



2025 Platinum Partner








PRELIMINARY PROGRAMME AS AT 5 MARCH 2025

WEDNESDAY 25 JUNE 2025 – KICK THE DIRT DAY

11.00am	REGISTRATION DESK OPENS <i>Marlborough Events Centre</i>
12.30pm	Coaches depart Marlborough Events Centre Please meet at the Marlborough Events Centre entrance at 12.00pm for coach loading
	Coaches depart to properties Coach 1 – Property 1 Coach 2 – Property 2
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 Sponsored by: Fruitfed Supplies <i>Industry Exhibition, Marlborough Events Centre, Blenheim</i>

THURSDAY 26 JUNE 2025 – CONFERENCE DAY

8.00am	REGISTRATION DESK OPENS <i>Marlborough Events Centre</i>
8.30am – 10.10am	Mihi whakatau, Conference Opening and Session 1 <i>Marlborough Events Centre</i>
8.30am – 8.40am	Mihi whakatau
8.40am – 8.45am	Welcome <i>Te Radar</i>
8.45am – 9.10am	New Genetic Technologies – a challenge for summerfruit? <i>Prof Andrew Allan</i>
9.10am – 9.25am	The next generation <i>Grace Fulford</i>
9.25am – 9.40am	UVC Project (light treatment to control diseases) – update and findings <i>ALT/PFR/45 South - Rusty Davidson (pre-recorded video)</i>
9.40am – 10.05am	Enhancing cherry quality and calcium under rain covers through PGR application <i>Claire Scofield</i>
10.05am – 10.35am	MORNING TEA AND INDUSTRY EXHIBITION Sponsored by:  <i>Industry Exhibition, Marlborough Events Centre</i>
10.35am – 12.15pm	Session 2 <i>Marlborough Events Centre</i>
10.35am – 10.55am	Ministerial Address
10.55am – 12.00pm	Chasing Stone Fruit Quality - The Trail from Rootstock to Shoot to Leaf to Fruit to the Bank <i>Dr Gregory Lang</i>
12.00pm – 12.15pm	Summerfruit New Zealand Board Focus – Commodity Levy etc <i>Summerfruit Board/Management</i>

12.15pm – 1.15pm	LUNCH AND INDUSTRY EXHIBITION <i>Industry Exhibition, Marlborough Events Centre</i>	<i>Sponsored by:</i> 
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	
2.15pm – 2.50pm	Consumer perceptions of New Zealand Summerfruit and opportunities to grow the category Forward Insight	
2.50pm – 3.25pm	AFTERNOON TEA AND INDUSTRY EXHIBITION <i>Industry Exhibition, Marlborough Events Centre</i>	<i>Sponsored by:</i> 
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	
4.15pm – 5.00pm	Artificial Intelligence Dr Michelle Dickinson , 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 Coach depart Marlborough Events Centre at 6.45pm and returns 10.00pm, 10.30pm and 11.00pm</i>	<i>Sponsored by:</i> 
7.00pm	Pre-dinner drinks	<i>Sponsored by:</i> 
7.30pm	Conference and Awards Dinner	
FRIDAY 27 JUNE 2025 – WAIMEA NURSERIES POST CONFERENCE FIELD TRIP		
All day	Expression of interest in attendance <i>Minimum/Maximum numbers apply</i>	

THANK YOU FOR YOUR SUPPORT

Disclaimer: The organisers reserve the right to alter or delete items from the conference programmes.