



A WORLD OF OPPORTUNITY

NZPPI CONFERENCE 2018 | June 27 – 28, Rotorua

CONFERENCE HANDBOOK

sponsored by Scion Research



CONFERENCE PARTNERS

HortFertplus



Welcome to A World of Opportunity...

We are delighted to have you here with us in Rotorua for NZPPI's second annual conference.

Plant production is among the fastest growing land-based sectors in New Zealand with annual growth of 10-15% over the past two years. This growth is driven by an escalating demand for plants across the food, wine, amenity, biodiversity and forestry sectors.

This success is a once in a generation opportunity for our sector to align and move to the next level.

Throughout conference we will be discussing the opportunities to grow your business and the wider nursery industry, something we will all benefit from.

You are encouraged to network with industry peers, share your views and experiences and work collaboratively to seize the opportunities available.

The workshops (business planning or succession planning) or the field trip provide the opportunity to get practical advice for business improvements. So please make the effort to attend one of these sessions.

Should you need anything during your time at conference please do not hesitate to contact one of the organising committee.

Your participation and lively debate brings NZPPI to life and helps us to shape an exciting future for our sector.

Thanks for your attendance. We look forward to the journey ahead.

Best regards,

A handwritten signature in grey ink, appearing to be 'Matt Dolan', written in a cursive style.

Matt Dolan
NZPPI Chief Executive

Thank you to these Sponsors

We are pleased to acknowledge and gratefully thank the following sponsors.
We encourage all delegates to support them now and in the future.

CONFERENCE PARTNERS

The logo for HortFertplus, featuring the word "HortFert" in a dark purple font and "plus" in a green font, with a small green leaf icon above the 'i' in "Fert".The logo for Lyndale CUSTOM MIX, featuring a green plant icon above the word "Lyndale" in a script font, and "CUSTOM MIX" in a bold, green, sans-serif font below it.

GALA DINNER

The logo for TNZ Growing Products, featuring the letters "TNZ" in a large, bold, green font, followed by "Growing Products" in a smaller, green font, and a tagline "Nurturing the Future" in a very small font below it.

SILVER

The logo for Scion, featuring a stylized green leaf icon to the left of the word "scion" in a lowercase, green, sans-serif font, with "SCIENCE • PRODUCTS • INNOVATION" in a very small font below it.The logo for Norwood, featuring a green circle with a white lowercase "n" inside, and the word "norwood" in a lowercase, green, sans-serif font below it.

BRONZE

The logo for TransFlora, featuring a stylized green leaf icon to the left of the word "TransFlora" in a green, sans-serif font, with "Horticultural Transport Services" in a very small font below it.The logo for AICL, featuring the letters "AICL" in a bold, green, sans-serif font, with "Association of Horticultural Contractors" in a very small font below it.The logo for EGMONT, featuring the word "EGMONT" in a bold, green, sans-serif font, with "Horticultural Services" in a very small font below it.The logo for Egmont, featuring a stylized green leaf icon inside a green circle, with the word "EGMONT" in a bold, green, sans-serif font below it.The logo for Daltons, featuring the word "Daltons" in a bold, green, sans-serif font, with "Horticultural Services" in a very small font below it.The logo for GoodToGrow, featuring the words "GoodToGrow" in a green, sans-serif font, with a stylized green leaf icon to the right of the text.

WELCOME FUNCTION

The logo for GROWsafe, featuring the word "GROW" in a bold, blue, sans-serif font and "safe" in a green, sans-serif font, with a small green leaf icon above the 'a' in "safe".

SPEAKER SESSION

The logo for Yates, featuring the word "Yates" in a bold, red, sans-serif font, with a stylized green leaf icon to the left of the text.The logo for Waimea Horticulture, featuring the word "waimea" in a bold, orange, sans-serif font, with "Horticulture" in a smaller, orange, sans-serif font below it.

YOUNG ACHIEVER AWARD

The logo for Horticulture Charitable Trust, featuring the word "Horticulture" in a bold, green, sans-serif font, with "Charitable Trust" in a smaller, green, sans-serif font below it, all enclosed in a green oval.The logo for HortFertplus, featuring the word "HortFert" in a dark purple font and "plus" in a green font, with a small green leaf icon above the 'i' in "Fert".

Programme

TUESDAY 26TH JUNE

WELCOME FUNCTION Sponsored by Growsafe

17:30 - 19:00 Reception Drinks & Quiz (Mez Bar, Rydges Hotel)

WEDNESDAY 27TH JUNE

07:30 Registrations open

08:00 Trade Show & displays open

Welcome & Opening

08:45 Mayor Steve Chadwick; Andrew Harrison, NZPPI Chair
Young Achiever introductions

SESSION 1: KEYNOTE SPEAKERS

09:15 **Raise your results, lower your stress**
John Shackleton

10:00 **The future of selling: Five trends shaping purchase behaviour**
Dr Louise Grimmer, Lecturer in Marketing, University of Tasmania

10:40 Morning Tea Barista coffee sponsored by Daltons

SESSION 2: FUTURE THINKING

11:00 **Workforce challenges**
Jerrf van Beek, National Seasonal Labour Coordinator, Horticulture NZ

11:30 Plant Producers

This Is Your Time!

Amanda Woodbridge, Director Matai Partners

Building a national movement to plant millions more native trees

Melanie Seyfort, Marketing and Communications Manager, Trees That Count

Retailers

Building a Great Business

Dr Louise Grimmer

12:30 Lunch sponsored by GoodtoGrowNZ

SESSION 3: WORKSHOPS

13:15 Plant Producers

Sponsored by Waimea Nurseries

Tree breeding & genetic resource

Dr Heidi Dungey, Scion Research

Bio-degradable pots

Dawn Smith, Scion Research

Snippets of science to whet the plant producers appetite!

Christine Harper, Landcare Research

Retailers

Sponsored by Yates New Zealand

Shaping the future of Gardening NZ

Facilitated session with Amanda Woodbridge and Dr Louise Grimmer

- Turning the theory into an inspiring in-store experience
- Growing future gardeners – Twiglands school holiday programme; Garden to Table; Kids Go Gardening.
- Gardening NZ update

14:30 Afternoon Tea Barista coffee sponsored by Daltons

Programme

SESSION 4: A WORLD OF OPPORTUNITY

	One Billion Trees Chris Baddeley, Manager One Billion Trees Programme Te Uru Rākau/Forestry New Zealand
15:00	A world of opportunity! Roger Robson-Williams, General Manager of Science – Sustainable Production, Plant & Food Research
	Leading public gardens in a changing world Jack Hobbs, Manager Auckland Botanic Gardens
16:15	AGM & Forum
17:00	Trade Show Happy Hour
TNZ NZPPI Gala Dinner	
18:30	Pre-Drinner Drinks
	TNZ Gala Dinner Sponsored by TNZ Growing Products
19:00	Young Achiever speeches Guest speaker: Joe Sullivan, Olympic Gold Medallist and recent Americas Cup Winner
	Young Achiever Award presentation Sponsored by Horticulture Trust and HortFert Plus

THURSDAY 28TH JUNE

08:30 - 09:00 Trade exhibits and networking

SESSION 5: SELLING THE FUTURE

09:00	Economic outlook Cameron Bagrie, Bagrie Economics
	Horticulture industry growth challenges & opportunities Richard Palmer, Deputy CE, Horticulture NZ
10:15	Morning Tea Sponsored by ICL

SESSION 6: NZPPI IN THE SPOTLIGHT

10:45	<ul style="list-style-type: none"> NZPPI Update Biosecurity – responses & GIA Strategy sessions <ul style="list-style-type: none"> Science strategy Workforce strategy Biosecurity/Advocacy
12:00	Conference summary - an Aussie perspective Peter Vaughan, CEO NGI Australia
12:30	Lunch Sponsored by Egmont Commercial

SESSION 7: FIELD TRIP & WORKSHOPS

13:30	Field trip to Scion <ul style="list-style-type: none"> One Billion Tree nursery Strategy launch & workshop 	Business workshop Cameron Bagrie	Succession planning workshop Ian Blackman (savethefarm.org)
15:30	CONFERENCE FINISHES		

Invited Speakers



John Shackleton

John has a background in sports psychology and has coached world champions and Olympic medallists. In his quest to improve performance he turned to sports psychology to help his athletes achieve at their absolute best. Soon John found himself running his own corporate training consultancy delivering peak performance programmes to companies in such diverse industries as insurance, pharmaceuticals, franchising and IT. After a bout of depression brought on by extreme stress, John began studying ways of helping people deal with the huge pressures the world is currently throwing at them. He quickly discovered the emerging area of Mindfulness and saw its potential as a way of dealing with stress. His background of sports psychology, performance coaching and professional speaking, plus his own journey through depression have given John a unique and powerful approach to helping people deal with their ever-increasing stress levels.

As a powerful speaker with a story borne out of experience, his humorous but hard-hitting style will have the audience laughing and crying. More importantly they will find themselves making big changes to their thinking processes and taking greater levels of responsibility regarding their own mental health.



Dr Louise Grimmer, University of Tasmania

Dr Louise Grimmer is a Lecturer in Marketing and a Retail Researcher in the Tasmanian School of Business and Economics at the University of Tasmania. Prior to entering academia Louise had a twenty-year industry career working in senior roles in public relations, marketing communications and retail. Louise has a PhD in retail marketing and strategy, and her research focuses on factors affecting small and independent retailers, how marketing communications can help retailers grow their firms, and how the digital economy is transforming traditional modes of shopping. She is currently conducting several retail research projects including the only-known longitudinal study of small and independent retailers.

Louise is a Member and Certified Practising Marketer (CPM) of the Australian Marketing Institute, a Member of the American Marketing Association and a Fellow of the Institute of Place Management. She is a regularly sought out by local, national and international media outlets for her marketing and retail expertise and she has a regular guest spot on ABC Radio Hobart in Tasmania talking about retail matters. Louise is an invited judge for the National Retail Association's Annual Retail Awards. Follow Louise on Twitter @LouiseGrimmer



Jerf van Beek, National Seasonal Labour Coordinator, Horticulture NZ

Jerf came to New Zealand in the early 80's as a backpacker from Holland after completing his studies in Agricultural engineering. He started his career in fruit growing apples and stonefruit. One of NZ largest pipfruit growing companies offered him a management position which he ran parallel with his own export production. During that time Jerf represented the pipfruit industry at government level to contribute to the development of The National Seasonal Horticulture and Viticulture Seasonal Labour Strategy. He is now responsible for the overall National Strategy for Seasonal Labour in the Horticulture and Viticulture industry which has been instrumental in the development of the RSE scheme and the complete turnaround of the seasonal labour market.

During his time as National Coordinator, Jerf developed the Pick Hawkes Bay RSE cooperative, which is currently made up of around 52 horticulture employers. Pick HB currently employs over 400 RSE workers and has been involved in pilot groups from PNG and Fiji.



Amanda Woodbridge, Director Matai Partners

Amanda is director of Matai Partners Ltd, a boutique communications consultancy. Amanda has worked on some of New Zealand's most challenging communication projects including ANZ's announcement to offshore nearly 1,000 roles to India and Z's announcement to acquire Chevron's Mobil assets. Amanda has expertise in helping organisations in the primary sector demonstrate their value and build trust.



Melanie Seyfort, Marketing & Communications Manager, Trees That Count

Melanie's background is in corporate communications and sponsorship and she first started working with Project Crimson when she was head of the sponsorship team at Meridian Energy, Project Crimson's principal sponsor at the time. So inspired was she by the work of the Trust that she switched over, and for the past eight years has been working with Project Crimson on a number of large-scale conservation projects that the Trust manages, including Trees That Count, Living Legends and Treemendous. Melanie's role with Trees That Count is to manage communications and marketing to build the social movement, digital development and funding partnerships.



Heidi Dungey, Science Leader, Genetics & Research Leader, Tree Breeding, Scion Research

Dr Heidi Dungey specialises in tree breeding and genetic resource characterisation for commercial forestry species including radiata pine, Douglas-fir, cypresses, eucalypts and redwoods. Her research encompasses quantitative and ecological genetics and breeding. As leader of Scion's genetics research programme, Heidi works closely with New Zealand seed producers and forest growers to ensure breeding strategies are tailored to meet consumer needs.



Dr Dawn Smith, Senior Scientist; Research Leader, Polymers and Composites; Project Leader, Packaging

Dr Dawn Smith specialises in the synthesis, characterisation, and formulation of polymers. Originally from the US, she worked in the biomedical device industry in R&D and new product development (CIBA Vision, Novartis). Dawn's current research is on bioplastics, unsaturated bio-based polyesters, new polymers derived from forestry residues, biomass-filled polymer systems, and packaging solutions.



Christine Harper, Business Development Manager, Manaaki Whenua – Landcare Research

Manaaki Whenua – Landcare Research: As New Zealanders we identify closely with our land and the rich source of biodiversity and natural resources that define our way of life. Manaaki Whenua is a Crown Research Institute owned by the NZ government. Our science is about sustainable management of the environment for the benefit of New Zealand. Preserving our biodiversity and protecting our environment and economy from invasive biological threats is central to our work.

Christine Harper is a Business Development Manager at Manaaki Whenua and will provide insights into current and proposed research on biosecurity (myrtle rust), biodiversity (indigenous forestry), and land use decision-making (mapping and understanding erosion, soils and land cover).



Chris Baddeley, Manager One Billion Trees Programme Te Uru Rākau/Forestry New Zealand

Chris began his career with the New Zealand Forest Service in 1976 and his first years were spent studying forestry at Canterbury University. He has also worked for Department of Conservation, the Ministry of Forestry and the Ministry for Primary Industries and has come full circle with a return to Te Uru Rākau/ Forestry New Zealand.

Early on Chris worked in forest operations, planning and research. For the last 25 years he has been involved in policy development as an analyst and manager.

He has been involved in forest policy development and a broad range of biosecurity policies including two biosecurity strategies, Government Industry Agreements and numerous biosecurity responses. Chris currently leads the One Billion Trees Programme policy team.



Roger Robson-Williams, General Manager of Science – Sustainable Production, Plant & Food Research

Dr Roger Robson-Williams works at Plant & Food Research, where he has been the General Manager of Science – Sustainable Production since 2014. Scientists in his portfolio work closely with the New Zealand kiwifruit, wine, pipfruit, avocado, cropping and vegetable industries, as well as regional and central government, to enable sustainable intensification of agriculture and horticulture. Formerly Director of Research Development at the Foundation for Arable Research, Roger was responsible for research to support the New Zealand cropping sector. Prior to this, he was Head of Science at the Royal Horticultural Society (RHS) in the UK. Here he managed a team undertaking applied research projects relevant to the nursery trade and home gardeners. Roger has also held research and science management positions in the UK at the Home-Grown Cereals Authority, Horticulture Research International and Rothamsted Research. He is the chairman of the governance committee of the Precision Agriculture Association of New Zealand and chairman of the Challenge Parties Group for Our Land and Water National Science Challenge. Throughout his career, Roger has focused on the application of plant sciences to practical problems facing plant-based industries.



Jack Hobbs, Manager, Auckland Botanic Gardens

Jack is Manager of the Auckland Botanic Gardens, a role he has held since 1997. To ensure the Botanic Gardens are aligned with current community interests and values, market research is commissioned to inform business planning and to monitor the effectiveness of programmes. The Botanic Gardens are committed to engaging people with plants and gardens and making them more important in everyday lives. Researching and promoting a sustainable approach to gardening led to ceasing the use of insecticides and fungicides in the early 2000's, and the trialling and promoting of outstanding garden plants that do not require pesticides. Linked to this is a breeding programme at the Botanic Gardens that aims to produce hybrids resistant to pests and diseases. Jack has also proactively promoted horticulture as a career so more talented newcomers are attracted into the industry. This has included active involvement in the Young Horticulturist of the Year competition since its inception.



Joe Sullivan, Olympic Gold Medalist and Recent Americas Cup Winner

Joe's star potential was evident at a young age when he won three consecutive National Secondary School team rowing titles and two individual rowing world titles back to back. However, it was in London at the 2012 Olympics that Joe shot to national fame, winning a gold medal in the men's double sculls and a Halberg for New Zealand's Favourite Sporting Moment for their miraculous comeback in the final. In 2014 Joe retired from competitive rowing to pursue his other passion of firefighting full time, but in 2016 he announced that he was joining Emirates Team NZ to compete in the Americas Cup. Joe's sporting success continued with Team NZ as a key part of their victory over Oracle Team USA in The Americas Cup in 2017. This had not been achieved by a New Zealand team since 2000. Joe is in rare company as an Olympic and America's Cup champion and the only person ever to win an Olympic gold not in Sailing and an America's cup. Joe received a New Zealand Order of Merit in 2013 for services to rowing. His passion for community service has meant juggling his sporting achievements with his service as a firefighter.



Cameron Bagrie, Economic consultant

Cameron has been an economist for 20 years. For over 11 years he was the Chief Economist at ANZ, heading a team that was consistently ranked No. 1 for its analysis of the New Zealand economy. He developed a reputation for taking a forthright stand on even the hardest of economic issues. He's also worked as an economist at the National Bank, Treasury and Statistics New Zealand. At ANZ Cameron took the team beyond commentary on the usual economic indicators and wrote extensively on everything from agriculture to banking and credit facilitation, key industries and Government fiscal policy. His approach to economics is pragmatic and non-ideological. Too much commentary focuses on what the Reserve Bank does while ignoring microeconomics and the wider economy. As a public speaker Cameron has a real talent for communicating complex issues in layperson's language. Cameron holds B Com from the University of Otago and an M Com from the University of Canterbury.



Richard Palmer, Deputy CE, Horticulture NZ

Richard is the Deputy Chief Executive of Horticulture New Zealand, covering the biosecurity, trade policy and food safety portfolios for pan-industry. He has had a lifelong involvement in horticulture and is still involved in a family horticulture operation in Nelson (apples, kiwifruit, wine grapes and hops), a packing and cool storage business, and a plant variety management company. In former roles he's worked for the Australian Department of Agriculture, was the General Manager of Freshco Nelson, and a Director of Pipfruit New Zealand. He is married to an Australian diplomat and as a result is heading off to Indonesia later in 2018 for three years.



Peter Vaughan, CEO Nursey & Garden Industry Australia

Peter joined NGIA as the Chief Executive Officer in April 2015. Peter has worked across several Australian agricultural industries over the last 25 years including horticulture, seed, grains and livestock in a range of management, commercial and technical roles. The roles have always been at the interface between research and development and commercialisation activities to identify the opportunities and capture the value of intellectual property as a licensor and licensee.



Ian Blackman, Consultant, BlackmanSpargo Rural Law

Ian's diverse career experience included employment with the Treasury, the Department of Inland Revenue, the Department of Labour and the Rural Banking & Finance Corporation.

In the early 1980s, Ian was the lending manager of the Rural Bank in Rotorua and in 1985 he moved into private practice in Rotorua. He utilised his rural banking background to build a strong rural client base.

Ian specialised in commercial rural legal work. A significant aspect of his work involved legal structures, estate planning and succession planning for farming families.

Ian speaks publicly to groups of farmers and professionals, including the BNZ Farmers Conference in Rotorua, the Large Herds Conference in Christchurch and the Succession Planning Summit at Massey University.

Ian has written a book on trusts and succession planning entitled "Keeping Farming in the Family – a guide to farm succession". The book is an indispensable guide for rural families who are interested in creating a workable succession plan.

Ian retired in 2017 and spent time revising his book to expand on fairness and making decisions.

Young Achiever Award Finalists

The winner will be announced at the TNZ NZPPI Gala Dinner Wednesday 27th June.

Finalists are listed in alphabetical order.



Arron Harvie

Arron works at Smart Garden in Auckland. He has always loved gardening and studied horticulture at MIT after leaving school. After one year he had achieved Level 4 in Horticulture and the following year completed a Diploma in Horticulture. He has entered the competition to enhance his horticultural knowledge and experience, and to measure what he might need to work on. And to come out of it with new friendships and industry connections. Out of work, Arron enjoys creating espalier fruit trees, tennis, fishing, painting, gaming and more gardening!



Corey Ronaldson

Corey is employed at Kericell Nursery, Kerikeri, where he has been for 4 years. Since entering Young Achiever 2017 he has been promoted to production manager, organising and supervising a team of staff and ensuring that Kericell is producing at an optimal rate. He is currently studying to achieve Level 1 to 4 advanced certificates in horticulture, which he'd like to complete this year. Corey recognises the potential for him to diversify his knowledge and skills both within the Kericell environment and outside it. His main ambition is to own his own horticultural business.



Devin Westley

Devin's interest in plants began when he studied Biochem / Ecology at University of Canterbury. He realised he would much prefer to work hands on so switched his study to horticulture at Lincoln. Devin completed a Diploma in Horticulture and a Diploma in Horticultural Management. After a summer of work experience he ended up as retail and site consultant at Southernwoods Nursery. Outside of work he enjoys power lifting and won a gold medal at the Canterbury amateurs. He sees entry to the competition as a great opportunity to network with industry leaders and get career exposure.

THE COMPETITION

Tuesday – practical activities and interviews with the judging panel.

Wednesday night – Gala Dinner - speeches to conference delegates, results and winner announced

THE JUDGES

Trina Tully
Lyndale Custom Mix

Helen van der Werff
Primary ITO

Liza Whalley
Primary ITO

Andrew Bowman
Twining Valley Nurseries

THANK YOU TO THE SPONSORS



TNZ NZPPI Gala Dinner

Wednesday 27th June from 6.30pm, Rydges Hotel, Rotorua.



Join us for a mid-conference dinner to celebrate the success of the past year, listen to guest speaker Joe Sullivan, Olympic Gold medallist and member of Emirates Team New Zealand.

Sponsored by



And we announce the winner of Young Achiever 2018

Sponsored by



HortFertplus