



21 November 2025

Science Gallery Melbourne

Melbourne Connect, 114 Grattan St, Parkville VIC 3052

Hort Business Summit

**Addressing the complex operating environment
for horticultural businesses**

REGISTER YOUR INTEREST

events.hortconnections.com.au/hbs25/hbs-reg

An initiative of:



Morning Tea
sponsor:



Networking Drinks
sponsor:



21 November 2025
Science Gallery Melbourne

Hort Business Summit

Addressing the complex operating
environment for horticultural businesses



Speaker Sessions

08:45-09:00	Welcome and Opening Address
09:00-10:25	The Economics of Farming • <i>Economic Environment for Australian Horticulture</i>: Louise McGrath, Ai Group • <i>What Benchmarking Reveals About the Vegetable Sector</i>: Paul Omodei, Planfarm and Lauren Jones, RMCG • <i>Reducing the Compliance Burden by 2030</i>: Robert Poole, CVA Australia • Panel Discussion
10:25-11:00	Muir's Sponsor Presentation <i>Morning Tea sponsored by Muir's</i>
11:00-11:45	Talking Point - Power of Effective Advocacy <i>Hon Milton Dick MP, Speaker of the House of Representatives</i>
11:45-12:25	Business Strategy • <i>Finance Considerations for Farm Success</i>: Frank Drum, ANZ Bank • <i>Land and Property Market for Horticulture</i>: Ben Grice, LAWD Valuations
12:30-13:00	Talking Point - Unpacking the Role of the Supermarket Code Mediators <i>Trish Henry, Woolworths Mediator and Jenny Linsten, Coles Mediator</i>
13:00-13:45	<i>Lunch</i>
13:45-15:00	Industry Sustainability Through Ag-Tech • <i>How Ag-Tech Can Improve Productivity</i>: Adrian Hunt, Hort Innovation • <i>Adoption of Ag-tech - Grower Case Study</i>: Jessica Avery, Farmer Group • <i>The Future of Robotics in Horticulture Processing</i>: Nicole Robinson, Lyro Robotics • Panel Discussion
15:00-15:30	<i>Afternoon Tea</i>
15:30-16:55	Beyond the Farm Gate - Consumer and Retail Insights • <i>Facilitating National & Global Trade Through Effective Sterilisation</i>: Ben Reilly, Steritech • <i>Retail & Consumer Data to Improve Business Outcomes</i>: Deane Hubball, Focus Insights • <i>Increasing Vegetable Consumption Update</i>: Justine Coates, Plus One Serve
16:55-18:00	MEGT's Sponsor Presentation <i>Networking Drinks sponsored by MEGT</i>

SUPPORTER
TABLE SPONSORS

