

Horticulture Innovation Australia

Final Report

11th Banana Industry Congress, June 2015

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Australian Banana Growers Council Inc

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Contents

Summary3

Introduction4

Methodology6

Outputs12

Outcomes14

Evaluation and Discussion15

Recommendations18

Acknowledgements.....19

Appendix – Congress Program19

Summary

The biennial Banana Industry Congress was held from 17 to 20 June 2015 in Melbourne and was based at the Crown Promenade. It was first of the eleven Banana Congresses convened over the past 20 years to be held both in a non-banana growing State and in a metropolitan city. The venue provided excellent opportunities for growers to view activity in wholesale and retail fresh produce markets.

It was a highly successful Congress due to the relatively large numbers of growers who participated, the variety and quality of speakers, the venue and the business interaction at the social events. Additional budget was dedicated to high-profile speakers and to retail visits.

The principle purpose of the Congress was to stimulate discussion and learning for delegates. It achieved these objectives.

There were 458 delegates, sponsors and exhibitors gathered for the four days of program sessions, trade exhibition and social events. The number of growers and total delegates were both records in the recent history of the Banana Congress.

The theme for Congress was “Change. Challenge. Opportunity.” This reflected that the critical factor in the banana industry’s development is the ability of its people to assess and analyse the current and upcoming issues and events. The theme was particularly relevant given the announcement on March 4, 2015 that Panama Tropical Race 4 (TR4) had been detected in the banana industry’s major growing region of North Queensland. TR4 is the most significant emergency plant pest of bananas world-wide, and the industry in North Queensland is changing as a result of the TR4 incursion. Importantly, the focus of the Congress was also to reflect on how resourceful and resilient the industry is. The event provided a forum for growers and industry partners to meet and hold informed discussion on how the successful management of change and challenge will continue to result in opportunities for the banana industry.

The event’s R&D session focused on the TR4 outbreak, via an interactive panel session with world experts on the subject. There was also a poster display which showcased the latest results across a range of research areas.

The Congress speaker line-up attracted a wide range of attendees, including many first time delegates from the next generation of growers. Each session allowed opportunities for questions and comments from attendees.

The speakers included Paul Inderbitzin, a banana growing Nuffield Scholar who spoke at the exhibition launch. On the ensuing three days of program events, speakers addressed the themes of Change. Challenge. and Opportunity. Speakers in the areas of change management, team building and personal development were Craig Bellamy, the Head Coach of the Melbourne Storm NRL Club, beyondblue Chairman Jeffery Kennett and human performance specialist Dr Adam Fraser.

Speakers on emerging trends in fresh produce and consumer demands were James Pike of Added Value and Sarah Hyland of Comar Brunton and Peter McPherson of the Costa Group who spoke about the growth story behind the berry category. Their presentations were well received and sparked interest and discussion in the areas of health and nutrition trends. Points from their discussion further informed a presentation from David Chenu on banana marketing including a review of the past 21 years of banana marketing and a preview of the new three-year banana marketing plan.

Presenters at the R&D session included international TR4 scientists Prof. Altus Viljoen and Dr Chih-Ping Chao as well as panelists discussing TR4 containment and the development of disease-tolerant banana varieties.; The 2015 Congress program also featured a well-organised and highly informative retail tour. This was followed by a retail panel discussion on fresh food trends and banana marketing with panelists including Boost Juice founder Janine Allis. Master of Ceremonies Tristan Kitchener also provided an overview of the changing retail landscape for fresh produce.

The presence of wholesale and retail fresh food markets was a major reason why Melbourne was chosen as the Congress location. The capital city location also assisted with logistics in assembling international and national presenters and exhibitors. Following the determination of the venue and timing, it later occurred that these coincided favourably with the NRL State of Origin game held in Melbourne on June 17.

The event also featured a cooking demonstration by Celebrity Chef Miguel Maestre who delighted delegates with more than culinary skills. It was clear that he was passionate about bananas as a nutritious food and cooking ingredient and his presentation highlighted an appreciation of the the effort required to produce them.

Viticulturist and Horticulture of the Year Ashley Ratcliff spoke about using innovation to develop an in-demand niche market for wine grapes – creating high-value produce rather than a low-priced bulk commodity.

Congress also hosted the banana industry's Awards of Honour which were conferred on four industry champions recognised for their outstanding contributions.

Introduction

The Australian Banana Growers' Council Inc (ABGC) is the banana industry's national industry development organisation. It was formed in 1961 to represent the interests of Australia's commercial banana growers. In more recent years it also runs some industry development projects, including a biennial Congress, the first of which was held in 1995.

Since the introduction of the national banana industry levy for marketing and research and development (R&D) in 2008, some of the ABGC's funding for the biennial banana industry Congress has been matched by the Commonwealth Government, via Horticulture Australia Limited (HAL).

The 2015 Banana Industry Congress again attracted some matching funds from HAL (now called Horticulture Innovation Australia or Hort Innovation), for which the ABGC is grateful. The largest contributor to revenue for this Congress was sponsorship and the second largest contributor was delegate registration fees. We are also grateful for generosity of sponsors, exhibitors and the support of our delegates

The ABGC's Congress Management Committee was assisted in the organisation of the 2015 Congress by Suellen Holland from the event managers, ICMS Australasia. The event also had a Congress Program Committee which was critical in developing the Congress Program.

Work started on the June 2015 Congress soon after the completion of the preceding Congress, two years earlier in May 2013.

The Congress was held at the Crown Promenade in Melbourne, with a new format from previous years. This included a more interactive program, a wholesale market tour and large retail tour, fewer speakers but more time for discussion, a partners' program and was the first Congress to be held in a capital city. The first night of the Congress, the event's exhibition launch, coincided with an NRL State of Origin game, which was also an attraction for Congress delegates and assisted sponsors and exhibitors with networking opportunities for delegates.

Methodology

Program

The Congress Program development took several months and then was required to be changed in recognition of the change in industry priority, following the March 2015 detection of Panama Tropical Race 4 (TR4) in Tully.

The four-day program was made up of a series of addresses by invited keynote speakers, panel discussions, and other interactive speaker presentations.

Day one of the conference was focused on ‘change’. It featured an opening keynote from Craig Bellamy, Head Coach of the Melbourne Storm NRL Club, and presentations on Consumer Psychology, Fresh Food Trends and Banana Marketing in the morning. This was followed by presentations by, and panel discussions with, the two world-renowned TR4 scientists from South Africa and Taiwan and Australian researchers

Day two was about ‘challenge’ and included a retail tour, a post-tour interactive panel discussion and individual trade opportunities. That was followed by the Banana Industry Ball, at which Awards of Honour were presented.

The Retail Tour Discussion Panel consisted of a variety of representatives including Boost Juice Founder Janine Allis, Cadbury Marketing Manager Ben Wicks, Registered Nutritionist, Accredited Practicing Dietician and food commentator Arabella Forge and also representatives from ABGC, Woolworths and Coles.

The final day of the Congress was based around ‘opportunity’ and included presentations by Dr Adam Fraser “The Key to High Performance”, Ashley Ratcliff “Small Farm – Big Ideas”, Tristan Kitchener “ Changing Retail Landscape” and the Hon Jeff Kennett “Working to a Healthy Life”.

Wednesday 17 June 2015

5.00am–8.00am	Optional Excursion Melbourne Wholesale Fruit, Vegetable & Flower Market Tour
4.00pm-4.15pm	Official Australian Banana Industry Congress 2015 Exhibition opening <i>Steve Lizzio, Congress Chairman & Paul Inderbitzin, Nuffield Scholar</i>
4.30pm–6.00pm	Welcome Reception & Exhibition Opening
7.00pm–10.30pm	State of Origin Party at the Crown Promenade

Thursday 18 June 2015 - Change

- 9.00am–9.20am **Opening Presentation** *Steve Lizzio, Congress Chairman and Doug Phillips, ABGC Chairman*
- 9.20am–10.00am **Opening Keynote** *Sponsored by Craig Bellamy, Head Coach of the Melbourne Storm NRL Club*
- 10.30am–11.00am **Consumer Psychology** *James Pike, Added Value*
- 11.00am–11.30am **Fresh Food Trends** *Sarah Hyland, Colmar Brunton*
- 11.30am–12.00pm **Producing the goods – What the best performers in fresh food do well**
Peter McPherson, Costa Group
- 12.00pm–12.30pm **Banana Marketing** *David Chenu, Horticulture Innovation Australia*
- 1.20pm–2.05pm **R&D Sessions - Protecting our farms, securing our future: Containing TR4** *Professor Altus Viljoen, Stellenbosch University*
- 2.05pm–2.45pm **TR4 Panel Discussion** *Professor Altus Viljoen and panel members Queensland Chief Biosecurity Officer Dr Jim Thompson, ABGC Chairman Doug Phillips, banana grower Michael Lankester and Queensland Department of Agriculture and Fisheries scientists Dr Tony Pattison and Stewart Lindsay*
- 3.35pm–4.25pm **R&D Sessions - Protecting our farms, securing our future: Developing tolerant varieties** *Dr Chih-Ping Chao, Taiwan Banana Research Institute*
- 4.25pm–5.00pm **TR4 Panel Discussion** *Dr Chih-Ping Chao and panel members Prof Viljoen, Doug Phillips, Banana Plant Protection Program leader Prof Andre Drenth and Queensland Department of Agriculture and Fisheries scientist Jeff Daniells*
- 5.00pm–5.05pm **TR4 Panel Discussion wrap up**
- 5.05pm–5.20pm **Briefing on retail tour** *Tristan Kitchener*
- 6.00pm–8.00pm **Banana Dinner, Mesh Restaurant**

Friday 19 June 2015 - Challenge

- 7.00am–11.00am **Excursion** *Retail Tour*
- 11.15am–12.15pm **Post Retail Tour Panel Discussion** *Bananas – an ideal snack for Australians and/or is it an industry under pressure? Discussion by a panel including Boost Juice founder Janine Allis; Cadbury Marketing Manager*

Ben Wicks; Registered Nutritionist, Accredited Practicing Dietitian and food commentator Arabella Forge; ABGC Chairman Doug Phillips; Woolworths Senior Category Manager Adam Quinlan and Coles Category Manager Iluka Davidson

12.15pm–1.00pm **Cooking Demonstration** with *Chef Miguel Maestre*

7.00pm–11.00pm **Banana Industry Ball at the Palladium including Awards of Honour**

Saturday 20 June 2015 - Opportunity

9.00am–9.45am **The Key to High Performance** *Dr Adam Fraser*

9.45am–10.15am **Small Farm – Big Ideas** *Ashley Ratcliff, viticulturist, Horticultural Grower of the Year 2013*

10.45am–11.15am **Changing retail landscape** *Tristan Kitchener*

11.15am–12.00pm **Working to a healthy life** *The Hon. Jeff Kennett AC, Chairman beyondblue*

12.00pm–12.15pm **Conference Close and Wrap Up** *Tristan Kitchener & Steve Lizzio*

Social Program

Four social events were built into the program to ensure delegates had an opportunity to meet socially and professionally with colleagues associated with the industry.

Welcome Reception: Held Wednesday evening 17th June 2015 in the Exhibition Foyer, Crown Promenade.

State of Origin Party at the Crown Promenade: For those who did not go to the State of Origin game.

Mesh-ed Banana Dinner: Held Thursday evening 18th June 2015

Australian Banana Industry Ball: Held Friday night 19th June 2015 in the Palladium at Crown Ballroom. The evening's highlight was the ABGC Awards of Honour for outstanding achievers. Entertainment included comedian Peter Helliar and band Melbourne Hit Parade.

Communications and Marketing

The Management Committee opted to brand the Congress with the following logo, to focus the three days on “Change. Challenge. Opportunity”.



The Banana Industry Congress 2015 information was hosted on the website www.bananacongress.org.au. The website served as the key communication and marketing tool. Information provided via this site included the program, speaker lists, registration (linked to ICMSA), accommodation, venue information and sponsorship & exhibition details; all of which provided delegates with the information needed to attend the Congress. An app was also developed so delegates could access event information on electronic devices.

The comprehensive and interactive site featured the following main selection:

- Detailed information regarding The ABGC and its objectives
- Detailed information about Crown Melbourne
- Detailed program information and updates
- Venue details
- Registration information and online registration
- Accommodation
- Sponsorship and Exhibition
- Social program
- Latest news on the conference including updates on the program, speakers, special events etc.
- Contact information

Bulk email news on the Congress (i.e. e-zines) were developed and distributed at regular intervals to promote and announce milestones in the Congress:

- Welcome & Save the Dates
- Expression of interest and Sponsorship & Exhibition opportunities
- Meet your committee, accommodation, sponsorship
- Registration open & sponsor article
- Early bird closing in 2 weeks
- Final program, social program, registration
- Post congress – Thank you, speaker presentations

Delegate Collateral

The Congress Satchel bags were custom made. Delegates also received other sponsored items: lanyards, beanie, cotton sun hat, karma cup, water bottle, thongs, notepad and pen.

The following material was also produced as part of the conference:

- Registration brochure - both mailed and electronic versions
- Sponsorship & exhibition prospectus
- Onsite program book
- Event app
- Delegate name badge

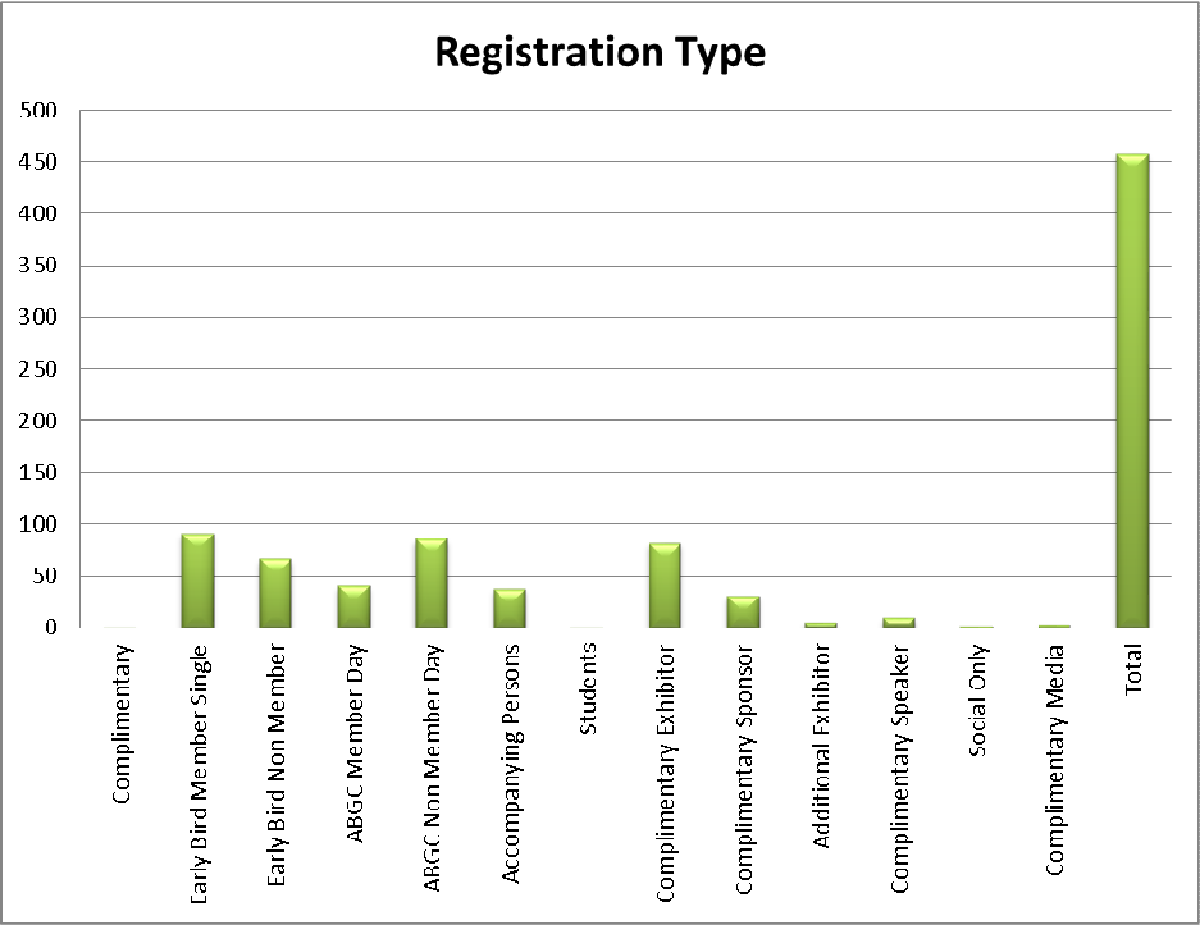
An event photographer attended and photos were used in event media and hundreds of photographs of presenters and delegates were posted on the ABGC website's photo gallery and are available to event participants to download.



Outputs

Delegate Participation

The Banana Industry Congress 2015 attracted 458 delegates. 323 of these were paying delegates including day registrations (but excluding sponsors, exhibitors, speakers and media). This is a record for the Banana Industry Congress in recent years. The registration type is below.



Demography

Delegates identified themselves as follows. While most were from Queensland, there were also 12 international delegates.

Pakistan	7
Guatemala	1
South Africa	1
Taiwan	1
India	1
East Timor	1

12

Victoria	32
ACT	5
South Australia	9
New South Wales	64
Queensland	197
Northern Territory	1
Western Australia	5
No state given*	59
Other**	74
Total	458

* Delegates did not select a country of origin but would be Australian, and likely to be from Queensland.

** These are speaker and exhibitor registrations which were not otherwise included in the demographic analysis.

Sponsors and Exhibitors

The Sponsorship budget was achieved, thanks to 1 Foundation Sponsor – Visy, 1 Principal Partner - Woolworths, 3 Major Partners – Bayer, Mackays Marketing and LaManna, 4 Associate Partners – CHEP, Costa, Oakville Produce and Orora and 10 Event Partners – ABGC, HIA, Aldi, Blenners, Costa, DBM, Freshmax, Loscam, Biopest and Sweeter Soils.

The exhibition budget was also achieved, thanks to the 29 companies that hired the 40 booths in the trade and exhibition area. These are listed in the Congress Handbook, in the Appendix.

Post-Congress Outputs

- Speaker presentations posted on the Congress website www.bananacongress.org.au and event photos on the ABGC website www.abgc.org.au
- Final ezine (e-bulletin) sent
- Wrap-up video was produced featuring Congress 2015 highlights for attendees and for later use to promote a 2017 event
- Online survey posted <https://www.surveymonkey.com/r/NLP5VZ2>

Outcomes

The main Banana Industry Congress 2015 outcomes were:

- Enhanced understanding of Panama TR4, on which a specific workshop was held, led by two world-renowned TR4 scientists.
- Increased knowledge by growers and others in the supply chain of HIA-funded R&D and marketing programs.
- The opportunity for growers to return to their farms and implement what they learnt from current and future research and to think more innovatively on concepts regarding plant biosecurity, farm practices, complementary crops, supply chain innovation and marketing.
- A contemporary view of the industry environment was provided by formal and social programs at the Congress. The value of the interaction at this forum is incalculable, as there were four days and nights of networking between growers, wholesalers, retailers and other supply chain representatives, researchers, advisers and consultants. It successfully provided a forum for all participants in the national industry, including growers from a diverse range of regions and farm sizes, to discuss industry issues.
- Increased knowledge by growers who saw the latest in products and technologies at the trade exhibition.
- The delegates left the event informed and inspired and with a clear understanding of industry issues and required actions for the short, medium and long term. This in a climate of immense worry due to the outbreak of TR4 in north Queensland.

Evaluation and Discussion

Program

The Program combined a variety of priority issues for the industry via interactive sessions. This worked well, as did the lower number of speakers compared to the 2013 Congress and the fact that the scientific (TR4) session was geared to growers, not to a scientific audience.

There was a different format for the R&D session, following the TR4 outbreak. It focused on TR4 and included panel discussions. This was the first R&D session held since the launch of the extension roadshow in 2014 and was designed to have a more interactive format. Other R&D was featured in a dedicated area, Science Café, where there were research posters and displays as well as face-to-face discussions with researchers.

Additional budget was dedicated to higher-profile speakers and entertainers and to off-site visits.

A wide range of feedback on the Congress was received. Growers who responded commented they learnt a lot, it was the best Congress ever or similar sentiments. This was due to both the formal program and time made for one on one business with others present, including sponsors and exhibitors.

Feedback from other attendees was generally very positive as well. Suggested improvements from some scientists were that they would like more R&D presentations and more prominence for the R&D posters.

ABGC's subsequent assessment is that we learnt from the 2013 Congress and for the 2015 event we addressed the 2013 issue where there was too much focus on what the scientists' wanted, at the expense of the main client group, growers. In 2013 the approach led to poor understanding of the scientific information by growers and less than ideal attendance at the scientific sessions.

The Venue

The venue for 2015 – Crown Promenade – in the Melbourne CBD was the first time the Congress was held in a capital city. Melbourne was chosen at least 18 months before the Congress due to the need of growers to see their product in Melbourne stores, through a well-organised retail tour. Melbourne was also an ideal location due to the many attractions for families and delegate partners. The opening night of the event coincided with the State Of Origin match at the MCG, which also helped to attract delegates to the Congress.

Any such event requires a professional relationship with the venue staff. Suppliers to the conference including venue staff worked well with the organising team and ensured the needs of the delegates were met. The venue integrated Bananas as the key focal point of the catering menu.

Melbourne also provided an opportunity to attract speakers who may not have agreed to travel to present to a regional destination.

The Ball was held on the second-last night of Congress rather than the final night for the first time, to ensure it was a focal point and not missed by those few who may have left the venue for home before it for previous Congresses.

Delegate Metrics

The table below is a summary of selected delegate metrics showing some good improvements in attendance from this Congress compared to the 2013 Congress.

	2013	2015	Change
Total delegates	392	458	+17%
Paying delegates and day registrations (excludes sponsors, exhibitors, complimentary's, speakers, media)	269	323	+20%
Growers and registered accompanying persons (included in paying delegate figure)	83	165	+99%
Registered accompanying persons (included in paying delegate figure)	18	37	+105%

Support by sponsors and exhibitors was imperative and was sufficient to ensure a balanced budget for the event, which included relatively cheap delegate registration fees.

Survey responses

Congress Management Committee and Program Committee members gathered extensive informal feedback from delegates on the event and this was overwhelmingly positive.

A survey was also posted using Survey Monkey and delegates were encouraged, through post-event communications, to complete a ten-question survey comprising multiple choice and short-answer questions.

At the time of the compilation of this report, there were 25 responses.

A summary is as follows:

Question responses	Percentage
Respondents rating the event as excellent or very good	92%
Those who would attend another Congress	96%
Those who rated Melbourne as a great or reasonably good location (84% great)	100%
Those rating the opening “change” sessions as excellent, very good or good	86.36%
Those rating the R&D sessions as excellent, very good or good	81.82%
Those rating the Science Café as very good or good (no respondents gave an “excellent” rating and 18% did not attend the Science Café)	77.27%
Those rating the retail tour sessions as excellent, very good or good (13.64% did not attend)	86.36%
Those rating the Ball and Awards of Honour as excellent, very good or good (18.18% did not attend)	81.82%
Those rating the “opportunity” sessions as excellent, very good or good (22.73% did not attend)	77.27%

Survey respondents were also asked to rank preferred locations for the next Congress event with 73.9% selecting Sydney, 60.87% a return to Melbourne, 34.78% Brisbane, 30.43 Cairns and 17.39% Gold Coast. One respondent (4%) suggested Perth

Overall

The Consensus was that the Congress was a major success according to all parties involved. This stemmed from the passion and commitment from the Management and Program Committees wanting grower delegates, in particular, to leave the event educated, informed and inspired.

The atmosphere throughout the whole Congress was positive and engaging, leaving the delegates with a sense of positivity regarding the future, despite the challenges of TR4.

Recommendations

1. The next Banana Industry Congress is to be in mid-2017, and should be held in either Sydney or Melbourne, which have the main markets of importance to industry and similar event facilities and attractions. Survey responses obtained so far also indicated Sydney and Melbourne would also be popular choices. The move to a metropolitan city also enables access to a more diversified speaker list encompassing a collaboration of marketing, scientific, social and novelty sessions.
2. The restructured program for the 2015 Congress was well received by delegates and its attributes should form the basis of the 2017 Congress.
3. The program committee should maintain a strong scientific and marketing focus, as these sessions are the main reason for the Congress. The addition of speakers who add to the richness of the experience should also be explored again. The 2015 Congress had Craig Bellamy, Jeff Kennett, Adam Fraser and Miguel Maestre who all offered lateral perspectives as well as memories that will last long beyond the next Congress.
4. The retail outlets visit was of interest to growers this year. A similar site visit in 2017 is recommended.
5. The Management Committee (of ABGC directors and senior staff) should attend or read about other horticultural conferences in 2016 to take ideas from them and implement improvements to the Banana Congress.
6. The 2017 Congress should again focus on the main revenue sources of commercial sponsors and delegate registration fees. These may need to be increased if as advised, HIA is not able to support the Congress through the previous HAL voluntary contribution system.

Acknowledgements

The main thanks for organising the Banana Industry Congress 2015 are due to Ms Rhyll Cronin (Communications Manager, ABGC). Her time and diligence on this Congress enabled the event to be held.

The Congress was managed by conference organiser, ICMS Australasia: www.icmsaust.com.au
The ICMSA team was Suellen Holland (lead), Emma Taylor, Fallon Beatty and Georgia Kouleris.

The Congress Management Committee: Stephen Lizzio (Chair and ABGC Director), Rhyll Cronin (Communications Manager, ABGC), Peter Molenaar (ABGC Director), Paul Johnston (ABGC Director) and Jim Pekin (ABGC Chief Executive Officer).

The Congress Program Committee included: Peter Molenaar (Chair and ABGC Director), Adrian Crema (ABGC Director), Rhyll Cronin, Jim Pekin, Alix Perry and Jay Anderson (all ABGC), Michael Engeman (Costa), David Chenu (HIA), Stewart Lindsay (DAF), Juliane Henderson (University of Queensland), Suellen Holland, Tristan Kitchener (Kitchener Partners) Naomi King (DAF), Jenny Margetts (Plant and Food Research) and Matt Weinert (NSW DPI).

All sponsors and exhibitors who supported the Congress.

All participants are acknowledged for attending and contributing to the atmosphere and the excellent discussions both in sessions and at the social events.

Appendix – Congress Program



AUSTRALIAN BANANA INDUSTRY CONGRESS 2015

CHANGE. CHALLENGE. OPPORTUNITY.

17 – 20 JUNE 2015 | CROWN PROMENADE, MELBOURNE

CONGRESS PROGRAM



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www.bananacongress.org.au

Australian Banana Industry Congress 2015 Management Committee

Steve Lizzio Chair Australian Banana Industry Congress
2015

Peter Molenaar Program Chair

Paul Johnston ABGC Director

Jim Pekin ABGC Chief Executive Officer

Rhyll Cronin ABGC Communications Manager

Congress 2015 Program Committee

Peter Molenaar (Chairman), Jay Anderson, David Chenu,
Adrian Crema, Rhyll Cronin, Marc Darveniza, Michael
Engeman, Juliane Henderson, Suellen Holland, Naomi King,
Tristan Kitchener, Stewart Lindsay, Jenny Margetts, Jim Pekin,
Alix Perry and Matt Weinert .

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Contents

Congress Management Committee	3
Welcome from the Congress Chair	5
Conference App	6
General Information	7
Speakers	9
Program at a Glance	16
Science Café Posters	18
Venue Map	19
Social Program	21
Exhibitor List	22
Exhibition Floorplan	23
Sponsor & Exhibitor Profiles	24

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Welcome from the Congress Chairman

Dear friends,

A warm welcome to you all - I'm so very pleased you are joining us here in Melbourne for this special event!

As you all know, the Banana Industry Congress is the major biennial gathering for everyone in the Australian banana industry.

It is a fantastic opportunity for all of us – growers and all our friends in the supply-chain – to discuss our industry's future. The presence here of each and every one of us speaks volumes for the passion we all share for our banana industry.

Planning for this event began almost two years ago, shortly after our 2013 Congress. Our management committee knew a top priority would be our continuing focus on meeting the many challenges of banana farming. We chose a theme of Change. Challenge. Opportunity. to reflect how resourceful and resilient we need to be to keep successfully growing bananas.

In March this year, that resilience was tested when our industry was deeply shocked by news of the incursion of Panama disease Tropical Race 4 in North Queensland. More than ever, we have become aware of the changes and challenges we face. Importantly, our discussions here will also help us ensure that there are many opportunities ahead for Australian bananas.

This is a new format Banana Industry Congress - our first event in a capital city and one with a more interactive program. There are fantastic speakers, great opportunities for discussions and networking, an offsite tour and many social events to enjoy. Because many of our banana farms are family businesses, we also welcome many delegate partners and family members to our event as well.

Once again, thank you for your presence and participation at our event. I know we all look forward to our time here in Melbourne as well as the future benefits our work here will help to deliver.



**AUSTRALIAN BANANA INDUSTRY
CONGRESS 2015**
CHANGE. CHALLENGE. OPPORTUNITY.

Steve Lizzio

**Congress Management Committee Chairman
Australian Banana Growers' Council Director**

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General Information

Barista Zone

Two barista zones will be located within the exhibition serving coffee and tea throughout the Congress during exhibition break times.



Congress Satchel

Every registered delegate will receive an official Congress satchel upon registration that will include a copy of the Congress program, sponsor inserts and other items.



Congress Venue & Accommodation

Crown Promenade Melbourne
8 Whiteman Street, Southbank
VIC, 3006, Australia
Phone: 03 9292 6688
Website: www.crownhotels.com.au

Delegate Wear

Each delegate will receive the following official Congress merchandise upon registration.

Coffee Cup "keep cup" sponsored by 

Hat sponsored by 

Beanie sponsored by 

Water Bottle sponsored by 

Thongs sponsored by 

Dietary requirements

If you have advised the Congress Secretariat of special dietary requirements, please speak to a member of catering staff at the commencement of each meal break / social function.

Duplication / recording

Unauthorised photography, audio taping, video recording, digital taping or any other form of duplication is prohibited in the Congress sessions.

Emergency details

In an emergency telephone 000 for Ambulance, Fire Service or Police. For non-emergency medical situations call 13 12 33 for an ambulance.

Exhibition opening times

The exhibition will be held on promenade level 1 and will be open at the following times.

Wednesday 17 June	4.00pm – 6.00pm
Thursday 18 June	8.00am – 5.00pm
Friday 19 June	8.30am – 5.00pm
Saturday 20 June	8.30am – 1.00pm

Fresh Bananas

Fresh bananas will be provided to delegates at each catering break and will also be used in the recipes for certain menu items throughout the Congress.



Internet and WIFI Access

The Crown free Wi-Fi service is available for Congress delegates throughout the hotel public spaces and event public spaces. The service requires delegates to subscribe free of charge via a log in page.

Mobile phones and electronic devices

As a courtesy to speakers and your fellow delegates, please switch off your phones and electronic devices during presentations and whilst in session.

Name badges

For security purposes, delegates, speakers, exhibitors and staff are required to wear their name badge to all sessions, the exhibition and social functions. Entrance into sessions is restricted to registered delegates only. If you misplace your name badge please see staff at the registration desk to arrange a replacement.



Note Pad and Pen

Every registered delegate will receive a note pad and pen in their delegate satchel, to be used during and after the Congress has concluded.



Registration and information desks

The registration desk is located on promenade level 1. The desk will be open at the following times.

Wednesday 17 June	3.00pm – 6.00pm
Thursday 18 June	7.30am – 5.00pm
Friday 19 June	10.00am – 5.00pm
Saturday 20 June	8.00am – 12.00pm

Smoking

Smoking is not permitted indoors at The Crown Promenade. Smokers must always remain at least 4m from any doorway when smoking. Fines can be imposed for smoking in prohibited places.



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Speakers

Master of Ceremonies

Tristan Kitchener



Tristan Kitchener is an independent consultant focused upon the Fresh Produce and Fast Moving Consumer Goods (FMCG) sectors, supporting businesses in aspects such as marketing planning, private label strategy, retailer insights, and business planning and development. Given Tristan's retailing experience, he is increasingly involved in assisting manufacturers and horticulture industry members to work more effectively with the major Australian grocery retailers and QSR (Quick Service Restaurant) industry.

Paul Inderbitzin



Paul Inderbitzin is a 2013 Nuffield Scholar from Lakeland, far north Queensland. Employed as Lakeland farm manager in his family's small farming enterprise, Kureen Farming.

Paul says: "We produce 65ha of Cavendish banana's with 220ha irrigated cropping and seed production in Lakeland and macadamias, blueberries and composting operation on the Atherton Tablelands. I'm optimistic about agriculture, in the past 3 years the business has grown considerably, almost doubling banana production and starting 2ha of berries."

"Since participating in the Nuffield program I have learnt more about global agriculture and how different parts of the world deal with the challenges of sustainable agriculture. It must be the central focus for our farming practices for the future. I can highly recommend the Nuffield challenge and am excited to share some of my experiences."

Speakers: Change

Craig Bellamy Head Coach of the Melbourne Storm NRL Club

Opening Keynote



Craig Bellamy is hailed as the NRL's best coach. Born in Portland, NSW, Bellamy played 148 first-grade games for the Canberra Raiders from 1982-92 before coaching its President's Cup team to a premiership in 1995. He joined the Brisbane Broncos as Wayne Bennett's assistant coach in 1998, helping the Broncos to titles in 1998 and 2000, and was appointed Melbourne Storm NRL head coach in 2003. In the twelve seasons since Bellamy's arrival, the Storm have played in five NRL grand finals, won three titles, four minor premierships,

two World Club Challenge trophies and qualified for semi-finals football every year – except for 2010 when the club was ordered to play for zero points and stripped of two NRL premierships due to the salary cap scandal. Bellamy was NSW State of Origin coach from 2008-10, Australian Test assistant coach in 2005-06 and is a three-time winner of the NRL's Dally M Coach of the Year award. Craig is a columnist for *The Weekend Australian* newspaper.

Steve Lizzio Congress Chairman

Opening Presentation



Steve Lizzio is an ABGC Director from North Queensland. Steve Chairs our Congress's Management Committee. He and his family farm bananas at Silkwood, near Innisfail.

Doug Phillips ABGC Chairman

Opening Presentation



Doug Phillips grows bananas at South Johnstone, near Innisfail in North Queensland. Doug has been ABGC Chairman since late 2011. He has a family background in agriculture and has also worked as a consulting engineer in south-east Queensland before returning to farming in the north.

Sarah Hyland Colmar Brunton

Fresh Food Trends



Sarah Hyland has worked in the Australian FMCG sector for 25 years. For the last 15 years, Sarah has specialised in food and beverage market research with Colmar Brunton, part of the STW Group. Prior to this, Sarah held various roles in New Product Development and technical Research & Development across a range of food categories. She has spoken at many local and international client symposia, workshops & conferences on a range of food related topics, including the popular and technical aspects of trends in health and nutrition. Understanding consumer attitudes to food and nutrition, and the influences these beliefs have on food choice and consumption behaviour is a special area of interest. Sarah holds a Bachelor of Applied Chemistry from RMIT and Master of Agriculture from The University of Sydney.

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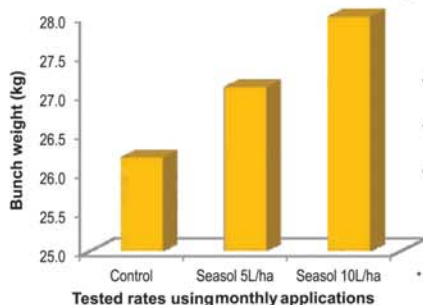
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* Based on \$10 per 15kg carton and 1587 plants/ha.

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For further assistance please contact:

QLD. Rick Keene: 0407 535 235 rickkeene@seasol.com.au

NSW. Jeremy Liddle: 0447 535 477 jeremyliddle@seasol.com.au

Speakers

James Pike Added Value

Consumer Psychology



James specialises in food, booze, sport, technology and travel, which pretty much reflects his passions in life. James started his marketing career in 1998, in UK client side brand roles with Tetley Tea, Green Giant and Haagen-Dazs. He found his true calling with

Added Value in 2005, a journey which has taken him halfway across the world from the UK, Japan and Australia. He specialises in Brand development, positioning and innovation. Ideas make him giggle. He'd never admit it, but he's earned a reputation for making difficult problems look easy to solve for clients like Diageo, Vodafone, Lonely Planet, Honda, Kellogg, and Kimberly Clark. (Think Kermit the frog meets Hannibal from the A-Team, he loves it when a plan comes together but can't sing for toffee).

Peter McPherson Costa Group

Producing the Goods – What the best performers in fresh food do well



Peter McPherson has been General Manager of Costa Berries (formerly known as BerryExchange and Blueberry Farms of Australia – BFA) since 1986. Costa Berries is the leading Berry grower in Australasia. His vast experience managing large scale

horticultural operations and understanding of the berry marketing landscape, has played a key role in the steady growth and success of Costa's berry operations in Australia & overseas. Peter's commitment to R&D has seen the company take a position as a world leader in the area of blueberry genetics and breeding.

His understanding of every aspect of week in / week out production is matched by his passion for product and industry innovation. Peter sits on many company and industry boards, including The International Blueberry Organization, The Australian Blueberry Growers Association, Driscoll's Australia & African Blue (Morocco).

David Chenu Marketing Consultant for Horticulture Innovation Australia & Australian Bananas

Banana Marketing



David Chenu has always had a passion for food. As he grew up, he and his parents spent much time travelling the world. He watched his mother prepare fine food inspired by cuisines from Europe, Asia, Middle East and South America.

Not surprisingly travel and delicious, fresh food has featured

in his life ever since. In his early twenties he juggled travel and the desire to prepare fine food. A highlight was working as a chef at Berowra Waters Inn, along side Tony and Gay Bilson.

He subsequently developed an interest in fresh food and understood the important role that can play in providing people with a healthy diet as well as delicious meals.

David recently commented: "Australia has the most abundant supply of fresh food in the world. We are the envy of many nations. Where else can you have the delights of tropical foods as well as fruit and vegetables from the more temperate, colder regions. "In the last ten years, he has devoted his time marketing fresh food, developing promotional programs which encourage families to increase their consumption of fruits, vegetables and nuts. "Australians eat over five million bananas per day. My goal in life is to make that figure six million per day by 2020! Its Australia's number one snack food. I want to make sure everyone starts the day with a banana and then top up their diet with another banana as a snack before or after lunch."

David has been working with the Banana Industry for nearly ten years. His work has included managing the award winning Make Your Body Sing campaign.

Professor Altus Viljoen Chairman, Department of Plant Pathology, Stellenbosch University

Containing TR4 & Panel discussion



Prof. Altus Viljoen established his research program on banana Fusarium wilt at the University of Pretoria in 1998. Serving the banana growers of South Africa, his work focused mainly on integrated disease management; including the testing of

disinfectants, fungicides, plant activators, biocontrol products and resistant varieties. He managed to contain two outbreaks of Fusarium wilt in areas where the disease was newly introduced. After 2006 his research expanded into Africa and to Asia, where he advises producers and participates in meetings and student training. He made a significant contribution to the characterization of strains of *Fusarium oxysporum* f. sp. *cubense* worldwide, and has been instrumental in the discovery of Foc TR4 in the Philippines, Oman and Mozambique. His current research involves the integrated management of Fusarium wilt diseases and mycotoxins produced by other *Fusarium* species, fungal genetics and genomics, epidemiology, and the isolation and identification of genes associated with resistance in plants and virulence in *Fusarium* species.

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Gavin Kruger	Senior Agribusiness Manager, Atherton	0428 780 127
Peter Land	Agribusiness Manager, Innisfail	0408 068 398
Tony Duggan	Agribusiness Manager, Ingham	0417 763 994
Matthew Smith	Agribusiness Manager, Mareeba	0408 544 728

nab.com.au/agribusiness

Speakers

Dr Chih-Ping Chao Director, Taiwan Banana Research Institute

Developing tolerant varieties & Panel discussion



Currently, Dr. Chih-Ping Chao is the director and senior researcher of the Taiwan Banana Research Institute. He has experience with international cooperation for banana R&D, selection and extension of improved somaclonal variant with resistance to FOC TR4 as new Cavendish varieties in Taiwan for more than 26 years. Also he has been one of the partners in Banana Asia Pacific Network (BAPNET) under Bioversity International for 10 years. He served as the former chairman of 8th BAPNET Steering Committee from 2012 to 2014.

Speakers: Challenge

Janine Allis Boost Juice

Post Retail Tour Panel Discussion



Janine Allis is not your everyday self-made businesswoman. She grew her juice and smoothie empire from her kitchen bench to an international success story (Boost Juice Bars are now in 13 countries with over 400 stores).

For most people, the formula for achieving success in life is to study hard, get good grades, get into a good business school or university and work your way up the ladder... Janine's way was to work three jobs so she could fulfil her dream of travelling the world and letting life take her on a journey; from nannying in a little French village to working for rock gods and movie stars on a yacht in the South of France and the Caribbean. As a young mum and looking for a new adventure back in Australia, Janine decided to invest in her passion for healthy snacks on the run. That passion has translated into over \$2 billion in global sales since inception and the business has squeezed and blended its way through thousands of tonnes of fresh fruit and veg every year, including over 2000 tonnes of watermelons, 49 million blueberries and 3 million bananas a year in Australia alone. Janine is now sharing her knowledge with others, including through her role as a "shark" and mentor on Channel Ten's Shark Tank, and says if she can do it, anyone can. "I still love getting up every morning and being a part of this great adventure. I'll keep doing it as long as I love it and who knows where we could end up next!"

Chef Miguel Maestre Celebrity Chef

Cooking Demonstration



Having worked for many years in various kitchens around the world, Miguel Maestre is one talented Spaniard who has made Sydney his home. Born in Murcia in the south of Spain, his love for food was pre-determined from a young age. Miguel's passion for food and life is infectious, and he has developed a talent for incorporating Spanish ingredients and cooking styles into his Australian menus.

Miguel has been awarded by His Majesty The King of Spain the highest award a citizen can receive "The Order of Civil Merits" for his extraordinary service to the nation for the benefit of Spain in the Australian media. Miguel is the author of two best selling Spanish books "Miguel's Tapas" and "Spanish Cooking".

Peter Helliar Comedian



Our Banana Industry Ball and Awards of Honour are a main feature of the Congress Program – it's always a great night and not to be missed.

2015 will be our most prestigious event to date, set in the magnificent Crown Palladium Ballroom. Leading an all-star entertainment line up is Peter Helliar, one of Australia's best known and loved comedians.

Peter Helliar has been one of Australia's favourite comedians since he appeared on our TV screens on *Rove*. Whether as a live performer, as a host on Network Ten's *The Project* or as the creator and star of the ABC's award-winning comedy series *It's A Date*, Pete is always making people laugh.

Speakers: Opportunity

Dr Adam Fraser

The Key to High Performance



Dr Adam Fraser is one of Australia's leading educators, researchers and thought leaders in the area of human performance. He has worked with elite-level athletes, the armed forces and business professionals of all levels. He is the author of the ground breaking book on type 2 diabetes 'Sugar Daddy' and a regular in the media. He has been featured in the Australian Financial Review and Business Review Weekly. He is also a regular presenter on Sunrise and the Today show. Let's face it, life is getting faster and faster and shows no signs of slowing down. Business is more competitive now than any other time in history. So what's the answer? Combining years of work with elite



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For further information contact:

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Michael Engeman: 0417 603 692

Gary Fattore: 0417 644 033

Brisbane

George Snell: 0478 491 252

Ryan O'Keefe: 0427 604 211

Melbourne

Seiar Saweqa: 0401 327 714

Simon Owen: 0401 711 606

Adelaide

Thomas Shillabeer: 0400 871 689

Andrew Christophides: 0400 177 594

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Speakers

performers, Dr Adam Fraser perfected The Art of FLOW. A philosophy designed to be a real time solution to stress and burn out, it doesn't involve taking time out or adding another task to our already full to do list!

Ashley Ratcliff Viticulturist

Small Farm – Big Ideas



Ashley Ratcliff has more than 25 years' experience working in the Australian Wine Industry, occupying a number of senior corporate positions. Ashley has a Master Degree in Wine Technology & Marketing, Bachelor of Applied Science in Viticulture and has successfully completed the Australian Institute of Company Directors Course. In 2013 Ashley was awarded the ASVO Viticulturist of the Year, ABC Horticulturist of the Year and Riverland Wine Industry Person/Winemaker of the Year. In 2006 Ashley was announced the Australian Government Department of Agriculture Fisheries and Forestry Science and Innovation award winner for work completed on rootstock management and wine quality (research work based in the Riverland). Ashley through Ricca Terra Farms has been slowly changing the views of how consumers and wine industry

commentators respect wines made from the Riverland, a view that is moving from bulk wine production to fine wine creation.

Tristan Kitchener

Changing Retail Landscape

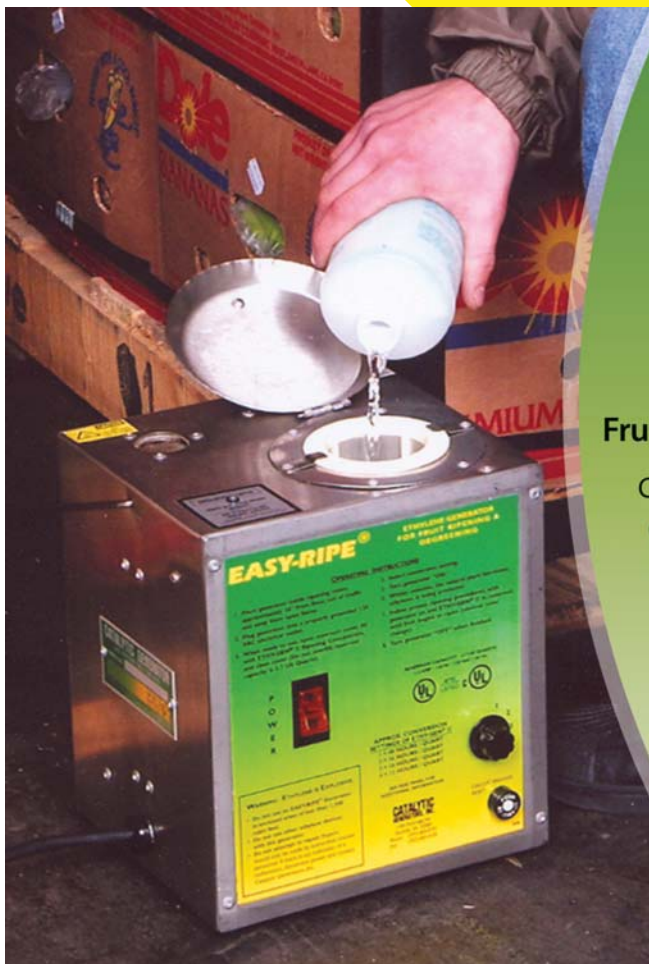
(See biography; Master of Ceremonies)

The Hon Jeffrey Kennett AC Chairman beyondblue

Working to a healthy life



The Hon. Jeffrey Kennett AC will be the keynote speaker on our final day of BIC, Saturday June 20. Mr Kennett is the founding Chairman of beyondblue: the national depression initiative and has been Chairman since 2000. Mr Kennett was an Officer in the Royal Australian Regiment, serving at home and overseas. He was a Member of the Victorian Parliament for 23 years, and was Premier of the State from 1992 to 1999.



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Program at a Glance

Wednesday 17 June 2015

5.00am–8.00am	Optional Excursion Melbourne Wholesale Fruit, Vegetable & Flower Market Tour	
3.00pm–6.00pm	Registration	
4.00pm–4.15pm	Official Australian Banana Industry Congress 2015 Exhibition opening <i>Steve Lizzio, Congress Chairman & Paul Inderbitzin, Nuffield Scholar</i>	
4.30pm–6.00pm	Welcome Reception & Exhibition Opening Crown Promenade	Sponsored by 
7.00pm–10.30pm	State of Origin Party at the Promenade – delegates must register – pre-game event that continues for those who have not made other arrangements to attend the game.	

Thursday 18 June 2015 Change.

7.30am–5.00pm	Registration	
9.00am–9.20am	Opening Presentation <i>Steve Lizzio, Congress Chairman and Doug Phillips, ABGC Chairman</i>	
9.20am–10.00am	Opening Keynote <i>Craig Bellamy, Head Coach of the Melbourne Storm NRL Club</i>	Sponsored by 
10.00am–10.30am	Morning tea	Sponsored by 
10.30am–11.00am	Consumer Psychology <i>James Pike, Added Value</i>	
11.00am–11.30am	Fresh Food Trends <i>Sarah Hyland, Colmar Brunton</i>	
11.30am–12.00pm	Producing the goods – What the best performers in fresh food do well <i>Peter McPherson, Costa Group</i>	
12.00pm–12.30pm	Banana Marketing <i>David Chenu, Horticulture Innovation Australia</i>	
12.30pm–1.20pm	Lunch	
1.20pm–2.05pm	R&D Sessions - Protecting our farms, securing our future: Containing TR4 <i>Professor Altus Viljoen, Stellenbosch University</i>	
2.05pm–2.45pm	TR4 Panel Discussion <i>Professor Altus Viljoen and panel members</i>	
2.45pm–3.35pm	Science Café Poster Session & Afternoon Tea	Sponsored by 
3.35pm–4.25pm	R&D Sessions - Protecting our farms, securing our future: Developing tolerant varieties <i>Dr Chih-Ping Chao, Taiwan Banana Research Institute</i>	
4.25pm–5.00pm	TR4 Panel Discussion <i>Dr Chih-Ping Chao and panel members</i>	
5.00pm–5.05pm	TR4 Panel Discussion wrap up	
5.05pm–5.20pm	Briefing on retail tour <i>Tristan Kitchener</i>	
6.00pm–8.00pm	Mesh-ed Banana Dinner, Mesh Restaurant – delegates must register or a free night of your choosing	

Friday 19 June 2015 Challenge.

7.00am–11.00am	Excursion <i>Retail Tour</i>	
10.00am–5.00pm	Registration	
11.15am–12.15pm	Post Retail Tour Panel Discussion <i>Bananas – an ideal snack for Australians and/or is it an industry under pressure?</i> <i>Discussion by a panel including Boost Juice founder Janine Allis; Cadbury Marketing Manager Ben Wicks; Registered Nutritionist, Accredited Practicing Dietitian and food commentator Arabella Forge and representatives from Woolworths, Coles and Harris Farms</i>	
12.15pm–1.00pm	Cooking Demonstration <i>with Chef Miguel Maestre followed by book signing in the exhibition area</i>	
1.00pm–3.00pm	Lunch & Networking in the exhibition area	Sponsored by 
7.00pm–11.00pm	Banana Industry Ball at the Palladium including Awards of Honour – delegates must register	Sponsored by 

Saturday 20 June 2015 Opportunity.

8.00am–12.00pm	Registration	
9.00am–9.45am	The Key to High Performance <i>Dr Adam Fraser</i>	
9.45am–10.15am	Small Farm – Big Ideas <i>Ashley Ratcliff, viticulturist, Horticultural Grower of the Year 2013</i>	
10.15am–10.45am	Morning Tea	Sponsored by 
10.45am–11.15am	Changing retail landscape <i>Tristan Kitchener</i>	
11.15am–12.00pm	Working to a healthy life <i>The Hon. Jeff Kennett AC, Chairman beyondblue</i>	
12.00pm–12.15pm	Conference Close and Wrap Up <i>Tristan Kitchener & Steve Lizzio</i>	
12.15–1.00pm	Lunch	

Science Café Posters

Science Café is an interactive forum where banana growers and others in the industry can grab a coffee, walk through the displays and sample the research. Research posters will be on display in rooms M5 and M6 throughout Congress. To speak with researchers, make sure you're at the Science Café session - Thursday June 18, 2.45pm to 3.35pm

Minimising off-farm movement of nitrogen in the north

Queensland banana industry

Jeff Daniells, Queensland Department of Agriculture and Fisheries, Principal Horticulturist

TR4 tolerant and resistant varieties

Jeff Daniells, Queensland Department of Agriculture and Fisheries, Principal Horticulturist

War against Foc – genomics

Elizabeth Aitken, University of Queensland, Associate Professor

Towards Autonomous Banana Information Systems

Suchet Bargoti, Australian Centre for Field Robotics

First step to prevent disease! Disease-free planting material and safe access to better banana cultivars

Sharon Hamill, Queensland Department of Agriculture and Fisheries, Senior Principal Scientist

Can biochar and compost amendments increase soil carbon and reduce greenhouse gas emissions?

Justine Cox, NSW Department of Primary Industries, Soil Scientist

Banana Bunchy Top Virus (BBTV) project

Barry Sullivan, National Banana Bunchy Top Project, Data Management and Field Inspection Officer

Soil health: the competition for soil carbon

Tony Pattison, Queensland Department of Agriculture and Fisheries, Principal Nematologist

Finding Fusarium: searching high and low

Tony Pattison, Queensland Department of Agriculture and Fisheries, Principal Nematologist and Grant Hamilton, Queensland University of Technology, Senior lecturer in Ecology (biosecurity)

The TR4 Diagnostic Lab

Juliane Henderson, Queensland Alliance for Agriculture and Food Innovation, Research Fellow

Weevil and the damage done

Matt Weinert, NSW Banana Industry, Industry Development Officer

National Banana Development and Extension Project

Tegan Kukulies, Queensland Department of Agriculture and Fisheries, Senior Development Horticulturist

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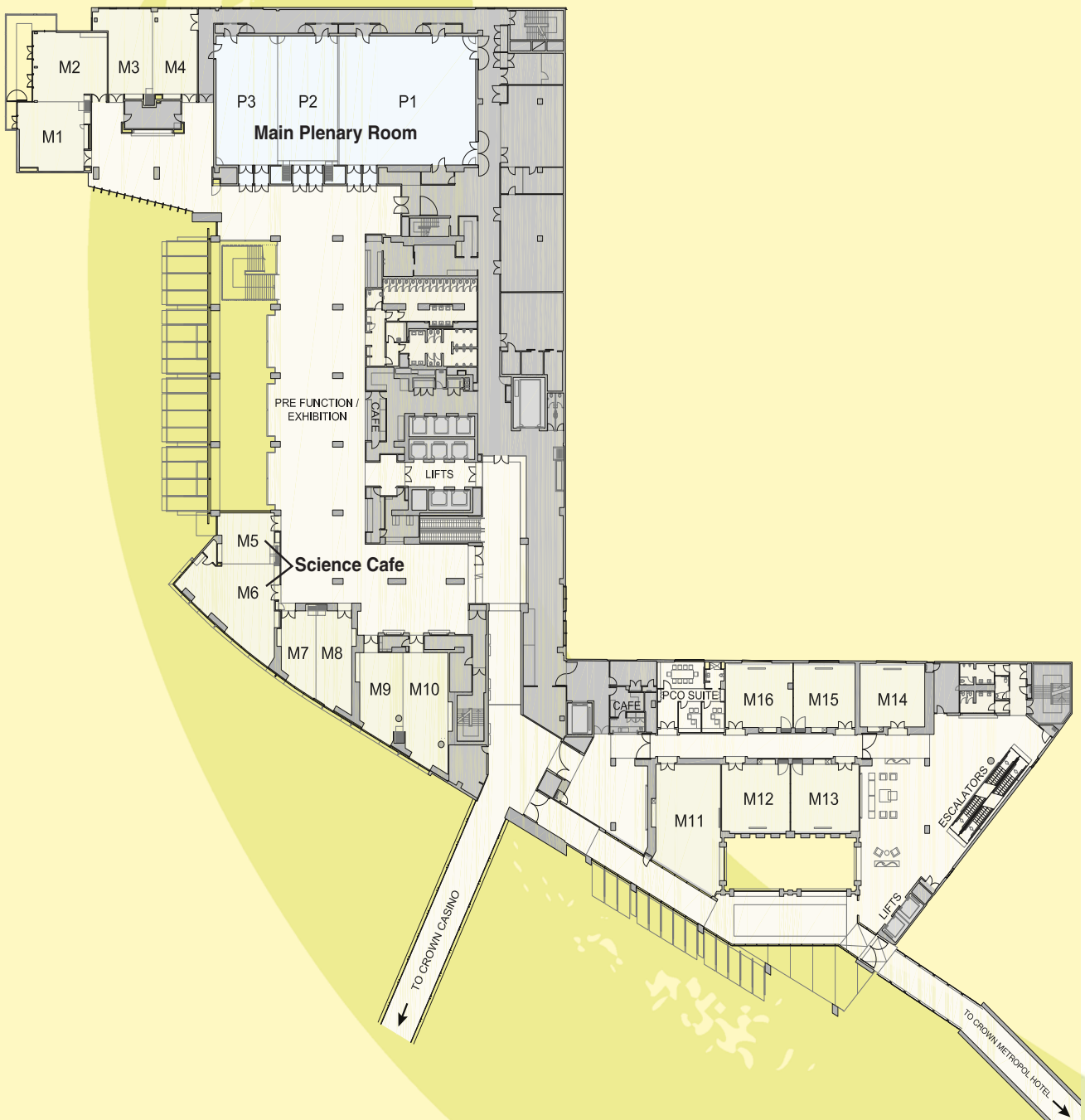
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Venue Map

LEVEL ONE, CROWN PROMENADE





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Social Program

Official Australian Banana Industry Congress 2015 Exhibition opening

Wednesday 17 June 2015, 4.00pm – 4.15pm
Promenade Room, Crown Promenade

Welcome Reception

Wednesday 17 June 2015, 4.30pm – 6.00pm
Exhibition foyer, Crown Promenade

Smart casual

Sponsored by



We know many of you will have plans to head out to the State of Origin so the Exhibition will open early to give you the opportunity to meet and mingle; perhaps share a drink with friends new and old. The Congress Welcome Reception is the perfect kick start to the night.

For those not braving the cold but would like to stay for the State of Origin Party; the game will be shown at the Crown.

Additional tickets may be purchased in advance for \$99 each.

State of Origin Party at the Promenade

Wednesday 17 June 2015, 7.00pm – 10.30pm
Exhibition foyer, Crown Promenade

Smart Casual

Additional tickets may be purchased in advance for \$99 each.

Mesh-ed Banana Dinner

Thursday 18 June 2015, 6.00pm – 8.00pm
Mesh at Crown Promenade, Ground Floor

Smart Casual

Attend a casual night of dining at the Mesh Restaurant. The evening provides delegates with the opportunity to have an

Just the Tonic you need....Banana Bar

In addition to ticketed functions, our Banana Bar will operate at Crown Promenade's Tonic Bar following Social Program events and at other selected times. The Banana Bar is the hub of the Congress networking and an ideal location to meet with industry colleagues.

Located on the ground floor and accessible from Crown Promenade Hotel's lobby, or from the airbridge that links the hotel to the Crown Entertainment Complex, the Tonic Bar is well placed no matter what plans you have for the night.

earlier dinner before enjoying activities of their choosing, perhaps exploring some of Melbourne's night life. Mesh restaurant is a relaxed and stylish buffet dining experience, set in beautifully designed surrounds.

Additional tickets may be purchased in advance for \$88 each.

Australian Banana Industry Ball and Awards of Honour

Friday 19 June 2015, 7.00pm – 11.00pm
Palladium at Crown Ballroom

After 5 or formal

Sponsored by



The Palladium at Crown is the venue of choice for some of Australia's most prestigious events including the TV Week Logie Awards, the Australian Football League Brownlow Medal and the Allan Border Medal.

Located across the road from the Crown Promenade, ensure you dress to impress.

Additional tickets may be purchased in advance for \$150 each.



Exhibitor List

The following is a list of sponsors and exhibitors (current as at time of publication), their exhibition locations and a floor plan of our exhibition space

Agsafe Limited

Booth Number: 04

ALDI Stores

App Partner

Arcella Banana Company - Home of Tropicana Banana

Booth Number: 20

Australian Banana Growers' Council

Event Partner

Booth Number: 22

AustSafe Super

Booth Number: 09

Bayer CropScience

Major Partner

Booth Number: 22

Biosecurity Queensland – Department of Agriculture & Fisheries

Booth Number: 35

Blenners Transport

Delegate Wear Partner – Hat

Catalytic Generators Australia

Booth Number: 34

CHEP Australia

Associate Partner

Booth Number: 16

Costa

Associate Partner

Fresh Banana Partner

Booth Number: 23

CSIRO

Booth Number: 33

Deluca Banana Marketing

Barista Partner

EE Muir & Sons

Booth Number: 07

Freshmax Australia

Barista Partner

GrowData Developments

Booth Number: 11

HIA Marketing of Australian Bananas

Event Partner

Booth Numbers: 24 and 25

Horticulture Innovation Australia Ltd

Event Partner

Booth Number: 02

Interplas Pty Limited

Booth Number: 13

LaManna Group

Major Partner

Booth Number: 01

Lindsay Australia

Booth Number: 10

Loscam Australia Pty Ltd

Delegate Wear Partner – Keep Cup

MacKays Banana Marketing

Major Partner

MADEC Australia

Booth Number: 05

MAIT Industries

Booth Number: 17

Moraitis Bananas

Associate Partner

Booth Number: 28

National Banana Freckle Eradication Program

Booth Number: 31

Netafim

Booth Number: 14

Nu-Edge Solutions Australia Pty Ltd

Booth Number: 15

Orora Fibre Packaging

Associate Partner

Booth Numbers: 08 + 26

QRAA

Booth Number: 21

Rivulis Irrigation

Booth Number: 12

SACOA

Delegate Wear Partner – Thongs

Seasol International P/L

Booth Number: 06

Soils First (NQ)

Booth Numbers: 18 & 19

Sweeter Soils

Delegate Wear Partner – Beanie

Booth Number: 27

Visy Board Pty Ltd

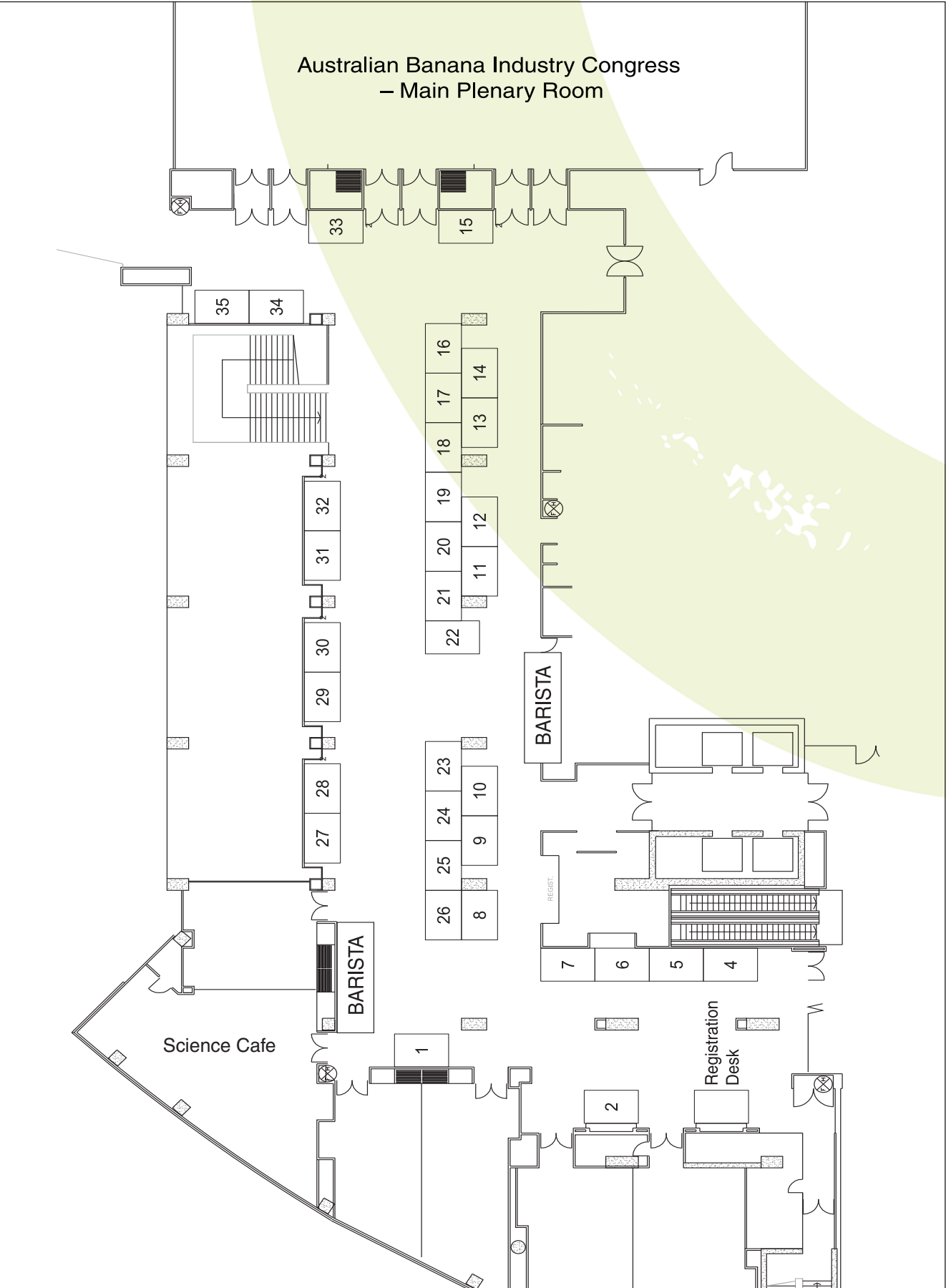
Foundation Partner

Booth Number: 29 & 30

Woolworths

Principal Partner

Exhibition Floorplan



Sponsors & Exhibitor Profiles

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Booth Number: 04

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annette.mellick@agsafe.com.au

Web: www.drummuster.com.au | www.chemclear.com.au

drumMUSTER and ChemClear are industry stewardship programs which provide Australian agvet chemical users with a recycling and disposal pathway for their product waste.



Australian Banana Growers' Council

Event Partner

Booth Number: 32

Contact: Jim Pekin, CEO

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Rocklea, Queensland, 4106

Australia

Phone: +61 7 3278 4786

Fax: +61 7 3278 4938

Email: info@abgc.org.au

Web: www.abgc.org.au



The Australian Banana Growers' Council (ABGC) is the national peak industry body representing the interests of Australia's commercial banana growers.

ALDI Stores

App Partner

1 Sargents Road

Minchinbury NSW 2770

AUSTRALIA

Phone: 13 25 34 or +61 2 8783 3115

Fax: +61 2 8783 3198

Web: www.aldi.com.au

ALDI Australia, discount supermarket offering great quality at incredibly low prices

ALDI is synonymous with high quality and exceptional value. Our goal is to provide you with a full range of grocery products that are of the highest possible quality at our incredibly low prices. To put it simply, we're offering you a smarter way to shop.



AustSafe Super

Booth Number: 09

Contact: Anthony Brick

Level 19, 110 Mary St

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Australia

Phone: 1300 131 293 or +61 7 3218 1401

Fax: 1300 882 138

Email: abrick@austsafe.com.au

Web: www.austsafe.com.au



AustSafe Super is the industry super fund for rural and regional Australia. Run only to benefit members which means low fees, no commissions and strong investment performance.

Arcella Banana Company - Home of Tropicana Banana

Booth Number: 20

Contact: Rosa Arcella-Downie

PO Box 395

Sydney Markets NSW 2129

Australia

Phone: +61 02 9746 7857

Fax: +61 02 9764 4415

Email: info@tropicananabana.com.au

Web: www.tropicananabana.com.au

A family passionate about banana quality and service.



Bayer CropScience

Major Partner

Booth Number: 22

391-393 Tooronga Road

Hawthorn East VIC 3123

Australia

Phone: +61 3 9248 6888

Email: enquiries.australia@bayer.com

Web: www.bayercropscience.com.au



Bayer CropScience supplies leading brands backed by expert advice in the areas of seeds and plant biotechnology, crop protection and non-agricultural pest control.

Our spirit of innovation and curiosity means we are always looking to develop more advanced solutions to environmental and commercial challenges. On and off the farm, we work closely with our customers, our business and research partners and the wider community to improve the security of our food and fibre supplies and our overall quality of life.

Biosecurity Queensland – Department of Agriculture & Fisheries

Booth Number: 35

Contact: Call Centre - 132523
80 Ann Street
Brisbane QLD 4001
Australia
Phone: 132 523
Email: callweb@daf.qld.gov.au
Web: www.biosecurity.qld.gov.au



Biosecurity Queensland coordinates the Queensland Government's efforts to prevent, respond to and recover from pests and diseases, that threaten the economy and environment such as Panama disease tropical race 4.

Blenners Transport Delegate Wear Partner – Hat

Contact: Les Blennerhassett
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Fax: +61 7 4068 4455
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Web: www.blenners.com.au



Blenners Transport is a family owned and operated company specializing in the transportation of produce, bananas, mangos and avocados from North Queensland to Southern Markets.

Catalytic Generators Australia Booth Number: 34

Contact: Leigh Cummin
13 Brett Dve
Carrum Downs VIC 3120
AUSTRALIA
Phone: 0421 378 957
Email: sales@catalyticgenerators.com.au
Web: www.catalyticgenerators.com.au



Now available to Australian and New Zealand banana ripeners. Safe, economical, consistent ethylene production. The Ripening Advantage. Banana ripening just doesn't get any easier than this.

CHEP Australia Associate Partner

Booth Number: 16

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North Ryde NSW 2113
Australia
Phone: +61 2 9856 2450
Fax: +61 2 9856 2584
Email: Cathryn.binet@chep.com
Web: www.chep.com, www.chepedia.chep.com



CHEP Australia offers managed, returnable and reusable packaging solutions. CHEP's technology and know-how helps some of the world's best known brands get to market. CHEP's supply chain solutions help customers store, protect and move goods from production to point of consumption in a safe, cost efficient and environmentally sound way.

Costa Associate Partner Fresh Banana Partner

Booth Number: 23

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Australia
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Fax: +61 3 8363 9186
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Web: www.costagroup.com.au



Costa is a grower and marketer of both Cavendish and Lady Finger bananas throughout Australia. We grow 800 acres in Tully and the Atherton Tablelands and pride ourselves in excellent relationships with our grower alliance partners in established regions. Having a full vertically integrated business allows us to achieve the best results for our growers and customers, which are serviced daily through our central market floors, warehouses and distribution centres.

CSIRO Booth Number: 33

Contact: Fiona McFarlane
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Email: fiona.mcfarlane@csiro.au
Web: www.csiro.au



Sponsors & Exhibitor Profiles

We shape the future. We do this by using science to solve real issues. Our research makes a difference to people, industry and the planet.

Deluca Banana Marketing Barista Partner



Contact: Matthew Crouch
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Fax: 0488 115 610
Email: mcrouch@freshmax.com.au
Web: www.dbmco.com.au

DBM is one of the largest Domestic Banana Marketers in Australia, working with Australia's best banana growers. DBM is a part of the Freshmax Group.

EE Muir & Sons

Booth Number: 07



Contact: Greg Linsdell
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Laverton North VIC 3026
Australia
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Fax: +61 03 9931 2201
Email: muirs@eem.com.au
Web: www.eem.com.au

EE Muir & Sons a fourth generation family owned major distributor of Crop Protection and Nutrition products to the Australian Horticulture industry through our extensive branch network. We service the Banana industry via our major new branch at Tully.

Freshmax Australia

Barista Partner



Contact Person: Matthew Crouch
Phone: 0488 115 610
Fax: 0488 115 610
Email: mcrouch@freshmax.com.au
Web: www.freshmax.com.au

Freshmax is one of the largest Produce Marketers on the Pacific Rim. We work with hundreds of growers and sell their produce domestically and overseas.

GrowData Developments

Booth Number: 11



Contact: Brian Riordan
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Australia

Phone: +61 3 58311711 or + 61 4 0912 1146

Email: brian@growdata.com.au

Web: www.growdata.com.au, www.spraydiary.com

GrowData is Australia's leading horticultural software company. They have recently adapted their famous Spraytrack and Packing programs to meet the needs of the banana industry.

HIA Marketing of Australian Bananas

Event Partner

Booth Numbers: 24 and 25



Contact: David Moore
Level 8, 1 Chifley Square
Sydney NSW 2000
Australia

Phone: +61 2 8295 2300

Email: david.moore@horticulture.com.au

Web: horticulture.com.au

HIA was established in November 2014 and was formerly known as HAL. HIA invests over \$100m in research, development and marketing programs annually. Australian Bananas is one of the largest member companies of HIA and has enjoyed a very successful marketing program over the last eight years since its association with HIA/HAL.

Horticulture Innovation Australia Ltd

Event Partner

Booth Number: 02



Contact: Katja Phegan
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Horticulture Innovation Australia Limited is a not-for-profit, grower-owned Research and Development Corporation for Australia's \$9 billion horticulture industry.

Interplas Pty Limited

Booth Number: 13



Interplas Pty Ltd
Superior Quality and Design

Contact: Rob Allison
11 Waratah Street
Clayfield QLD 4011
AUSTRALIA
Phone: 0418 525 944
Email: robballison@bigpond.com
Web: interplas.com.au

Interplas specialises in providing quality, designed Banana Bunch Covers direct from the Factory to the Customers Farm Gate at greatly reduced prices.

LaManna Group

Major Partner

Booth Number: 01

Contact: Derek Pregl

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Innisfail QLD 4860

Australia

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The LaManna Group is an integrated agribusiness involved in selling, growing, & packing a wide range of produce including bananas, avocados, mangoes, tomatoes, kiwifruit, citrus, tropicals, and others. We are a value based organisation with the goal of sustainable development for the long term benefit of our growers, shareholders, employees and retail partners. LaManna Group has extensive facilities throughout Australia and is committed to the long term viability of Australian horticulture and agriculture.

Lindsay Australia

Booth Number: 10

Contact: George Piccirillo

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Australia

Phone +61 400073751

Fax +61 7 3240 4350

Email: George.piccirillo@lindsayrural.com.au

Web: www.lindsayaustralia.com.au



Lindsay Australia encompasses three divisions offering a total supply and logistics solution to the banana industry:

Lindsay Rural – Supplying chemical, fertiliser, packaging and irrigation inputs.

Lindsay Transport – Australia's largest transporter of fresh produce, specialising in temperature sensitive, time-slotted freight into central markets and major grocery distribution centres.

Lindsay Fresh Logistics – a transport and logistics provider, located in the Brisbane Markets, providing unloading, cross-docking, storage, ripening, fumigation and import/export services.

Loscam Australia Pty Ltd

Delegate Wear Partner – Keep Cup



Contact: Irene Radford

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Australia

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Fax: +617 3274 1404

Email: Irene.radford@loscam.com

Web: www.loscam.com

LOSCAM, founded in 1946, is a leading provider of returnable packaging solutions for use in supply chains, with a reputation of outstanding customer service, innovative products and tailored solutions.

MacKays Banana Marketing

Major Partner



Contact: Richard Clayton

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Australia

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Fax: +61 2 8876 9555

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Web: www.mackaysmarketing.com.au

MacKay's Banana Marketing has a proud association with 12 of Australia's longest established banana growing families. Aligning suppliers with customers helps us to ensure everyone in the supply chain have their expectations met. Our farming and marketing teams challenge themselves to execute with excellence and to consistently deliver the nation a safe and nutritious product.

MADEC Australia

Booth Number: 05



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Mildura VIC 3500

Australia

Phone: 0429 173 263

Fax: +61 3 5025 4042

Email: pangel@madec.edu.au

Web: www.madec.edu.au

MADEC can supply all of your harvest labour needs from pacific island workers who can return each season, to backpackers and grey nomads. Call 1800 062332

Sponsors & Exhibitor Profiles

MAIT Industries

Booth Number: 17



Contact: Dean Taylor
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AUSTRALIA
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Fax: 1300 739 940
Email: dean.taylor@mait.com.au
Web: www.mait.com.au

MAIT Industries provides innovative monitoring and irrigation-control solutions to help with water management; we have been actively developing Irrigation technologies since 1994.

Moraitis Bananas

Associate Partner

Booth Number: 28



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Australia
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Web: www.moraitis.com.au

Founded over 55 years ago, Moraitis Group is one of Australia's largest integrated fruit and vegetable businesses. Operating on a national basis, Moraitis Group produce and market over 5.2 million cartons of bananas annually. Our Banana Business Model incorporates both production and ripening.

Moraitis Group and our Exclusive Supply grower partners follow the industry developed Best Management Practice (BMP) process on farms. BMP practicing growers produce bananas in the most sustainability and environmentally friendly way possible.

National Banana Freckle

Eradication Program

Booth Number: 31



Contact: Deborah Howcroft, Communications
and Community Engagement Manager
32 Mendis St
East Arm NT 0822
AUSTRALIA
Phone: +61 1800 77 11 63
Email: banana@nt.gov.au
Web: www.banana.nt.gov.au

The National Banana Freckle Eradication Program has completed Phase 1, to eradicate all banana plants in six Red Zones in the Northern Territory.

Netafim

Booth Number: 14



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Email: netinfo@netafim.com.au
Web: www.netafim.com.au

Netafim is the global leader in micro and drip irrigation solutions and has been shaping the future of agriculture for over 50 years.

Nu-Edge Solutions Australia

Pty Ltd

Booth Number: 15



Contact: John Moriconi
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Email: admin@nu-edge.com.au
Web: www.nu-edge.com.au

NESA's philosophy is forming partnerships in delivering best solutions to achieve correct balance for true soil and plant health, thus producing sustainable agriculture for growers.

Orora Fibre Packaging

Associate Partner

Booth Numbers: 08 + 26



Contact: Wesley Bray
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Australia
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Email: wes.bray@ororagroup.com

Orora supplies a range of fibre, metal and glass packaging solutions to enhance the products consumers use every day. Headquartered in Melbourne, our history dates to Victoria's first paper mill in the 1860s. ASX-listed, with 5,500 team members across 122 sites in 7 countries, and annual sales exceeding AUD\$3 billion.

QRAA

Booth Number: 21



Contact: QRAA Customer Relations
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Fax: +61 7 3032 0300

Email: contact_us@qraa.qld.gov.au

Web: www.qraa.qld.gov.au

QRAA is a specialist administrator of government financial assistance programs including loans, grants, rebates and subsidies.

Rivulis Irrigation

Booth Number: 12



Contact: John McDonnell

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Australia

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Fax: +61 7 3881 4070

Email: australiasales@rivulis.com

Web: www.rivulis.com

Rivulis Irrigation provides industry leading drip and micro irrigation solutions with superior channel partners to growers that want to optimise operations and output.

SACOA

Delegate Wear Partner – Thongs



Contact: Matt Sherriff

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Australia

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Web: www.sacoa.com.au

SACOA is a leading developer and supplier of spray oils, adjuvants, soil ameliorants and IPDM products developed and manufactured in Australia.

SACOA has been active in the banana industry for over 20 years, developing products such as BIOPEST specifically for the industry, and maintains an active research program aimed at developing agronomic solutions for Banana production.

SACOA maintains active partnerships with world-leading manufacturers, research and development organisations and key national retail distribution groups.

Seasol International P/L

Booth Number: 06



Contact: Craig Brown

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Australia

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Web: www.seasol.com.au

Seasol International, specialist manufacturer of high quality kelp, fish and humic. Also distributor of a range of high quality trace elements and water management products.

Soils First (NQ)

Booth Numbers: 18 & 19



Contact: John Bletsas

Creigan Road

Innisfail (Nth Johnstone bridge) QLD 4860

Australia

Phone: +61 07 40633518

Email: johnbletsas@soilsfirstnq.com

Soils First NQ specializing in custom SOLUBLE banana fertigation blends using quality Swancorp product and custom GRANULAR blends using BLACK UREA from Ecocatalysts.

Sweeter Soils

Delegate Wear Partner – Beanie

Booth Number: 27



Contact: Richelle Miles or Paul Edwards

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Innisfail QLD 4860

Australia

Phone: +61 7 4061 6655

Fax: +61 7 4061 6699

Email: admin@sweetersoils.com

Sweeter Soils provides an integrated approach to soil health and fertility; managing soil biology to provide highly robust and profitable production systems using Bactivate® products and science.

Sponsors & Exhibitor Profiles

Visy Board Pty Ltd

Foundation Partner

Booth Number: 29 & 30



Contact: Barry Campagnolo

C/- Visy Boxes & More, Lot 6, Ann Road, Hewitt Siding,
Tully QLD 4854

Australia

Phone: +61 7 4068 4888 or +61 418 726 964

Fax: +61 7 4068 1504

Email: barry.campagnolo@visy.com.au

Web: www.visy.com.au

Visy is an integrated packaging and resource recovery company with a product and service offering that can span the entire packaging life cycle.

With the recent threat of Panama TR4 looming, Visy is dedicated to supporting the future of the Australian banana industry through investing in the infrastructure and procedures needed to help contain the spread of Panama TR4.

Visy continues to work with growers, packers and supermarkets nationally to develop the best packaging for bananas that is not only ideal for the product, but takes into account the unique requirements of the supply chain such as storage, high-humidity, ripening, handling and transport.

Woolworths

Principal Partner

the fresh food people
Woolworths

Contact: Mark Bohringer - Category Manager - Fruit

1 Woolworths Way

Bella Vista NSW 2153

AUSTRALIA

Phone: 0404 829 929

Email : mbohringer@woolworths.com.au

Woolworths is proud to be Australian through and through. We are a key supporter of Australia's agricultural industry and are committed to promoting the consumption of fresh produce, supporting Australian farmers and working with key partners for a strong future in the industry. That's why when it comes to food, whether it's a ripe tomato or a juicy pineapple, 96% of our fresh fruit and veg comes from Australia including 100% of our fresh bananas.

BRINGING
GLOBAL
INNOVATION
TO THE
LOCAL LEVEL



Innovation doesn't happen overnight. It can take years to develop a cost effective and workable packaging solution. This is why, at CHEP, we are working on tomorrow's solutions today.

CHEP is currently trialing our new reusable plastic banana crate concept with banana growers in Australia and we'd like you to be part of that.

Trials in the US and UK have shown many benefits of using banana crates:

- ✓ Faster and more consistent cooling
- ✓ Reduced packaging costs
- ✓ Improved yield and profitability
- ✓ More even ripening process
- ✓ Reduced product damage
- ✓ Supply chain efficiencies

Come and visit us at the CHEP stand to sign up for a free banana crate trial.

To find out more, contact CHEP's Business Development Managers:

Nick Jones on 0426 955 754
or nick.jones@chep.com

Gordon Sinclair on 0419 256 431
or gordon.sinclair@chep.com





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Contact: Steven Hastings
National Category Specialist -
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Purchasing Director
ALDI Stores
Prestons Region
(02) 8783 3114
Steven.hastings@aldi.com.au



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