and development into the vegetable industry. This seminar is titled the Annual Vegetable Industry Seminar 2019. The seminar will take place at the Melbourne Convention & Exhibition Centre from 12-4pm, as a precursor to Hort Connections.

With a focus on new innovations in horticulture from world renowned experts in the field, as well as vegetable export content, and overall topical issues facing vegetable growers, the Annual Vegetable Industry Seminar 2019 will showcase a variety of ideas that are at the leading edge of the industry. Growers will get an insight into technologies, export advisement and business strategies that will allow them to become more efficient, more productive and ultimately more profitable.

As part of a vegetable levy payers' attendance at the seminar, funding is available to cover two-nights' accommodation as well as return flights. Funded positions are limited, so growers are encouraged to get in as quickly as possible. Grower participants are encouraged to contact AUSVEG by phone on 03 9882 0277, fax on 03 9882 6722 or email [info@hortconnections.com.au](mailto:info@hortconnections.com.au) to express their interest in participating in the seminar.



Annual Vegetable Industry Seminar  
Hort Connections 2019  
24-26 June 2019

Hort Innovation VEGETABLE FUND

These projects have been funded by Hort Innovation using the vegetable research and development levy and contributions from the Australian Government. For more information on the fund and strategic levy investment, visit [horticulture.com.au](http://horticulture.com.au).

#### 2019 INDUSTRY PARTNERS



Appendix 2: Social media promotion of the AVIS via the AUSVEG social media account.



The Annual Vegetable Industry Seminar will be held at this year's Hort Connections, and will build on the popularity of previous Export Seminars and Global Innovations in Horticulture Seminars.

Now is your chance to tell us what topics you want to hear about! Complete a short survey on the seminar here: <https://bit.ly/2sXIOA1>



There are still spaces for vegetable levy-paying growers to attend the Annual Vegetable Industry Seminar (AVIS), which will be held at the Melbourne Convention and Exhibition Centre on Monday 24 June from midday until 4pm, prior to the official opening of Hort Connections.

Vegetable levy-paying growers are eligible to funding to cover two nights' accommodation and return economy flights. Funded positions are limited, so interested growers are encouraged to get in touch immediately so that they do not miss out!

For more info: <https://bit.ly/2w7fQ2a>

#HortCon19



[AUSVEG.COM.AU](https://www.ausveg.com.au)

**Spaces running out quickly for Annual Vegetable Industry Seminar | AUSVEG**

Appendix 3: Articles promoting the seminar included within AUSVEG’s Weekly Update Newsletter.

17 MAY 2019

# Spaces running out quickly for Annual Vegetable Industry Seminar



There are still spaces for vegetable levy-paying growers to attend the Annual Vegetable Industry Seminar (AVIS), which will be held at the Melbourne Convention and Exhibition Centre on Monday 24 June from midday until 4pm, prior to the official opening of Hort Connections.

AVIS will focus on new innovations in horticulture from world-renowned experts in the field, as well as content on vegetable exporting and other issues of major importance to vegetable growers. Growers will gain an insight into technologies and business strategies that will allow them to become more efficient, productive and ultimately more profitable.

Vegetable levy-paying growers are eligible to funding to cover two nights’ accommodation and return economy flights. Funded positions are limited, so interested growers are encouraged to get in touch immediately so that they do not miss out!

For more information and to register, visit [hortconnections.com.au](http://hortconnections.com.au), or contact AUSVEG on 03 9882 0277 or [info@hortconnections.com.au](mailto:info@hortconnections.com.au).



SHARE





# Vegetable grower seminar provides insights on innovations and technologies

Australian vegetable growers have converged in Melbourne to learn how they can rise to meet the needs of local and global consumers, and use innovative technologies to develop products that customers want – even if they don't yet know they want them.

Over 250 vegetable growers and industry members attended the Annual Vegetable Industry Seminar, a strategic levy investment under the Hort Innovation Vegetable Fund, which was held on Monday 24 June in Melbourne alongside the Hort Connections 2019 conference.

The seminar provided the opportunity for growers from across Australia to hear from international experts about exporting, technologies and practices in global horticulture that can help growers tackle production challenges and satisfy evolving consumer preferences. This year's line-up included:

<p><b>Bryn McFadden and Harrison Enright</b> iTradeNetwork</p>	<p><i>Visionary to the point of lunacy: overcoming the complexity of capturing data for food &amp; beverage blockchains</i></p>
<p><b>Dennis Lin</b> BDO Australia</p>	<p><i>The true power of vertical integration for branded food businesses</i></p>
<p><b>Marcus Van Heijst</b> Priva</p>	<p><i>Controlled environments and how they transform the fresh produce business</i></p>
<p><b>Thomas King</b> Food Frontier</p>	<p><i>Meat Re-Imagined, and what it means for Australian agriculture</i></p>
<p><b>Roger Tripathi</b> Global BioAg Linkages and BioAg Innovations</p>	<p><i>Bio agriculture's role in sustainable agriculture in Australia, and the local challenges and global opportunities</i></p>
<p><b>Chris McLoughlin</b> Mycelia Organics</p>	<p><i>Innovation in production and supply chain to capture market share</i></p>
<p><b>Casper van Kemper</b> Agrifood and anti-piracy expert</p>	<p><i>Why are vegetable seeds protected by Intellectual Property Rights and how is this important for a sustainable horticulture?</i></p>

“Our industry is grappling with global changes and domestic issues that we need to manage so that growers can adopt environmentally-sustainable growing practices, be competitive in an increasingly tight global market, and meet consumer expectations,” said AUSVEG CEO James Whiteside.

“Innovative resource use is becoming more and more important in a changing climate, and we’re selling to more environmentally-conscious consumers. Australian vegetable growers need opportunities to learn about the innovative and ground-breaking growing practices that will shape the future of the fresh produce industry for years to come.

“It was fantastic to see so many growers attend this year’s seminar – it’s a great reflection of our industry’s willingness to learn and commitment to continuous improvement and growth, both on an individual level and as a whole sector,” said Mr Whiteside.

AUSVEG is the leading body representing Australia’s vegetable and potato growers, and has joined other leading industry organisations to deliver Hort Connections 2019, the premier event in Australian horticulture.

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#### ENDS

**MEDIA CONTACT:** Shaun Lindhe, AUSVEG National Manager – Communications  
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S H A R E



Appendix 4: Articles promoting the seminar published within *Vegetables Australia* magazine pre- and post-event.

**What to expect at**

**HORT CONNECTIONS** 24-26 June 2019  
Melbourne Convention Centre

GROWING OUR FOOD FUTURE

**pma AUSVEG**

**AUSVEG and PMA Australia-New Zealand Limited (PMA A-NZ) have again united to deliver Hort Connections 2019, the joint industry conference and Trade Show to be held at the Melbourne Convention and Exhibition Centre (MCEC) from 24-26 June.**

**Following on from previous events, this year's conference is set to become the most influential space for networking, education and business for the fresh produce industry.**

**Here's a taste of what to expect at Hort Connections 2019.**

**Growing our food future**

Horticulture industry members will be inspired to aim high at Hort Connections 2019, with the theme 'Growing our Food Future' headlining the conference and bringing together thousands of local and international attendees to discuss on-farm and supply chain practices, review consumer behaviour and consumption trends, and focus on the future of food production.

**Who will be there**

The event will cater to buyers and sellers from every segment of the fresh produce and floral supply chain including growers, seed companies, packers, processors, shippers, importers and exporters, wholesalers and retailers, food service, associated suppliers to the industry, and many more.

**Annual Vegetable Industry Seminar**

**Monday 24 June, 12 noon - 4.00pm, Eureka Room (MCEC)**

During Hort Connections, AUSVEG will manage and facilitate the Annual Vegetable Industry Seminar, featuring seven local and international speakers who will tackle the most topical issues facing vegetable growers in 2019.

With a focus on new innovations in horticulture, the seminar will showcase a variety of ideas that are at the leading edge of the industry. Vegetable growers will gain an insight into new technologies, and exporting and business strategies to become more efficient, more productive and ultimately more profitable.

As part of a vegetable levy payer's attendance at the seminar, funding is available to cover two nights' accommodation and return flights. Funded positions are limited so growers are encouraged to register their interest as soon as possible.

To register, vegetable levy payers can contact Dylan Komishon on 03 9882 0277 or [info@hortconnections.com.au](mailto:info@hortconnections.com.au).



R&D | VEGETABLE SEMINAR

## Innovative seminar aims to inspire veg growers

Vegetable levy-payers are invited to attend the Annual Vegetable Industry Seminar, which is being held in conjunction with Hort Connections 2019 on Monday 24 June. *Vegetables Australia* highlights some of the speakers who will present at the event.

During Hort Connections 2019, AUSVEG will manage and facilitate the Annual Vegetable Industry Seminar (AVIS, VG18001), a strategic levy investment under the Hort Innovation Vegetable Fund.

The seminar will feature seven local and international speakers who will tackle the most topical issues facing vegetable growers in 2019.

With a focus on new innovations in horticulture, the seminar will showcase a variety of ideas that are at the leading edge of the industry. Vegetable growers will gain an insight into new technologies, and exporting and business strategies to become more efficient, more productive and ultimately more profitable.



**Thomas King**

One speaker who will inspire delegates is Thomas King, a social entrepreneur and international speaker who was named Young Australian of the Year (Victoria) in 2015. At age 13, Thomas founded the world's highest viewed website on unsustainable palm oil production. He has since represented Australia in a climate change film for IMAX in the Arctic, helped direct a campaign that raised \$1.6 million to alleviate poverty in Cambodia, and led other environmental, animal protection and global development projects across five continents.

After realising the major contribution of industrial animal agriculture across these fields, Thomas founded Food Frontier to grow the ecosystem for healthier and more humane and sustainable protein innovations across the Asia Pacific, including plant-based and clean meat.



**Roger Tripathi**

Joining Thomas is Roger Tripathi, a global business leader with a broad-based multinational and multicultural background who has worked and lived on most continents.

Roger is a results-driven leader with more than 36 years of global business experience in the agriculture industry. He started as a plant breeder and later became a business turnaround specialist in various segments including fertiliser, seeds, ag-chem and bio-agriculture.

Roger's passion for bio-agriculture will be evident at AVIS; he truly believes that if all R&D and commercial companies focus on 'grower to consumer' and 'soil to shelf' with farmers' return on investment in mind, the industry can achieve true sustainability.



**Casper van Kempen**

Another AVIS speaker is Casper van Kempen from The Netherlands. Casper spent 17 years on international assignments, working in Switzerland, France, the United States, West Africa and the Caribbean. He also held several international senior sales and marketing management positions in flower and vegetable seed companies.

Casper had his first exposure to piracy and counterfeit products when directing a pharmaceutical wholesale company in West Africa. From 2006-10, he coordinated the annual anti-piracy campaign in flowers for Fleuroselect (flower breeders) in western Europe.

In 2010 he took up his present position, starting the Anti-Infringement Bureau (AIB) for Intellectual Property (IP) Rights on Plant Material in Brussels, with 15 vegetable seed companies as members. At the 2016 Interpol IP Crime Conference in London, AIB received the Award for Outstanding Public and Private Partnership in the Fight against Intellectual Property Piracy.

### Valuable perspectives

Thomas, Roger and Casper represent the breadth of topics that will be discussed at AVIS, which was built on the popularity of the Vegetable Industry Export Seminar and Global Innovations in Horticulture Seminar from previous years.

Levy-paying vegetable growers are encouraged to attend the event and hear from local and international innovation experts on new and emerging technologies in horticulture around the world.

#### Find out more

Vegetable levy payers who would like to attend AVIS can contact AUSVEG on 03 9882 0277 or [info@hortconnections.com.au](mailto:info@hortconnections.com.au)

This project has been funded by Hort Innovation using the vegetable research and development levy and contributions from the Australian Government.

Project Number: VG18001



HORT CONNECTIONS 2019 FEATURE | R&D | VEGETABLE INDUSTRY SEMINAR

## Vegetable Industry Seminar provides insights on innovations and technologies

Australian vegetable growers gathered at the Melbourne Convention and Exhibition Centre to learn how they can rise to meet the needs of local and global consumers and use innovative technologies to develop vegetable products that consumers want. AUSVEG provides an overview of the seminar.



L-R Bryn McFadden and Harrison Enright of iTradeNetwork. Photography by Andrew Beveridge.



Dennis Lin from BDO Australia.



Thomas King speaking with delegates during seminar break.

Australian vegetable growers were treated to presentations from eight researchers and experts from around the world at the Annual Vegetable Industry Seminar, combining the Global Innovation in Horticulture and Export Seminars from previous years.

A packed room of 250 vegetable growers converged on the Melbourne Convention and Exhibition Centre to learn from the industry's leading thinkers and network with their fellow peers. The seminar's core aim was to share knowledge and up-to-date information that could help the Australian horticulture industry better understand and overcome current and future challenges to productivity.

The new, larger event format meant that all growers interested in learning the latest scientific, technological and export-related content relevant to their businesses could do so. The Seminar's topics covered a range of areas, including blockchain and vertical integration, controlled and sustainable growing environments, vegetable seed infringement and even the future of plant-based meats and what that means for Australian agriculture.

The Annual Vegetable Industry Seminar (VG1B001) is coordinated by AUSVEG and was a strategic levy investment under the Hort Innovation Vegetable Fund.

### Blockchain and vertical integration

The Seminar was moderated by Greg Fraser, Chief Executive Officer of Plant Health Australia, who facilitated Q&A sessions with each speaker following their presentation. The first presentations for the Seminar were from **Bryn McFadden and Harrison Enright of iTradeNetwork**, a global provider of supply chain management solutions for the food and beverage industry based in California. They discussed the complexities of capturing data for food and beverage blockchains, promoting innovation in the perishables supply-chain and educating participants on how to adopt technology to solve real problems.

**Dennis Lin from BDO Australia** addressed vertical integration for branded food businesses. Dennis, using his expertise in the field, discussed the benefits that food businesses could gain from vertically integrating their operations and the ideal scenarios when you would choose to (or not to) vertically integrate your business, as well as ways to understand the market when

you have made the decision to adopt vertical integration.

### Technology and the future of food production

The next speaker who addressed the vegetable growers in attendance was **Marcus Van Heijst from technology company Priva**, which develops hardware for climate control, energy saving and optimal reuse of water for horticulture. Marcus discussed controlled growing environments and how they are being used to transform food production in the fresh produce industry.

Attendees then heard from **Thomas King, CEO of Food Frontier**, a not-for-profit think tank and industry accelerator creating the ecosystem for a more healthy and sustainable food future, particularly through plant-based and cell-based meat. Thomas focused on the opportunities that could exist with the increasing popularity of plant-based meats and how vegetable growers could benefit. Thomas explained that as a food source, plant-based meats are becoming increasingly popular among consumers who have concerns about the ethics and environmental impact of the agriculture industry.

### Food for thought

**Roger Tripathi, CEO of Global BioAg Linkages**, presented on bio-agriculture's role in sustainable food and fibre production. Roger's core focus was how farmers could make a return on their investment by incorporating bio-agricultural farming practices and their role in establishing 'grower to consumer' and 'soil to shelf' connections through the supply chain.

2018 Young Grower of the Year **Chris McLoughlin from Escavox and Mycelia Organics** addressed attendees on ways that innovation in production and supply-chain can be used to capture market share.

The final presentation for the day was from **Casper Van Kempen from the Anti-Infringement Bureau for Intellectual Property Rights on Plant Material (AIB)** in Belgium, who discussed why vegetable seeds are protected by Intellectual Property Rights, and why this is important for sustainable horticulture. Casper covered a number of important aspects to this complex topic, including the AIB's role, an overview of Plant Breeders' Rights, the main piracy issues and consequences with vegetable seeds and examples of successful initiatives from chain partners to combat piracy.

#### Find out more

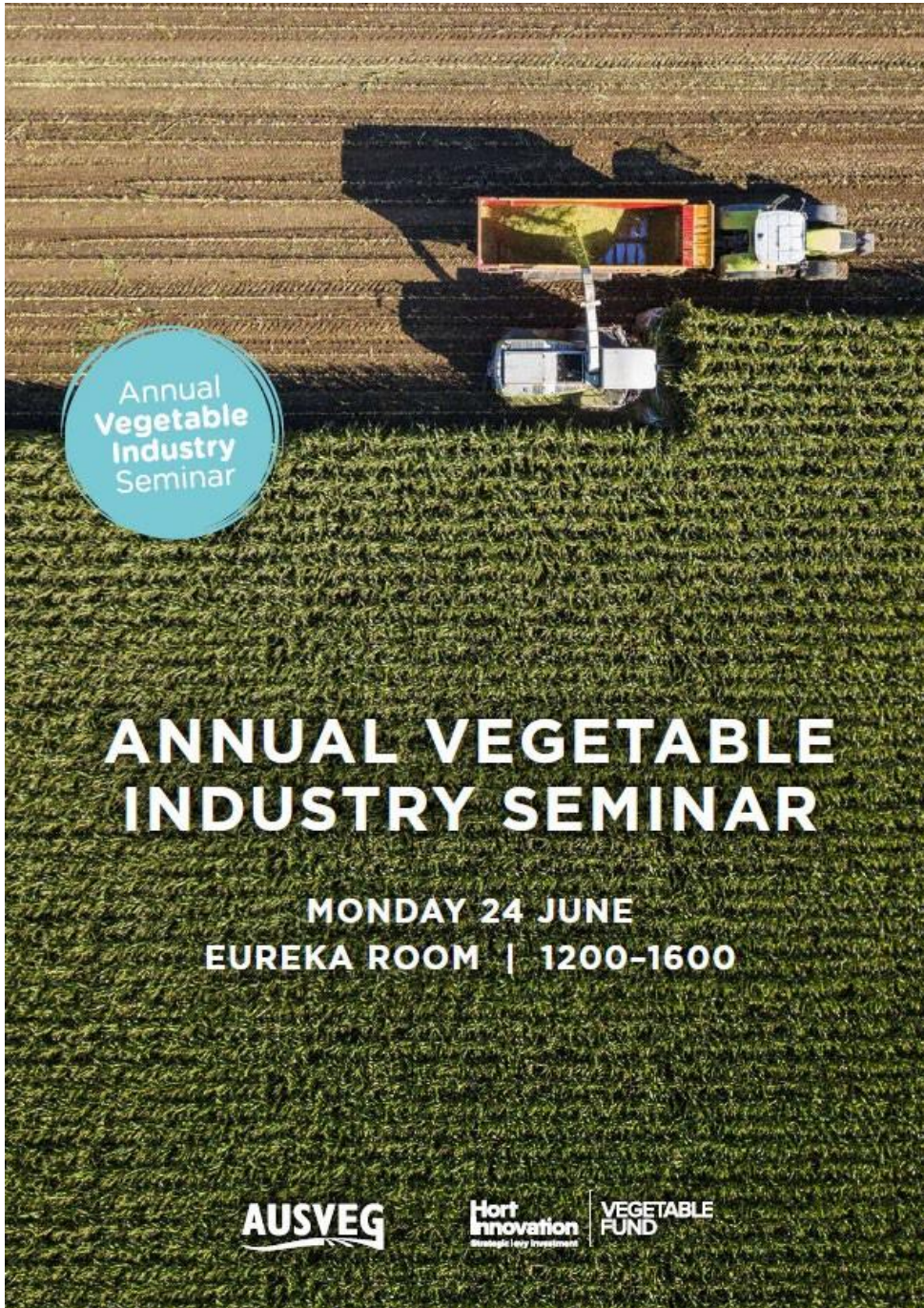
Presentations at the 2019 Annual Vegetable Industry Seminar will be available to watch at [youtube.com.au/AUSVEG](https://youtube.com.au/AUSVEG)

The 2019 Annual Vegetable Industry Seminar was funded by Hort Innovation using the vegetable research and development levy and contributions from the Australian Government. Project Number: VG1B001





Appendix 5: Seminar booklets with surveys developed, printed and distributed during the seminar.





**Monday 24 June**  
**Eureka Room**  
**1200-1600**

The Annual Vegetable Industry Seminar aims to share knowledge and up-to-date information that could help the Australian horticulture industry better understand and overcome current and future challenges to productivity. The seminar will draw attention to new concepts for R&D levy investment, and will seek to demonstrate the importance of collaboration between vegetable producers, global researchers, and key industry stakeholders.

**MC** – Greg Fraser

1200-1230	<b>AVIS Lunch</b>
1230-1300	<b>Visionary to the Point of Lunacy<sup>2</sup>: Overcoming the Complexity of Capturing Data for Food &amp; Beverage Blockchains</b> Bryn McFadden, Harrison Enright
1300-1330	<b>The True Power of Vertical Integration for Branded Food Businesses</b> Dennis Lin – BDO Australia
1330-1400	<b>Controlled environments transform fresh produce business</b> Maren Schoormans – Priva
1400-1430	<b>Meat Re-Imagined: what It means for Australian agriculture</b> Thomas King - Food Frontier
1430-1500	<b>BioAgriculture role in Sustainable Agriculture in Australia: Local Challenges and Global Opportunities</b> Roger Tripathi – Global BioAg Linkages and BioAg Innovations
1500-1530	<b>Innovation in production and supply chain to capture market share</b> Chris McLoghlin
1530-1600	<b>Why are vegetable seeds protected by Intellectual Property Rights and how this is important for a sustainable horticulture</b> Casper Van Kempen



This project has been funded by Hort Innovation, using the vegetable industry research and development levy and contributions from the Australian Government. Hort Innovation is the grower-owned, not-for-profit research and development corporation for Australian horticulture.

2 Annual **Vegetable Industry Seminar**



1230-1300



**BRYN MCFADDEN**  
iTradeNetwork

Bryn McFadden is iTradeNetwork's Brand Marketing Manager and the Product Marketing Manager for iTrade's traceability and quality inspection solutions. She has authored a number of case studies highlighting developments in traceability, food safety, quality, and supply chain visibility. Bryn has met with global food and beverage supply chain leaders and partnered with international industry associations like PMA and Fruit Logistica to promote innovation in the perishables supply chain and help participants adopt technology to solve real problems.

1230-1300



**HARRISON ENRIGHT**  
iTradeNetwork

Harrison Enright joined iTradeNetwork in 2018 as a Product Manager for iTracefresh, iTrade's traceability solution suite. Harrison graduated with a B.S. from Stanford University, and has a background in management science and engineering. His vision for 2019 is to increase customer confidence in the integrity and safety of their food, and to expand iTrade's traceability footprint in the food and beverage industry and beyond.

1300-1330



**DENNIS LIN**  
BDO Australia

Dennis Lin is currently Strategic Advisor – M&A China with BDO in Australia, where he focuses on food and agribusiness sector. He is also Chairman of Bubs Australia Ltd (ASX:BUB), a vertically integrated goat dairy and baby food company that has a market capitalisation of c. \$350 million, and growing at a very fast rate. In addition, he is part of the team that recently turned around Buderim Group Limited (ASX:BUG), which reported half-year profit for the first time since 2012 and has one of the most vertically integrated ginger business in Australia. Dennis is a Solicitor of the Supreme Court of Queensland and a Chartered Accountant, and speaks fluent Mandarin.

1330-1400



**MAREN SCHOORMANS**

Priva

Maren Schoormans is passionate about the agri-food domain and nature and technology.

He worked for market leaders in horticulture such as De Ruiter Seeds, Monsanto Vegetable Seeds Division, Koppert Biological Systems and Priva. Also in his spare time he enjoys contributing to the industry.

Schoormans graduated from HAS University of Applied Sciences, Den Bosch in 1996

VP Strategy and Commerce Horticulture for Priva BV

Priva develops hardware, software and services in the field of climate control, energy saving and optimal reuse of water for horticulture, indoor farming and utility buildings.

Dutch Greenhouse Delta - co-founder and board member

DGD unites and promotes the Dutch Horticultural cluster in relation to complex and large horticultural projects around the world's (future) megacities.

1400-1430



**THOMAS KING**

Food Frontier

Thomas King is a social entrepreneur and international speaker who was named Young Australian of the Year (VIC) in 2015. At age 13, Thomas founded the world's highest viewed website on unsustainable palm oil production. He has since represented Australia in a climate change film for IMAX in the Arctic, helped direct a campaign that raised \$1.6 million to alleviate poverty in Cambodia, and led other environmental, animal protection and global development projects across 5 continents.

After realising the major contribution of industrial animal agriculture across all these fields, Thomas founded Food Frontier to grow the ecosystem for more healthy, humane and sustainable protein innovations across the Asia Pacific, including plant-based and clean meat.

1430-1500



**ROGER TRIPATHI**

**Global BioAg Linkages and BioAg Innovations**

Roger is a persistent Global Business Leader with broad based multinational/ multi-cultural background who has worked and lived in most continents. Roger is an Australian and American citizen however can't get over his love for Australia, follows Australian Agriculture, Aussie Rules and Cricket from wherever he is in the world.

Roger is a result driven no nonsense business leader with 36+ years of distinguished global business experience in the agriculture industry since 1983, focused on exceptional results, out of the box strategy development and execution with realistic sense of urgency. Roger started as a plant breeder, however steadily turned into a business turn-around specialist in various segments including fertilizer, seeds, ag-chem and bio-agriculture. Roger has been a passionate supporter of Bio-Agriculture and is tirelessly promoting Sustainable Agriculture globally with Integrated Crop Solution and Farmer Centricity at its core. Roger truly believes that if all R&D and commercial companies focus on "grower to consumer" and "soil to shelf" with "farmers' ROI" in mind, we can achieve true sustainability.

Before founding Global Bio Ag Linkages and BioAg Innovations, Roger had an extremely successful career as President - Acadian Plant Health Division, Managing Director - Cytozyme, Head of Vegetable, Biologics & Food Chain Business - Bayer Crop Science and several other turn around results in his kitty. Roger lives in

1500-1530



**CHRIS MCLOGHLIN**

**Mycelia Organics**

A fascination with soil and fungi drove Chris to found in 2015 what is now Australia's largest Organic mushroom farming company.

After a decade in, supply chain planning and management, fresh produce and grocery procurement, moving into primary production was the fulfilment of a long term goal to grow food! He also cofounded escavox in 2018, a supply chain monitoring company working with Australia's largest producers and supermarkets to improve visibility, accountability and management in the food industry.

Chris is also a Director and Treasurer of Organic Industries Australia, and has been the winner of several awards such as the 2018 Australian Organic Farmer of the Year, 2018 AusVeg/PMA Young Grower of the Year as well as the 2018 ABC Rural/Kondinin Group Young Farmer of the Year and recipient of Award for Excellence In Technology.

Monday 24 June | 1200 – 1600 5



1530-1600

**CASPER VAN KEMPEN**

**Anti-Infringement Bureau for Intellectual Property Rights on Plant Material**

Casper van Kempen (Dutch) obtained master degrees in Economics at Rotterdam University (NL), in Agricultural Economics at Reading University (UK) and in Business Administration at IMD in Lausanne (Switzerland).

He spent 17 years in international assignments abroad, working in Switzerland, France, USA, West Africa and the Caribbean. Casper held several international senior sales and marketing management positions in flower and vegetable seed companies. He had his first exposure to piracy and counterfeited products when directing a pharmaceutical wholesale company in West Africa (2003-05). From 2006-2010, he co-ordinated the annual anti-piracy campaign in flowers for the Fleuroselect (flower breeders) organisation in Western Europe. In 2010 he took up his present position, starting the Anti-Infringement Bureau for IP Rights on Plant Material in Brussels, with 15 vegetable seed companies as members. At the 2016 Interpol IP Crime Conference in London, AIB received the IIPCIC Award for Outstanding Public and Private Partnership in the Fight against Intellectual Property Piracy in recognition of AIB's "outstanding commitment in its fight against intellectual property rights (IPR) crimes".





**How worthwhile did you find the Annual Vegetable Industry Seminar 2019?**

- Not worthwhile       Slightly worthwhile       Worthwhile       Very worthwhile
- 

**Would you consider attending another Annual Vegetable Industry Seminar or similar event again?**

- Yes       No
- 

**How did you hear about the Annual Vegetable Industry Seminar 2019?**

- AUSVEG Weekly Update       Vegetables Australia Magazine       AUSVEG representative       Word of mouth  
 Other (please specify) \_\_\_\_\_
- 

**Was there something you liked or something we could improve for next time?**

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**Additional feedback**

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Thank you for taking the time to complete this survey. Your responses will be used to guide and improve future seminars. If you have any further questions or comments about the Annual Vegetable Industry Seminar 2019, please contact Dylan Komishon via email at [dylan.komishon@ausveg.com.au](mailto:dylan.komishon@ausveg.com.au) or by phone on 03 9882 0277.



Appendix 6: Media release sent post-event through AUSVEG’s communication channels to promote the seminar.

[View this email in your browser](#)



## Media Release

25 June 2019

For immediate release

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### **Vegetable grower seminar provides insights on innovations and technologies**

Australian vegetable growers have converged in Melbourne to learn how they can rise to meet the needs of local and global consumers, and use innovative technologies to develop products that customers want – even if they don’t yet know they want them.

Over 250 vegetable growers and industry members attended the Annual Vegetable Industry Seminar, a strategic levy investment under the Hort Innovation Vegetable Fund, which was held on Monday 24 June in Melbourne alongside the Hort Connections 2019 conference.

The seminar provided the opportunity for growers from across Australia to hear from international experts about exporting, technologies and practices in global horticulture that can help growers tackle production challenges and satisfy evolving consumer preferences. This year’s line-up included:

<b>Bryn McFadden and Harrison Enright</b> iTradeNetwork	<i>Visionary to the point of lunacy: overcoming the complexity of capturing data for food &amp; beverage blockchains</i>
<b>Dennis Lin</b> BDO Australia	<i>The true power of vertical integration for branded food businesses</i>
<b>Marcus Van Heijst</b> Priva	<i>Controlled environments and how they transform the fresh produce business</i>
<b>Thomas King</b> Food Frontier	<i>Meat Re-Imagined, and what it means for Australian agriculture</i>
<b>Roger Tripathi</b> Global BioAg Linkages and BioAg Innovations	<i>Bio agriculture's role in sustainable agriculture in Australia, and the local challenges and global opportunities</i>
<b>Chris McLoughlin</b> Mycelia Organics	<i>Innovation in production and supply chain to capture market share</i>
<b>Casper van Kemper</b> Agrifood and anti-piracy expert	<i>Why are vegetable seeds protected by Intellectual Property Rights and how is this important for a sustainable horticulture?</i>

“Our industry is grappling with global changes and domestic issues that we need to manage so that growers can adopt environmentally-sustainable growing practices, be competitive in an increasingly tight global market, and meet consumer expectations,” said AUSVEG CEO James Whiteside.

“Innovative resource use is becoming more and more important in a changing climate, and we’re selling to more environmentally-conscious consumers. Australian vegetable growers need opportunities to learn about the innovative and ground-breaking growing practices that will shape the future of the fresh produce industry for years to come.

“It was fantastic to see so many growers attend this year’s seminar – it’s a great reflection of our industry’s willingness to learn and commitment to continuous improvement and growth, both on an individual level and as a whole sector,” said Mr Whiteside.


AUSVEG is the leading body representing Australia’s vegetable and potato growers, and has joined other leading industry organisations to deliver Hort Connections 2019, the premier event in Australian horticulture.

**ENDS**

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[shaun.lindhe@ausveg.com.au](mailto:shaun.lindhe@ausveg.com.au)

 	<p>This project has been funded by Hort Innovation using the vegetable research and development levy and funds from the Australian Government. For more information on the fund and strategic levy investment visit <a href="http://horticulture.com.au">horticulture.com.au</a></p>
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