



Don't miss the #1 event  
on the macadamia calendar!



# AusMac2024

29-31 October Gold Coast Queensland

**EARLY BIRD TICKETS CLOSE 31 AUG**  
**AMS MEMBERS RECEIVE 10% DISCOUNT**

Sponsorship and trade expo opportunities available!

## So much more in 2024!

Our diverse and engaging program covers topics of interest for all growers, large and small. More than 25 presentations over 2 full days!



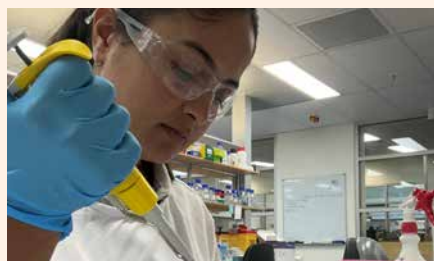
Conference Presentations



Trade/Machinery Expo



Innovation Lounge



Research Hub



Social Events



For more info and to purchase your tickets, visit:  
[ausmac.macadamias.org](https://ausmac.macadamias.org)



# Your Invitation

We are pleased to invite you to the premier event on the Australian macadamia industry calendar – AusMac2024 – on the Gold Coast.

This hugely popular event attracts hundreds of delegates from both Australia and across the world.

Over the 2½ days, internationally acclaimed growers, researchers and industry experts will share their ideas and experiences, providing the latest results and technical information about macadamia research, best practice, on-farm innovation and management as well as global insights and marketing perspectives. There'll be plenty of social networking, a huge trade/machinery show and the very popular macadamia breakfast and gala dinner.

This year, as well as a new venue - the Gold Coast Convention & Exhibition Centre - we are excited to announce several new initiatives, including the dedicated Trade Expo Networking Sessions on both days, giving delegates uninterrupted access to exhibitors. As well,

the Innovation Lounge will give delegates the opportunity to see the best new and innovative ideas, methods, products and technology that are focussed on improving our industry.

There are lots of ticket options available to suit everyone, and this year for the first time we are offering a special grower rebate. For more information, contact the AMS on 1800 262 426 or email [office@macadamias.org](mailto:office@macadamias.org)

I look forward to seeing you all in October.

**Mark Napper**  
AMS Chair



## AusMac2024 Sponsors and Supporters

Proudly presented by



Proudly supported by



### Gold Sponsors



### Silver Sponsors



### Bronze Sponsors



### Other Sponsors



AusMac2024 is part of the National Horticulture Roadshow. The National Horticulture Roadshow is being delivered by the National Farmers Federation, in collaboration with the NFF Horticulture Council, with funding from the Australian Government Department of Agriculture, Fisheries and Forestry (DAFF) through the Showcasing Australian Horticulture grant, as part of the Support for Regional Trade Events program.



# AusMac2024 Program Overview

## Tuesday 29 October

- Golf day
- Welcome reception

## Wednesday 30 October

- Trade/machinery expo
- Research Hub & Innovation Lounge
- Conference presentations
- AMS AGM
- Happy hour

## Thursday 31 October

- Celebrity chef breakfast
- Trade/machinery expo
- Research Hub & Innovation Lounge
- Conference presentations
- Gala dinner

## Program components



### Conference Presentations

There's so much to choose from in our diverse and engaging program! There'll be presentations, case studies and expert panels covering applied research, production systems, best practise, on-farm innovation, agritech, marketing and market insights, global trends and much more.

For the full program please visit [ausmac.macadamias.org](https://ausmac.macadamias.org)



### Trade/Machinery Expo

Explore all the latest macadamia products and services and talk to the main suppliers. The massive trade expo will cover everything from machinery & equipment to crop protection, nutrition, soils, on-farm technology, processing/handling and much more.

For the list of exhibitors please visit [ausmac.macadamias.org](https://ausmac.macadamias.org)



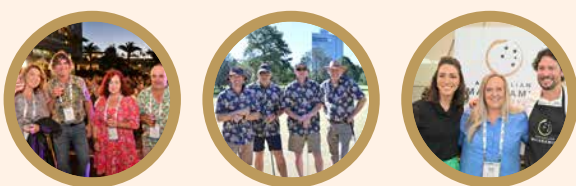
### Innovation Lounge

The Innovation Lounge will showcase the best and most promising new macadamia technologies, ideas and advances that are helping growers maximise efficiency. The sessions will cover everything from autonomy, robotics, remote sensing and AI in the orchard to novel technology and developments in the lab. Delegates will also have the opportunity to ask questions and talk to the innovators after their presentations.



### Research Hub

Find out about what the latest macadamia research means for growers & industry, and chat to scientific researchers in the Research Hub located in the trade expo area. Our researchers will cover lots of topics including breeding, benchmarking, novel technologies, nutrition, pest & disease, pollination, production systems and much more.



### Social Events

Enjoy plenty of social networking with a golf day, welcome reception, happy hour, celebrity chef breakfast and gala dinner.

For more info and to purchase your tickets, visit:  
[ausmac.macadamias.org](https://ausmac.macadamias.org)



# AusMac2024 Program

\* Speakers who have been confirmed are listed. Check the event website for speaker updates!

## Tuesday 29 October

**12.00-5.00pm**      **AusMac2024 Golf Day** Lakelands Golf Course

**6.00-8.00pm**      **Welcome Reception** – proudly sponsored by



## Wednesday 30 October

**8.30-8.40am**      **AusMac2024 Welcome**

**8.40-9.15**      **The Macro-Economic Perspective**

With world economic stability impacted by so many concurrent events, the operating environment for businesses at every stage of the agribusiness supply chain is challenging. Primary producers are feeling these impacts acutely at all levels from cost and availability of inputs, through to on-farm productivity and market opportunities.

AusMac2024 will open with a focus on the influences on and impacts of the turmoil experienced over the last three years and an examination of factors likely to remain influential for the next three. The presentation will canvass both international and domestic perspectives, concluding with what the implications might be for the Australian macadamia industry.

### Speakers

- Stefan Vogel, General Manager RaboResearch Australia & New Zealand, Rabobank
- Tristan Kitchener, Kitchener Partners

**Session proudly sponsored by**  **Stoller**  
Together we grow.

**9.15-10.10am**      **A Global Vision for Nuts and Macadamia Markets of the Future**

This presentation will drill down into the crucial tasks of how we grow the nut category across the globe, develop markets and engage consumers. It will include insights from a global nut perspective, lessons in consumer engagement and an outline of the Australian Macadamias marketing plan (2024-29).

### Speakers

- Michael Waring, Chairman, International Nut and Dried Fruit Council (INC)
- Dr Ian Cesa, President, Horizon Consumer Science
- Jacqui Price, Market Development Manager, Australian Macadamias

**Session proudly sponsored by**  **syngenta**

**10.10-11.00am**      **Morning Tea & Trade/Machinery Expo**

- **Trade/Machinery Expo** – explore all the latest macadamia products and services in the huge trade expo
- **Research Hub** – meet our macadamia researchers and learn about the latest scientific research
- **Innovation Lounge** – a showcase of new technology, ideas and innovation

**Innovation Lounge proudly sponsored by**



**11.00am-12.30pm**      **Surviving and Thriving Macadamia Production: How to Achieve More with Less**

This important session will feature a panel of highly experienced growers, including a grower from South Africa, who will discuss the current realities of orchard management with a positive focus on how to not only survive in the current macadamia production environment, but also to thrive in it. Panel members, who have taken on orchard rejuvenation and/or made major structural changes to their businesses, will talk about practical ways they have been able to maintain productivity against a background of fluctuating prices, labour shortages, rising input costs, decreasing agrochemical options, changing technologies and greater quality requirements. Hear how they are managing these challenges and staying profitable as they share commonsense advice about the day-to-day management of a macadamia orchard. They will share their predictions about what changes the macadamia industry is facing in the coming years.

### Speakers

- Luke Dunstone, South African grower and Board member, Global Macadamias
- Kevin Quinlan, Grower and Leader Northern Horticulture, NSW DPIRD
- Scott Allcott, Managing Director, Macadamia Farm Management

**Session proudly sponsored by**



Australian Government  
Department of Agriculture,  
Fisheries and Forestry



National  
Farmers  
Federation



Horticulture  
Council

Wednesday 30 October cont.

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12.30-2.00pm

### Lunch & Trade/Machinery Expo

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*Innovation Lounge proudly sponsored by*



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2.00-3.45pm

**Concurrent Sessions** – Choose **PRODUCTION** or **MARKET DEVELOPMENT**

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## PRODUCTION

### Macadamia Production Supported by Science

How we grow macadamias in Australia has changed significantly over the last two decades as growers overcome challenges, implement new practices and seek to remain competitive globally. Fundamental to the industry's competitiveness is its investment, with the Australian government, of more than \$4 million annually in research and development to support production challenges and identify opportunities. Find out about progress with current investment in three key areas of production in this interactive session, where presenters will share current knowledge, innovative practices and new research that is helping growers be more productive and profitable.

#### *Facilitator*

- Leoni Kojetin, Industry Development Manager, Australian Macadamia Society

### **Pests and Diseases** – *What are the pests and diseases that cause the greatest loss for macadamia growers?*

If there is anything that keeps growers up at night, the threat of pests and diseases is high on the list. This session will delve into the top five pests and diseases that growers face, and how and why they are such a challenge to manage. Hear about seasonal susceptibilities and vulnerable orchard characteristics that make their management difficult and expensive. Importantly, the session will cover key management mistakes that growers often make and offer integrated strategies to minimise economic loss and consistently improve crop quality.

#### *Speaker*

- Chris Fuller, Grower Liaison, Nutworks

### **New Face of Nutrition** – *What's proven, what's new and what's on the horizon in macadamia nutrition?*

Nutrition in macadamia orchards has come along in leaps and bounds. We have so many new management tools, nutrition options and application techniques, but how do we navigate this to best suit our orchard and budget? This session will discuss how nutrition can build a productive orchard biome from everything living and working in the soil to the needs of high yielding trees. The speaker will help growers develop a tailored approach for growing region, orchard age, cultivars and management styles to produce better quality crops and support long term orchard resilience.

#### *Speaker*


- Dr Theunis Smit, Horticulturalist, OmenAg

### **Orchard Intensification** – *How do we produce better crops with more efficient orchard systems?*

To stay ahead of the pack globally and retain our premium positioning we need innovative orchard solutions. After years of research and grower trials, there are new growing systems that make macadamia orchards leaner and more productive. Learn about changes you can make to your orchard that have worked for other growers and those that haven't been as successful. This will include new cultivars, better tree architecture and canopy management, orchard floor management strategies and other innovative ways to manage the crop through the growing season for better long-term results.

#### *Speaker*

- Armand Smit, Macadamia Farm Management

**Session proudly sponsored by** 

## MARKET DEVELOPMENT

### Building Strong Foundations for Growth

The Australian Macadamias marketing program is underpinned by fact-based analysis and data. Knowing the foundational elements of the program is key to understanding the program's strategic direction and operational deliverables. Join a diverse group of experts for critical insights into the foundations of the three-year Australian Macadamias marketing program 2024-2027.

#### Facilitator

- Jacqui Price, Market Development Manager, Australian Macadamias

### Data and Science for Consumer Understanding

Hort IQ provides consumer and customer data and insights on Australian horticulture, and is a one-stop shop for powerful consumer insights designed to fuel growth. This overview of consumer and category insights for the macadamia industry will cover the Australian retail landscape, and what is driving consumer choices, their purchasing habits and how they view macadamias.

#### Speaker

- Felecia White, Head of Marketing Insights and Capability, Hort Innovation

### Global Consumer Insights for Growth

Against the backdrop of significantly increasing global production, driving demand and origin preference in a highly competitive export market is imperative and having a deep understanding of the consumer in key markets is critical. The industry recently completed an update to its global quantitative consumer insights study. Surveying more than 6,000 people across six key markets, it took a deep dive into the minds of consumers around the world to uncover current perceptions, expectations and habits around macadamias.

#### Speaker

- Neil Moody, General Manager - Australia & New Zealand, Focus Insights

### Driving Nut Consumption Through Health Professionals

The Nuts for Life program is a well-respected program that is focused on the collation, interpretation and dissemination of evidence-based research about nuts and their positive role in sustainable and healthy diets. Hear about the activities Nuts for Life is undertaking to drive nut consumption, with the aim of having 10 million Australians eating nuts daily by 2030.

#### Speaker

- Belinda Neville, Program Manager, Nuts for Life

### Making Macadamias the Ingredient of Choice

Macadamias are under-used as an ingredient compared with other nuts. We asked key manufacturers why this is the case.

### New Tools to Stimulate Innovation with Macadamias

It is estimated that less than 35% of Australian macadamia kernel production is used as an ingredient. Hear from the Food Science team at DAF Qld about how they are creating a critical new marketing resource specifically aimed at food technologists to stimulate the development of new products containing macadamias.

#### Speaker

- Kerridyn Hooker, Product Development Lead, Queensland Government, Department of Agriculture and Fisheries

3.45-6.00pm

### Afternoon Tea & Trade/Machinery Expo Networking Session

- **Trade/Machinery Expo** – explore all the latest macadamia products and services in the huge trade expo
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*Innovation Lounge proudly sponsored by*



4.00-5.00pm

### AMS AGM

5.00-6.00pm

### Happy Hour

*Proudly sponsored by*



Thursday 31 October

7.00-8.30am

Celebrity chef breakfast with Alice Zaslavsky – proudly sponsored by



9.00-10.30am

Concurrent Sessions – Choose **PRODUCTION** or **MARKET DEVELOPMENT**

## PRODUCTION

### Macadamia Production – Supported by Science

How we grow macadamias in Australia has changed significantly over the last two decades as growers overcome challenges, implement new practices and remain competitive globally. The Australian macadamia industry and government invest over \$4 million annually in research and development to support production challenges and identify opportunities. Three key production topics are covered in this interactive session sharing current knowledge, innovative practices and new research that is helping growers be more productive and profitable.

#### Facilitator

- Leoni Kojetin, Industry Development Manager, Australian Macadamia Society

### Better Pollination for Better Crop – Can better pollination produce higher yielding and better quality macadamia crops?

The research says yes! Better pollination can increase yield, nut retention through to maturity, improve kernel recovery and kernel quality. What does this look like in practice, when many growers don't have the chance to redesign their orchard with better pollination in mind? This session will outline everything we know about macadamia pollination – what, how and when, through to practical strategies growers can implement to improve pollination outcomes on farm.

#### Speaker

- Dr Chris Cannizzaro, Macadamia Farm Management

### Benchmarking – The Benefit of Knowing Your Numbers – How does knowing your farm numbers make you more money?

We can only manage what we measure and record, and the starting point is having data about your farm. With every orchard budget under even more pressure than usual, this session will give you more information of where you could be getting more bang for your buck. Benchmarking helps you compare your farm and agronomic practices against other farms in your region and the wider industry. This session will discuss key metrics in the industry benchmarking data and provide grower case studies to help you make informed decisions about your orchard management and profitability.

#### Speaker

- Macadamia Benchmarking Project Team, NSW DPI and QDAFF

### The Nuts and Bolts of Orchard Machinery – Do you have the right machinery for your orchard management?

With technology advancing rapidly, there are many new machinery options but how do you know whether the investment is worth it or that it will work for you? While most macadamia farms overcapitalise on machinery, the opposite is also true, and in this case, relying on contractors can diminish management responsiveness. This session will look at orchard machinery, both old and new, the essential gear you need to have and how you can make that machinery on farm work best for you. From machinery modifications and adjusting equipment to your orchard setting to the business case for upgrading to new technology, you will hear lots of practical advice.

## MARKET DEVELOPMENT

### Demystifying Export and Market Development

With over 70% of Australian macadamias exported, the development of global markets is key to the ongoing growth of the industry. Over the last two decades the Australian Macadamias marketing program has led macadamia marketing across the globe. This session takes a closer look at the export process and showcases case studies across three key markets.

#### Facilitator

- Jacqui Price, Market Development Manager, Australian Macadamias

### Demystifying Exporting

The export process can be difficult to understand. With changing industry dynamics, new players across the supply chain are encountering the challenges of export marketing. This session provides a high-level guide to key steps, essential knowledge and helpful tools for navigating all aspects of the export market journey.

#### Speaker

- Kevin Norman, Senior Global Engagement Manager (Agribusiness), Australian Trade and Investment Commission (Austrade)

### Developing new markets for macadamias

Using Hort Innovation's international marketing framework, Define - Develop - Drive, we take a close look at how macadamias are being positioned in the minds of both trade and consumer audiences across three markets (India, Korea and USA) in differing stages of development.

#### Speakers

- Yemee Fernandes, Executive Director, Four Pillars Trading Pty Ltd
- Jacqui Price, Market Development Manager, Australian Macadamias
- Jillian Laing, CEO, World Macadamia Organisation

10.30-11.15am

### Morning Tea & Trade/Machinery Expo

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11.15am-  
12.00pm

### Orchards of Yesterday, Today and Tomorrow

Compared to many orchard crops, commercial macadamia production is only in its infancy, but it has progressed rapidly in the last 50 years. In this session industry experts will take you on a journey examining where macadamia production has come from and what managing an orchard looked like in the last century. From this history, the session will move to overview the essential features of a 21st century sustainable orchard, discussing core practices and orchard management critical to remain productive and profitable in the current environment. Finally, it will predict what an orchard of the future will look like and the key technologies, environmental challenges and market trends that will dictate new orchard management practices and systems.

#### Speakers

- Leoni Kojetin, Industry Development Manager, Australian Macadamia Society
- Dr Rohan Orford, Business Manager, Australian Premium Macadamias

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12.00-1.00pm

### Tools to Future-proof Macadamia Production

With the growth in global macadamia production and increasingly complex market demands, the ability to produce sustainable macadamias profitably is key to success. How can Australia position itself and use new technologies and innovation to future-proof our industry?

This panel discussion with industry experts will focus on the initiatives and technologies that we can take advantage of to help us stay ahead of the rest of the world, including new farm management technologies, mapping and crop forecasting, weather prediction tools, risk management, carbon accounting and sustainable technologies. Come along to hear how you can use these tools on your farm and be involved in initiatives that are keeping Australia ahead of the pack.

#### Speakers

- Dr Andy Clark, Senior Researcher Fellow, Applied Agricultural Remote Sensing Centre
- Emily Grieve, Industry Development Officer, Australian Macadamia Society
- Patrick McClelland, Managing Partner - Agribusiness Lead, Porter Novelli
- Miriam Villen King, Chief Scientist, Stahmann Webster

*Session proudly sponsored by*



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1.00-3.00pm

### Lunch & Trade/Machinery Expo

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3.00-4.00pm

### The Great Debate: Macadamia Future Focus

AusMac concludes with a panel and open discussion, focussed on driving a profitable, sustainable future for the macadamia industry. Representatives from across the macadamia supply chain - from orchard to final market – will participate in a future focussed debate that promises to be a thought-provoking activity that is the perfect way to conclude our industry event.

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4.00-4.30pm

### Afternoon Tea

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6.30-10.30pm

Gala Dinner – proudly sponsored by

