

Final Report

BerryQuest International 2022

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Public summary

BerryQuest International is an across berry industry conference which is held approximately every two years in Australia. It is a key joint initiative across the berry category that unites berry growers with supply chain stakeholders, researchers and industry experts, as well as facilitating knowledge transfer on key issues such as biosecurity, trade, market development, marketing and adoption of R&D outcomes. It is an opportunity for industry to be engaged with the outcomes of their levy investments, as well as hear from international experts and learn from field visits. The ultimate purpose is to drive practice change and improve the profitability of the berry sector.

Introduction

The key objective of investment in BerryQuest International 2022 is to assist Hort Innovation to extend and transfer knowledge about levy investment (both R&D and marketing) in the berry category (including blueberry, raspberry and blackberry, and strawberry), with a focus on communicating best practice to berry growers and improving their knowledge and skills to enable adoption of R&D outcomes funded through the grower levy and the Australian government.

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After being postponed twice because to Covid-19, BerryQuest International 2022 was eventually held from 25th to 28th July 2022 on the Gold Coast with a packed three-day program and almost 500 people attending from across Australia, New Zealand and beyond.

With the previous BerryQuest conference held over four years ago in Tasmania, the high attendance at this years event was a clear indication that it was time for the broader berry industry to reconnect with colleagues, associates and friends and learn more about what is on the horizon for the Australian berry industry.

Sea World Resort and Conference Centre hosted the conference and provided a relaxed and family-friendly environment for delegates with on-site accommodation and discounted tickets to Sea World and other Village Roadshow theme parks in the Gold Coast region. But with a two-day conference program, full day of farm tours and an Emerging Leaders program, a trade show with over 30 exhibitors and plenty of social networking opportunities held throughout the course of the event, delegates were kept busy and engaged.

- 495 people attended (in person)
- 58 people presented over 2 days
- 9 of those people presented remotely or via pre-recorded video
- 34 stands in the Trade Exhibition
- 2 people got to pat a dolphin
- 1 billion premium berries were consumed!



Methodology

A Conference Organising Committee was established and managed by Conference Manager, Jen Rowling. Key responsibilities of the Committee included development of program content, event delivery, management of sponsors/trade exhibitors, development of communication materials and financial management. Following is a list of Committee Members and the roles and responsibilities delegated to each.

Position	Name	Organisation	Roles and responsibilities
Conference Manager	Jen Rowling	Berries Australia	• Directs the efforts of working team/steering committee • Creates chain of command and decision-making/approval processes • Budget development • All reporting requirements for Berries Australia / PIBs / Hort Innovation • Leads key organizational meeting planning • Works closely with venue on logistics of the event • Works closely with Finance and Trade Show Manager on overall coordination of event.
Finance and Trade Show Manager	Wendy Morris	Berries Australia	FINANCE: • Create and manage conference bank account • Arrange conference insurance • Recording of income and expenditure • Monitors cash flow • Works with book keeping service to create ongoing financial reports and updates, and final financial report • Works with Website Coordinator to develop online registration/sponsorship processes TRADE SHOW: • Work closely with venue staff and trade show building company to ensure smooth set up and pack down of trade show area. • Liaison with all exhibitors. • Works closely with Conference Manager on overall coordination of event.
Sponsor and Exhibitor Management	Jen Rowling & Wendy Morris	Berries Australia	• Develop sponsorship and exhibitor prospectus, with approval from Conference Team/Working Group. • Distribution of sponsorship/exhibitor prospectus • Customisation of sponsorship packages where possible • Management of sponsors and exhibitors
Digital and Print Resource Manager	Jane Richter	Teres Communication	• Conference branding and creative design • Website development • Production of print and online media in collaboration with the PR Manager • Designs and handles production of: ○ conference letterhead for delegate communication ○ sponsorship prospectus and event handbook ○ delegate and media badges

			○ banners and onsite signage, digital graphics and conference merchandise
PR and Delegate Registration Manager	Dani Westport	Berries Australia	• Responsible for the promotion of the conference to delegates and wider media. • Development of media releases • Communication of key messages about the conference • Manage the conference's social media accounts • Creation of a media list for event promotion and coverage • Builds attendance by including date on event calendars • Works with Digital and Print Manager on possible advertising or direct mail campaigns to promote event • Prepares and writes promotional pre and post-conference materials. • Works with Website Coordinator to develop online registration processes • Manage delegate registration system
Program Leaders	Angela Atkinson / Melinda Simpson	VSIDC / NSW DPI	• Ensures that a well-balanced, high-quality technical program is organized and presented at the conference • Assists in the scheduling of session rooms and helping with local arrangements for the program • Oversees the program for Farm Tours and/or workshops for conference
Program Committee	Jen Rowling, Wendy Morris, Dani Westport, Rachel Mackenzie plus all IDOs		• Identifies extent and content of conference program • Recruits prospective presenters and session organizers • Co-ordinates keynote sessions • Organizes sessions and select session chairs • Sets guidelines for speakers • Ensures onsite audio/visual and IT needs are being met • Co-ordinates speaker appreciation gifts and session evaluations • Establishes the program for Farm Tours and/or Workshops for third day of conference.
Steering committee	Berries Australia Board members		• Responsible for overseeing the overall organization and financial planning of the conference. • Collates key ideas for the conference and steers its strategic direction. • Contributes ideas for technical content • Advises the Conference Manager and Program Leaders, and assists them in making decisions, especially around budget and technical content of the conference.

Development of the overall schedule of activities was based on the previous BerryQuest Conference held in 2018 and included an evening welcome reception, two days of presentations in a combination of plenary and concurrent sessions plus panel discussions, two evening dinners and a one day farm tour. Additional activities coordinated included a full day R&D workshop, an Emerging leaders concurrent session and an Emerging Leaders Leadership training workshop. Following is a summary of the program:

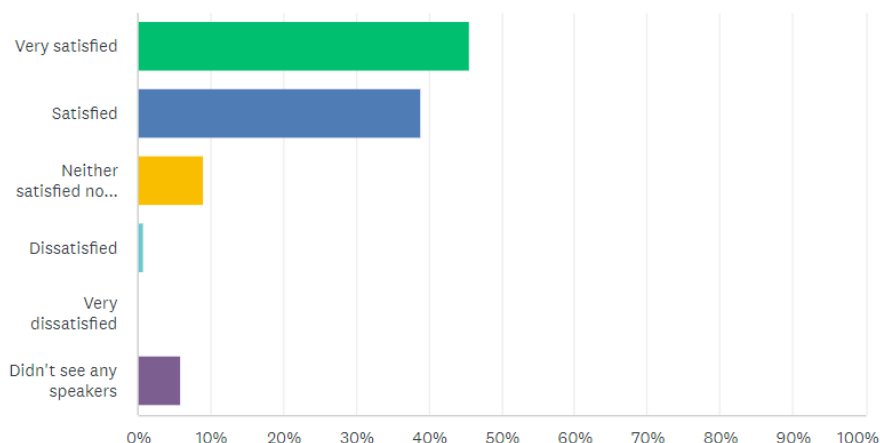
Monday, 25th July 2022		
9.30am to 4.30pm	R&D Workshop	A full day workshop held pre-conference with key industry stakeholders on future challenges and opportunities with R&D. The attendees were a mix of growers, agronomists and researchers. Refer Appendix 1 – Berries R&D Workshop Agenda
6.00pm to 8.00pm	Networking event	Welcome Reception – Exhibition Hall
Tuesday, 26th July 2022		
8.30am to 10.15am	Conference plenary session	Conference opening Keynote presentations: The Business of Berries – A Global View
10.45am to 12.30pm	Conference plenary session	Keynote presentations: Berries and the Supply Chain – getting to know your customers and consumers
1.30pm to 3.00pm	Conference concurrent sessions	1. Pest and disease 2. Optimising production 3. Emerging leaders workshop
3.20pm to 5.00pm	Conference plenary session	Workforce Challenges and Opportunities
6.00pm to 9.00pm	Networking event	BBQ at the Boatshed
Wednesday, 27th July 2022		
8.30am to 10.30am	Conference plenary session	Keynote presentation: High Impact Meteorology Export Success – Top Tips from Experienced Industry Leaders
10.50am to 12.00pm	Conference concurrent sessions	1. IPM and Pollination 2. 21 st Century Challenges and Opportunities 3. Traceability and Food Safety
1.00pm to 2.30pm	Conference concurrent sessions	1. Pest and Disease 2. Berry Breeding 3. Managing Off Farm Impacts
3.00pm to 5.00pm	Conference plenary session	Biosecurity Matters: Varroa Mite The Future of Berries
From 6.30pm	Networking event	Conference Dinner – SeaWorld Plaza
Thursday, 28th July 2022		
8.00am to 6.00pm	Farm Tours	Queensland Berries Bugs for Bugs Taste n See
9.00am to 2.00pm	Emerging Leaders Leadership Workshop	Facilitated leadership/DISC workshop for the young emerging leaders of the industry

Refer Appendix 2 – Conference Handbook for complete conference program.

The selection process for speakers and topics for the program incorporated feedback and advice from a range of sources including IDOs, Berries Australia/ABGA/RABA/SAI committee members, Hort Innovation and growers/agronomists etc. Refer **Appendix 3 – Conference Program** for final program distributed alongside the Conference Handbook to account for last minute changes to speakers and/or topics. We had a number of speakers who had to cancel attending in person and either pre-record or live stream in to do their presentation due to illness/Covid, and a number of international speakers also needed to do their presentation via live stream. Delegate feedback received on speakers at BerryQuest as follows:

How satisfied were you with the speakers at BQI22? ***

Answered: 134 Skipped: 2



More than 89% of respondents who attended the speaker sessions were 'very satisfied' or satisfied with the speakers.

Positive responses included:

- ✓ Current and topical information delivered
- ✓ Fantastic plenary
- ✓ The Weather guy from the States was brilliant
- ✓ Dr Food was fantastic
- ✓ Good on-topic talks with no tech issues when live streaming

Areas for improvement included:

- ✗ A trade show in-house session might have been nice
- ✗ Too many remote/pre-recorded presentations.
- ✗ Some speakers did not run to time, and some chairs did not enforce time limits
- ✗ I felt the content for technology and innovation for berry growers was very light.
- ✗ I felt there could have been more speakers on agronomics
- ✗ I would have liked to attend some of the talks that were held concurrently



A comprehensive *Invitation to Sponsor & Exhibit* prospectus was developed with a range of conference sponsorship and exhibitor options. Costings were discussed in detail with the Berries Australia board and compared to similar industry conference events to ensure they were relevant and affordable, whilst making sure that all expenses associated with running the event were met. This was distributed to a wide range of companies including all of those involved in BQI2018

Refer Appendix 4 – Sponsorship Prospectus

All Australian berry growers were kept well informed of the progress of planning and regularly encouraged to attend. Promotional material was distributed via the Berries Australia Facebook page, the Australian Berry Journal, the Burst eNewsletter and Berries Australia website. **Refer Appendix 5 – Conference Promotion (examples)**

Those who were not able to attend can still benefit from the conference program through articles compiled for industry publications and resources such as the Australian Berry Journal, the Burst eNewsletter and Berries Australia website, and via the Industry Development Officers across the combined berry industries. All recorded sessions and presentations (with permission) have been uploaded to the Berries Australia website - <https://berries.net.au/bqi2022/speakers/>.

A bursary fund was also established to encourage Emerging Leaders of the industry to attend. Through contributions from each of the PIBs (ABGA, RABA and SAI), 24 young Emerging Leaders of the industry had conference registration and accommodation funded, and specific activities coordinated to help build and inform this important network of the berry industry. Feedback from the group has been extremely positive. **Refer Appendix 6 – Summary of Emerging Leaders Bursary Feedback.**

BerryQuest received significant media coverage, both in the lead up to the event and post-conference as a result of the distribution of a series of media releases. Trade publications and websites including, Hortidaily, Perishable News, Fresh Plaza, Asiafruit Magazine and Produce Plus Magazine, Australian Berry Journal, Orchard Tech, Vegetables WA and Growcom all promoted BQI22 when the location was announced and when keynote speakers were revealed. Journalists from the ABC, Fresh Plaza and Good Fruit & Vegetables attended BQI22 and provided coverage of the conference in their respective publications.

Hort Innovation, Department of Agriculture and Fisheries and Berries Australia worked together to launch two new varieties of strawberries at BQI22 which was a great opportunity to promote the successes of grower levies and government funding whilst also promoting the conference. The story was covered by a range of media including television, ABC, Pedestrian, Fruitnet and Hortidaily. **Refer Appendix 7 – Media coverage snapshot**

Media and delegates were also encouraged to use a conference hashtag for social media to keep others informed of conference proceedings.

Outputs

The primary output of this investment is a successful, well-attended conference with multiple opportunities for Hort Innovation to raise awareness about R&D and marketing levy investment in the berry category as articulated in a detailed sponsorship agreement. Berries Australia managed the conference content as well as the logistics and organisation including but not limited to:

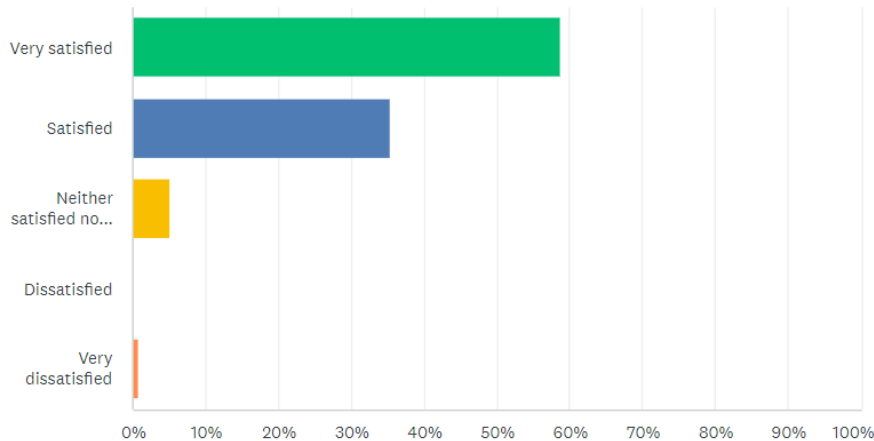
- Reviewing and organising conference venue including AV options and catering
- Organising meal venues and logistics
- Managing registrations including dietary requirements, name tags, conference bags and registration desk
- Accommodation bookings including negotiating delegate rate packages
- Managing delegates lists providing data for hotels, tours, sessions (plenary and breakout)
- Logistics for field tours (supported by the IDOs) including transportation, catering and ensuring WH&S and biosecurity requirements are adhered to
- Speakers needs, including travel arrangements
- Trade show organisation including sponsor support and management
- Financial management of all these components

All general outputs listed above have been successfully delivered and the logistics of the conference well managed. Our only significant problem arose due to the exceptional response to the event, with nearly 500 delegates causing us to “outgrow” the venue. On the spot adjustments needed to be made to allow for the higher number of delegates including changing rooms for concurrent sessions and incorporating an overflow room for the plenary sessions.

This can be substantiated by responses provided to a post-conference survey distributed to all delegates:

How satisfied were you with the overall BQI22 event?

Answered: 136 Skipped: 0



More than 94% of respondents were ‘very satisfied’ or satisfied with BQI22 overall.

Positive responses included:

- ✓ One of the best conferences I have attended
- ✓ Well planned event with quality delegates
- ✓ Great speakers, exhibits, meals. Great vibe
- ✓ Excellent program, participants, size, venue
- ✓ The conference & trade display exceeded my expectations. The conference had some excellent speakers and relevant subject matter. Catering was excellent.

Areas for improvement included:

- ✗ If I am being pedantic, I think the chair spacing in the room could have been better (more space between chairs). The opening morning was very warm until they turned on the air con
- ✗ Conference rooms too small!
- ✗ Venue is nice but could be bigger



Table A. Key Outputs of sponsorship agreement

Output	Detail
Branding	
Recognition of levy fund support throughout the conference, including keynote presentations such as opening and closing addresses, speaker sessions relating to levy funded projects and activities, and conference promotional material.	Presentations: - Brett Fifield, CEO Hort Innovation – Welcome speech at Welcome Reception - Jenny Van de Meeberg – Market Access and Trade Development in the Berry industries (MT20004) - Dr Jodi Neal and Dr Katie O'Connor – DNA Informed Breeding for Better Aussie Strawberries (BS17000) - Kevin Bodnaruk – Regulatory Issues and Barriers for Chemical Use in Australia Presentation holding slide: 
Levy fund branding to be featured throughout conference, including conference website, conference materials such as handbook, signage, program, registration brochure, conference app and name badges.	Conference website: https://berries.net.au/bqi2022/ https://berries.net.au/bqi2022/sponsors/ https://berries.net.au/bqi2022/bqi22-gallery/ Conference handbook: Refer Appendix 2 – Conference Handbook Conference signage: Digital pixel totem acknowledgement of sponsorship (scrolling sponsor logos)

	        
Levy fund logo on Berries Australia website with hyperlink to the Hort Innovation website.	As outlined above.
One piece of promotional material in conference bag and/or on delegate seats.	As provided by Hort Innovation.
Presentation:	
At least two speakers at conference on Levy Fund investments (R&D and/or Marketing)	As outlined above. Refer Appendix 2 – Conference Handbook and/or Appendix 3 – Conference Program .
Media support:	
Media release pre and post conference acknowledging Levy Fund support.	Media releases issued acknowledged the Hort Innovation sponsorship where possible. Examples to be provided.
Access:	
Four complimentary tickets with admission into all conference sessions, social events and field day.	Complimentary full registration tickets supplied for: • Brett Fifield • Alison Anderson • Anthony Baker

	Vino Rajandran
One additional complimentary entry to exhibitor space for support staff.	No additional support staff advised, however additional complimentary registration provided for Julie Bird.
Display:	
Opportunity to place three pull up banners in high traffic areas and priority placement in the main conference venue, including main stage.	Opportunity available – unsure if and where signage was placed. Hort Innovation logo featured in scrolling pixel totem signage (as outlined above).
Exhibition:	
Exhibition space with specially designed trade booth for the conference days.	EXHIBITION HALL MAP. The map shows the layout of the Exhibition Hall. At the top, stands 1-6 are in a row. To the right of these is a vertical column of stands 7-10. Below stand 1 is a row of stands 21-24, and below that is a row of stands 14-17. To the right of these is a vertical column of stands 13-16. Below stand 21 is a row of stands 22-24. Below stand 14 is a row of stands 15-17. Below stand 22 is a row of stands 23-24. Below stand 15 is a row of stands 16-17. Below stand 23 is a row of stands 24-25. Below stand 16 is a row of stands 17-18. Below stand 24 is a row of stands 18-19. Below stand 17 is a row of stands 19-20. Below stand 18 is a row of stands 20-21. Below stand 19 is a row of stands 21-22. Below stand 20 is a row of stands 22-23. Below stand 21 is a row of stands 23-24. Below stand 22 is a row of stands 24-25. Below stand 23 is a row of stands 25-26. Below stand 24 is a row of stands 26-27. 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EXHIBITORS.

Exhibitor	Stand	Products/Services	Website
A & D Australasia	42	Global Leaders in weighing equipment & systems	andweighing.com.au
AgPick Technology	25	RFID hand-harvesting system that increases efficiency, provides transparency & leads pickers happy all while providing data collection & analytics	agpick.com
AgVita Analytical	11	Efficient & professional laboratory offering a premium service for soil, plant & water nationally	agvita.com.au
Australasian Plant Genetics	9	Providing access to the latest Australian PGR strawberry varieties	ausplantgenetics.com.au
Australian Growing Solutions	30	Market leader in the supply & development of premium grade bulk potting mix	agsolutions.net.au
Biological Services	22	Rearing biological control agents for IPM programs since 1971	biologicalservices.com.au
Bitwise Agronomy	18	Delivering precise analytics & actionable insights for farmers with actual count imagery & analysis tools to guide crop management decisions	bitwiseag.com
Bugs for Bugs	28	Pest management specialists with over 40 years' experience assisting growers to develop & implement good IPM	bugsforgrow.com.au
Cravo	23	Crop production systems that combine climate optimisation, nature and protection	cravo.com
Cynthia Mahoney & Associates		We work with individuals, groups, business & government in leadership & personal development, high performance, well-being, facilitation, coaching & strategic planning	cynthiamahoney.com.au
De Sangosse Coffee Cart	2-3	An innovative portfolio of Pest Control & Plant Nutrition solutions for agriculture	desangosse.com.au
Driscoll's	6-8	Driscoll's works hand in hand with thousands of independent farmers, harvesting, growing to grow and sell fresh berries	driscolls.com.au
Eco Trellis Horticultural Solutions	5	An innovative & easy to install trellising system developed to save berry fruit growers time & money	ecotrellis.com
Elite Tunnels	38-39	A leading polytunnel supplier	elitetunnels.com
Fernland	21	A family-owned & operated business with over 40 years trading history, supplying a comprehensive range of products to the nursery, landscape & turf-care industries	fernland.com.au
Galuku	10	Harvesting the potential of coconut husk (coir) to develop high-quality, eco-friendly products for the horticulture industry	galuku.com

Exhibitor	Stand	Products/Services	Website
Garden City Plastics	16	A family-owned horticulture, nursery & landscape supply business	gardencityplastics.com
Greenlife Structures	14	Design, manufacture, install & maintain exceptional quality commercial greenhouses & cable spun shade structures	greenlifestructures.com.au
Harvest Trail Information Service	19	The Harvest Trail Information Service (HTIS) is a national service, funded by the Federal Government, to help connect agriculture employers with workers	jobsearch.gov.au/harvest
Haygrove	20	Design & supply field scale commercial polygon-rink substrate gutters & associated growing systems for many of the best growers in the world	haygrove.com
Hort Innovation	13	The grower-owned, not-for-profit research & development corporation for Australia's horticulture industry	horticulture.com.au
Legro	26	A family-owned business specialising in soil sub-strates	legro.nl
Mountain Blue	35-37	A family-owned & operated company that produce the highest quality blueberry fruit & genetics, along with an extensive nursery & marketing service	mountainblue.com.au
Muddy Boots Telus Agriculture	15	Digital solutions & data insights for better efficiency & profitability	muddyboots.com
Netafim Australia	4	Global leader in irrigation solutions for sustainable agriculture	netafim.com.au
Nufarm	29	A global crop protection & seed technology company that has been helping growers fight disease, weeds & pests for more than 100 years	nufarm.com
Organic Crop Protectants (OCP)	27	A leading manufacturer & distributor of crop protection & nutritional products	ocp.com.au
Perfection Fresh	31-32	Growing & sharing Revuesome fresh produce with Australians for over 40 years	perfection.com.au
Piniata Farms Coffee Cart	41	Family-owned & operated multi-crop Australian horticulture business	piniaata.com.au
Powerplants Australia	24	Advancing Australia's plant production & food sustainability through tailored solutions that will improve your business operations	powerplants.com.au
Prodox	33-34	Advanced sustainable Agricultural Products & Technical Solution	prodox.com.au
Protected Cropping Australia (PCA)	12	The peak industry body representing commercial hydroponic & greenhouse growers Australia wide	protectedcropping.net.au
Royal Brinkman	1	A supplier, installer & consultant for the professional horticulture industry	royalbrinkman.com
Syngenta	17	A leading agriculture company helping to improve global food security for enabling millions of farmers to make better use of available resources	syngenta.com
Trical Australia	40	Providing innovative & dependable fumigation products & services	trical.com.au

Distribution of promotional material to delegates from trade booth.

As per Hort Innovation.

Opportunity for special promotion/competition to be promoted to delegates by MC.

Opportunity not taken.

Opportunity to exhibit at the Field Days.

Opportunity not taken.

Delegates info:

Access to list of all delegates pre and post event.

List is available on request.

Input:

Formal and informal engagement on program content as defined in the sponsorship agreement.

Informal engagement on program provided through discussions with several key Hort Innovation staff including Kevin Bodnaruk, George Margin, Ashley Zamek and Brett Fifield.

Outcomes

Table B. Outcome summary

Outcome	Description and Evidence
An increased understanding and adoption of best practice and emerging production and supply chain information in relation to R&D project outcomes and outputs.	A post-conference survey was distributed, however a follow up survey will be conducted to help identify key areas of practice adopted as result of information gained at the Conference. Refer to post-conference survey results in M&E Section of this report.
Knowledge transfer to the berry industry value chain through presentations on research findings, best practice, emerging risks and opportunities.	Comprehensive program developed based on advice and suggestions from a range of sources including IDOs, Berries Australia/ABGA/RABA/SAI committee members, Hort Innovation and growers/agronomists etc. 58 speakers presented on 52 separate topics. Nine of these speakers presented either via live-stream or pre-recorded video, with six of these being international speakers. Refer Appendix 3 – Conference Program
A better informed industry to increase farm productivity and berry quality across all business sizes of berry growers.	Breakdown of delegate numbers: Independent growers and employees: 188 Marketing group growers and employees eg. Driscolls, Perfection Fresh, Costa: 73 Industry associates (inc. Berries Australia staff): 234 Delegates registered for full conference and also 1 day conference passes, so it is difficult to analyse how many attended each session.
Provision of information on the conference to berry industry stakeholders who are unable to attend through industry publications, website updates and social media content.	Recorded sessions and presentations have been uploaded to the Berries Australia website (with approval from speakers). Articles derived from presentations at the Conference have also been produced for the Australian Berry Journal and will continue to be delivered for future editions. Social media posts will also be uploaded with links to articles. Recordings and presentations: https://berries.net.au/bqi2022/speakers/ Articles in Australian Berry Journal: Spring 2022: 1. BQI22: Thank you to our sponsors (Pg 31) 2. BQI22 Insights: Berry patch concept essential to drive retail sales – Ashley Walmsley (Pg 60 – 61) 3. BQI22 in Pictures (Pg 62 – 70) https://issuu.com/berriesaustralia/docs/australian_berry_journal_-_spring_2022_-_edition_1 Summer 2022: 1. BQI2022 Insights: Berries...retail insights from the world stage – Jen Rowling (Pg 22 – 31) 2. BQI2022 Insights: High Impact Meteorology – using models to help predict future weather events – Helen Newman (Pg 46 – 53) https://issuu.codocs/aus_berry_journal_edition_13_summer_22

An opportunity for delegates to discuss issues that are impacting the industry, as well as future opportunities for research and development.	An R&D Workshop was held pre-conference with key industry stakeholders to discuss future challenges and opportunities with R&D. 41 people participated being a mix of growers, agronomists and researchers. Six representatives from Hort Innovation were involved. A comprehensive report was produced outlining the findings of the workshop (<i>Workshop Report- Managing pest and disease risk in the berry industry</i>) and is available on request. Refer Appendix 1 – Berries R&D Workshop Agenda
An increased attendance rate following on from the success of the previous conference, improved marketing and as a result of an informative program which is highly relevant to a cross section of industry.	BerryQuest 2022 received an increase in attendance numbers since last held in Launceston in 2018, from 417 to 495 delegates which includes a cross section of industry, as a result of the improvements in promotion and development of an informative and relevant program.
An increase in sponsorship and exhibitor numbers as a result of broader promotion and improvements in sponsorship/exhibitor packages available.	Updated sponsorship and exhibitor packages were developed and distributed to a broad network of industry associated businesses. All prices were slightly higher than the previous conference but compared against other events of this type to ensure appropriateness. All packages sold out and there was a significant increase in sponsorship funding received. A total of 44 businesses supported the event through sponsorship and/or exhibitor packages (compared to 40 in 2018), and 35 businesses exhibited at the Trade Show. The number of exhibitors is on par with the previous conference, however there were numerous exhibitors who purchased larger sites, essentially taking up 42 spaces within the trade area. Refer Appendix 2 – Conference Handbook for trade show details.

Monitoring and evaluation

The primary measure is based on attendance with a goal of at least equaling the previous attendance of 417 and aiming for 500 with at least 60% of those being growers.

As previously outlined, BerryQuest 2022 achieved an increase in attendance numbers from 417 to 495 delegates. However grower numbers did not reach the 60% goal (53%) and a significant portion of this figure is made up of growers and staff associated with the large marketing groups eg. Driscolls, Perfection Fresh and Costa.

Please refer to attached **Appendix 8 – Post-conference survey results** for feedback from delegates covering most aspects of the event.



Please also refer to **Refer Appendix 6 – Summary of Emerging Leaders Bursary Feedback** for feedback from the industry's emerging leaders who participated in the Emerging Leaders program during BerryQuest.

Recommendations

- Based on feedback from delegates plus key industry stakeholders, the next BerryQuest Conference will be held in Melbourne in February 2025. This means a 2.5 year gap between events, allowing plenty of planning time. Venues have been scoped and event proposals are currently being reviewed. Berries Australia is aiming to announce the date and venue in early 2023.
- The format for the next Conference may be changed slightly in response to the feedback received from delegates ie. Farm tours earlier in the program and the Gala Dinner on the very last evening, so no expectation for delegates having to be somewhere early the day after.
- Additional sponsorship packages will be developed and the venue for the next Conference will need a much larger exhibitor area. The demand for sponsorship and exhibitor space was very high this year but the space available at the venue held us back from taking on more exhibitors.
- A campaign to attract more growers needs to be developed in collaboration with industry. This may include subsidized registrations or other incentives to encourage growers to attend.
- The Emerging Leaders program will be further developed and incorporated more into the Conference program for 2025. Other activities for Emerging Leaders will also be rolled out separately between now and the next BerryQuest which we hope will encourage more young Emerging Leaders to attend as a result of a national emerging Leaders network being established and nurtured.
- The program will need to be in place (as much as possible) at least six months in advance to allow for delegates travelling to the event both domestically and from overseas.
- Farm tours will incorporate a more diverse range of options for delegates with less distance to travel.
- The conference website will need to be reviewed and improvements made to ensure delegates can easily register and locate the program and other important information relating to travel, accommodation etc.

Intellectual property

No project IP or commercialisation to report

Appendices

Appendix 1 – Berries R&D Workshop Agenda

Appendix 2 – Conference Handbook

Appendix 3 – Conference Program

Appendix 4 – Sponsorship Prospectus

Appendix 5 – Conference Promotion (examples)

Appendix 6 – Summary of Emerging Leaders Bursary Feedback

Appendix 7 – Media coverage snapshot

Appendix 8 – Post-conference survey results

Berries Workshop agenda

➤ **Managing pest and disease risk in the berry industry: current and future.**

	Session	Who
9:30	Morning tea on arrival	All
10:00	Welcome and introductions	Rachel Mackenzie
10:15	Overview of how the day will be run and aims	Andre Drenth
10:20	Overview of the Berry industry from a pest and disease R &D perspective – international and national examples	Greg Murdoch, Costa
10:45	How to organise research to maximise the benefits: A case study from the macadamia industry	Jolyon Burnett, AMS
11:05	Integrated research approaches in the banana industry	Rosie Godwin, ABGC
11:25	Panel Discussion	Rachel Mackenzie
12:00	Lunch	
12:30	Overview of break-out sessions - Pain points and solutions	Rachel Mackenzie
12:45	1. Propagation and clean planting materials	Andrew
13:10	2. Disease and pest problems on farm	Femi
13:30	3. Post-harvest pest and disease problems	Liz
13:50	4. Market access and export challenges	Angela
14:10	5. Emerging diseases and threats across the horizon - Biosecurity	John
14:30	6. Susceptibility in berry cultivars	Andre
14:50	Afternoon tea	
15:15	Feedback session	Facilitators
15:55	Making it happen	Rachel Mackenzie All
16:10	Hort Innovation perspective	Alison Anderson
16:25	Workshop wrap up	Andre Drenth
16:30	Workshop close	
18:00	Berry Quest Welcome reception	

BerryQuest International 2022



Sea World Resort & Conference Centre
25–28 July

BQI
22



CONFERENCE HANDBOOK



think berries.

The journey for the perfect 'Blueberry' started 40 years ago. This pursuit is unrelenting.

Acting small, thinking BIG has taken us beyond just Blueberries.

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Think berries, think Mountain Blue.

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WELCOME.

On behalf of the Berries Australia Board, I am delighted to welcome you to BerryQuest International 2022 on Queensland's Gold Coast. This conference has been 4 years in the making, and I am certain that every attendee will value the opportunity to re-engage with the broader industry after a number of challenging years.

This is the first time that BerryQuest is being held under the banner of Berries Australia which was established in November 2018 as a joint venture between the Australian Blueberry Growers' Association Inc. (ABGA), Raspberries and Blackberries Australia Inc. (RABA) and Strawberries Australia Inc. (SAI) to represent the interests of the Australian \$1.4 billion berry industry as a whole. Berries Australia represents more than 1000 individual growers nationally ranging from significant corporate holdings to small family farms.

Berries are now the single largest fresh produce category and this event gives growers and other supply chain partners an opportunity to look to the future for this exciting industry. I am personally thrilled that we have international speakers of the calibre of Soren Bjorn from Driscolls, Juan Iganacio Allende from Hortifrut and renowned consumer analyst Professor David Hughes addressing the conference. The diversity of practical presentations to help growers with their business is also impressive.

I would like to thank everyone for attending and a special thanks to all of our sponsors who make events like this possible.



Peter McPherson
CONFERENCE CHAIR

*Thank
You*

THANK YOU TO THE
BQI22 ORGANISING
TEAM WHO HAVE
WORKED TIRELESSLY
TO MAKE THIS
EVENT HAPPEN

Jen Rowling

CONFERENCE MANAGER
jenrowling@berries.net.au
0448 322 389
berries.net.au

Rachel Mackenzie

Wendy Morris

Dani Westport

Jane Richter

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FULL CONFERENCE PASS INCLUDES

- ✓ Conference Merchandise Pack
- ✓ All Plenary and Breakout sessions across both conference days
- ✓ Morning Tea, Lunch & Afternoon Tea on all conference days
- ✓ Unlimited access to the Exhibition Hall
- ✓ Invitation to the Welcome Reception on Monday 25 July
- ✓ One ticket to the Boatshed Bar & Grill BBQ on Tuesday 26 July
- ✓ One ticket to the Sea World Plaza Conference Dinner on Wednesday 27 July
- ✓ Your choice of Farm Tour on Thursday 28 July
- ✓ Complimentary Wi-Fi access within the Conference Rooms & Trade Exhibition

INFORMATION.

CONFERENCE REGISTRATION & INFORMATION DESK

The Desk can be found at the entrance to the Conference Centre and will be attended by Berries Australia team members at these times:

MON 25 JULY FROM 5PM | TUE 26 – WED 27 JULY 7.30AM – 5PM

WI-FI ACCESS

Complimentary Wi-Fi is available throughout the Conference Centre and Exhibition Hall for all conference attendees for the duration of the event.

The Wi-Fi connection is suitable for downloading emails and general internet browsing, but should not be relied upon for the transfer of large files or for streaming video content.

To connect, select the **NETWORK NAME: VRTP Events**
USER NAME: BQ22 **PASSWORD: berries (all case sensitive)**

SOCIAL MEDIA

We invite all BQ122 attendees to use the official Conference hashtag **#BQ122** when posting about the conference on social media.

Adding **#BQ122** to your posts can help you to connect with other Conference attendees. *Be sure to follow & tag Berries Australia on Facebook @berriesaus*

COFFEE CART

Fresh Coffee & Tea is available **each day from 8AM – 5PM** with the compliments of De Sangosse & Piñata Farms in the Exhibition Hall

MORNING TEA, LUNCH & AFTERNOON TEA

Refreshments for all breaks will be available in the Exhibition Hall on **TUESDAY 26 JULY** and **WEDNESDAY 27 JULY**

NETWORKING EVENTS.

A limited number of tickets are still available to attend these events and can be purchased at the Conference Registration & Information Desk.

MONDAY 25 JULY 2022

WELCOME RECEPTION – EXHIBITION HALL

6 – 8PM

Enjoy a drink whilst you network and discover the exhibits on display from our Trade Exhibitors.

Use this as an opportunity to get some stamps in your Exhibition Passport which you can find at the back of this Handbook. Complete 20 stamps and enter to win a berry special hamper.

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TUESDAY 26 JULY 2022

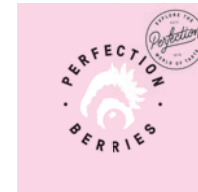
BBQ AT THE BOATSHED – BOATSHED BAR & GRILL

6 – 9PM

Join us at this family-friendly social evening held at the perfect place to unwind after a big day of networking and learning.

Located poolside and right on the water, this is a must-attend social evening to soak in the spectacular views and mingle in a relaxed atmosphere with other conference delegates.

PROUDLY SPONSORED BY



NETWORKING EVENTS.

A limited number of tickets are still available to attend these events and can be purchased at the Conference Registration & Information Desk.



WEDNESDAY 27 JULY 2022 SEA WORLD PLAZA CONFERENCE DINNER

As the final social and networking opportunity of the conference, the evening commences with pre-dinner drinks & canapés at Dolphin Beach from 6.30PM and will include dinner & entertainment.

As the event will take place inside the Sea World Theme Park, all attendees should assemble at the Gift Shop in the Sea World Resort lobby. Guests will then be escorted through the park to the dinner location.

Although this is the Gold Coast, this evening is the most formal of our social events and requires a minimum standard of dress for all guests. Collared shirts and slacks or chinos, cocktail dresses, pantsuits and dressy separates are all suitable – no jeans, thongs or Crocs please!

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Driscoll's is committed to growing only the **Finest Berries**. We have access to world-leading berry genetics and an extensive integrated *nursery program*. Through internal management of our fruit supply chain, our aim is to *consistently deliver* top-quality berries to our retail and wholesale partners.



If you would like to
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BQI22 DELEGATES WILL HEAR FROM A PLETHORA OF LOCAL AND INTERNATIONAL SPEAKERS OVER THE **2 DAYS OF PLENARY SESSIONS**, COVERING A WIDE RANGE OF TOPICS.

The BQI22 program will focus on issues affecting the berry industry now and into the future. Topics will include innovations in breeding, pollination, research and production optimisation, sustainability and technology developments, biosecurity concerns, food safety, labour management and marketing.

KEYNOTE SPEAKERS.



©Araya Corvalán

JUAN IGNACIO ALLENDE, CEO, Hortifrut SA

Juan Ignacio Allende has been the corporate CEO of Hortifrut S.A. since 2016. The Company is the largest fresh blueberry marketer in the world and the second-largest of the whole Berry category.

His responsibility covers the development of new berry genetics all the way to selling over a billion dollars in fresh berries around the world every day. The Company owns over 5,000 hectares and controls another 5,000 hectares through its genetics and sales services. It grows berries in 12 countries and sells them in more than 40 different countries.

One of his main achievements is to have incorporated both a digital and sustainable culture into the organisation with over two thousand employees.

Allende has dedicated all 33 years of his working life to the produce business, starting in 1989 after studying agriculture and economics in the Catholic University of Chile.

His previous role was as CEO of Vital Berry Marketing S.A. since 1991, where he developed the Company from its foundation, becoming the second-largest berry Company in Chile. This Company merged with Hortifrut in 2013.

Costa General Manager and **Berries Australia Chair, Peter McPherson** will be joined by the biggest movers and shakers in the berry industry including **Driscoll's of the Americas President, Soren Bjorn** and **Hortifrut S.A CEO, Juan Ignacio Allende** to provide a global perspective on the current state of the berry industry.

BOTH SOREN & JUAN WILL BE LIVE- STREAMED DURING SESSION 1 ON TUESDAY 26 JULY.

SOREN BJORN, President Driscoll's of the Americas

Soren Bjorn is the President of Driscoll's of the Americas based in Watsonville, California, the global headquarters of Driscoll's.

In his role, Mr. Bjorn leads the largest business unit for Driscoll's and is responsible for all aspects of the business enterprise from the strategic planning process and to its financial success. Family owned for more than 100 years, Driscoll's is the leading brand for fresh berries and distributes in more than 22 countries around the world.

Soren has been with Driscoll's for more than ten years and has led several key functional areas. He served as the company's first Senior Vice President of international business and was responsible for oversight of Driscoll's Europe, Middle East and Africa business, an Australia based joint venture and a new start-up venture in China. In addition, Soren has led Driscoll's global research and breeding programs which focus on developing proprietary seedlings in order to deliver great tasting berries to consumers.

As a seasoned executive in the food industry, Soren spent six years with Del Monte Foods in San Francisco. There, his responsibilities included outsourcing of manufacturing operations globally, and the management of the company's sales and operations planning department. Soren also held the role of President and CEO for UniMark Foods, Inc. a vertically integrated citrus and tropical fruit growing and processing company headquartered in Texas.



**BERRYQUEST INTERNATIONAL IS ALSO THRILLED TO WELCOME
INTERNATIONAL KEYNOTE SPEAKERS, PROFESSOR DAVID HUGHES (UK)
AND ERIC SNODGRASS (USA).**

KEYNOTE SPEAKERS.



DR DAVID HUGHES, Emeritus Professor of Food Marketing at Imperial College London & Visiting Professor at the Royal Agricultural University, U.K.

As “Dr. Food”, he is a much sought-after speaker at international conferences and seminars on global food industry issues, particularly consumer and retail trends.

David has lived and worked in Europe, North America, the Caribbean, Africa and Southeast Asia and has extensive experience as an international advisory board member with food companies and financial service organisations on three continents.

David was a founding partner in a hydroponic fresh produce company in Florida, USA and a Director of Berry Gardens, a farmer-owned berry business and the UK's largest fresh berry supplier for 20 years.

**YOU CAN CATCH DAVID'S PRESENTATION & PANEL DISCUSSION IN
SESSION 2 ON TUESDAY 26 JULY.**



ERIC SNODGRASS is a Science Fellow & Principal Atmospheric Scientist for Nutrien Ag Solutions

Eric Snodgrass is a Science Fellow and Principal Atmospheric Scientist for Nutrien Ag Solutions, where he develops predictive, analytical software solutions to manage weather risk for global production agriculture.

Eric provides frequent weather updates that focus on how high-impact weather events influence global agriculture productivity. His current research uses machine learning to better understand field-level weather impacts on yields in the US and to increase confidence in long-range weather prediction. He presents his research as a featured speaker at over 120 conferences annually where he provides logistical guidance and solutions to weather-sensitive financial institutions, farmers, commodity traders, and other stakeholders.

Eric is a co-founder of Global Weather and Climate Logistic, LLC and Agribile, Inc which were both acquired by Nutrien Ag Solutions in 2018.



**ERIC'S PRESENTATION WILL BE LIVE-STREAMED DURING
SESSION 1 ON WEDNESDAY 27 JULY.**

SPEAKERS.



SACHIN AYACHIT
National Program
Manager, Fair Farms
(Growcom)

Sachin has extensive knowledge and experience, and a background in the delivery of certification programs, accreditations, regulatory compliance, training, and implementation of quality systems for certification schemes in the agriculture sector.

Most recently at ACO Certification (previously Australian Certified Organics) as the General Manager of Certification, Mr Ayachit also holds multiple qualifications including a Bachelor of Agricultural Science, Master of Agribusiness Management, an MBA, as well as being a lead auditor for Integrated Management Systems and Internal Auditing.



KARA BARRY
Associate Professor,
Tasmanian Institute
of Agriculture

Kara is a lecturer and researcher at the Tasmanian Institute of Agriculture, University of Tasmania.

Kara has conducted research for over 20 years in plant pathology and beneficial microorganisms, particularly in production forestry and horticulture.

Recent research topics include organic management of blueberry rust, the resistance of native pepper to *Phytophthora cinnamomi*, and fungicide-resistance of *Botrytis cinerea* in sweet cherry.



DR MARK BAYLEY
Director, Mark Bayley
Consulting

Mark spent the initial stage of his career at Southern Cross and Griffith Universities researching wetland systems for polluted water treatment. During this time Mark's research was presented at many international and national conferences, and in 2007 Mark obtained his PhD.

Since moving from academia to the private sector, Mark has worked for a number of different organisations before being employed at AWC in 2008, where he later became the co-owner and Director for 14 years. Mark's key interest specifically focuses on projects around the management and treatment of agricultural stormwater.



KEVIN BODNARUK
Consultant, Pesticide
Regulation & Risk
Assessment

Kevin currently works in the area of pesticide regulation and risk assessment.

He has over thirty years' experience, having worked in both government and private enterprise on aspects of pesticide development, use and regulation.

Recent projects have involved providing technical and regulatory support to Australian government agencies (e.g., DAWR, FSANZ & ACIAR), agricultural industry associations (e.g., AMGA, AOF, Pulse Australia, CAL & SAL), Research and Development Corporations (GRDC, HIA & RIRDC) and internationally with the FAO.



BLAIR BROWN
Regional Agriculture
Workforce Officer,
QAWN (Growcom)

Blair helps farmers with advice and guidance on workforce attraction, retention and development strategies. He is also a hockey hitting, wine loving, SUP riding, garden enthusiast. Blair has years of senior management experience in workforce operations and vocational education and training.

He is determined to work with agribusiness to create sustainable workforce strategies to gear them for a connected, agile and reliable future. Blair is employed by Growcom, Queensland's peak horticulture industry body, and works with all agriculture industries, including, feedlots, poultry, pork production.



STEVE BURDETTE
Executive Officer,
Approved Employers
of Australia

Steve is a senior executive with a strong background in agribusiness, ranging from field packing, logistics and marketing to commercialising intellectual property rights, restructuring/mergers and developing extensive national and international contacts and relationships.

Steve has participated in the Seasonal Worker Program since the pilot commenced in 2012. His extensive knowledge and experience was gained between 2012 and 2018 in the recruitment, selection, administration, welfare and wellbeing of up to 200 workers from the Pacific region.

FIND OUT MORE



JAKE BYRNE
IPM Consultant,
Biological Services

Jake is an Integrated Pest Management (IPM) specialist, with almost 9 years experience working with Biological Services.

After number of seasons helping to develop and implement IPM Programs in Greenhouse vegetables on the North Adelaide Plains, he relocated to his home state of NSW.

Now overseeing QLD, NSW & TAS for Biological Services, Jake works in a wide range of crops including Berries, Brassicas, Greenhouse Vegetables, Nurseries, Cannabis & some tree crops.

He still spends most of his time in the field, and comes with a great deal of practical experience in IPM.



GREG CALVERT
Co-founder & Director,
FreshChain Systems

FreshChain Systems was established in July 2018. The company's focus is to enhance end-to-end traceability, proof of provenance, and deeper connection through digital on-pack engagement with consumers for farmers and growers in all fresh food categories.

FreshChain works with a range of berry growers, packers and marketers to bolster consumer education and curiosity around berry consumption, storage, and use.

The business supports increased trade access and reduced compliance costs through enhanced upstream and downstream traceability and approvals digitisation.

The FreshChain team's background includes supply chain, marketing, retail technology, business improvement, and fresh food.



LACHLAN CHILMAN
Operations Manager &
Senior Scientist, Australian
Wetlands Consulting

Lachlan is a Director at Biological Services and has spent the last 21 years developing IPM programs in Berry crops throughout Australia.

The development of key products like Orius, Pure Persimilis, and the recent release of slow-release predators in sachets has been of high importance recently.

Lachlan oversees a team of 12 IPM consultants throughout Australia and works closely with the Insectaries based in Western Australia, South Australia and Queensland to produce the biocontrols used in berry crops throughout Australia.



DR FIONA CONSTABLE
Agriculture Victoria
Research Microbiology
Group

Fiona leads the Microbiology group of Agriculture Victoria Research (AVR), part of the Victorian Department of Jobs, Precincts and Regions (DJPR) and is located at the Centre for AgriBioscience (AgriBio).

Dr. Constable has more than 30 years' experience in plant virology and phytoplasmas, including ecology, diagnostics and biosecurity.

Her expertise is recognised and highly respected both nationally and internationally.

The Microbiology group supports the national strawberry breeding program and certified runner production through the management and testing of new Australian breeding lines and high-health strawberry plants.



MICHAEL COOTE
CEO, AUSVEG

Michael has held the role of AUSVEG Chief Executive Officer since 2021.

Prior to becoming CEO, Michael has been a key member of the AUSVEG Leadership Team since 2014 in the role of AUSVEG National Manager – Export Development.

During this time, he led and transformed the industry's export activities and strategy, with a strong focus on grower capability building and market engagement to grow the industry's trade to high-impact markets.

Michael has consulted across a range of industries and sectors, including state and federal government, not-for-profit organisations and industry associations.

SPEAKERS.



PAUL CUNNINGHAM

Research Leader for the Invertebrate & Weed Sciences group, Agriculture Victoria

An Associate Professor, Paul is the Research Leader for the Invertebrate & Weed Sciences group at Agriculture Victoria (Victorian Government).

Paul leads a group of research scientists and PhD students covering a wide range of topics in plant biosecurity and pest management; including research to improve pest diagnostics and surveillance, integrated pest management, the design and development of new bioprotectants (e.g. insect lures, biopesticides), and biological control.

Paul is based at the AgriBio Centre, at the La Trobe University Campus, Melbourne.



DR ALAN DORIN

Associate Professor, Department of Data Science & AI Monash Data Futures Institute

Alan is an Associate Professor in the Faculty of Information Technology, Monash University.

He researches the ways in which technology assists discovery in the ecological sciences and in human creativity.

Through his work in Artificial Life and ecological simulation, Alan explores the key attributes of organisms that enable them to live in complex environments.

This knowledge is used to improve agriculture and horticulture, and to assist us in maintaining natural ecosystems.



STUART DOYLE

AgVista Australia

Stuart is the founder and Managing Director of AgVista Australia. Stuart comes from a farming family and has over 20 years' experience in crop production and farm management.

He is a qualified Agronomist, and has previously worked in retail agribusiness, Government and fertiliser formulation.

Stuart possesses a detailed knowledge of agricultural supply chains and has an extensive network within agricultural & horticultural research, agribusiness and agricultural consulting.

Stuart is a board member of Crop Consultants Australia Inc., and has been a Member of the Ag institute and CPAG since 2001.



STEVE FULLER

Owner, Bee Services

Steve, along with his brother Wayne, own and operate Bee Services in Northern NSW, which has been in business for over 40 years, producing organic honey and pollination services to wide variety of crops.

Steve is an Executive Councillor of the NSW Apiarists' Ass. Inc., President of the Northern Coast branch of NSWAA, an Advisory panel member for Agrifutures' Australia (Honey Bee and Pollination), Secretary of the Crop Pollination Association of Australia, and a participant in the 5 BEES programme run by Wheen Bee.

Steve is passionate about educating people about the benefits of bees and their importance in the food chain.

Steve wants to share his knowledge to advance the industry and to see an increased appreciation of the industry.



DR TONY GENDALL

Head of Plant Development & Physiology Lab, La Trobe University

Tony obtained his B.Sc. with Honours in Biochemistry from the University of Western Australia, before completing a PhD at the University of Melbourne and the Ludwig Institute for Cancer Research.

Following post-doctoral work in the United Kingdom at The John Innes Centre, he was appointed as a Lecturer in Botany at La Trobe University in 2002, Senior Lecturer in 2009, and Head of Department in 2015.

Tony Gendall's lab uses genetic and molecular approaches to study aspects of plant development and physiology.

He is a current Chief Investigator in the ARC Sustainable Crop Protection Hub, leading the Strawberry Botrytis program to investigate the use of double standard RNA to control plant disease.

FIND OUT MORE



ED GEORGE

**Product Stewardship
Consultant, HortiCycle**

Ed combines over 30 years of private sector logistics and business experience with a solid grounding in sustainability fundamentals, to provide a practical lens for addressing key stewardship design, stakeholder engagement, and implementation issues.

Over ten years of involvement in the plastics industry, around fabrication (extrusion, injection moulding & blown film) and recycling, gives Ed a clear understanding of material pathways and possible circular solutions.

Ed has built a skillset around source segregation, collection, size reduction, transport, and recycling strategies in these unique markets.

Ed is currently consulting to the HortiCycle horticultural plastics stewardship pilot.



APOLLO GOMEZ

**Senior Plant Pathologist,
Queensland Department
of Agriculture & Fisheries**

Apollo has been involved in Hort R&D for over 24 years across different disciplines, such as breeding, physiology, entomology, and plant pathology.

He currently leads and collaborates on a number of strawberry disease management projects and is also involved in vegetable pathology.

Apollo has developed control strategies, using chemical, biological and cultural interventions, for economically important diseases such as grey mould, powdery mildew, and charcoal rot that have been widely adopted by both strawberry fruit and runner producers to mitigate the impact of diseases and to avoid the risk of pathogens developing fungicide resistance.



THOM GOODWIN

Hillwood Berries

Thom holds a bachelor's degree in natural resource economics from the University of Queensland and a PhD from the University of Tasmania.

Thom is a professional economist within the food and agribusiness sector who is passionate about creating value and transforming business processes using data and analytics.

He has successfully provided executive advice, operations management, process automation, and systems implementations across a variety of both commercial and public sector organisations, mainly in the areas of food manufacturing and agricultural economics. In his current role, Thom is implementing harvest monitoring and labour management solutions that allow berry growers to more easily and cost-effectively comply with recent variations to the Australian Horticulture Award.



TOM GUNTHER

**Blueberry R&D Manager,
Mountain Blue**

Tom is the R&D blueberry manager at Mountain Blue.

Although beginning his role at Mountain Blue in 2017 as a Technical Officer, Tom has worked closely with Mountain Blue's breeder, Mr. Ridley Bell, which has seen Tom advance his skills in blueberry breeding domestically and internationally.



BRONWYN KOLL

**Regional Coordinator for the
Yarra Valley's Queensland
Fruit Fly Awareness &
Prevention Project**

Bronwyn's role focuses on engaging community, government organisations and commercial fruit growers in the Area Wide Management (AWM) approach to prevent the establishment of Queensland Fruit Fly (QFF) in the region.

She has developed resources and strategies to raise the community's awareness of QFF risk and educate people about prevention and management techniques.

One of Bronwyn's key achievements has been the development of a regional QFF surveillance program and the provision of informative and timely QFF alerts to fruit producers to promote prophylactic actions by each landholder.

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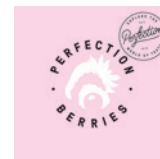
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SEA WORLD PLAZA CONFERENCE DINNER

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COFFEE CARTS



CONFERENCE HANDBOOK



CONFERENCE BAG



LUNCH BREAKS



WATER BOTTLE



LANYARD & NAME TAG



PLENARY & TEA BREAKS



NOTEBOOK & PEN



FARM TOUR 1



EMERGING LEADERS.

Berries Australia, in partnership with Raspberries and Blackberries Australia (RABA), Strawberries Australia Inc. (SAI) and Australian Blueberry Growers' Association (ABGA), offered up-and-comers in the berry industry the opportunity to receive funding to attend this berry industry conference.

The BerryQuest Emerging Leaders Bursary has covered the cost of a full conference registration (including dinners and social activities) and three nights' accommodation at Sea World Resort. There were 8 grants per berry category available made possible only with the generous support of the Peak Industry Bodies.



In addition to the Bursaries,
THERE ARE TWO EMERGING LEADERS WORKSHOPS

**TUESDAY 26 JULY
IN THE AFTERNOON
SESSION 1**

**THURSDAY 28 JULY
9AM-2PM**

Both sessions are open to all & we particularly encourage those who participated in the RABA/ABGA leadership program in 2018 to join us for these Workshops.

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SPEAKERS.

FIND OUT MORE



DIANNA LANG
Fair Work
Ombudsman

Dianna is the Assistant Director of the Knowledge Management Team in the Fair Work Ombudsman's (FWO) Advice Branch.

The Fair Work Ombudsman work with employees, employers and the community to educate and encourage compliance with Australia's workplace laws.

In her current role, she manages the Library on FWO's website, and technical review work on website content and presentation materials.



AMAN LEHL
Lehl Family Farm

Aman grew up farming. After high school, he studied a Bachelor of Applied Science/ Bachelor of Education (Secondary) but never lost his passion for farming and continued to work on the family farm whilst teaching.

The Lehl family has been growing blueberries since 1996. In 2016, they decided to diversify into raspberries and currently have 4.5 hectares under raspberry production.

The family have recently planted one hectare of the blackberry variety 'Elvira'. Aman also joined the OzGroup board of directors in 2019.



RACHEL MACKENZIE
Executive Director,
Berries Australia

Rachel has been Executive Director of Berries Australia since 2019 and has led the organisation to success ever since.

Under her leadership, Berries Australia is delivering major projects to service the Australian Berry industries including the highly successful communications and industry development project and export market access projects both funded by Hort Innovation.

Rachel is extremely proud of the work done by the team in pulling BerryQuest 2022 together and is excited to be leading Berries Australia as we put on this world-class event.



GEORGE MARGIN
Consumer Insights
Manager, Hort
Innovation

Since joining Hort Innovation in October 2021, George has developed several foundational investments that will underpin delivery against the Consumer Insights strategy, including consumer fresh produce demand spaces, behavioural, attitudinal, and campaign tracking programs.

George is an expert in consumer purchasing behaviour and retailer scan data. George also has a personal connection to horticulture through his family's mushroom farm located on NSW's Central Coast.



CYNTHIA MAHONEY
Director, CMA

Cynthia is passionate about working with people to develop their life and leadership skills and to increase diversity and participation in decision-making in industry, government and the community.

She has a Diploma of Leadership, Coaching and Mentoring, a Certificate IV in Business and Personal Coaching and a Graduate Diploma of Business which focused on project and people management. She also has a Master of Agricultural Science, specialising in farm business management economics and rural sociology, and a Bachelor of Agricultural Science.



DR SCOTT MATTNER
VSICA Research

Scott has conducted applied research and extension in the berry industries in Australia for the last 25 years, working in industry, government, university, and private environments.

The focus of his research has been on developing substitutes to soil disinfection with the ozone-depleting fumigant, methyl bromide.

Currently, Dr Mattner is a leading researcher in a team investigating better ways to manage charcoal rot, which is a soil-borne disease that kills strawberry plants.

SPEAKERS.



DR JOE MCGEE
CEO & Executive
Chairman, Harvest
CROO Robotics, USA

Joe leads a team of Engineers who have created a fully autonomous Robotic harvester that is set to revolutionise the strawberry industry.

Previously a senior executive at Jabil, he has a proven track record of working through the early growth and funding phases in start-ups and creating exceptional business growth.

His unique combination of experience includes manufacturing, infrastructure development, developing partnerships and strategic alliances, and funding start-ups at all stages.

Dr. McGee and the team have recently declared a working machine and will be starting their first commercial Harvesting Service for select Florida growers this year.



ZAC MCLEOD
Cyber Security Consultant,
Cleared Security

Originally from the Northern Rivers of NSW, and having spent time working at Mountain Blue during his younger years, Zac is now a cyber security consultant based in Canberra.

Zac has consulted for both large government agencies and private organisations, specialising in the cyber security roles of offensive security, incident response, and threat hunting.

In Zac's role at Cleared Security, he enjoys providing meaningful and actionable solutions and advice without the exorbitant fee that often comes with Cyber Security services.



PETER MCPHERSON
General Manager,
Berry International,
Costa Group &
Conference Chair

Peter's vast experience managing large-scale horticultural operations has played a key role in the steady growth and success of Costa's berry operations.

Peter has been instrumental in the successful expansion of the berry business internationally, including blueberry operations in Morocco, the establishment of Costa China operations, and the expansion of company blueberry genetics licensing around the globe.

Peter has held the roles of Treasurer and President of the ABGA, and Treasurer for the International Blueberry Organisation (IBO), and in September 2016, he was honoured to be elected President of the IBO. He has also been the Chairperson of Berries Australia since its formation in 2018.



JAMIE MICHAEL
Ti Produce

Jamie founded Ti Produce Marketing with Lam Ti Muir in 2003 after they recognised a need for a specialised strawberry export company based in Western Australia.

Ti Produce largely handles Western Australian winter strawberries. They source fruit from their grower base of approximately 20 growers in the Wanneroo/Carabooda area with a combined planting of approximately 7 million plants.

Jamie is currently the Deputy Chairman of Berries Australia Inc and is one of the directors of Berries Australia representing the strawberry industry.



DR JODI NEAL
Principal Plant Breeder,
ASBP, Queensland
Department of
Agriculture & Fisheries

Jodi is a Principal Plant Breeder with the Department of Agriculture and Fisheries Queensland (DAF) and leads the Australian Strawberry Breeding Program (ASBP), one of Australia's largest public horticultural breeding programs.

She is also Team Leader of DAF's Strawberry Production Systems Team, providing management support for the majority of strawberry research projects within DAF.

Prior to her current position, Jodi was a Plant Breeder with the Australian Macadamia Breeding Program, and has worked for the University of Queensland and CSIRO analysing data from breeding programs of various species including macadamia, wheat, strawberry, sugarcane and Eucalyptus.

FIND OUT MORE



DR KATIE O'CONNOR

**Plant Breeder, ASBP,
Queensland Department
of Agriculture & Fisheries**

Katie is a strawberry breeder at the Queensland Department of Agriculture and Fisheries, with a focus on genomics analyses.

She completed her Ph.D. research in 2019 at QAAFI in macadamia breeding using genomics and component traits, and went on to post-doctoral research in strategies for the implementation of genome-based phenotype prediction in horticultural tree crops.

Katie's research to date includes twelve peer-reviewed publications, as well as industry publications and presentations to engage with growers.



DR NATALIA PERES

**Professor of Plant
Pathology, University
of Florida, USA**

Natalia conducts basic and applied research on important diseases affecting strawberry production in Florida.

The goal of her program is to develop a better understanding of the etiology of the diseases and the environmental factors affecting their development and to provide more effective disease control recommendations.

Dr. Peres also works closely with the strawberry and the ornamental breeders on developing cultivars with some level of disease resistance and oversees the Plant Disease Diagnostic Clinic.



DR IAN PORTER

**Professor,
La Trobe University**

Ian is a former Director of the Centre of Excellence in Smoke Taint Research (CESTR) for Agriculture Victoria.

He is also Co-Chair of the United Nations Methyl Bromide Technical Options Committee and a member of the top technical committee (TEAP) of the Montreal Protocol which assists all countries in the world find sustainable alternatives to the ozone-depleting substances, mainly halon gases but particularly methyl bromide.

Ian is currently leading national research programs on the mitigation of climate gasses (i.e. N₂O) and reducing the impact of smoke taint from controlled burning and bushfires on the viticultural industry.



JESSE READER

**Commercial Manager –
AgTech & Innovation,
Costa Group**

Jesse graduated from the University of Tasmania with a Bachelor of Applied Science (Agricultural).

He worked for ten years across a range of cropping systems as a production agronomist, where he focused on perennial horticulture and technology transfer.

During the last 5 years, Jesse has been at the forefront of agricultural technology development, thought leadership and industry engagement.

In 2020 Jesse completed a five-year, international business opportunity analysis of AgTech at global giant – Robert Bosch. Jesse's current role as Commercial Manager – AgTech & Innovation, sees him applying new technology and innovative approaches to emerging and existing business needs.



INGRID ROTH

Roth Rural & Partners

Ingrid has worked with agricultural industries for the past 25 years, focusing on sustainability in cropping and horticulture.

She worked with horticulture's industry groups and Hort Innovation to develop the Australian-grown Horticulture Sustainability Framework and is now gathering data for a sustainability report for Australian horticulture and looking at how industry can prepare for the merging market and policy drivers for sustainability credentials.

Over the past 30 years, Ingrid has worked in extension, facilitation, research, agronomy and sustainability with the horticulture, sugar, grains and cotton industries. For the past 10 years, she has worked on key rural industry projects with Roth Rural & Partners.

SPEAKERS.



DAVID ROWLINGS
Associate Professor,
Queensland University
of Technology (QUT)

David is a soil scientist in the Sustainable Agriculture program at the Centre for Agriculture and Bioeconomy at QUT.

His research sits at the nexus of the environmental and agricultural science, enabling high impact research outcomes that benefit both fields for positive global change and food security.

Working with farmers, state governments, the composting industry and researchers from across Australia he currently leads the national Smart Farming Partnerships: Unlocking the true value of organic soil amendments project to develop a farm-ready tool for the effective management of composts into farm fertiliser budgets for environmental, soil health and economic sustainability.



JEFF SCOTT
CEO, Australian Table
Grape Association (ATGA)

Jeff is a central point of communication for stakeholders, and a conduit between industry and government, and represents the table grape industry on several regional, state and national groups. Jeff has been instrumental in the development and expansion of Australia's table grape industry on a global stage.

Jeff has been involved in increasing the overall quality and consumer acceptance of Australian table grapes to an all-time high, and enriching innovation and traceability practices within industry to enhance Australia's reputation of a globally-recognised high-quality product.



CRAIG SHEPHARD
Senior Researcher, UNE

Craig holds a Bachelor of Science majoring in Environmental Science and Geography, with over 25 years' experience in the mapping of landscape attributes.

Craig is particularly focused on the application of web-based Geographic Information System (GIS) technology. Craig has previously mapped crime in London; led the land use mapping program in Queensland; and in 2019 joined the University of New England's Applied Agricultural Remote Sensing Centre (AARSC).



JANE SIEBUM
CEO, Freshcare

Jane is a high-achieving, energetic leader who takes organisations on an incredible journey of transformation through expertise in business planning and execution, revenue development, and cultural change.

Recognised for inspiring all to excel in any environment, Jane's ability to build teams with people from diverse cultures, abilities, age groups and social backgrounds has enabled her to lead key strategic change across many industries.

She is driven personally with the view of seeing a 'fair go for all', with a strong belief that education and support are key to providing people with a purposeful future.



**DR SUKHVINDER
PAL (SP) SINGH**
New South Wales
Department of
Primary Industries

SP leads the Horticultural Food Safety Research Program at the NSW DPI. His research program is focused on developing and translating new technologies and solutions to improve food safety and traceability in the horticulture sector, including berries.

SP champions scientific evidence-based best practice adoption through strong engagement and trusted partnerships with growers and other supply chain participants.

He is also the Director of Central Coast Primary Industries Institute, Treasurer of the Australian Society of Horticultural Science, and an Associate Editor of the Journal of Horticultural Science and Biotechnology.

FIND OUT MORE



FIONA TURNER
CEO & Co-founder of
Bitwise Agronomy

Fiona is a results-oriented technology professional with over 15 years of experience in new product development for Ag, infrastructure, utilities, construction/asset management, government, banking, and manufacturing industries.

She recognises the need for aligning IT services with business aspirations. Fiona brings a pragmatic approach to problem-solving and based on this she is the Co-founder and CEO of Bitwise Agronomy, an Artificial Intelligence company giving insights to farmers based on easy and affordable GoPro imagery.



SAM TURNER
Executive Officer,
Protected Cropping
Australia

Sam holds a Bachelor of Agricultural Science with over 15 years of experience in various agricultural production systems.

Sam has managed R&D investment portfolios as diverse as vegetables, onions, melons, citrus, and apples & pears.

Sam's most recent role was managing the national vegetable extension project VegNET for AUSVEG.

Sam has recently joined Protected Cropping Australia as Executive Officer.



JENNY VAN DE MEEBERG
Export Manager,
Berries Australia

Jenny has a long history of building successful collaborative projects in international trade. She has an ability to draw together the needs of industry and government agencies to produce tangible export outcomes for horticulture stakeholders. Jenny holds a Masters in Applied Anthropology & Participatory Development, as well as a Bachelor of Liberal Studies (Hon). Throughout her career, Jenny has held senior trade roles at Trade & Investment Queensland, Austrade, and Hort Innovation. Jenny has successfully completed trade-related projects for a range of horticulture industries such as AusVeg, Avocados Australia, Apple & Pear Australia, and is currently the Export Manager for Berries Australia.



MARCUS VAN HEIJST
Account Manager,
Priva Oceania

From a horticultural family, Marcus spent 10 years in the irrigation industry after graduating from university.

This was followed by more than 20 years in intensive horticulture applying the latest technology to help growers and investors in Australia and New Zealand achieve optimum production and quality through efficient use of resources such as water, energy and fertiliser.

Marcus is currently the Account Manager for Priva Oceania and Technical Director for Priva SEA. Marcus is also a Board Member of Protected Cropping Australia.



ASHLEY WALMSLEY
Editor, Good Fruit
& Vegetables &
Conference MC

For 20 years now, Ashley has written about Australian agriculture. Having grown up on his parents' small crops, cane and cattle property in Queensland, but clearly unable to grow anything himself, it was a natural progression for him to pursue a career writing about rural industries.

He is currently the editor of Good Fruit & Vegetables, while also covering horticulture stories for the agricultural papers and websites.

He also writes a weekly tongue-in-cheek column as his alter ego, The Ringer, for the Queensland Country Life. Organisations and industry associations.



ADAM WHITEHOUSE
Project Leader Strawberry
Breeding, NIAB

Adam is a Senior Fruit Breeder at NIAB at East Malling, Kent, UK, and is primarily focused on genetic improvement and varietal development in the cultivated strawberry (*Fragaria X ananassa*). Adam is the lead for the East Malling Strawberry Breeding Club (EMSBC) program currently funded by a public-private consortium and is a continuation of the UK National program that commenced in 1983. In addition to commercial variety development, Adam's research has included pest and disease resistance investigations through numerous associated projects, somaclonal variation in strawberry for improved traits, developing breeding strategies for genotypes to be used in the different production and programmed systems, variety trialling and industry outreach.



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EXHIBITION HALL PASSPORT.

The Australian berry industries are supported by a number of key suppliers who have heavily invested in the success of our industry. Many of those suppliers have chosen to support BerryQuest by sponsoring a part of the conference or exhibiting their products and services in the Exhibition Hall.

We would ask that you take the time to visit each of the Trade Stands in the Exhibition Hall during the conference, and collect a stamp from the staff on this card. Once you have collected at least 20 stamps – including all of the stamps on this side - please complete the information required below, detach the Passport from this Conference Handbook and drop it into the box at the Conference Registration & Information Desk **before 5pm on Wednesday 27 July.**

**ONE WINNER WILL BE DRAWN FROM THE SUBMITTED CARDS
& WILL RECEIVE A BERRIES AUSTRALIA GIFT HAMPER**

NAME:

COMPANY:

MOBILE:

POSTAL ADDRESS:

SUBURB: **STATE & POSTCODE:**

PLEASE TICK WHICH CROPS YOU ARE INVOLVED WITH:

☐ STRAWBERRY ☐ RASPBERRY ☐ BLUEBERRY ☐ BLACKBERRY ☐ NONE

☐ **YES** I would like to receive the monthly e-newsletter from Berries Australia called 'The Burst'.
I understand that I may unsubscribe at any time using the link at the bottom of all email correspondence.

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VISIT ALL THE TRADE STANDS LISTED ON THE OTHER SIDE OF THIS CARD PLUS **GET STAMPS FROM AT LEAST 11 MORE ON THIS SIDE TO ENTER**

EXHIBITION HALL MAP.



STAND NUMBER & COMPANY					
1	Royal Brinkman	15	Muddy Boots Telus Agriculture	29	Nufarm
2	De Sangosse & Coffee Cart 	16	Garden City Plastics	30	Australian Growing Solutions
3	De Sangosse & Coffee Cart 	17	Syngenta	31	Perfection Fresh
4	Netafim Australia	18	Bitwise Agronomy	32	Perfection Fresh
5	Eco Trellis Hort Solutions	19	Harvest Trail Information Service	33	Prodoz
6	Driscoll's	20	Haygrove	34	Prodoz
7	Driscoll's	21	Fernland	35	Mountain Blue
8	Driscoll's	22	Biological Services	36	Mountain Blue
9	Australasian Plant Genetics	23	Cravo	37	Mountain Blue
10	Galuku	24	Powerplants Australia	38	Elite Tunnels Ltd
11	Agvita Analytical	25	AgPick Technology	39	Elite Tunnels Ltd
12	Protected Cropping Australia	26	Legro	40	TriCal Australia
13	Hort Innovation	27	Organic Crop Protectants	41	Piñata Farms Coffee Cart 
14	Greenlife Structures	28	Bugs for Bugs	42	A&D Australasia
 CONFERENCE REGISTRATION & INFORMATION DESK Plus Cynthia Mahoney & Associates					

EXHIBITORS.

Exhibitor	Stand	Products/Services	Website
A & D Australasia	42	Global Leaders in weighing equipment & systems	andweighing.com.au
AgPick Technology	25	RFID hand-harvesting system that increases efficiency, provides transparency & keeps pickers happy all while providing data collection & ana-lytics	agpick.com
AgVita Analytical	11	Efficient & professional laboratory offering a premium service for soil, plant & water nationally	agvita.com.au
Australasian Plant Genetics	9	Providing access to the latest Australian PBR strawberry varieties	ausplantgenetics.com.au
Australian Growing Solutions	30	Market leader in the supply & development of premium grade bulk potting mix	agsolutions.net.au
Biological Services	22	Rearing biological control agents for IPM programs since 1971	biologicalservices.com.au
Bitwise Agronomy	18	Delivering precise analytics & actionable Insights for Berries with actual count imagery & analysis tools to guide crop management decisions	bitwiseag.com
Bugs for Bugs	28	Pest management specialists with over 40 years' experience assisting growers to develop & implement good IPM	bugsforbugs.com.au
Cravo	23	Crop production systems that combine climate optimisation, nature and protection	cravo.com
Cynthia Mahoney & Associates		We work with individuals, groups, business & government in leadership & personal development, high performance, well-being, facilitation, coach-ing & strategic planning	cynthiamahoney.com.au
De Sangosse Coffee Cart	2-3	An innovative portfolio of Pest Control & Plant Nutrition solutions for agriculture	desangosse.com.au
Driscoll's	6-8	Driscoll's works hand in hand with thousands of independent farmers, harvesters, grocers to grow and sell fresh berries	driscolls.com.au
Eco Trellis Horticultural Solutions	5	An innovative & easy to install trellising system developed to save berry fruit growers time & money	ecotrellis.com
Elite Tunnels	38-39	A leading polytunnel supplier	elitetunnels.com
Fernland	21	A family-owned & operated business with over 40 years trading history, supplying a comprehensive range of products to the nursery, landscape & turf-care industries	fermland.com.au
Galuku	10	Harnessing the potential of coconut husk (coir) to develop high quality, eco-friendly products for the horticulture industry	galuku.com

Exhibitor	Stand	Products/Services	Website
Garden City Plastics	16	A family-owned horticulture, nursery & landscape supply business	gardencityplastics.com
Greenlife Structures	14	Design, manufacture, install & maintain excep-tional quality commercial greenhouses & cable-span shade structures	greenlifestructures.com.au
Harvest Trail Information Service	19	The Harvest Trail Information Service (HTIS) is a national service, funded by the Federal Govern-ment, to help connect agriculture employers with workers	jobsearch.gov.au/harvest
Haygrove	20	Design & supply field scale commercial polytun-nels, substrate gutters & associated growing sys-tems for many of the best growers in the world	haygrove.com
Hort Innovation	13	The grower-owned, not-for-profit research & de-velopment corporation for Australia's horticulture industry	horticulture.com.au
Legro	26	A family-owned business specialising in soil sub-strates	legro.nl
Mountain Blue	35-37	A family owned & operated company that pro-duce the highest quality blueberry fruit & genet-ics, along with an extensive nursery & marketing service	mountainblue.com.au
Muddy Boots Telus Agriculture	15	Digital solutions & data insights for better effi-ciency & profitability	muddyboots.com
Netafim Australia	4	Global leader in irrigation solutions for sustainable agriculture	netafim.com.au
Nufarm	29	A global crop protection & seed technology com-pany that has been helping growers fight disease, weeds & pests for more than 100 years	nufarm.com
Organic Crop Protectants (OCP)	27	A leading manufacturer & distributor of crop pro-tection & nutritional products	ocp.com.au
Perfection Fresh	31-32	Growing & sharing flavoursome fresh produce with Australians for over 40 years	perfection.com.au
Piñata Farms Coffee Cart	41	Family-owned & operated multi-crop Australian horticulture business	pinata.com.au
Powerplants Australia	24	Advancing Australia's plant production & food sus-tainability through tailored solutions that will im-prove your business operations	powerplants.com.au
Prodoz	33-34	Advanced sustainable Agricultural Products & Technical Solution	prodoz.com.au
Protected Cropping Australia (PCA)	12	The peak industry body representing commercial hydroponic & greenhouse growers Australia wide	protectedcropping.net.au
Royal Brinkman	1	A supplier, installer & consultant for the profes-sional horticultural industry	royalbrinkman.com
Syngenta	17	A leading agriculture company helping to improve global food security by enabling millions of farm-ers to make better use of available resources	syngenta.com
TriCal Australia	40	Providing innovative & dependable fumigation products & services	trical.com.au

PROGRAM: TUESDAY 26 JULY 2022

TIME & STREAM	SESSION INFORMATION	LOCATION
CONFERENCE OPENS 8.30AM	Welcome, Introduction & Platinum Sponsor Message <i>Ashley Walmsley, Conference MC</i> PLATINUM CONFERENCE SPONSOR: ANDREW BELL, MOUNTAIN BLUE	CONFERENCE CENTRE
SESSION 1 8.45AM KEYNOTE PRESENTATIONS The Business of Berries – A Global View	Welcome, Overview of Berries Australia & the Australian Perspective <i>Peter McPherson, Costa Group</i>  via LIVE STREAM How Berries Became The World's Favourite Fruit <i>Soren Bjorn, California USA Global Perspective on Berries</i>  via LIVE STREAM Global perspective on berries <i>Juan Ignacio Allende, Hortifrut SA, Chile</i> PANEL Q&A <i>Facilitated by Peter McPherson</i>	CONFERENCE CENTRE
MORNING TEA 10.15AM		EXHIBITION HALL
SESSION 2 10.45AM KEYNOTE PRESENTATIONS Berries & the Supply Chain – getting to know your Customers & Consumers	Introduction to Professor David Hughes <i>Rachel Mackenzie, Berries Australia</i> Berry Popular & Berry Profitable? <i>Prof David Hughes</i> Berry Consumer Landscape <i>George Margin, Hort Innovation</i> PANEL DISCUSSION <i>Prof David Hughes with Retailer Representatives</i>	CONFERENCE CENTRE
LUNCH BREAK 12.30PM	PROUDLY SPONSORED BY OWEN PACIFIC WORKFORCE	EXHIBITION HALL

TIME & STREAM	SESSION INFORMATION	LOCATION
CONCURRENT SESSIONS 1.30PM 1. Pest & Disease	Better Management of Charcoal Rot in Berry Crops in Australia <i>Dr Scott Mattner, VSICA Research</i> Has the Berry Industry met its Obligation to help Save the Planet? <i>Prof Ian Porter, La Trobe University</i>  via LIVE STREAM UVC for Fungal Control in Strawberries <i>Prof Natalia Peres, University of Florida</i> Controlling Botrytis in Strawberry using BioClay™ <i>Dr Tony Gendall, La Trobe University</i>	OCEAN ROOM NORTH
2. Optimising Production	Blueberry Rust - Are we Hitting the Target? <i>Stuart Doyle, AgVista</i> Data Driven Growing for Optimal Irrigation & Fertigation Control <i>Marcus van Heijst, Priva Oceania</i> Saving Water & Nutrients through Recirculation in a Substrate Growing System <i>Aman Lehl, Lehl Family Farm</i> Unlocking the True Value of Organic Soil Amendments <i>Associate Prof David Rowlings, QUT</i>	OCEAN ROOM SOUTH
3. Emerging Leaders Workshop	Workshop Session <i>Facilitated by Cynthia Mahoney</i> PROUDLY SPONSORED BY COSTA GROUP	DOLPHIN ROOM
AFTERNOON TEA 3.00PM	PROUDLY SPONSORED BY GROWCOM & FAIR FARMS	EXHIBITION HALL
SESSION 3 3.20PM Workforce Challenges & Opportunities PROUDLY SPONSORED BY GROWCOM & FAIR FARMS	Introduction <i>Rachel Mackenzie, Berries Australia</i> Certification Schemes for Ethical Sourcing <i>Sachin Ayachit, Fair Farms</i> The Labour Crisis in Australia: Options, Risks & Costs <i>Steve Burdette, Approved Employers of Australia</i> The Gen Z Uprising <i>Blair Brown, Regional Agriculture Workforce Officer, Growcom</i> What you need to know about Piece Rates – FAQs <i>Dianna Lang, Fair Work Ombudsman</i>	CONFERENCE CENTRE
SESSION CLOSES 5.00PM		

PROGRAM: WEDNESDAY 27 JULY 2022

TIME & STREAM	SESSION INFORMATION	LOCATION
SESSION 1 8.30AM	Welcome & Introduction <i>Rachel Mackenzie, Berries Australia</i>	CONFERENCE CENTRE
KEYNOTE PRESENTATIONS	 via LIVE STREAM High Impact Meteorology <i>Eric Snodgrass, Nutrien Ag Solutions, Illinois USA</i>	
SESSION 2 9.05AM	Presentations & Panel Q&A <i>Jenny Van de Meeberg, Berries Australia</i> <i>Jeff Scott, Australian Table Grape Association</i> <i>Michael Coote, AUSVEG</i> <i>Jamie Michael, Ti Produce</i>	CONFERENCE CENTRE
Industry Insights for Successful Export Activity		
MORNING TEA 10.30AM	PROUDLY SPONSORED BY TESSARA	EXHIBITION HALL
CONCURRENT SESSIONS 10.50AM	Pollination in Protected Cropping in Berries <i>Associate Prof Alan Dorin, Monash University</i> A Beekeepers Perspective – Do’s & Don’ts <i>Steve Fuller, Bee Services</i> IPM Best Practice for Berries <i>Jake Byrne & Lachlan Chilman, Biological Services</i>	OCEAN ROOM SOUTH
1. IPM & Pollination		
2. 21st Century Challenges & Opportunities	Variations to the Australian Horticulture Award: an Opportunity for Digital Transformation <i>Thom Goodwin, Hillwood Berries</i>	OCEAN ROOM NORTH
	 via LIVE STREAM Strawberry Picking Robots <i>Dr Joe McGee, Harvest CROO Robotics</i> Cyber Security in a Farmers Market <i>Zac McLeod, Cleared Security</i>	
3. Traceability & Food Safety	Improving Food Safety of Berries <i>SP Singh, NSW DPI</i> Enhanced Digital Traceability & Proof of Provenance Engagement <i>Greg Calvert, Freshchain</i> Providing Assurance in Food Safety, from Local to Global Markets <i>Jane Siebum, Freshcare</i>	DOLPHIN ROOM

TIME & STREAM	SESSION INFORMATION	LOCATION
LUNCH BREAK 12.30PM	PROUDLY SPONSORED BY FRESHCARE	EXHIBITION HALL
CONCURRENT SESSIONS 1.00PM	Parasitoids & Biopesticides for the Biological Control of Queensland Fruit Fly <i>Associate Prof Paul Cunningham, AgriBio</i> DAF Research on Management of Strawberry Diseases <i>Apollo Gomez, QDAF</i>	OCEAN ROOM SOUTH
1. Pest & Disease	New Options to Control Blueberry Rust for Improved Management & Biosecurity Containment <i>Associate Prof Kara Barry, UTAS</i> Fruit Waste Management for Queensland Fruit Fly Prevention <i>Bronwyn Koll, Agribusiness Yarra Valley</i>	
2. Berry Breeding	Supporting Strawberry Production through High Health Runners <i>Fiona Constable, Agriculture Victoria</i> DNA Informed Breeding for Better Aussie Strawberries <i>Dr Jodi Neal & Dr Katie O'Connor, QDAF</i> Breeding Better Berries; The Mountain Blue Way’ <i>Tom Gunther, Mountain Blue</i>	OCEAN ROOM NORTH
	 via LIVE STREAM Soft Fruit Breeding at NIAB, East Malling, UK <i>Adam Whitehouse, NIAB</i>	
3. Managing Off Farm Impacts	Sustainable Solutions for Plastic Waste in the Berry Sector <i>Ed George, HortiCycle</i> Regulatory Issues & Barriers for Chemical Use in Australia <i>Kevin Bodnaruk</i> Mapping Protected Cropping Systems in Australia <i>Sam Turner, PCA & Craig Shephard, UNE</i> Managing Water Quality Across an Agricultural Landscape: Techniques to Use & When to Use Them <i>Dr Mark Bayley</i>	DOLPHIN ROOM
AFTERNOON TEA 2.30PM		EXHIBITION HALL
SESSION 3 3.00PM	Knowing What You Are Going to Grow, Made Easy With AI <i>Fiona Turner, Bitwise Agronomy</i> Are We Doing Enough to Meet Technology Half Way <i>Jesse Reader, Costa Group</i> Sustainability Data & Global Targets – What’s on the Horizon for Horticulture? <i>Ingrid Roth, Roth Rural</i>	CONFERENCE CENTRE
The Future of Berries	Keeping Berries Australia Relevant to you – a Plan for the Future <i>Rachel Mackenzie, Berries Australia</i>	CONFERENCE CENTRE
5.00PM	CONFERENCE CLOSE	

FARM TOURS.

THURSDAY 28 JULY 2022

FARM TOUR 1 8AM – 6PM

8AM DEPART SEA WORLD

VISIT QUEENSLAND BERRIES near Caboolture to tour a Rubus protected cropping farm, learn more about how the business manages the infrastructure needed to employ seasonal workers, and see an in-field demo of OCP's *SPLATAGATOR* unit which is used to apply APIS BLOOM and other mating disruption products (OCP)

NEXT STOP — BUGS FOR BUGS where you will be given a tour of the Insectary

FINAL STOP — TASTE N'SEE in Bellmere where you will be shown through the transition from in-field strawberries to table top production without tunnels

6PM ARRIVE AT SEA WORLD

FARM TOUR 2 8AM – 3PM

8AM DEPART SEA WORLD

FIRST STOP — TASTE N'SEE in Bellmere where you will be shown through the transition from in-field strawberries to table top production without tunnels

NEXT STOP — BUGS FOR BUGS where you will be given a tour of the Insectary

3PM FINAL STOP — BRISBANE AIRPORT
(with an arrival time of 3pm)

5.30PM ARRIVE AT SEA WORLD

EMERGING LEADERS LEADERSHIP WORKSHOP 9AM – 2PM

9AM

OCEAN ROOM NORTH & SOUTH

Facilitated leadership/ DISC workshop for the young emerging leaders of the industry

*Facilitated by
Cynthia Mahoney*

2PM

WORKSHOP CLOSES

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- Increases productivity and quality

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SEA WORLD MAP.



1

**CONFERENCE REGISTRATION
& INFORMATION DESK**

2

**CONFERENCE CENTRE
& EXHIBITION HALL**

3

**EXECUTIVE BOARDROOM –
Speaker preparation room**

4

**OCEAN ROOM SOUTH
Concurrent Session**

5

**OCEAN ROOM NORTH
Concurrent Session**

6

**DOLPHIN BAY ROOM
Concurrent Session**

7

**RESORT RECEPTION —
Including Concierge Services**

8

**SHORELINE RESTAURANT —
Breakfast daily**

9

**BOATSHED BAR & GRILL —
BBQ Dinner Tuesday 26 July**

10

**GIFT SHOP —
Meeting point for Shark Bay visit &
Conference Dinner Wednesday 27 July**

11

**SEA WORLD PLAZA —
Conference Dinner Wednesday 27 July**

BerryQuest International 2022



BQI 22

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PROGRAM: TUESDAY 26 JULY 2022

TIME & STREAM	SESSION INFORMATION	LOCATION
CONFERENCE OPENS 8.30AM	Introduction & Welcome to Country <i>Ashley Walmsley, Conference MC</i> Welcome on behalf of Berries Australia <i>Peter McPherson, Chairman, Berries Australia</i> PLATINUM CONFERENCE SPONSOR: MOUNTAIN BLUE	CONFERENCE CENTRE
SESSION 1 8.55AM KEYNOTE PRESENTATIONS The Business of Berries – A Global View	The Australian Perspective <i>Peter McPherson, Costa Group</i>  via LIVE STREAM How Berries Became The World's Favourite Fruit <i>Soren Bjorn, California USA Global Perspective on Berries</i>  via LIVE STREAM Global Perspective on Berries <i>Juan Ignacio Allende, Hortifrut SA, Chile</i> PANEL Q&A WITH SOREN & JUAN <i>Facilitated by Peter McPherson</i>	CONFERENCE CENTRE
MORNING TEA 10.15AM		EXHIBITION HALL
SESSION 2 10.45AM KEYNOTE PRESENTATIONS Berries & the Supply Chain – getting to know your Customers & Consumers	Introduction to Professor David Hughes <i>Rachel Mackenzie, Berries Australia</i> Berry Popular & Berry Profitable? <i>Prof David Hughes</i> Berry Consumer Landscape <i>George Margin, Hort Innovation</i> A Retailer Perspective on Sustainability <i>Laura McManus & Rachel Elliott, Woolworths</i> Sustainability Data & Global Targets – What's on the Horizon for Horticulture? <i>Ingrid Roth, Roth Rural</i> Q&A PANEL – Sustainability in action	CONFERENCE CENTRE
LUNCH BREAK 12.30PM	PROUDLY SPONSORED BY OWEN PACIFIC WORKFORCE	EXHIBITION HALL
CONCURRENT SESSIONS 1.30PM 1. Pest & Disease	Better Management of Charcoal Rot in Berry Crops in Australia <i>Dr Scott Mattner, VSICA Research</i> Has the Berry Industry met its Obligation to help Save the Planet? <i>Prof Ian Porter, La Trobe University</i> UVC for Fungal Control in Strawberries <i>Prof Natalia Peres, University of Florida</i> Controlling Botrytis in Strawberry using BioClay™ <i>Dr Tony Gendall, La Trobe University</i>	OCEAN ROOM NORTH
2. Optimising Production	Blueberry Rust - Are we Hitting the Target? <i>Stuart Doyle, AgVista</i> Data Driven Growing for Optimal Irrigation & Fertigation Control <i>Marcus van Heijst, Priva Oceania</i> Saving Water & Nutrients through Recirculation in a Substrate Growing System <i>Aman Lehl, Lehl Family Farm</i> Unlocking the True Value of Organic Soil Amendments <i>Associate Prof David Rowlings, QUT</i>	OCEAN ROOM SOUTH
3. Emerging Leaders Workshop PROUDLY SPONSORED BY COSTA GROUP	Workshop Session, Welcome & Presentation on Leadership <i>Cynthia Mahoney, Cynthia Mahoney & Associates</i> It's not all about Growing Berries <i>Simon Dornauf, Hillwood Berries</i> Transforming Māori land and People through Horticulture <i>Liz Te Amo, Miro Berries, NZ</i> Advancing your Horticultural Skill Set <i>Kara Barry, UTAS</i> Facilitated Workshop	DOLPHIN ROOM
AFTERNOON TEA 3.00PM	PROUDLY SPONSORED BY GROWCOM & FAIR FARMS	EXHIBITION HALL
SESSION 3 3.20PM Workforce Challenges & Opportunities PROUDLY SPONSORED BY GROWCOM & FAIR FARMS	Introduction <i>Rachel Mackenzie, Berries Australia</i> Certification Schemes for Ethical Sourcing <i>Sachin Ayachit, Fair Farms</i> The Labour Crisis in Australia: Options, Risks & Costs <i>Steve Burdette, Approved Employers of Australia</i> The Gen Z Uprising <i>Blair Brown, Regional Agriculture Workforce Officer, Growcom</i> What you need to know about Piece Rates – FAQs <i>Dianna Lang, Fair Work Ombudsman</i>	CONFERENCE CENTRE
SESSION CLOSES 5.00PM		
6PM – 9PM	NETWORKING EVENT - BBQ AT THE BOATSHED	BOATSHED BAR & GRILL

PROGRAM: WEDNESDAY 27 JULY 2022

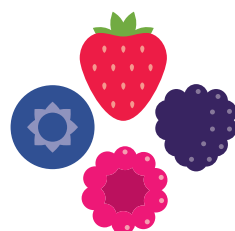
TIME & STREAM	SESSION INFORMATION	LOCATION
SESSION 1 8.30AM KEYNOTE PRESENTATION	Welcome & Introduction <i>Rachel Mackenzie, Berries Australia</i> ((📺)) via LIVE STREAM High Impact Meteorology <i>Eric Snodgrass, Nutrien Ag Solutions, Illinois USA</i>	CONFERENCE CENTRE
SESSION 2 9.05AM Export Success - Top Tips from Experienced Industry Leaders	Market Access and Trade Development in the Berry Industries <i>Jenny Van de Meeberg, Berries Australia</i> Achieving Export Success: Table Grapes <i>Jeff Scott, Australian Table Grape Association</i> Export Learnings from the Vegetable Industry <i>Michael Coote, AUSVEG</i> Insights on Strawberry Exports and How the Markets Work <i>Jamie Michael, Ti Produce</i> Presentations & Panel Q&A	CONFERENCE CENTRE
MORNING TEA 10.30AM	PROUDLY SPONSORED BY TESSARA	EXHIBITION HALL
CONCURRENT SESSIONS 10.50AM 1. IPM & Pollination	Pollination in Protected Cropping in Berries <i>Associate Prof Alan Dorin, Monash University</i> A Beekeepers Perspective – Do's & Don'ts <i>Steve Fuller, Bee Services</i> New IPM Technologies & an Update on Chilli Thrips <i>Jake Byrne & Lachlan Chilman, Biological Services</i>	OCEAN ROOM SOUTH
2. 21st Century Challenges & Opportunities	The New Australian Horticulture Award: an Opportunity for Digital Transformation <i>Thom Goodwin, Hillwood Berries</i> ((📺)) via LIVE STREAM Strawberry Picking Robots <i>Dr Joe McGee, Harvest CROO Robotics</i> Cyber Security in a Farmers Market <i>Zac McLeod, Cleared Security</i>	OCEAN ROOM NORTH
3. Traceability & Food Safety	Improving Food Safety of Berries <i>SP Singh, NSW DPI</i> Enhanced Digital Traceability & Proof of Provenance Engagement <i>Greg Calvert, Freshchain</i> Providing Assurance in Food Safety, from Local to Global Markets <i>Jane Siebum, Freshcare</i>	DOLPHIN ROOM
LUNCH BREAK 12.00PM	PROUDLY SPONSORED BY FRESHCARE	EXHIBITION HALL
CONCURRENT SESSIONS 1.00PM 1. Pest & Disease	Parasitoids & Biopesticides for the Biological Control of Qfly <i>Associate Prof Paul Cunningham, AgriBio</i> Fruit Waste Management for Qfly Prevention <i>Bronwyn Koll, Agribusiness Yarra Valley</i> DAF Research on Management of Strawberry Diseases <i>Apollo Gomez, QDAF</i> New Options to Control Blueberry Rust for Improved Management & Biosecurity Containment <i>Associate Prof Kara Barry, UTAS</i>	OCEAN ROOM SOUTH
2. Berry Breeding	Supporting Strawberry Production through High Health Runners <i>Fiona Constable, Agriculture Victoria</i> DNA Informed Breeding for Better Aussie Strawberries <i>Dr Jodi Neal & Dr Katie O'Connor, QDAF</i> Breeding Better Berries: The Mountain Blue Way <i>Tom Gunther, Mountain Blue</i> ((📺)) via LIVE STREAM Soft Fruit Breeding at NIAB, East Malling, UK <i>Adam Whitehouse, NIAB</i>	OCEAN ROOM NORTH
3. Managing Off Farm Impacts	Sustainable Solutions for Plastic Waste in the Berry Sector <i>Ed George, HortiCycle</i> Regulatory Issues & Barriers for Chemical Use in Australia <i>Kevin Bodnaruk</i> Mapping Protected Cropping Systems in Australia <i>Sam Turner, PCA & Craig Shephard, UNE</i> Managing Water Quality Across an Agricultural Landscape: Techniques to Use & When to Use Them <i>Dr Mark Bayley</i>	DOLPHIN ROOM
AFTERNOON TEA 2.30PM		EXHIBITION HALL
SESSION 3 3.00PM Biosecurity Matters: Varroa Mite	Effects of Varroa on Bees and Horticultural Industries <i>Dr Cooper Schouten, Southern Cross University</i> Varroa Mite: Q&A <i>Dr Cooper Schouten, Southern Cross University & Steve Fuller, Bee Services</i>	CONFERENCE CENTRE
The Future of Berries	Knowing What You Are Going to Grow, Made Easy With AI <i>Fiona Turner, Bitwise Agronomy</i> Are We Doing Enough to Meet Technology Half Way <i>Jesse Reader, Costa Group</i> Keeping Berries Australia Relevant to you – a Plan for the Future <i>Rachel Mackenzie, Berries Australia</i>	CONFERENCE CENTRE
5.00PM	CONFERENCE CLOSE	
FROM 6.30PM	NETWORKING EVENT - CONFERENCE DINNER	SEA WORLD PLAZA

BERRIES AUSTRALIA

BerryQuest International 25–28 July 2022

Sea World Resort & Conference Centre
Gold Coast, Queensland

AN INVITATION TO SPONSOR & EXHIBIT



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An Invitation to Sponsor & Exhibit

During these unusual times, one fact has remained clear; horticulture is an essential industry. Many of our growers have faced new challenges; we all have become familiar with social distancing and border closures and limited export options. As goods and service providers, we understand that you have also experienced unprecedented barriers to business.

As part of our commitment to the improvement of our industry, which currently employs over 20,000 people and contributes hundreds of millions to the Australian economy, we have made the decision to schedule our next convention in July 2022.

BerryQuest International, to be held from the 25 to 28 July 2022, aims to bring together our community in a three-day event showcasing the latest innovations including growing techniques, research, packaging, export development, biosecurity, labour and marketing. The conference will consist of two days of speaker presentations followed by a day of farm tours and other activities.

With plenty of networking events, it is also an opportunity for everyone to come together and socialise, relax, and engage with their community.

Our venue, Sea World Resort and Conference Centre at the Gold Coast, provides not only excellent conference and exhibition space, but is a drawcard for families. We anticipate over 300 delegates from around Australia and the inclusion of international speakers and delegates via live stream. And, of course with COVID-19 still not a thing of the past, we will ensure that provisions are in place should circumstances change to ensure optimum attendance numbers and stakeholder safety.

We invite you to review this sponsorship package and participate in what we anticipate will be the rainbow after the storm.

Peter McPherson

CONFERENCE CHAIR

CONFERENCE SUMMARY

DATE	25 -28 July 2022
LOCATION	Sea World Resort & Conference Centre, Sea World Drive, Main Beach, Gold Coast
DELEGATES	300+
CONTACT	Jen Rowling Conference Manager, Berries Australia jenrowling@berries.net.au 0448 322 389



YOUR DESTINATION. GOLD COAST— QUEENSLAND.

The Gold Coast's star attraction is its beaches, including the world-renowned stretch of sand at Surfers Paradise. Beyond the beaches, discover laid-back neighbourhoods, a booming culinary scene & the Gold Coast's famous theme parks. Be sure to leave enough time for a trip into the subtropical hinterland for rainforest walks & waterfalls!

YOUR CONFERENCE VENUE — SEA WORLD RESORT & CONFERENCE CENTRE

Boasting a stunning Broadwater location, with 400 rooms and suites, nearly 2000m² of conference space, easy access to Australia's best theme parks plus everything that the Gold Coast has to offer, Sea World Resort will be your home away from home during BerryQuest International 2022. There are four restaurants and two bar areas, as well as free Wi-Fi access throughout the Resort and complimentary broadband to all guest rooms.

SPONSORSHIP AND EXHIBITOR OPPORTUNITIES — WHAT'S IN IT FOR YOU?

The conference offers a unique opportunity to promote your company and market your products and services to growers, wholesalers, marketers, retailers, researchers, nursery and allied trade suppliers across the Australian berry industries.

WHAT TO EXPECT – CONFERENCE PROGRAM

at a glance

MONDAY 25

AM Exhibition Set Up

PM Registration Opens

☾ Welcome Reception

TUESDAY 26

AM Conference Opening
Plenary Sessions

PM Lunch & Networking
in Exhibition Hall
Plenary &
Breakout Sessions

☾ Boatshed Bar & Grill

WEDNESDAY 27

AM Shark Bay Tour
& Breakfast
Plenary Sessions

PM Lunch & Networking
in Exhibition Hall
Plenary &
Breakout Sessions

☾ Sea World Plaza
Conference Dinner

THURSDAY 28

AM Farm Tours/Activities

PM Farm Tours/Activities

☾ Close



Sponsorship Packages

Please note all amounts quoted include GST.

CONFERENCE SUPPORT

Our Conference Support packages deliver the highest level of exposure both in the lead up to and during the conference. These packages include the following benefits:

GENERAL BENEFITS:

- One complimentary full conference registration (includes all sessions, morning and afternoon tea breaks, lunches, access to exhibition and welcome reception)
- Insertion of one Promotional item in the Conference Bag
- Acknowledgement on Conference Website, with a link to Sponsor's website
- Acknowledgement on Sponsorship Title Slide shown throughout the Conference

PLATINUM CONFERENCE PARTNER | 1 AVAILABLE INVESTMENT: \$13,000

ALL GENERAL CONFERENCE SUPPORT BENEFITS PLUS:

- 1 x Complimentary double trade booth 6m x 3m in a premium location
- 1 x Full page advert or advertorial in the Australian Berry Journal in the lead up to the conference (content provided by you for a quarterly edition of your choice)
- A 5-minute speaking opportunity as part of the official conference opening
- 1 x Additional complimentary full conference registration (includes all sessions, morning and afternoon tea breaks, lunches, access to exhibition and welcome reception) – total of 2 full registrations
- 2 x Complimentary tickets each for BBQ at the Boat Shed dinner and Sea World Plaza Conference Dinner
- Insertion of an additional Promotional Item in the Conference bag (total of two)
- Display company signage at entrance to main plenary session room (Sponsor to provide content)
- Full page (A4) acknowledgement as a Sponsor in a prominent position in the Conference Handbook (when payment is received prior to publication). Sponsor to provide artwork, images and logo suitable for A4 size printing

GOLD CONFERENCE PARTNER UNLIMITED AVAILABLE INVESTMENT: \$8,000

ALL GENERAL CONFERENCE SUPPORT BENEFITS PLUS:

- 1 x Complimentary single trade booth 3m x 2m
- One half page advert in the Australian Berry Journal in the lead up to the conference (content provided by you for a quarterly edition of your choice)
- 2 x Complimentary tickets each for BBQ at the Boat Shed dinner & Sea World Plaza Conference Dinner
- Half-page (A4) acknowledgement as a Sponsor in a prominent position in the Conference Handbook (when payment is received prior to publication). Sponsor to provide artwork, images and logo suitable for half A4 size printing

FARM TOUR PARTNERS 2 AVAILABLE INVESTMENT: \$2,500

ALL GENERAL CONFERENCE SUPPORT BENEFITS PLUS:

- Naming rights to chosen farm tour
- 1 x Complimentary farm tour registration
- Opportunity for your Company Representative to give a 5-minute verbal presentation and/or demonstrate product during farm tour

THE FUN STUFF.

Our Fun Stuff packages provide your organisation with the opportunity to support one of the most important aspects of any conference, the networking opportunities. These packages include the following benefits:

GENERAL BENEFITS:

- Insertion of one Promotional Item in the Conference Bag
- Acknowledgement on Conference Website + link to Sponsor's website
- Acknowledgement as a Sponsor in the Conference Handbook (when payment is received prior to publication). Sponsor to provide images and logo suitable for A4 size printing
- Acknowledgement on Sponsorship Title Slide shown throughout the Conference
- 1 x Complimentary full conference registration (includes all sessions, morning and afternoon tea breaks, lunches, access to exhibition & welcome reception)

WELCOME RECEPTION 1 AVAILABLE INVESTMENT: \$4,000

Welcome Reception to be held in the Exhibition Hall on Monday 25 July 2022 from 6pm

As the Welcome Reception sponsor, you will receive all general Fun Stuff Package benefits plus:

- Naming rights of Welcome Reception
- Opportunity for your company representative to deliver a 5-min presentation including welcome, introduction and overview of your products & services
- Opportunity to place signage in appropriate areas of exhibition hall

SHARK BAY TOUR & BREAKFAST 1 AVAILABLE INVESTMENT: \$2,500

The first 200 early bird delegates to register for the conference will be invited to a tour of Shark Bay at SeaWorld with breakfast provided on the morning of Wednesday 27 July 2022

As the Shark Bay Tour & Breakfast sponsor, you will receive all general Fun Stuff Package benefits plus:

- Naming rights of Shark Bay Tour & Breakfast
- Opportunity for your company representative to give a 2-minute verbal welcome and introduction
- Opportunity to place signage in key areas
- One ticket for company representative to Shark Bay Tour & Breakfast

BBQ AT THE BOATSHED 1 AVAILABLE INVESTMENT: \$5,000

BBQ poolside at the Boatshed Bar & Grill on the evening of Tuesday 26 July from 6.30pm

As the BBQ at the Boatshed sponsor, you will receive all general Fun Stuff Package benefits plus:

- Naming rights of the BBQ at the Boatshed
- Opportunity for your company representative to deliver a 5 min presentation including welcome, introduction and overview of your products & services
- Opportunity to place signage in appropriate areas

CONFERENCE DINNER | 1 AVAILABLE | INVESTMENT: \$6,000

The Sea World Plaza Conference Dinner including pre-dinner drinks and canapes at Dolphin Beach on the final evening of the conference, Wednesday 27 July from 6.30pm

As the Sea World Plaza Conference Dinner sponsor, you will receive all general Fun Stuff Package benefits plus:

- Naming rights of the Sea World Plaza Conference Dinner
- Opportunity for your company representative to deliver a 5-min presentation including welcome, introduction and overview of your products & services
- Opportunity to place signage in appropriate areas & utilise digital signage if available

WHAT'S ON OFFER?

CONFERENCE SUPPORT

Platinum Conference Partner
(1 only) - \$13,000

Gold Conference Partner
(Unlimited) - \$8,000 each

Farm Tour Partners
(2 only) - \$2,500 each

FUN STUFF

Welcome Reception
(1 only) - \$4,000

Shark Bay Tour Breakfast
(1 only) - \$2,500

BBQ at the BoatShed
(1 only) - \$5,000

SeaWorld Plaza Conference Dinner (1 only) - \$6,000

MERCHANDISE & MATERIALS

Conference bag
(1 only) - \$5,000

Conference handbook
(1 only) - \$2,500

Name tags & lanyards
(1 only) - \$2,500

Water bottle
(1 only) - \$2,500

Notebook & pen
(1 only) - \$2,500

SUSTENANCE SUPPORT

Lunch breaks
(2 only) - \$2,500

Morning & afternoon tea breaks (4 only) - \$1,500

Coffee cart (2 only) - \$5,000

EXHIBITORS

Trade show exhibitors - \$4,000

Machinery exhibitors - \$6,000

MERCHANDISE & MATERIALS.

Our Merchandise & Material packages provide your organisation with the opportunity to connect your brand with quality pieces of merchandise provided to all delegates. These packages include the following benefits:

GENERAL BENEFITS:

- Insertion of 1 x Promotional Item in the Conference Bag
- Acknowledgement on Conference Website, with a link to Sponsor's website
- Acknowledgement as a Sponsor in the Conference Handbook (when payment is received prior to publication). Sponsor to provide images and logo
- Acknowledgement on Sponsorship Title Slide shown throughout the Conference
- 1 x Complimentary full conference registration (includes all sessions, morning and afternoon tea breaks, lunches, access to exhibition and welcome reception)

CONFERENCE BAG 1 AVAILABLE INVESTMENT: \$5,000

As the sole Conference Bag partner, you will receive all general Merchandise & Materials Package benefits plus:

- Sole naming rights to conference bag including placement of your logo on bag (sponsor to provide logo)
- 1 x Complimentary single booth 3m x 2m

CONFERENCE HANDBOOK 1 AVAILABLE INVESTMENT: \$2,500

As the sole Conference Handbook partner, you will receive all general Merchandise & Materials Package benefits plus:

- Acknowledgement on Conference Handbook front cover. Sponsor to provide colour images and logo

NAME TAGS & LANYARDS 1 AVAILABLE INVESTMENT: \$2,500

As the sole Name tags & lanyards partner, you will receive all general Merchandise & Materials Package benefits plus:

- Sole naming rights printed at base of delegate name badge. Sponsor to provide logo

WATER BOTTLE PARTNER 1 AVAILABLE INVESTMENT: \$2,500

As the sole Water bottle partner, you will receive all general Merchandise & Materials Package benefits plus:

- Sole naming rights with logo printed on water bottle for each delegate. Sponsor to provide logo

NOTEBOOK & PEN PARTNER 1 AVAILABLE INVESTMENT: \$2,500

As the sole Notebook & pen partner, you will receive all general Merchandise & Materials Package benefits plus:

- Sole naming rights with logo printed on notebook and pen for each delegate. Sponsor to provide logo



SUSTENANCE SUPPORT.

Our Sustenance Support packages provide your organisation with the opportunity to connect with delegates via their stomachs! With all breaks for food to be held in the Exhibition Hall, these packages include the following benefits, plus additional benefits:

GENERAL BENEFITS:

- Insertion of one Promotional Item in the Conference Bag
- Acknowledgement on Conference Website, with a link to Sponsor's website
- Acknowledgement as a Sponsor in the Conference Handbook (when payment is received prior to publication). Sponsor to provide images and logo
- Acknowledgement on Sponsorship Title Slide shown throughout the Conference

LUNCH BREAKS

2 AVAILABLE

INVESTMENT: \$2,500

As a Lunch break partner, you will receive all general Sustenance Support package benefits as listed above plus:

- Acknowledgement by the Master of Ceremonies/Chair prior to and after each Session break
- Opportunity to place pull up banners at meal stations

MORNING & AFTERNOON TEA BREAKS | 4 AVAILABLE

INVESTMENT: \$1,500

As a Tea Break partner, you will receive all general Sustenance Support package benefits plus:

- Acknowledgement by the Master of Ceremonies/Chair prior to and after each Session break
- Opportunity to place pull up banners at refreshments stations

COFFEE CART

2 AVAILABLE

INVESTMENT: \$5,000

As a Coffee Cart partner (potentially the most popular sponsor in the room!), you will receive all general Sustenance Support package benefits plus:

- One complimentary single trade booth 3m x 2m
- Acknowledgement by the Master of Ceremonies/Chair prior to and after each Session break
- Opportunity to place pull up banners at coffee station
- 1 x Complimentary ticket each for BBQ at the Boat Shed dinner & Sea World Plaza Conference Dinner

EXHIBITOR PACKAGES.

As an Exhibitor at BerryQuest 2022, your organisation will have the opportunity to connect directly with delegates. All breaks for food will be held in the Exhibition Hall, together with the Welcome Reception on Monday evening.

GENERAL BENEFITS:

- Insertion of one Promotional Item in the Conference Bag
- Acknowledgement on Conference Website, with a link to Sponsor's website
- Acknowledgement as a Sponsor in the Conference Handbook (when payment is received prior to publication). Sponsor to provide images and logo
- Acknowledgement on Sponsorship Title Slide shown throughout the Conference
- 1 x Complimentary full conference registration (includes all sessions, morning and afternoon tea breaks, lunches, access to exhibition and welcome reception)
- 2 x tickets each to BBQ at the Beach and Sea World Plaza Conference Dinner

**TRADE EXHIBITOR
1 SINGLE BOOTH 3m X 2m
INVESTMENT: \$4,000**

**MACHINERY EXHIBITOR 1 SINGLE BOOTH 3m X 2m
PLUS additional space for machinery directly outside Trade Hall
INVESTMENT: \$6,000**



BERRIES AUSTRALIA

BerryQuest International 2022

Visit www.berries.net.au/BQSponsors to select & pay for your preferred level of sponsorship.

If you have any problems or wish to discuss your options, please contact:

Jen Rowling, Berries Australia | jenrowling@berries.net.au | 0448 322 389

CONTRACT CONDITIONS, RULES & REGULATIONS AGREED TO BY THE SPONSOR & EXHIBITOR

These rules and regulations have been drawn up for the purpose of providing a well-balanced, well-regulated attractive and successful conference. In an effort to provide the greatest good to the greatest number, the Conference Committee reserves the right in all emergencies to make such rulings as may appear to be in the best interest of the entire Display Area and the Exhibitor agrees to abide by such rulings.

DEFINITIONS

Except in so far as the context or subject matter otherwise indicates or requires:

"Display Area" means: The Conference Display Area, the nature of which is set out in the Display Area Information Sheet.

"Exhibitor" means: The person(s) or company reserving space and includes its employees, servants, agents and any person or company engaged by them in connection with the Display Area who enters into or comes into the Display Area.

"Display Area" means: The total area available for display booths and display space within which space is or has been allocated to the Exhibitor and includes any surrounding areas under the control of the Organiser.

"Organiser" means the Conference Committee of BerryQuest International 2022, its servants or agents or other person or persons appointed by it to act on their behalf.

"Booth or Space" means: The space in the Display Area allocated to the Exhibitor for the duration of the Display Area, being the area illustrated on the plan in the Display Area Information Sheet

"Person" means: A natural person or persons, a corporation or corporations, a co-operative, association or group or any relevant state or federal government authority or department.

CONDITIONS

1. The Exhibitor shall not assign or sublet any part of its display without the express consent of the Organiser in writing.
2. If the Exhibitor fails to comply in any substantial respect with the terms, conditions, rules or regulations of this agreement, the Organiser shall have the right to re-allocate the space, the Exhibitor, however, to be liable for any loss suffered by the Organiser thereby and all monies paid by the Exhibitor hereunder shall be absolutely forfeited to the Organiser.
3. If the Exhibitor fails to occupy the Booth or Space, the Organiser is authorised to occupy or cause the said Booth or Space to be occupied in such manner as it deems best for the interests of the Display Area without refund to the said Exhibitor and without releasing the Exhibitor from any liability hereunder and in addition the Exhibitor will be liable to pay for the dressing of the area in an amount not to exceed \$330.00.
4. Microphones, sound amplifiers and machine demonstrations will only be permitted where the level of sound causes no annoyance to other Exhibitors or visitors. The Organiser shall be the sole judge as to whether there is any annoyance.

5. The Organiser shall not be liable for damage to any exhibits caused by loss, theft, fire, water, storms, strikes, riots or the direct forcible interference or negligence of any person, or by any other cause whatsoever except for damage caused by the direct or forcible interference by the Organiser and it is hereby agreed and declared that the phrase 'or any other cause whatsoever' shall not be construed ejusdem generis with the preceding words.
6. The Organiser will carry out general cleaning of aisles and passages daily, but it is the obligation of the Exhibitor to ensure the cleanliness and tidiness of its Booth or Space.
7. Applications for additional electrical installation or current, or any modification thereof, must be made in writing.
8. In the event of the Exhibitor failing to pay the rent or any instalment of it within the time agreed upon the Organiser may upon such default by notice in writing to the Exhibitor rescind the agreement and any money paid under this agreement shall be forfeited.
9. The Exhibitor is responsible for all personal injury or damage to property arising in connection with the Exhibitor's Booth or Space howsoever caused directly or indirectly by the Exhibitor or any contractor, servant, agent, licensee or invitee or the Exhibitor or any act or omission of any such person or by any exhibit, machinery, or other article or thing of the Exhibitor in the possession of or use by the Exhibitor or any servant or any agency or by the display fitting contractor. The Exhibitor will indemnify the Organiser in respect of each and every such claim and all actions, proceedings, costs, claims and demands in respect thereof. The Exhibitor must take out adequate insurance in respect of all such claims and produce the premium receipts upon request.

The Organiser shall be under no liability for personal injury to the Exhibitor or its servants, invitees or licensees howsoever caused, nor for the loss of or damage to Exhibits or other property of the Exhibitor, its servants, agents, invitees or licensees howsoever caused. The Exhibitor is accordingly advised to take out all necessary insurance.

10. The Exhibitor shall be liable for any damage to any walls or floors of the building, in which it occupies a Booth or grounds unless such damage has not been caused by any act or omission of the Exhibitor, proof which shall lie on the Exhibitor.
11. Any floor loading shall not be exceeded by the Exhibitor and in the event of its being exceeded all floor damage in the Exhibitor's Booth shall

be made good at the Exhibitor's expense.

12. The Exhibitor shall be liable for any wall, floor or ground damage caused by it in going to or from its Booth or Space or in carrying any goods or exhibits to or from its Booth or Space.
13. The Exhibitor agrees to display as required by the Organiser any entry card provided by the Organiser for the purpose of entering or leaving the Display Area or any other area.
14. Displays and demonstrations are to be in keeping with the dignity and atmosphere of the Display Area and the Organiser reserves the right to reject any display or demonstration and to take any necessary steps to stop any disturbance or nuisance during the Display Area.
15. The Exhibitor shall at all times comply with the regulations from time to time in force and issued by any Government Department or statutory authority including the Tasmanian Department of Health & Human Services and Tasmanian Fire Service. The Exhibitor shall indemnify the Organiser in respect to any proceedings or action brought against the Organiser as a result of any breach by the Exhibitor of any regulation ordinance or by-law of any Government Department or duly constituted statutory authority. Space within the times allocated.
16. If the holding of the Display Area or the supply of any services by the Organiser is prevented, postponed, or abandoned by reasons of fire, lightning, natural disaster, labour dispute, strike, lockout, civil disturbance, explosion, inevitable accident or cause not within the control of the Organiser whether of the same sort or not, or the Display Area becomes wholly or partially unavailable for the holding of the Display Area, the Organiser may at their entire discretion, return a part of the costs of space paid by the Exhibitor. In any such case, the Organiser shall not be liable in any way whatsoever for any expenditure or liability or loss including consequential loss incurred by the Exhibitor.
17. The documents constituting this agreement are: this document and the Display Area Information Sheet for the Display Area.
18. The parties expressly agree that all the terms of this agreement are in the written documents and neither has relied on any representation or warranty of the other in entering this agreement.
19. No cancellation may be considered unless the Exhibitor applies for such release from their obligation in writing.

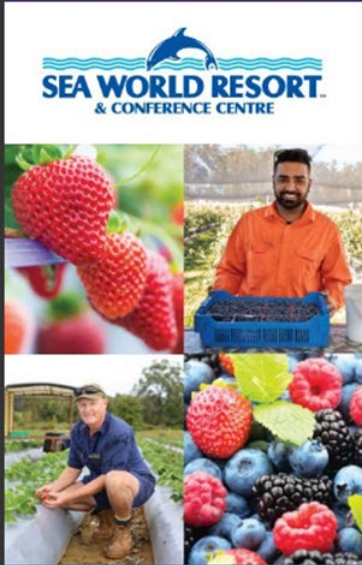
Promotion:
Australian
Berry Journal
Spring 2021

BERRIES AUSTRALIA

BerryQuest International

25–28 July 2022

Sea World Resort & Conference Centre
Gold Coast, Queensland



The date is set, the venue is confirmed, and planning is underway!

Following on from the success of BerryQuest International in Launceston in 2018, the next event was planned for two years later in 2020. As we know, a little pandemic called COVID-19 put a stop to that so we postponed until 2021.

We are now pleased to confirm that BerryQuest International 2022 will be held from 25-28 July 2022 at the stunning Sea World Resort and Conference Centre on the Gold Coast in Queensland.

We are looking forward to once again welcoming berry growers and industry associates from across the country to join us for what we are sure will be another fantastic program of speakers and networking opportunities. And being Sea World, you can even bring the family!

We can't wait to see you at the Gold Coast in 2022!

IF YOU HAVE ANY QUESTIONS, PLEASE GET IN TOUCH
Jen Rowling | Berries Australia | 0448 322 389 | jenrowling@berries.net.au

EARLY-BIRD TICKETS WILL GO ON SALE IN DECEMBER 2021
SPONSORSHIP PACKAGE DETAILS ARE CONTAINED IN THE INSERT POSTED OUT WITH THIS MAGAZINE AND ON OUR WEBSITE



berries
AUSTRALIA

berries.net.au/bqi2022

Promotion:

Australian Berry Journal Summer 2021

BERRIES AUSTRALIA

BerryQuest International

25–28 July 2022

Sea World Resort & Conference Centre
Gold Coast, Queensland



berries AUSTRALIA

SEA WORLD RESORT
A WILSON PARK

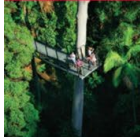
REGISTRATIONS ARE NOW OPEN AT berries.net.au/bqj22

Queensland's stunning Gold Coast will welcome an influx of berry growers, associated businesses, and industry experts from Australia and abroad in July 2022 when the much-anticipated national conference for the Australian berry industry is held again for the first time in over 4 years.

BerryQuest International will run from 25 to 28 July 2022 at Sea World Resort and Conference Centre, with two days of speaker presentations and a trade exhibition, followed by a day of farm tours and plenty of other activities including networking and social functions.

WHAT TO EXPECT – CONFERENCE PROGRAM *at a glance*

MONDAY 25	TUESDAY 26	WEDNESDAY 27	THURSDAY 28
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EVENING Welcome Reception	EVENING Boatshed Bar & Grill BBQ	EVENING Sea World Plaza Conference Dinner	






The event was last held in 2018 in Launceston, Tasmania and feedback received from delegates and sponsors/exhibitors was overwhelmingly positive. Over 400 delegates attended the Conference, and a post-conference survey indicated a preference for the event to be held every two years with Queensland as the next location. Unfortunately, COVID-19 got in the way, hence scheduled dates in both 2020 and 2021 were postponed. But we've locked in the venue and date for BQI22 and are now in full planning mode.

The choice of Sea World Resort and Conference Centre as the venue for BQI22 provides an opportunity for delegates to bring their families for a winter escape on the beautiful Gold Coast. Boasting a stunning Broadwater location with 400 rooms and suites at discounted BQI22 rates starting from just \$149 per night for a room that can accommodate a family of up to 5, plus easy access to Australia's best theme parks, world-renowned beaches, and everything that the Gold Coast has to offer, Sea World Resort will be your home away from home during BQI22. There are four restaurants and two bar areas, as well as free Wi-Fi access throughout the Resort and complimentary broadband to all guest rooms.

The Gold Coast also provides an ideal base for delegates to visit berry farms in the nearby key growing regions of Northern NSW and the Sunshine Coast.

The conference program is currently in development in collaboration with growers and other industry experts. It will focus on the issues that will be pertinent to the berry industry as it expands over the next 5–10 years. With borders gradually re-opening we are cautiously optimistic that we will be able to welcome international delegates and speakers in person, but plans are being developed to incorporate a live stream component to conference proceedings for international participation should this prove difficult. Provisions are also in place to ensure the safety of all should circumstances associated with COVID-19 change.

Networking events will provide numerous opportunities for everyone to socialise, relax, and re-engage with the broader berry community. With a Welcome Reception in the Exhibition Hall, a gourmet BBQ with Broadwater and Southport skyline views at the Boatshed Bar & Grill, and a unique Conference Dinner in the Sea World Plaza including pre-dinner drinks and exclusive dolphin show at Dolphin Beach (you can't go to Sea World without seeing a dolphin!), our aim is to ensure that delegates have a fantastic conference experience.

Conference Chair, Peter McPherson said, "BerryQuest International 2022 will be an opportunity for our berry community to come together to support one another and to share recent learnings, as well as showcase the latest innovations including growing techniques, research, packaging, export development, biosecurity, labour and marketing."

Tickets to BerryQuest International 2022 are now on sale at berries.net.au/bqj22 with a range of ticket options available, including full conference registration, single day options, farm tours and individual social events.

An early bird discount for full-conference packages is available from 1st December 2021 to 28 February 2022, with the first 150 full-conference delegates to register receiving a free breakfast and tour of Sea World's Shark Bay.

Sponsorship and exhibitor packages have also been released and are selling fast. If you're interested in participating in BQI2022 as a sponsor or exhibitor, please visit berries.net.au/bqj22 or contact Jen Rowling on 0448 322 389 jenrowling@berries.net.au

Further information including ticket prices, Sea World Resort accommodation packages and the conference program as it develops can be found at berries.net.au/bqj22.

If you have any additional queries about the conference, contact a member of the BQI22 Conference Management team:

JEN ROWLING	0448 322 389	jenrowling@berries.net.au
WENDY MORRIS	0491 751 123	admin@berries.net.au
DANI WESTPORT	0431 293 583	events@berries.net.au

Promotion: Australian Berry Journal Autumn 2021

BERRIES AUSTRALIA

BerryQuest International

25-28 July 2022

Sea World Resort & Conference Centre
Gold Coast, Queensland

REGISTRATIONS ARE NOW OPEN AT
berries.net.au/bq122

Queensland's stunning Gold Coast will welcome an influx of berry growers, associated businesses and industry experts from Australia and abroad in July when the much-anticipated national conference for the Australian berry industry is held again for the first time in over 4 years.

BerryQuest International will run from 25 to 28 July 2022 at Sea World Resort and Conference Centre, with two days of speaker presentations and a trade exhibition, followed by a day of farm tours and plenty of other activities including networking and social functions.



ACCOMMODATION FROM
\$149
BRING the family!
DISCOUNTED THEME PARK TICKETS!

Hort Innovation

PLATINUM SPONSOR
MOUNTAIN BLUE



events@berries.net.au | www.berries.net.au/bq122

BerryQuest International
will be held from **25-28 July**
at **Sea World Resort and Conference Centre, on Queensland's Gold Coast.**

The three-day event includes a trade show, workshops, farm tours and international and local speakers from a wide range of fields in the berry and wider agricultural industry.

After a challenging couple of years, BerryQuest International will also provide a great opportunity for relaxing and mingling with several networking and social events including the Welcome Reception in the Exhibition Hall, a gourmet BBQ evening with Broadwater and Southport skyline views at the Boatshed Bar & Grill, and a unique Conference Dinner in the Sea World Plaza including pre-dinner drinks and exclusive dolphin show at Dolphin Beach!

BQ122 will focus on the issues that are likely to affect the industry in the coming decade including technology and breeding advances, pest and disease solutions, food safety, marketing, labour challenges, sustainability, waste management and research and development.

The conference will also include a comprehensive panel discussion on export opportunities and hear from international experts about developments in the berry industry across the globe.

PROGRAM SNEEK PEEK.

INTERNATIONAL KEYNOTE SPEAKER
Dr. David Hughes, Emeritus Professor of Food Marketing at Imperial College London, and Visiting Professor at the Royal Agricultural University, U.K. will be the international keynote speaker. Dr Hughes has an unparalleled knowledge of global food issues and opportunities and will be providing an insight into the future of food industries in a post-covid world.

MASTER OF CEREMONIES
The full conference program will be released in coming months however it can be revealed that respected agricultural and horticultural journalist (and comedian) Ashley Walsley, will MC the event.

BRING the family!

The magnificent Gold Coast truly shines in the winter with a high likelihood of blue skies and warm days (21°C) in July. It provides the perfect opportunity to bring the family and extend your stay beyond the 3 days of BQ122.

Sea World Resort boasts a stunning Broadwater location, with 400 rooms and suites at discounted BQ122 rates starting from just \$149 per night for a room that can accommodate a family of up to 5, plus easy access to Australia's best theme parks at a heavily discounted rate for delegates and their families, world-renowned beaches and everything that the Gold Coast has to offer.

REGISTER NOW

Tickets to BerryQuest International 2022 are now on sale with a range of ticket options available, including full conference registration and single-day options.

Further information including FAQs, ticket prices, Sea World Resort accommodation packages and the conference program as it develops can be found at berries.net.au/bq122.

If you have any additional queries about the conference, contact a member of the BQ122 Conference Management team:

JEN ROWLING
0448 322 389
jenrowling@berries.net.au

WENDY MORRIS
0491 751 123
admin@berries.net.au

DANI WESTPORT
0431 293 583
events@berries.net.au

Promotion: Soilless Magazine Autumn 2022

events

Spotlight on berries

Berries Australia will host BerryQuest International this year on the Gold Coast.

BerryQuest International was last held in 2018 in Launceston, Tasmania, with more than 400 delegates, sponsors and speakers coming together for three days of education and networking. Plans were immediately set in motion for the 2020 conference, then, as we all know, came COVID-19.

With borders now reopening and growers and industry partners keen to refresh their knowledge and reconnect with interstate and international colleagues, Berries Australia is pleased to announce that BerryQuest 2022 will be held from July 25-28 at Sea World, on Queensland's Gold Coast.

Berries Australia Chair, Peter McPherson, said hundreds of local and international berry growers and industry experts will converge on the region for what promises to be an exciting three days.

"BerryQuest International 2022 will be an opportunity for our berry community to come together to support one another and to share recent findings, as well as showcase the latest innovations including growing techniques, research, packaging, export development, biosecurity, labour and marketing," Peter McPherson said.

Networking events will provide numerous opportunities for everyone to socialise, relax and re-engage with the broader berry community. With a Welcome Reception in the Exhibition Hall, a gourmet barbecue evening with Broadwater and Southport skyline views at the Boatshed Bar & Grill, and a unique Conference Dinner in the Sea World Plaza including pre-dinner drinks and an exclusive dolphin show at Dolphin Beach (you can't go to Sea World without seeing a dolphin), the aim is to ensure that delegates have a fantastic conference experience.

Escape winter

The choice of Sea World Resort and Conference Centre as the venue for BQ22 provides an opportunity for delegates to bring their families for a winter escape on the beautiful Gold Coast. The resort boasts a stunning Broadwater location and has 400 rooms and suites at discounted BQ22 rates. Starting from just \$149 per night, rooms are available that can accommodate a family of up to five. There is also easy access to Australia's best theme parks (at a heavily discounted rate for delegates), world-renowned beaches and everything else that the Gold Coast has to offer.

The Gold Coast also provides an ideal base for delegates to visit berry farms in the nearby key growing regions of Northern NSW and the Sunshine Coast.



REGISTER NOW

Tickets to BerryQuest International 2022 are now on sale at berries.net.au/bq2022 with a range of ticket options available, including full conference registration and single-day options.

Sponsorship and exhibitor packages have also been released with just a few packages remaining. If you're interested in participating in BQ2022 as a sponsor or exhibitor, please visit berries.net.au/bq2022 or contact Jen Rowling on 0448 322 389 or by email at jenrowling@berries.net.au

Further information including ticket prices, Sea World Resort accommodation packages and the conference program as it develops can be found at berries.net.au/bq2022.

If you have any additional queries about the conference, please contact a member of the BQ22 Conference Management team:

Jen Rowling
0448 322 389 | jenrowling@berries.net.au
Wendy Morris
0491 751 123 | admin@berries.net.au
Dani Westport
0431 293 183 | events@berries.net.au

BERRIES AUSTRALIA

BerryQuest International 25-28 July 2022

Sea World Resort & Conference Centre
Gold Coast, Queensland



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FIND OUT MORE & REGISTER NOW AT berries.net.au/bq2022

Promotion:

PCA Conference flyer

Save the date!

BerryQuest International

25-28 July 2022

Sea World Resort & Conference Centre
Gold Coast, Queensland



berries
AUSTRALIA



SEA WORLD RESORT
& CONFERENCE CENTRE



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MOUNTAIN BLUE

REGISTRATIONS ARE NOW OPEN AT

berries.net.au/bqi2022






BerryQuest International 2022

Queensland's stunning Gold Coast will welcome an influx of berry growers, associated businesses and industry experts from Australia and abroad in July when the much-anticipated national conference for the Australian berry industry is held again for the first time in over 4 years.

BerryQuest International will run from 25 to 28 July 2022 at Sea World Resort and Conference Centre, with two days of speaker presentations and a trade exhibition, followed by a day of farm tours and plenty of other activities including networking and social functions.

ACCOMMODATION FROM

\$149

FOR UP TO 5 PEOPLE

Bring the family!

DISCOUNTED THEME PARK TICKETS!

CONFERENCE PROGRAM *at a glance*

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CONTACT US

✉ events@berries.net.au  www.berries.net.au/bqi2022

Promotion:

Facebook posts

Berries Australia
16 November 2021 · 📍

Australia's premier berry industry event, BerryQuest International will return from July 25-28, 2022 on the beautiful Gold Coast.

BerryQuest International 2022 will be a wonderful opportunity for berry growers, industry related businesses and researchers to share knowledge and industry insights, after what has been a particularly challenging few years.

To ensure our guest speakers encompass a range of backgrounds, industries and perspectives we would like to invite you to contact our team if you have any topic suggestions or recommendations for keynote speakers. Please email jenrowling@berries.net.au with your ideas.

We look forward to welcoming you to BerryQuest International 2022! Earlybird tickets go on sale December 1 and further information about the event can be found at <https://berries.net.au/bqi2022>

#BQI22



Berries Australia
24 November 2021 · 📍

Queensland's stunning Gold Coast will play host to Australia's premier berry industry event, BerryQuest International from July 25 to 28, 2022.

BQI22 will feature two days of speaker presentations and other activities at Sea World Resort - Gold Coast, Australia followed by a day of farm tours.

Early bird tickets for this family-friendly conference are on sale Wednesday, December 1. Full-conference and one-day packages are available at <https://berries.net.au/registration> with program details to be released soon.

#BQI22 #SeaWorldResort #strawberries #blueberries #raspberries #blackberries



Berries Australia
1 December 2021 · 📍

Tickets are NOW ON SALE for BerryQuest International to be held July 25-28 at Sea World Resort - Gold Coast, Australia.

Berry growers and industry associates are warmly invited to attend!

Why not bring your family and make the most of the Gold Coast's stunning beaches and world-famous theme parks?

Conference info, tickets and affordable accommodation packages are available at <https://bit.ly/3E5hsuR> 🍓 🍇

#BQI22 #SeaWorldResort #strawberries #blueberries #raspberries #blackberries



Berries Australia
8 December 2021 · 📍

Are you a berry grower, researcher or work in an associated industry?

If you register for BerryQuest International 2022 before March 1 you will save \$150 on the cost of the full-conference package!

It includes three days of speaker presentations, activities, dinners and a farm tour!

Tickets and accommodation packages at Sea World Resort (from only \$149 per night) are available now at <https://berries.net.au/registration>

#BQI22 #BerryQuest #SeaWorld #strawberries #raspberries #blackberries #blueberries

Save \$150 with Early Bird registrations!

*full-conference packages only



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Facebook posts

Berries Australia
4 January · 🌐

BerryQuest International is happening THIS YEAR on the Gold Coast.

Not only will conference delegates enjoy a range of world-class speakers, networking functions and berry farm tours, but the first 200 people to book a full-conference package will get a **BONUS** breakfast and tour of Sea World's Shark Bay!

PLUS, if you book before March 1, you will save \$150 on the full-conference registration price

Register now at <https://berries.net.au/bqi2022>

#BQI22 #SeaWorld #blackberries #blueberries #strawberries #raspberries #GoldCoast



Berries Australia
2 February · 🌐

If you are heading to BerryQuest International 2022, now's the time to book your accommodation, as July is one of the most popular months for holidaymakers on the Gold Coast.

Delegates for BQI22 get a great deal at Sea World Resort - Gold Coast, Australia with a range of rooms and suites starting from \$149 a night (for up to 5 people).

Further information is here - <https://bit.ly/3dQdP0u>

#BQI22 #SeaWorld #GoldCoast #strawberries #blueberries #blackberries #raspberries



Berries Australia
18 January · 🌐

Have you registered for BerryQuest International 2022 at Sea World Resort - Gold Coast, Australia from July 25-28?

Why not extend your stay or bring your family to enjoy the activities and beaches of the Gold Coast?!

BerryQuest International delegates staying at Sea World Resort get access to Village Roadshow Theme Parks for a hugely discounted rate!

More info here - <https://berries.net.au/bqi2022/family-fun/>

#BQI22 #GoldCoast #SeaWorld #Berries #strawberries #blackberries #blueberries #raspberries



Berries Australia
16 February · 🌐

Do you work in the berry industry and have not yet registered for BerryQuest International 2022?

Early Bird registrations close soon so register now to save \$150 on the full-conference package price.

Conference details and accommodation options are here <https://berries.net.au/bqi2022/>

#BQI22 #GoldCoast #SeaWorld #raspberries #blueberries #strawberries #blackberries



Promotion:

Facebook posts

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#BQI22 #SeaWorld #blackberries #blueberries #strawberries #raspberries #GoldCoast



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Further information is here - <https://bit.ly/3dQdP0u>

#BQI22 #SeaWorld #GoldCoast #strawberries #blueberries #blackberries #raspberries



Berries Australia
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#BQI22 #GoldCoast #SeaWorld #raspberries #blueberries #strawberries #blackberries



Promotion:

Facebook posts



28 February · 🌐

With the current flooding having such a negative impact on QLD and NSW residents, we have decided to extend the early bird registration for BerryQuest International for two weeks.

Register by March 14 at <https://berries.net.au/bqi2022/> to save \$150 on the full-conference ticket price.

#BQI22 #berries #strawberries #blackberries #blueberries #raspberries



4h · 🌐

BerryQuest International's early bird ticket extension closes TONIGHT, Monday March 14!

To save \$150 on full-conference packages AND receive a bonus tour and breakfast at Sea World's Shark Bay, register at <https://berries.net.au/registration>.

#BQI22 #berries #blueberries #raspberries #blackberries #strawberries



Just now · 🌐

Are you studying agriculture, or related field, and are interested in learning more about the berry industry?

Student tickets for BerryQuest International are only \$100* a day and give you access to a range of world-renowned speakers, insightful panel discussions and interactive break-out sessions.

Register now at <https://berries.net.au/bqi2022>

*student tickets DO NOT include access to the networking dinners or farm tours. Tickets for these sessions can be purchased separately at full price.



BerryQuest International 2022

Summary of Bursary Recipient Feedback

Would you have attended BerryQuest International 2022 (BQI22) if you had NOT received a bursary?

- *Yes, I was with Mountain Blue, so attending the event was always happening for me. However, it allowed others from the company to attend the event as I had received the bursary.*
- *Yes*
- *Yes, it enabled me to highlight the possible weakness I would have as a leader due to my personality type – and ways to improve and grow these weaknesses into strengths.*
- *Yes, I would have attended BQI22 if I had not received the bursary, however it would have been difficult financially and perhaps wouldn't have attended all the sessions or leadership sessions.*
- *Yes*
- *Yes I would have. BQI22 was a great opportunity for me to learn more about the berry industry (especially as I am new to the industry as of this year).*
- *No*
- *Not sure*

Do you feel BQI22 overall helped you to further develop your skills, knowledge and relationships in the berry industry? If so, in what ways?

- *Yes, I was able to interact with growers and licensees from different parts of the country. It also gave me the opportunity to meet other members of Mountain Blue, as we are based across several states.*
- *Yes, being able to meet people that I would not usually meet.*
- *I felt the whole event was extremely beneficial in developing my knowledge and building on existing and new networking relationships in the industry.*
- *Yes, it helped me further develop connections and relationships within the wider industry as well as learn from current research and understandings coming through the industry*
- *Definitely. I gained a lot of knowledge about the industry from attending sessions, and from networking with industry professionals. I also gained many skills in leadership and team building from attending the leadership sessions and workshops.*
- *Yes, certainly did. It created a great platform for people to interact which would never have been possible in normal circumstances. We rarely get exposure to other growers within the industry and even within our own company to socialise in such a regard. Learned a lot of skills from speakers that referred back to their experience.*
- *Yes, I am new in the industry so I got to develop my knowledges and skills in the berry industry plus get to know people involved in the business.*

Did you attend the Tuesday leadership session at BQI22? If so, what elements of the leadership session did you find to be most beneficial?

- *The discussions and talks from current leaders in the industry was beneficial to hear.*
- *The most beneficial part for me was hearing from experienced leaders in the industry and how they have overcome their own struggles and development.*
- *Learning from current leaders in the industry how they approach challenges as well as what areas they focus on as leaders*

- *Hearing insights from industry leaders about what good leadership looks like to them. It was also beneficial to hear from industry leaders about the highs and lows of being in leadership positions.*
- *I personally enjoyed the speaker that often referred to their own experiences as it puts everything into more practical terms with the daily problems we have to deal with.*
- *Cynthia Mahoney presentation and workshop*

Did you attend the Thursday leadership workshop at BQI22? If so, what elements of the workshop did you find to be most beneficial?

- *The group discussion between other attendees in the workshop was useful. Also discussing the different leadership types and personalities was interesting.*
- *The personality type (DISC) activity – I found it very interesting to learn about how people work in teams based on personality types.*
- *I attended the leadership workshop on Thursday. I thoroughly enjoyed this workshop. There was a lot of information to take in a short period of time, however it was extremely beneficial. The most valuable take home for me was the understanding of different character profiles and the best leadership approach to take.*
- *Learning about our individual learning/behavioural styles and how that affects how we learn and approach tasks. Also how to work with people with different learning styles to get a better outcome.*
- *Hearing the wealth of insights that Cynthia had about team building in the workplace. Having the opportunity to get to know other young people and emerging leaders in the industry.*
- *Learning about the personality traits people exhibit and how one can affect the other. Learning about how one can increase worker productivity by understanding how they prefer to be treated.*
- *The networking and willingness to cooperate and help each other to develop the industry despite being competitors in the market most of the times.*

If you did not attend these sessions please outline why not and what would have attracted you to attend?

- *Due to commitments to farm visits we could not attend. Otherwise we would have attended.*

What else do you think could have been included in the leadership sessions, or wider conference, to assist you with your development as a leader?

- *No, we were happy with the conference*
- *More activities on personality type and confrontation management.*
- *Again, what I found most beneficial and I would have like to see more of is talks from other leaders. The challenges they have faced and how they adapted/overcame these. Even if these leaders weren't from the Berry industry but perhaps still from the Horticulture sector.*
- *Perhaps more networking within the group for the emerging leaders. It was great to meet people from different (sometimes competing) companies and learn a bit more about the industry and where we fit into it*
- *Opportunities to socialise more with other emerging leaders in the industry. Being grouped together at the gala dinner with other emerging leaders was great, but perhaps other social opportunities would have been good to network further.*
- *Conflict management course would be beneficial*
- *Be able to attend Farms tours would have been great as I am new in the industry*

Many of the bursary winners/ young leaders approached us and indicated they would like to be involved in future activities to build on their BerryQuest connections. What activities/events would you like to see to continue your leadership development? Eg. Webinars, Face to face stand-alone training courses, Young leader events at existing field days etc, Other...

- *All of the above*
- *All of the above*
- *All of the above*
- *All of the above*
- *I think more opportunities to attend facilitated emerging leadership workshops and sessions would be great.*
- *Confrontation in groups and teams. How to run small team building activities within your own workplace environment/team.*
- *I think more organised field days are key to development and building relationships in the industry. Personally a more face-to-face approach would be more valuable.*
- *All three mentioned examples seem relevant, would enjoy any of those but am leaning toward the field days a bit more.*

Any suggestions including topics would be gratefully received.

- *Having the sessions earlier in the week would be preferable. More people were engaged during the Tuesday session, as opposed to the Thursday session.*
- *We were happy with the conference and there was a good mix.*
- *I really enjoyed the session and really hoped it was longer and possibly move it toward the beginning of the week (a few people were missing the morning after the Gala event).*

MEDIA COVERAGE



July 25-28, 2022

Gold Coast, Queensland announced as location for BerryQuest International

BerryQuest International 2022 will be held on Queensland's Gold Coast from July 25 to 28, 2022

Berries Australia Chair, Peter McPherson said hundreds of local and international berry growers and industry experts will converge on the Gold Coast for what promises to be an exciting three days.

"BerryQuest International 2022 will be an opportunity for our berry community to come together to support one another and to share recent learnings, as well as showcase the latest innovations including growing techniques, research, packaging, export development, biosecurity, labor and marketing," Mr. McPherson said.



Australia leads the world in the growing of berries, with production comprising of strawberries, blueberries, raspberries, and blackberries. The industry has a combined annual value of more than \$1 billion, with over 700 berry growers producing world-class fruit which is enjoyed by Australians and many other consumers around the world.



Tickets to BerryQuest International 2022 are on sale Wednesday, December 1 [at this link](#) with a range of ticket options available including full-conference, single-day, and farm tour packages. An early-bird discount for full-conference packages will be available from December 1 to February 28, with the first 200 delegates receiving free breakfast and tour of Sea World's Shark Bay.

Publication date: Tue 30 Nov 2021

PRODUCE

PLUS

Gold Coast to host 2022 BerryQuest International

By [Chris Komorek](#) | 1 December 2021

BerryQuest International 2022, the largest conference and trade exhibition for the Australian berry industry, will be held on Queensland's Gold Coast from 25 to 28 July 2022

Berries Australia chair, Peter McPherson, said hundreds of local and international berry growers and industry experts will converge on the Gold Coast for what promises to be an exciting three days.

"BerryQuest International 2022 will be an opportunity for our berry community to come together to support one another and to share recent learnings, as well as showcase the latest innovations including growing techniques, research, packaging, export development, biosecurity, labour and marketing," McPherson said.

Australia is a leading global berry producer, growing strawberries, blueberries, raspberries, and blackberries. The industry has a combined annual value of more than A\$1bn, with over 700 berry growers.

Tickets to BerryQuest International 2022 are on sale via the event's official website. The first 200 delegates to secure their spot will receive a free breakfast and tour of Sea World's Shark Bay.



MEDIA COVERAGE

GOOD FRUIT & VEGETABLES

BerryQuest International 2022 is coming together for July

Updated July 4 2022 - 11:01pm, first published July 3 2022 - 4:00am



GO: Held on the Gold Coast, BerryQuest guest speakers include Driscoll's America's Soren Bjorn (left) and HortiFrut South America's Juan Ignacio Allende Connelly.

BERRIES Australia is excited to announce that the BerryQuest program has been finalised with four international keynote speakers headlining the conference at Sea World Resort and Conference Centre from July 25 to 28.

Soren Bjorn, president of [Driscoll's](#) America and Juan Ignacio Allende Connelly, chief executive officer of [HortiFrut](#) South America (presenting via videolink), along with [Berries Australia](#) chair, Peter McPherson will kick off day one of BQI22 with a global perspective on the state of the berry industry.

Also presenting on Tuesday, July 26, is Professor David Hughes, a well-known expert on food trends.

Professor Hughes will share his constantly evolving, informed view on global food industry developments.



Day one's afternoon program includes concurrent sessions on pest and disease, optimising production, and an emerging leaders workshop, followed by a detailed assessment of workforce challenges and opportunities.

On Wednesday, July 27, keynote, Eric Snodgrass, principal atmospheric scientist with [Nutrien Ag Solutions](#) (via video link from the US) will examine the influence of high-impact weather events on global agriculture productivity.

This will be followed by an insightful panel discussion on export opportunities with Berries Australia's Jenny Van de Meeberg, Jeff Scott from [Australian Table Grape Association](#), Michael Coote from [Ausveg](#) and Jamie Michael from [Ti Produce](#).

The morning and afternoon concurrent sessions will cover pollination, 21st century challenges and opportunities, and traceability and food safety, as well as pest and disease, breeding and managing off farm impacts.

[BerryQuest International](#) will conclude with a positive look at the future of berries with Fiona Turner from Bitwise Agronomy, Jesse Reader of [Costa Group](#) and Joe McGee of [Harvest CROO Robotics](#), (via video link from the US).

Over the two days of plenary sessions, dozens of other local and international experts will share their wealth of knowledge on a range of topics - from labour and export opportunities to technology and breeding developments, and respected agricultural and horticultural journalist Ashley Walmsley, will MC the event.

A comprehensive trade show, featuring more than 30 exhibitors, will provide guests with the opportunity to network and learn about new products and services and daily social events will allow delegates to reconnect with friends and colleagues, after a challenging few years.

Delegates at BQI22 will conclude the conference on Thursday, July 28 with the opportunity to attend one of three fascinating field trips

Registrations for BerryQuest International close on Thursday, June 30, with student, member and group discounts available.

BerryQuest International would not be possible without the support of industry partner, [Hort Innovation](#), platinum sponsor, [Mountain Blue](#), gold plus sponsor, [Elite Tunnels](#) and gold sponsors, [Haygrove](#), [Australian Growing Solutions](#), Legro Australia, [Perfection Fresh](#), Driscolls and [Organic Crop Protectants](#).

MEDIA COVERAGE

NEWS

ABC RURAL

Queensland researchers develop new pink and white strawberries with pina colada flavour

ABC Rural / By Jennifer Nichols

Posted Tue 26 Jul 2022 at 6:36am



Strawberry breeder Jodi Neal is getting results from years of hard work. (Supplied: Queensland Department of Agriculture and Fisheries)

If strawberries that taste and smell similar to pina colada sound appealing, the good news is they are one step closer to being stocked on supermarket shelves.

Two new "novelty" varieties of strawberry have been developed at a research station on Queensland's Sunshine Coast.

The "white" strawberries are a brilliant white inside with a pale pink blush skin, speckled with red seeds, while the "pink" strawberries have a peachy pink exterior and white flesh. Both have an intense aroma.

Lead strawberry breeder at the Department of Agriculture and Fisheries (DAF) research station Jodi Neal said her team had spent eight years perfecting the fruit, with the varieties now ready for commercialisation.

Key points:

- A research team has bred two new pink and white strawberry varieties
- After eight years of development, they are ready to be commercialised
- Breeders want to give consumers more choice

Dr Neal said the strawberries were crossbred from a white species growing wild in Chile, to give consumers more choice.

"They have a lot of the flavour notes that come from their Chilean strawberry grandparents, lovely tropical overtones, almost pineapple flavours and smells," she said.

Point of difference

She said it would also help to raise awareness that unlike apples and bananas, strawberry varieties were not labelled.

"We wanted to create something that consumers could visually see and go, that's a different strawberry that we know has this different flavour and that's what I want to put on my pavlova, or in my salad, or on my breakfast," Dr Neal said.

"In the last 10 years alone we've developed 16 red strawberry varieties, but unfortunately because they're not sold under their names in the supermarkets, consumers don't know what they're getting."

Last year, 45 per cent of the strawberries planted in Australia were varieties developed by Dr Neal's team.

The work partners with the grower-owned research and development corporation Hort Innovation, using grower levies and federal and Queensland government funding.

Hort Innovation chief executive Brett Fifield said the strawberries were a unique product.

"Pink and white strawberries are like nothing else on Aussie retail shelves. They're exceptional, and so they should be," he said.

"They are the culmination of years of research, field trials, consumer preference testing and industry engagement."



Berries Australia executive director Rachel Mackenzie says the breeding program is a success story. (ABC Rural: Jennifer Nichols)

The announcement that Hort Innovation and DAF were seeking a business partner to commercialise the pink and white varieties was made at BerryQuest International 2022 on the Gold Coast, in front of industry leaders from around the globe.

Berries Australia executive director Rachel Mackenzie said the breeding program was a true success story and the way of the future to increase domestic and export demand for Australian strawberries.

Favoured fruit

Strawberries are Australia's third most popular fruit, with the crop valued at \$417.2 million in 2021.

Of the 77,751 tonnes of strawberries produced, 88 per cent were sold fresh, 7 per cent processed (mainly into preserves), and 5 per cent were exported.

"We have 42 per cent of strawberries grown in Queensland, 36 per cent grown in Victoria, 11 per cent in Western Australia, and 7 per cent in South Australia with smaller volumes in Tasmania and New South Wales," Ms Mackenzie said.

There are two distinct growing seasons. In summer, cooler states such as Victoria and Tasmania dominate production, while in winter most strawberries come from Queensland and Western Australia.

"That's an exciting thing, because that's actually a new phenomenon. Thirty or 40 years ago, you could really only get strawberries in summer and now we are lucky to be able to get them all year round," Ms Mackenzie said.

Yet to be named

As for a trademark name for the pina colada style strawberries, that will be up to the commercialisation partner.

"These two varieties do have names at the moment, but they are just basically weird codes. They're very unsexy," Dr Neal laughed.

"They'll be marketed as, hopefully, something slightly better than SB17-230, for example."

MEDIA COVERAGE



Available
all year round



"We are fortunate to represent the 'berry basket' and we need to be able to market that to get better returns"

Photo Report: BerryQuest International 2022

Labour issues, automation, exports and biosecurity issues were important topics on the agenda at BerryQuest International 2022 held on the Gold Coast late last month.

More than 500 delegates attended the event from right across the industry for the four-day program, which included international speakers Soren Bjorn from Driscoll's, Juan Ignacio Allende from Hortifrut SA and Professor David Hughes from the UK. Berries Australia Executive Director Rachel Mackenzie says it also was a good chance for the industry to gather and discuss issues of importance to drive future direction.

"I have been reflecting on the emerging themes from BerryQuest, and out of every presentation that I saw, sustainability was very important," she said. "It's not fringe or niche, and is not something that we should do that is on top of our everyday business, it has to be integrated into our day-to-day business. The other thing I thought interesting, having worked in horticulture for 15 years or so, is that the dial has changed on climate change; we're not talking about whether it is happening and what will it mean - climate change is here. We see it, we feel it and it is impacting us and we have to manage it. We learnt about the quality and the need for product differentiation, so we are giving our consumers the absolute best eating experience. We are fortunate to represent the 'berry basket' and we need to be able to market that better to get better returns back to everyone in the industry. While of course, we discussed workforce issues and also opportunities for export - it may not be for every grower, but as an industry, it is an important area for focus."

Ms Mackenzie explained that it was also important to ensure everyone was on the same page when it came to the berry Strategic Investment Plan (SIP) 2022-2026.

"We started off this conference with a research and development workshop and one of the key points that came out was that you need an overall industry strategic plan, so we can ensure the actual research and development that we actually invest in is actually taking us to where we want to be," she said. "The key points are there; success in overseas and domestic markets are pretty important to the industry. Also creating more resilient berry businesses, so making sustainability a key focus. We want to create a reliable workforce across berries for all skill levels, as well as strong community support for berries. Many may not be aware that in some areas berries are not the most favourite commodity which means we need to prove that we are a forward-thinking, productive industry. Another area is effective natural resource management and off-farm impacts, so things like water usage and appropriate chemical usage. But ultimately, we as Berries Australia want to be an innovative and responsive grower organisation."

Hort Innovation also announced two new berry varieties - white and pink coloured - that will hit the market in the coming seasons. There were more than thirty exhibitors in the trade show, showcasing a range of products from greenhouse equipment to fertiliser and even labour resource tools.



The Industry Gala Dinner was held at Sea World where the delegates were treated to a dolphin show before the conference concluded with farm tours throughout Thursday. The next BerryQuest International will be held in 2024.

Publication date: Mon 8 Aug 2022

Author: [Matt Russell](#)

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MEDIA COVERAGE



Sustainability high on BerryQuest International 2022 agenda | PHOTOS



SUSTAINABILITY was one of the key focus topics to emerge at a gathering of raspberry, blueberry, strawberry and blackberry growers last week.

[BerryQuest International 2022](#) was held at SeaWorld Resort on the Gold Coast from July 25 to 28.

Various speakers touched on the need to embrace sustainability as part of a business plan, with retail chains and consumers increasingly taking notice of the environmental and ethical practices of farming businesses.

[Berries Australia](#) chief executive Rachel Mackenzie said being vigilant of environmental and ethical standards was becoming increasingly important in agriculture businesses.

"In almost every presentation I saw there was a theme around sustainability, and it's not fringe or niche," Ms Mackenzie said.

"It's not something we do on top of our day-to-day business; it has to be integrated into our day-to-day business."

She said bigger picture topics had now become necessary to embrace.

"The dial has changed. We are not talking about, is climate change happening, what does it mean, what are the consequences? Climate change is here; we feel it, we see it, it's impacting on how we work," she said.

"We have to work to manage it."

In his live-streamed address from Chile, [HortiFruit SA](#) CEO Juan Allende pointed out the sustainability trend that included business transparency across five pillars: people, water, climate change, waste (packaging and other) and biodiversity.

"Sustainability has to be embedded into the organisation," Mr Allende said.

"Trust and network are probably the most important assets of this business."

Ingrid Roth, [Roth Rural and Partnerships](#) gave an update on the Horticulture Sustainability Framework, launched last year, saying the whole-of-industry collaboration on the project was pleasing.

She said it was important not to lose sight of the bigger picture which horticulture is involved in.

"There is a bit of tendency in ag to minimise our impact but we actually produce food which is really important," Ms Roth said.

She said the framework was likely to be shuffled and refined in the light of changes to sustainability policies and corporate action, an area she said had evolved rapidly over the past year.

Sustainable labour a major consideration

[WOOLWORTHS](#) representatives Rachel Elliot and Laura McManus spoke about the company's Sustainability Plan 2025, saying it aims to guide the journey towards a "better tomorrow for our team, our planet and the customers and communities we serve".

The plan is categorised into people, planet and product.

Of particular interest to the horticulture sector are the company's progress and goals surrounding farm workers and labour hire programs.

Compliance schemes will make up a substantial part of ensuring produce is sourced from those working ethically.

Since signing up to three mutually recognised schemes in 2018 ([Sedex](#), Fair Farms and [Global GAP](#)), Woolworths has continued to pursue other initiatives such as conducting 106 audits and adopting a risk-based approach with a focus on seasonal, labour intensive categories.

Figures presented showed 54 per cent of high risk fruit suppliers have audited their operations or a strategic grower.

Woolworths has also conducted pre-harvest briefing sessions and a labour hire deep dive with four suppliers.

[Fair Farms](#) national program manager Sachin Ayachit said the Modern Slavery Act came into force on January 1, 2019, and was highly relevant to growers as supply chain partners.

"It is very important to embrace that change. If we don't change, we go backwards," Mr Ayachit said.

He said there was a growing trend for consumers demanding transparency in their produce through to knowing how the workers are treated, with many willing to pay more for peace of mind.

Mr Ayachit said ethical sourcing of labour was one of the most fundamental risks to a horticulture business and needed focus.

He showed various headlines from media stories exposing worker exploitation.

"Not changing is not an option. Do we want to keep going like this or do something about it?" he said.



BerryQuest International 2022



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BQI
22

BERRYQUEST INTERNATIONAL 2022

POST-CONFERENCE SURVEY RESULTS

AUGUST 2022

POST-CONFERENCE SURVEY SNAPSHOT

A survey was sent to attendees post-conference with 140 responses received.

Of those responses, more than 58% travelled from interstate, 13% came from overseas - primarily NZ with 17 respondents coming from across the ditch and the remaining attendees were from various parts of Queensland.

Following is a snapshot of the results, including some feedback from guests that will allow us to make the next BerryQuest International even bigger & better!



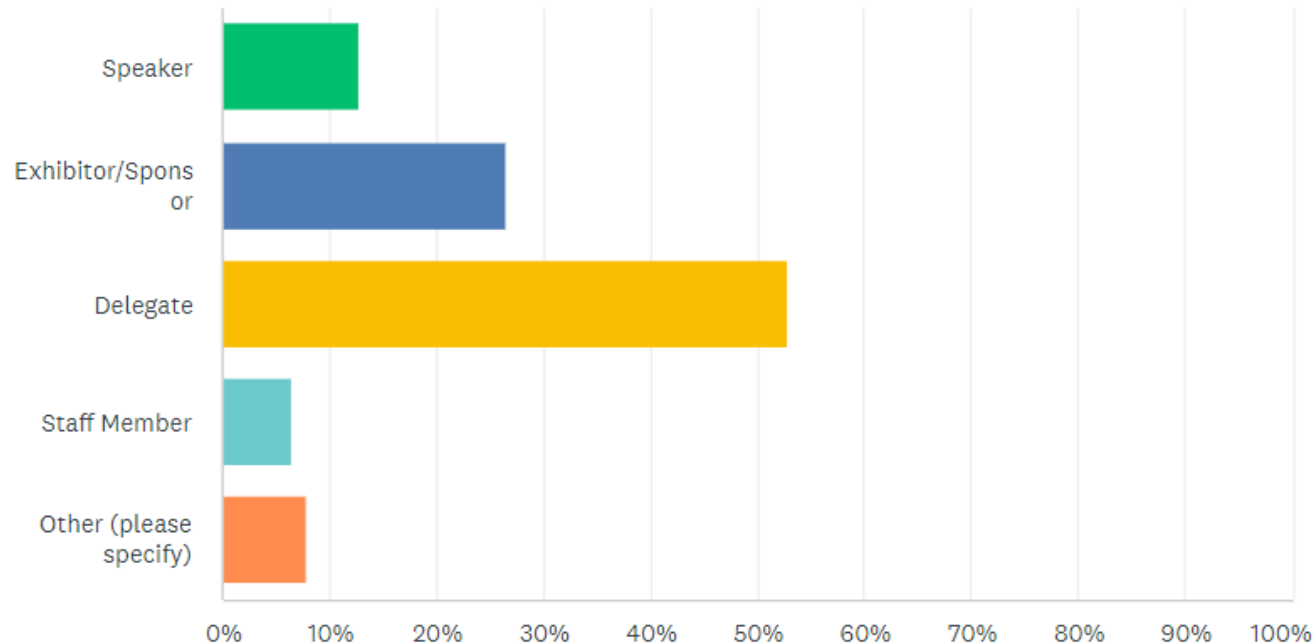
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POST-CONFERENCE SURVEY SNAPSHOT

What was your role at BerryQuest International?

Answered: 140 Skipped: 0



Survey respondents represented a range of roles at BQI22 – everyone from speakers, to exhibitors, delegates and staff provided their feedback.

FYI – most people answered 'guest/grower/visitor' in the 'other' column so they would be classified as 'delegates'



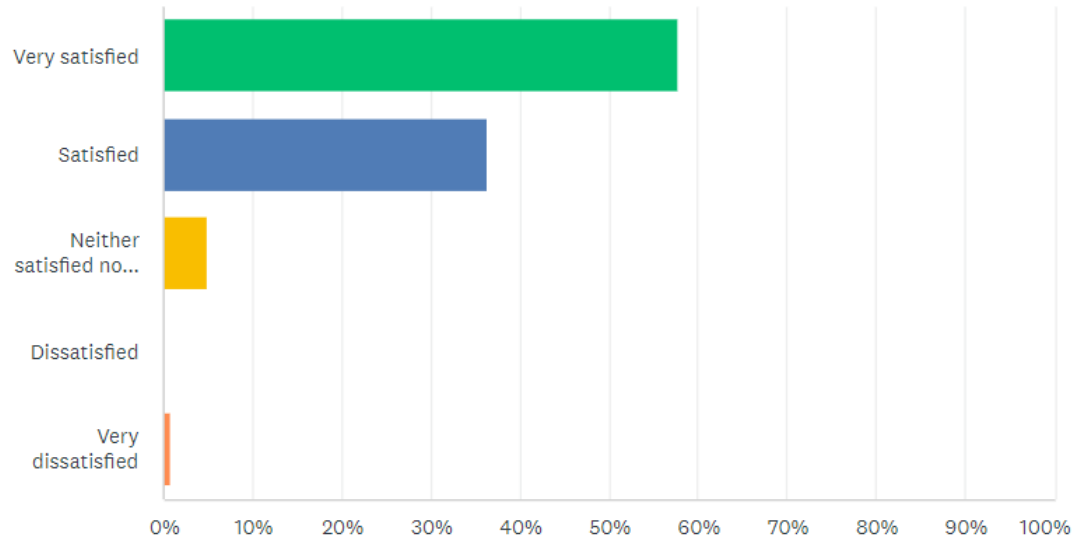
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POST-CONFERENCE SURVEY SNAPSHOT

How satisfied were you with the overall BQI22 event?

Answered: 140 Skipped: 0



More than 94% of respondents were 'very satisfied' or 'satisfied' with BQI22 overall.

Positive responses included:

- One of the best conferences I have attended
- Well planned event with quality delegates
- Great speakers, exhibits, meals. Great vibe
- Excellent program, participants, size, venue
- The conference & trade display exceeded my expectations. The conference had some excellent speakers and relevant subject matter. Catering was excellent

Areas for improvement included:

- If I am being pedantic, I think the chair spacing in the room could have been better (more space between chairs). The opening morning was very warm until they turned on the air con
- Conference rooms too small!
- Venue is nice but could be bigger



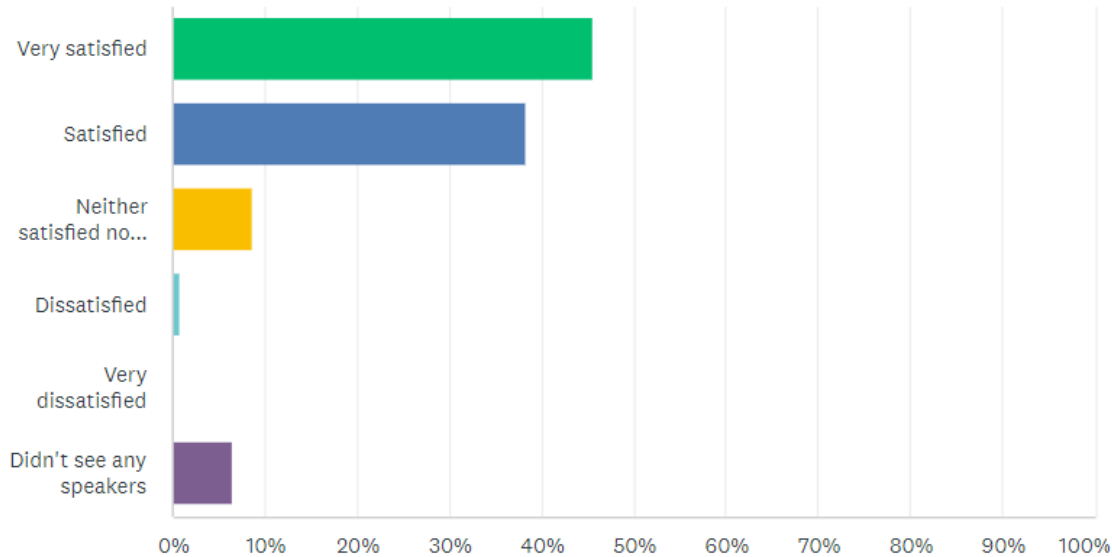
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POST-CONFERENCE SURVEY SNAPSHOT

How satisfied were you with the speakers at BQI22?

Answered: 138 Skipped: 2



90% of respondents who attended the speaker sessions were 'very satisfied' or 'satisfied' with the speakers.

Positive responses included:

- Current and topical information delivered
- Fantastic plenary
- The Weather guy from the States was brilliant
- Dr Food was fantastic
- Good on-topic talks with no tech issues when live streaming

Areas for improvement included:

- Hortifructs webinar was slow
- A trade show in-house session might have been nice
- Too many remote/pre-recorded presentations.
- Some speakers did not run to time, and some chairs did not enforce time limits
- I felt the content for technology and innovation for berry growers was very light. Almost non-existent
- I felt there could have been more speakers on agronomics
- I would have liked to attend some of the talks that were held concurrently



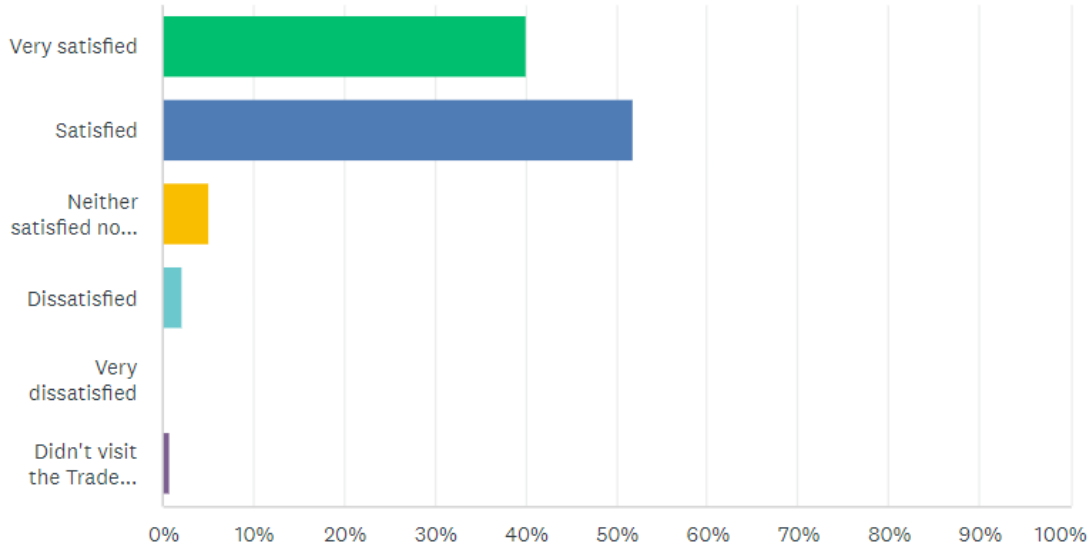
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POST-CONFERENCE SURVEY SNAPSHOT

How satisfied were you with the trade exhibition at BQI22?

Answered: 135 Skipped: 1



More than 92% of respondents who attended the trade exhibition were 'very satisfied' or 'satisfied'.

Positive responses included:

- Well set up and engaging
- Well represented, easy to interact
- I met interesting people doing interesting things.
- Mountain Blue A+
- Good exhibitors, would like to see more next time!
- Didn't get to all stands but was a good variety.

Areas for improvement included:

- Bit disjointed being in two sections
- One room was busier than the other some quiet corners
- We need our suppliers/vendors to be looking at what BQI "deals" they can offer up to encourage them to come to BQI
- There was no supply chain support businesses
- An extra day at the conference would have been good to spend more time with the exhibitors
- Found it a bit tucked away from the daily ongoing



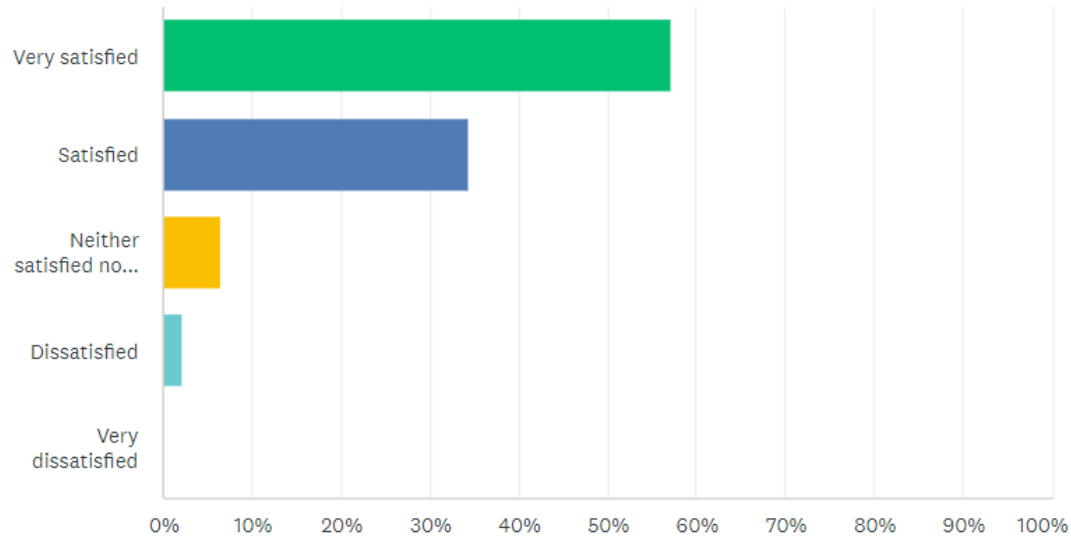
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POST-CONFERENCE SURVEY SNAPSHOT

How satisfied were you with the venue (Sea World Resort and Confere...

Answered: 140 Skipped: 0



More than 91% of respondents were 'very satisfied' or 'satisfied' with the venue.

Positive responses included:

- Staff were very friendly
- Great venue with easy access and parking
- Good proximity to everything - transport, accom etc.
- Great location. Very well supported by the venue. The venue added to our ability to engage fully during the week and had lots of space for socialising. The IT systems were also supported seamlessly which we know is hard!
- The internet wasn't great but apart from that, it was fabulous - well done on venue choice rather than having it at a convention centre where you could have been anywhere. It was a real experience!

Areas for improvement included:

- The food in the restaurant was average. Bar staff surly
- More seating for M/T, Lunch and A/T was needed
- Night events outside in winter was a bad choice.
- A bit small for the event. Having conferences in multiple locations was a bit confusing
- A good venue but I think you needed more seating outside when lunch breaks were on. Some of us resorted to sitting on the ground.
- Conference rooms too small and venue disjointed



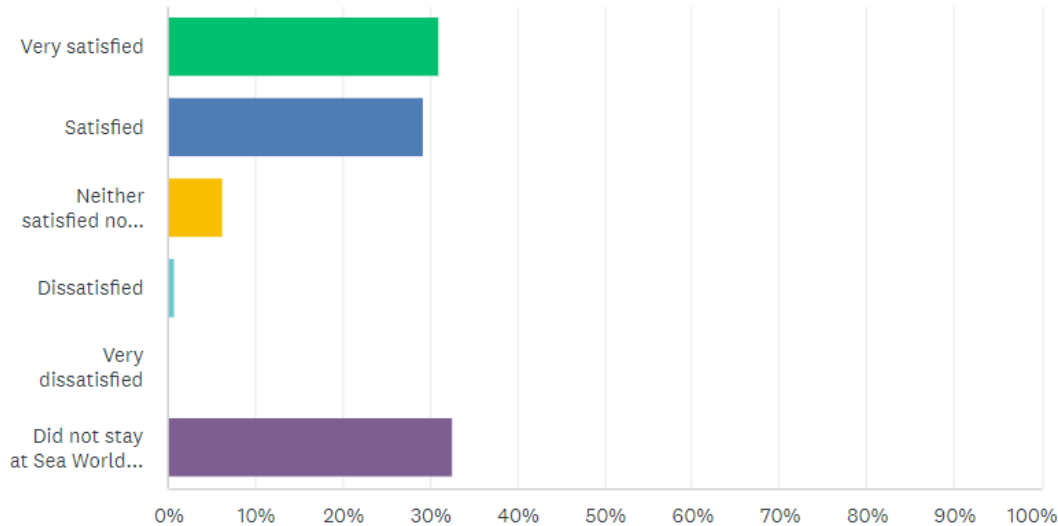
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POST-CONFERENCE SURVEY SNAPSHOT

If you stayed at Sea World Resort, how satisfied were you with the accommodation at BQI22?

Answered: 126 Skipped: 14



More than 89% of respondents who stayed at Sea World Resort were 'very satisfied' or 'satisfied' with their accommodation

Positive responses included:

- Rooms were clean and tidy
- Great accommodation
- no issues, good night's sleep
- Good accommodation and relaxing venue
- Great location, room wasn't ready but happy to wait at the bar when we arrived. Service was great from all staff members. Rooms cleaned daily. Great venue choice.

Areas for improvement included:

- A bit dated, but overall fine
- Prefer closer to town
- The pool didn't have any water!
- The rooms were very basic and fairly noisy
- Bad beds but the room was fair for the age and the price
- Average accommodation



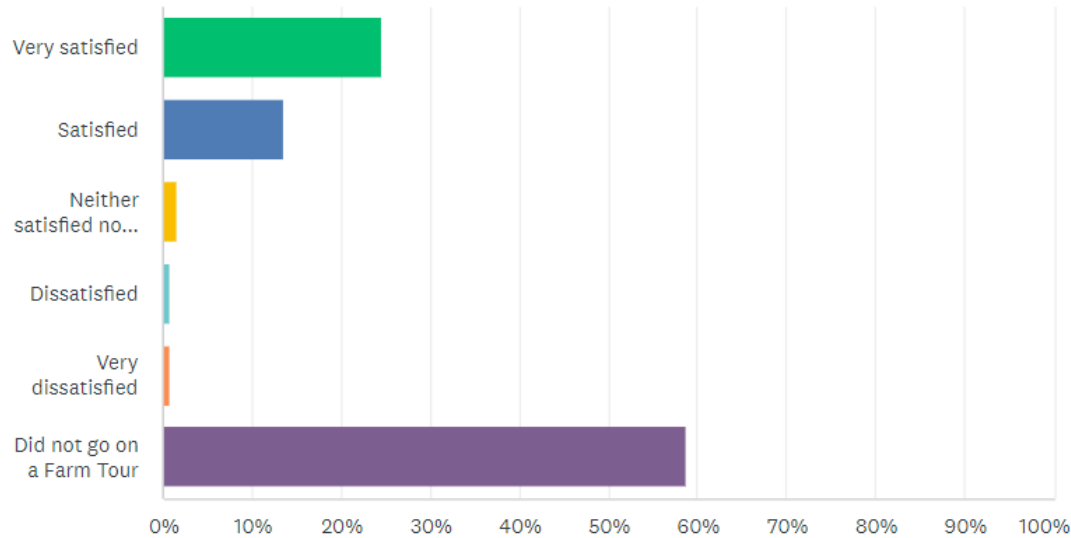
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POST-CONFERENCE SURVEY SNAPSHOT

How satisfied were you with the farm tours at BQI22?

Answered: 126 Skipped: 14



More than of 92% of respondents who went on a Farm Tour were 'very satisfied' or 'satisfied'.

Positive responses included:

- Initially was disappointed there was no Blueberry specific visits but enjoyed and got a lot out of the visits in the end. The add-ons like the beekeeper and splat bloom people were the icing on the cake that made the difference.
- Open honest hosts
- Very interesting. Especially Taste N See and insectary
- That was brilliant
- Perfect! loved taste and see

Areas for improvement included:

- Had to cancel to meet flight schedule, already booked prior to tour itinerary being finalized
- I did my own tour because I didn't know what we would see on the organized one until it was too late, I couldn't risk it not being good
- Bugs for bugs was a good idea but there were too many people and I couldn't hear what they were saying.
- It seemed a little bit unorganised with some of us standing around waiting to see what happened next, but was a good time for networking, I suppose.
- A waste of time not being able to actually see anything at the insectary. It's the only reason I went.
- Long drive to farms
- The farms that we visited were good but it was an extremely long way to travel and I felt more time could have been spent at QLD berries. The Bugs for Bugs tour was not well organised (probably out of BQI22's control though!)



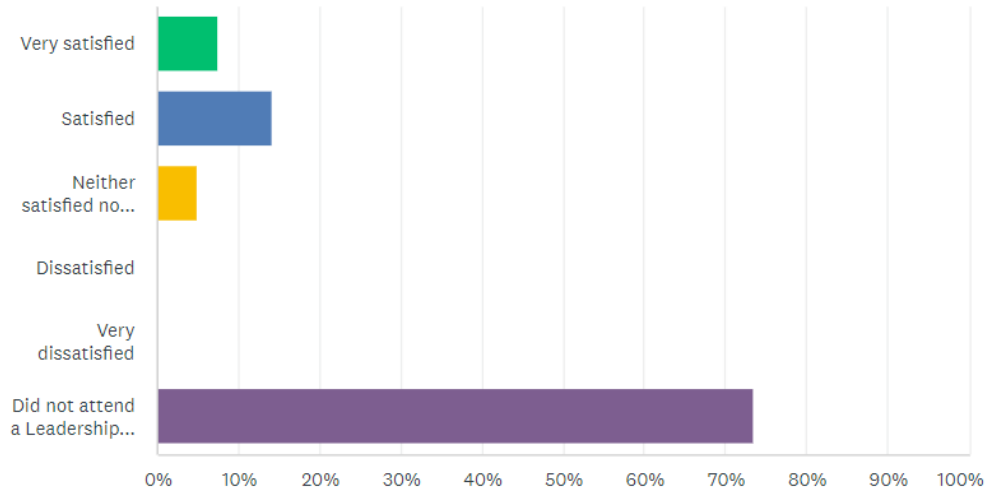
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POST-CONFERENCE SURVEY SNAPSHOT

How satisfied were you with the Leadership Workshops at BQI22?

Answered: 121 Skipped: 19



More than 81% of respondents who attended the Leadership Workshops were 'very satisfied' or 'satisfied'.

Positive responses included:

- Great content
- The free book was a nice touch

Areas for improvement included:

- Feedback from my staff was that the turnout was poor on the Thursday. Perhaps bring that day forward (on the Monday) so people are fresh
- I was interested in this program but just too old (39!)



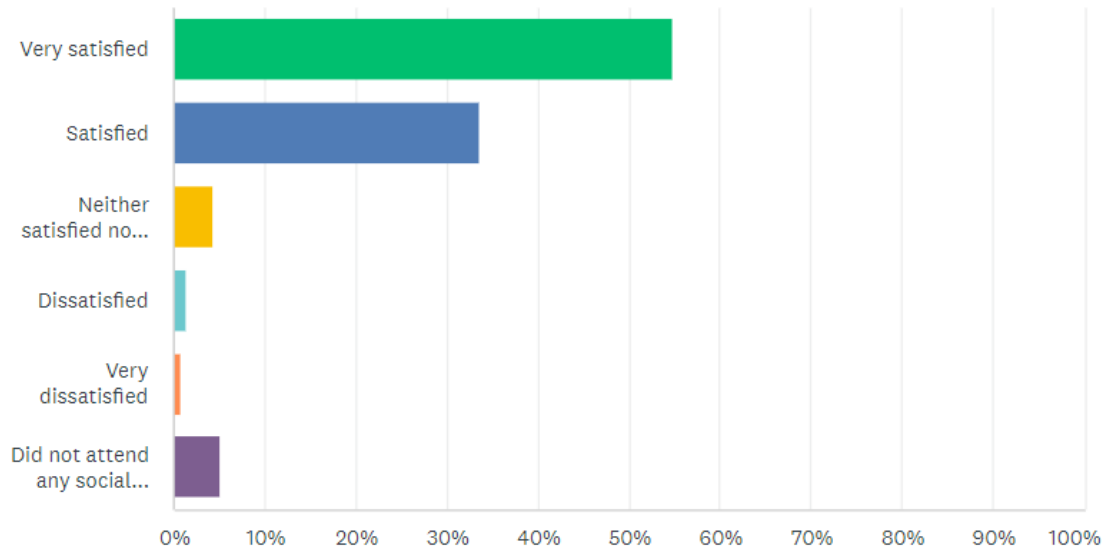
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POST-CONFERENCE SURVEY SNAPSHOT

How satisfied were you with the social events for BQI22 (Welcome Rec...

Answered: 137 Skipped: 3



More than 93% of respondents who attended the Social Events were 'very satisfied' or satisfied.

Positive responses included:

- All social events for BQI22 were excellent!
- At the BBQ and dinner the music was sometimes too loud, but the food was excellent and the dolphin show was unexpected!
- Outstanding organisation and delivery especially the Gala Dinner
- Really well done. Great food, great venues. Really good "feel good" factor to the whole week
- Oysters at the final gala dinner and the best berries – amazing

Areas for improvement included:

- The BBQ was in a bit of a spread-out disjointed spot
- Gala Dinner was delayed too long from the speeches
- The Gala dinner was too cold and my wife seemed to get food poisoning
- Outside events in winter was silly
- Too noisy the music and too late at night with the early starts.
- The dolphin show was amazing and different. However, the dinner started way too late - we did not start eating until 9pm, which is when dessert is usually finished by. The large number of people also made it difficult for catering, I am sure, but the buffet style took a long time, and some people jumped the queue and served themselves before their table was told it was their turn. The "Mexican" theme of the BBQ was a bit on the nose; I viewed it as cultural appropriation and thus inappropriate.
- A dolphin show was 100% out of touch
- Ash Walmsley's comedy was poorly executed he did a much better job in 2018
- Not enough seating for the Mexican BBQ



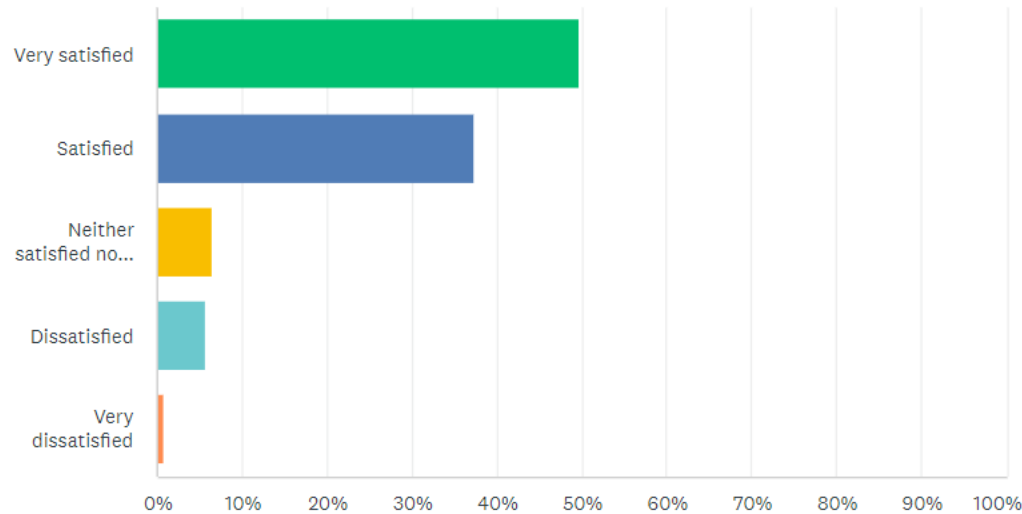
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POST-CONFERENCE SURVEY SNAPSHOT

How satisfied were you with the food/catering at BQI22?

Answered: 139 Skipped: 1



More than 87% of respondents were 'very satisfied' or satisfied with the catering at BQI22.

Positive responses included:

- Great to have berries front and centre
- Delicious meals
- Good food, great to have seafood at the dinner.
- Probably the best food I've had at trade exhibition
- Great vegetarian options, food was plentiful
- Food was great. Beer was great. Wine was not the nicest. Although second lunch at the conference wasn't that nice. Dinners were outstanding. Staff at function centre were great and really good service.

Areas for improvement included:

- Took too long to queue up at the bbq and coffee queues too long
- Very average MT and AT
- Some healthier options would be nice. Pastries are easy, and most are still sitting in my arteries.
- Low budget meal. cold and not cooked
- The extreme lack of tables at lunch times made it very difficult for people to eat, and socially distance. It would be good to have more space and tables for eating next time.
- Fish sushi for canapes at a dolphin show?
- Excluding the BBQ and Gala dinner gluten free food options were pretty poor eg having a bowl of mandarins presented as afternoon tea when normal food is cakes etc. It's not that hard to do gluten free sweet or savoury treats. GF sandwiches were also very dry and stale.
- Not enough vegan options, not being able to eat well through the event left me very tired
- Good except for lunch on field trip



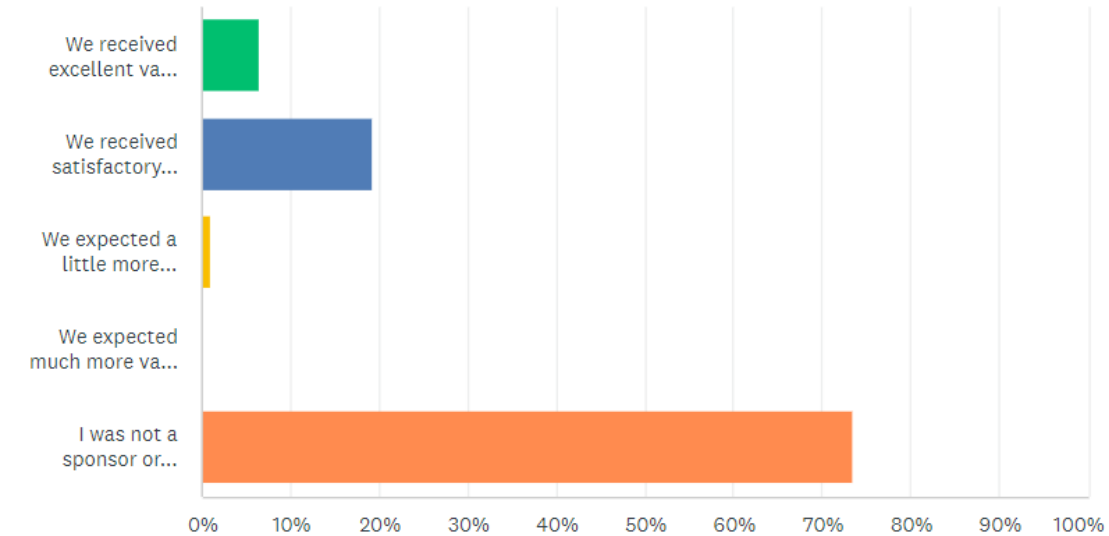
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POST-CONFERENCE SURVEY SNAPSHOT

If you were a sponsor/exhibitor at BQI22, please rate the value of your ...

Answered: 109 Skipped: 31



More than 96% of sponsors/exhibitors felt they received 'excellent' or 'satisfactory' value for their investment

Positive responses included:

- Well planned event and easy access for set-up and pack down
- A great show .. highly commended

Areas for improvement included:

- Felt expensive compared with other industry events - but good grower numbers/attendees
- We were away from the food area so traffic was less
- A lack of growers present was the only concern
- Placement of the stand is everything and people naturally congregated by the tables of food and the long open spaces on the way to big conference room. The other side of the exhibition centre was pretty quiet such that we left the stand to find delegates to speak with



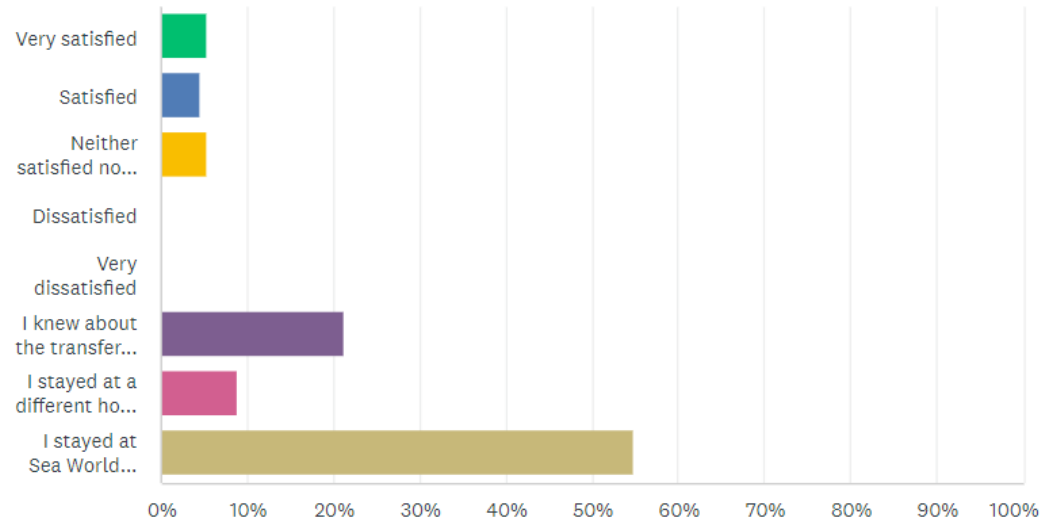
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POST-CONFERENCE SURVEY SNAPSHOT

If you stayed at a hotel other than Sea World Resort how satisfied wer...

Answered: 113 Skipped: 27



More than 21% of respondents who stayed at other hotels, were 'very satisfied' or 'satisfied' with the conference transfers. 47% knew about the transfers but didn't use them and almost 20% didn't know about the transfer options. This indicates we need to do more to promote the transfers if we have them for the next BerryQuest.

Positive responses included:

- Very handy - a bit difficult for night events but easy enough to Uber
- Well Executed
- Excellent to have to get everyone there on time and one less thing to worry about
- Worked well!
- It was warm and sunny so I walked. Very happy!

Areas for improvement included:

- There was no shuttle service from my hotel
- Possibly needed another transfer between the day session and evening functions



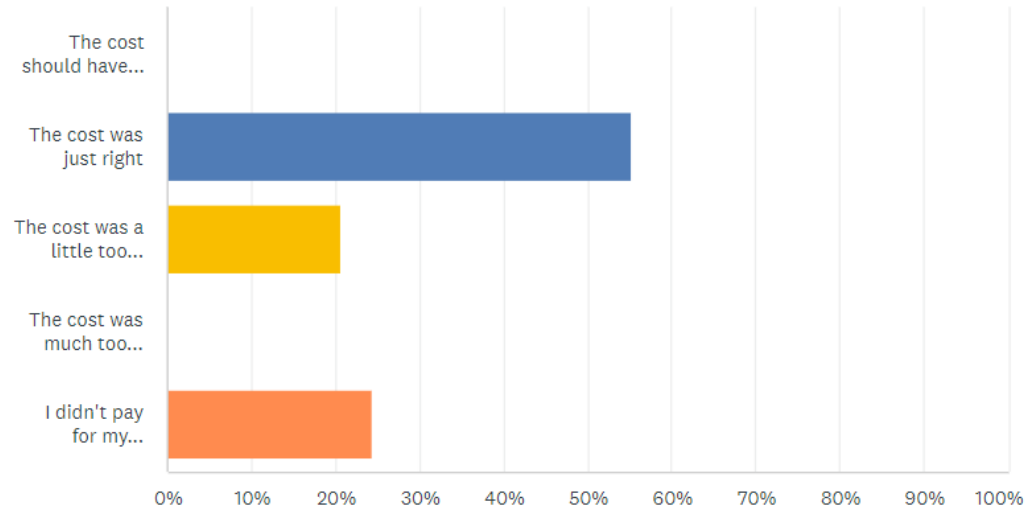
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POST-CONFERENCE SURVEY SNAPSHOT

Please rate the value for money of your BQI22 registration

Answered: 136 Skipped: 4



More than of 72% respondents thought the cost of their BQI22 registration was 'just right', 24% of respondents didn't pay for their tickets and 27% thought the cost was 'a little too expensive'.

Positive responses included:

Areas for improvement included:

- I took a few staff so expensive, registered early, then you went cheaper for others, didn't think that was good. I won't make that mistake again
- Need to encourage more growers with subsidised tickets
- When we add costs from Melbourne it adds to overall total cost
- Can the same discussion and messaging be delivered for less cost/head and still have the same impact on the industry?
- Can't help but wonder if the venue made the event more expensive than it needed to be.
- For the business and the amount of attendees I think it was a little on the expensive side.
- Coming from NZ it's always going to be more expensive but that's ok



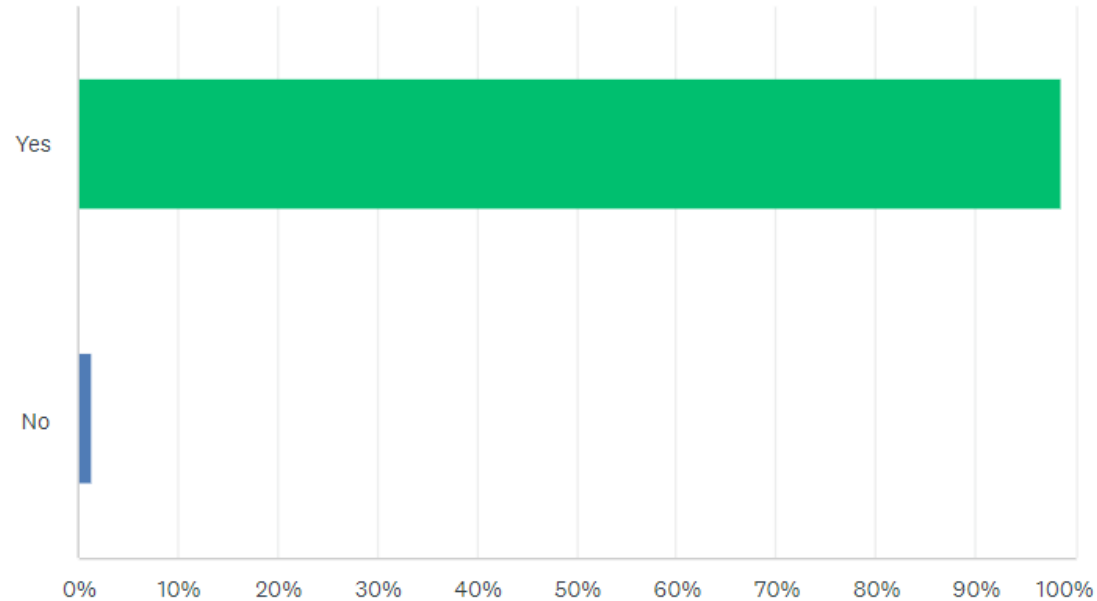
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POST-CONFERENCE SURVEY SNAPSHOT

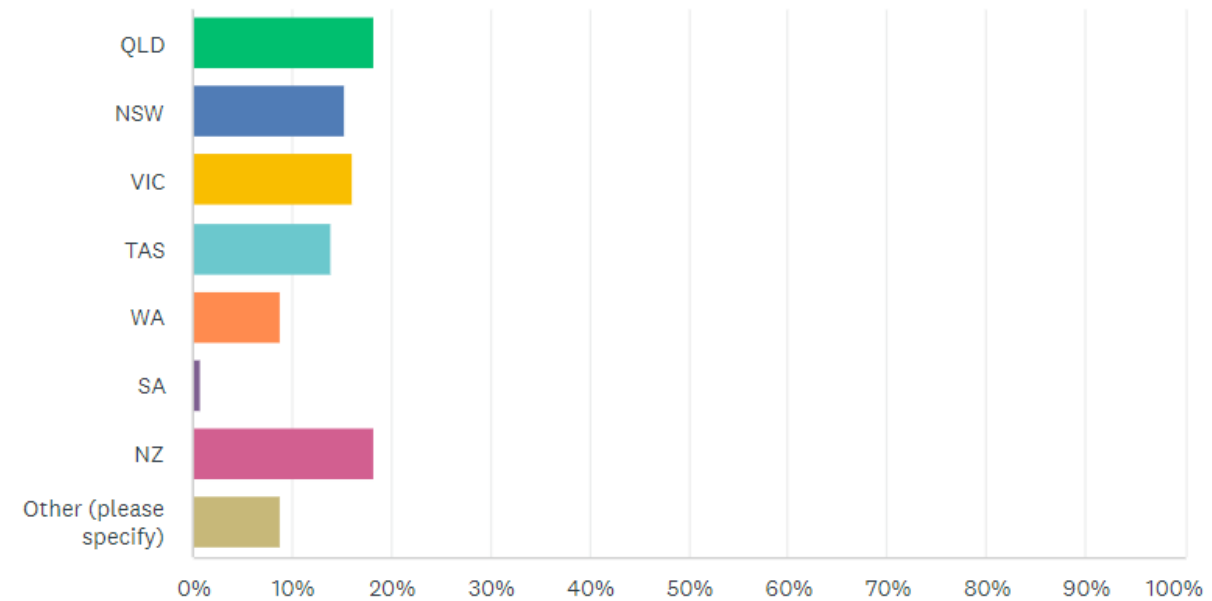
Would you like to see another BerryQuest International held in 2024?

Answered: 136 Skipped: 0



If you answered 'Yes' where would you like the next BQI to be held?

Answered: 137 Skipped: 3



98.5% of respondents would like to see another BerryQuest in 2024.

Off those respondents, the most popular locations were QLD and NZ (both 18.25%) followed by VIC (16.06%) and NSW (15.33%)



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POST-CONFERENCE SURVEY SNAPSHOT

These are some highlights of BerryQuest International, according to survey respondents:

- The high level of grower attendance. Organisation by the BQI staff. Friendly and professional staff at the venue
- General networking, learning about varroa mite, field tour
- The Strawberry Farm Tour
- The session on the workforce challenges and opportunities as well as the dolphin show and dinner
- Reconnecting after a long enforced Covid break. Market update gala dinner /show
- Socially the Mexican Dinner, I found a number of the talks exceptional
- The networking opportunities. The exhibitors. The excellent venue. The excellent catering
- The speakers were incredible as was the hotel and social events
- Getting an overview of the international developments in the berry industry in a broad sense from production through to consumer trends
- Good delegate numbers so trade was good. Well organized and good weather. Hotel staff were helpful
- Young leader seminars and workshops
- The trade show learnings and networking. Dr Hughes was a highlight
- All the fabulous berries on display and for tasting were great. Dr Food was great. The dolphin show was fun and different.
- Technical presentations were good. The key notes such as the Soren guy at Driscoll's plus the general food presentations in the context of berries



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POST-CONFERENCE SURVEY SNAPSHOT

These are ways BerryQuest International could be improved, according to survey respondents:

- Would like to see more discussed about growing issues, how long to keep plants for, yields, plant health, prices
- Maybe to condense the conference into fewer days
- More detail from speakers, dial into the nitty gritty, it was a bit general, except for market updates, very good
- I understand the challenges, but having more information early for international travel is required
- Bigger trade show event
- More of a food range for people with allergies
- More signage would be helpful
- Probable unavoidable but at times it was death by PowerPoint. More interactive sessions like the leadership session would be great
- Coffee cart in an easier spot to not block pedestrian traffic
- More question time for the people that are there in person
- Farm tour was too far away
- Earlier release of event program
- Would like more panel discussions
- I saw hardly any hand sanitisers and did not hear mention of encouragement to socially distance or wear masks at all. Sanitiser at both ends of the food lines would be ideal, as well as some scattered around trade halls and desks.



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