





2025 Platinum Partner




PRELIMINARY PROGRAMME AS AT 23 JUNE 2025

WEDNESDAY 25 JUNE 2025 – KICK THE DIRT DAY

| | | |
|------------------|--|---|
| 11.00am | REGISTRATION DESK OPENS <i>Marlborough Events Centre</i> | |
| 12.30pm | Kick the Dirt Day - Coaches depart Marlborough Events Centre Please visit the Registration Desk at Marlborough Events Centre by 12.15pm ready for coach loading. |  |
| | Properties being visited during the day include: Caythorpe Family Estate, Kaituna Vineyard and Wither Hills. Registered attendees only. Due to property health and safety requirements - no self drives please. | Sponsored by: |
| 12.45pm – 1.45pm | Arrive Site 1 | |
| 2.00pm – 3.00pm | Arrive Site 2 | |
| 3.15pm – 4.15pm | Arrive Site 3 | |
| 4.30pm | Coaches return to Marlborough Events Centre | |
| 4.30pm – 6.00pm | WELCOME FUNCTION <i>Industry Exhibition, Marlborough Events Centre, Blenheim</i> | Sponsored by:  |

THURSDAY 26 JUNE 2025 – CONFERENCE DAY

| | | |
|-------------------|--|--|
| 8.00am | REGISTRATION DESK OPENS <i>Marlborough Events Centre</i> | |
| 8.30am – 10.05am | Mihi whakatau, Conference Opening and Session 1 <i>Marlborough Events Centre</i> | |
| 8.30am – 8.40am | Mihi whakatau | |
| 8.40am – 8.45am | Welcome Te Radar |  |
| | 2025 Platinum Partner – MG Group Jamie Russ | |
| 8.45am – 9.10am | New Genetic Technologies – A Challenge for Summerfruit? Prof Andrew Allan | |
| 9.10am – 9.25am | The Next Generation Grace Fulford | |
| 9.25am – 9.40am | UVC Project (Light Treatment to Control Diseases) – Update and Findings ALT/PFR/45 South - Rusty Davidson | |
| 9.40am – 10.05am | Enhancing Cherry Quality and Calcium under Rain Covers through PGR Application Claire Scofield | |
| 10.05am – 10.35am | MORNING TEA AND INDUSTRY EXHIBITION <i>Industry Exhibition, Marlborough Events Centre</i> | Sponsored by:  |
| 10.35am – 12.15pm | Session 2 <i>Marlborough Events Centre</i> | |
| 10.35am – 10.55am | Ministerial Address Hon Nicola Grigg | |
| 10.55am – 12.00pm | Chasing Stone Fruit Quality - The Trail from Rootstock to Shoot to Leaf to Fruit to the Bank Dr Gregory Lang | |

| | | | |
|--|---|---------------|---|
| 12.00pm – 12.15pm | Summerfruit New Zealand Board Focus – Commodity Levy etc Summerfruit Board/Management | | |
| 12.15pm – 1.15pm | LUNCH AND INDUSTRY EXHIBITION <i>Industry Exhibition, Marlborough Events Centre</i> | Sponsored by: | CROPLANDS |
| 1.15pm – 2.50pm | Session 3 <i>Marlborough Events Centre</i> | | |
| 1.15pm – 1.40pm | Zespri's Key Learnings and Industry Initiatives After a Challenging Quality Year in 2022 Sunny George Gwanpua , Zespri Fruit Quality Manager | | |
| 1.40pm – 2.15pm | "Growing, Going, Gone: The Demography of the "New" New Zealand" Prof Paul Spoonley ONZM | | |
| 2.15pm – 2.50pm | Consumer Perceptions of New Zealand Summerfruit and Opportunities To Grow the Category Louise Beard , FORWARD Insight & Strategy | | |
| 2.50pm – 3.25pm | AFTERNOON TEA AND INDUSTRY EXHIBITION <i>Industry Exhibition, Marlborough Events Centre</i> | Sponsored by | BASF We create chemistry |
| 3.25pm – 5.00pm | Session 4 and Conference Close <i>Marlborough Events Centre</i> | | |
| 3.25pm – 3.50pm | 2025 Season Summary Statistics and Market Development Initiatives Summerfruit New Zealand Staff | | |
| 3.50pm – 4.15pm | Panel Discussion – Reflect on Presentations and Identify Key Levers to Drive Quality Improvements Within Industry Dr Gregory Lang, Louise Beard, Stewart Burns | | |
| 4.15pm – 5.00pm | Artificial Intelligence Dr Michelle Dickinson MNZM, Nanogirl | | |
| 5.00pm | CONFERENCE CLOSES | | |
| 7.30pm – 11.00pm | CONFERENCE AND AWARDS DINNER <i>Venue: Omaka Aviation Heritage Centre</i> <i>Dress: Smart</i> <i>Entertainment: Brendan Dooley</i> <i>Transport: Return coaches depart Carnmore Chateau Marlborough, 95 – 117 High Street at 6.45pm and returns 10.15pm, 10.45pm and 11.15pm.</i> <i>Pre-dinner drinks commence from 7.00pm</i> | Sponsored by: |  Woolworths |
| | Pre-dinner drinks | Sponsored by: | KUEHNE+NAGEL  |
| | Conference Dinner Entertainment | Sponsored by: | BOOTH'S LOGISTICS CAN DO. WILL DO. |
| FRIDAY 27 JUNE 2025 – WAIMEA NURSERIES POST CONFERENCE FIELD TRIP | | | |
| All day | Registered and confirmed attendees via Waimea Nurseries only in attendance. | | |

THANK YOU FOR YOUR SUPPORT

PREMIUM PARTNERS



PLATINUM PARTNER



CONFERENCE PARTNERS



ASSOCIATE PARTNERS



KICK THE DIRT SUPPORTER



CONFERENCE SUPPORTERS



EXHIBITORS

A LIGHTER TOUCH | AGRI AUTOMATION | AGROFRESH | AUTONABIT | BASF | BIOLCHIM | BOOTH'S LOGISTICS | BRIGHTPRINT | CRAVO EQUIPMENT | CROPLANDS | FARMLANDS | FRUITED SUPPLIES | G2 NETTING GROUP | GENESIS NURSERIES | HILL LABS | HORTIVATE | HYDRALADA | KINGSPIAN INSULATED PANELS | MAF RODA NEW ZEALAND | NATIONAL CREDIT INSURANCE (BROKERS) NZ LTD | PLANT & FOOD RESEARCH | PRIMARY INSIGHT | REEMOON NZ | SEASONS SAFE | SUMMERFRUIT NZ | TUATARA STRUCTURES | UNITEC S.P.A. | VISCONTI FCC | YARA FERTILIZERS NZ