

Horticulture Innovation Australia

Final Report

Building productivity – building profitability: 2014 macadamia conference

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Australian Macadamia Society Limited

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MC13703

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Summary

More than 400 Australian macadamia growers, processors, marketers, researchers and suppliers from around Australia and the world descended on the Northern Rivers in October 2014 for the highly anticipated 2014 Australian Macadamia Society '40th Anniversary' Industry Conference.

The 4-day conference, the largest in the AMS's 40-year history, showcased 50 speakers and took place in Lismore and on macadamia farms throughout the Northern Rivers, shining the spotlight on Australia's largest macadamia growing region.

The conference brought together the best minds and innovators, and an impressive up of national and international presenters to present information and updates on issues crucial to the industry - productivity, price, new varieties and product and market development to name a few. The macadamia research community also presented major findings of projects, Australia's best growers provided case studies, and growers had ample opportunity to learn via field days, equipment demonstrations and a trade show. In addition, the conference delegates heard from representatives in similar industries – to discover their success stories in marketing, consumer needs and horticultural developments.

Delegates were surveyed at the end of each session, with survey results summarised in this report.

In addition, the information contained in each conference presentation was posted onto the AMS website www.australian-macadamias.org/industry shortly after the event (and a specific e-blast was circulated to 800 industry representatives).

The HAL logo featured prominently on all event marketing collateral. Two HAL staff and representatives from ANIC attended the event.



Pictured above: Cover of conference registration brochure

Machinery Field Day

The conference kick-started with the Machinery Field Day at Park Properties Eureka on Tuesday 14 October, an innovative new event that attracted close to 200 people and was well supported by local and interstate machinery exhibitors. Attendees got to see 13 'live' machinery demonstrations (including the Monchiero harvester) on the day, covering all facets of the orchard.



Conference sessions at Lismore City Hall

Around 300 people attended the daily conference sessions on both Wednesday and Thursday 15-16 October, lured by the exciting prospect of hearing from an impressive array of national and international presenters, speaking on the industry's most crucial topics and issues - including investment, productivity, price, new varieties, innovation and product and market development.

Lismore Mayor Jenny Dowell opened the conference. Attendees heard from experts in other industries – almonds, wine and apple to name a few - with key note speakers 2013 Australian Horticultural Grower of the Year, viticulturist Ashley Ratcliff from South Australia, and the 'Almond Doctor' David Doll, from the United States both proving very popular. Ashley outlined some of the contributing factors of his success in the wine industry, while David outlined the history and key factors that led to the growth in price and demand in Californian almonds, and the agronomic factors such as nutrition, irrigation and canopy management.



Pictured: Keynote presenter David Doll

Other key presentations on Day One included: 'Keeping the consumer excited about our product', 'The facts underpinning the healthfulness of tree nuts', 'Trialling and implementing successful agronomic systems from other crops into macadamia production. How much can macadamia production grow in 10 years?' and 'What are the new varieties capable of?'.

Day Two featured concurrent marketing and research & development sessions, broken into 'themes':

Marketing

- Who is the consumer for macadamias?
- Consumption around the globe today and predictions for the future
- Macadamia innovation

Research & Development

- Orchard and canopy management (Integrated Orchard Management)
- Pest and disease management
- Innovation and investment

Delegates heard from Australia's (and the world's) best growers, marketers and scientific researchers, with the survey results showing an overwhelming positive response to the quality and depth of information provided. Many survey respondents spoke of being inspired and motivated to make changes to their current practices as a result of information they'd heard at the conference, and many said it was 'the best AMS conference' they'd ever been to. The AMS extends a big thanks to the 50 speakers who dedicated many precious hours to compiling their presentations. After the conference all conference presentations were made available on the AMS website www.australian-macadamias.org/industry.

Trade show at Lismore City Hall

Exhibition spots at the Trade Show sold out well in advance of the event, and exhibitors displayed some of the most advanced and important products and services available to growers and processors.



Canopy/orchard floor Field Trip

The conference field trip capped off a hugely successful week. Close to 200 people boarded the buses early Friday morning, before being taken on a tour of nine of the region's best-performing orchards. It was a whirlwind tour, and an extremely popular one, with attendees able to see first-hand a hugely diverse range of successful orchard practices.



Social events

This conference coincided with the AMS's 40-year anniversary, providing extra incentive to celebrate at the conference's popular social events. The welcome cocktail reception at Lismore City Hall on Tuesday 14 October played host to 170 guests, many of whom had also attended the machinery field day earlier that day. A highlight of the evening was the launch of the inaugural macSmart 'Macademy Awards', paying tribute to the growers behind the best macSmart videos (and coordinated by Paul O'Hare and the macSmart team from QDAFF).

The gala dinner also proved a winner, with a large percentage of guests unrecognisable in their 70s-themed attire. Industry stalwart Ted Davenport delivered an entertaining speech, and Peter FitzSimons delighted guests with his hilarious antics. The industry's most prestigious awards (Norm Greber and State of Origin) were handed out, before guests danced the night away to the 70s disco tunes.

Program

The conference program was developed to appeal to all industry stakeholders.

Appendix 1 – 2014 AMS Industry Conference Program

Communication and promotion

The event was heavily promoted to levy payers and industry stakeholders via the following

communication channels:

- AMS e-newsletter (monthly)
- AMS e-blasts
- AMS website
- AMS News Bulletin (August 2014 edition)
- AMS mailouts
- In publications including the Australian Nutgrower Journal.

Evaluation

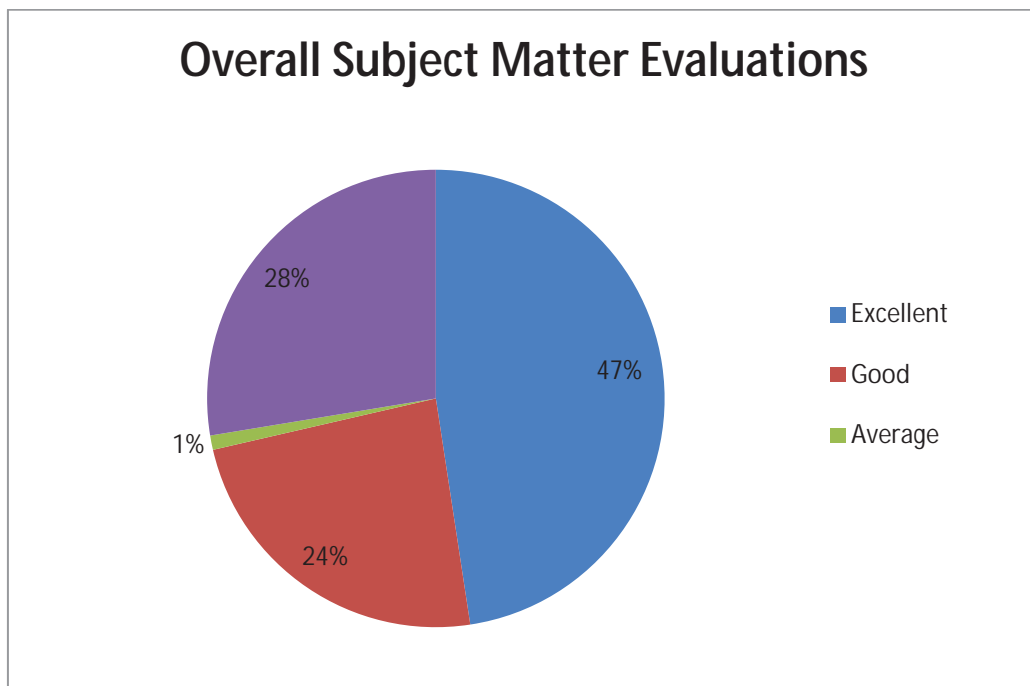
The AMS surveyed participants at all conference events, providing the opportunity to evaluate and review the conference.

Participants were requested to complete a short evaluation form following each session. These forms covered a range of topics related to the session, including subject matter, speakers, length of session and whether they would change their practices as a result of information presented in the session. It also provided the opportunity for people to add their own additional comments.

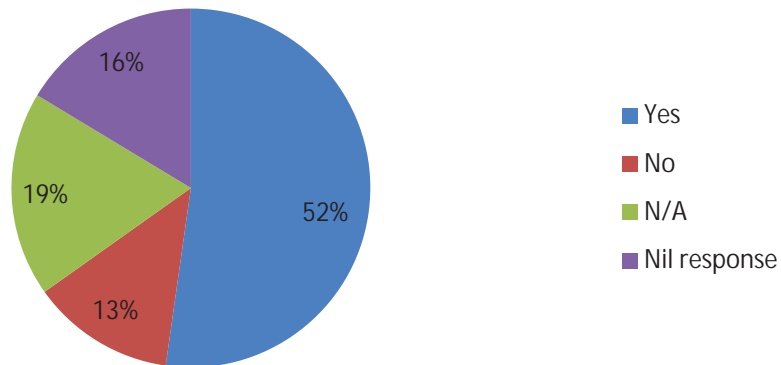
Overall the responses indicated that the conference was stimulating and useful.

From the 2014 Industry Conference survey (395 respondents):

- **Subject matter of conference presentations** – 47.6% of respondents said the subject matter was 'excellent' and 23.8% said it was 'good' (28% did not respond).
- **Change of practice** – 50.1% of people said they will change their practices as a result of information presented at the conference (12.4% said they would not).



2014 Conference - Will you change your practices as a result of information presented?



Key feedback from the 2014 Industry Conference:

The AMS received some very positive feedback about the conference. Listed below is a selection of comments/emails the AMS received:

*Jolyon,
 Congratulations on a fabulous conference. The quality and depth of the information we get as growers and AMS members is exceptional. Great choice of speakers and well done to your team on creating an atmosphere of collaboration, involvement and transparency, and a sense of focus and future for the industry.
 The industry body has come a long way under your stewardship and there is a genuine sense of trust amongst growers at unprecedented levels.*

Bravo.
Greg Smith (Grower)

To the AMS Team,

We participated in the conference activities last week and got so much from the experience. Our heads were spinning with an overload of information but it really was fabulous.

We are new farmers at Clunes with 7,000 trees. We decided throughout the week that we would like to be members. Could you please provide us the information to make this happen.

Please pass on our thanks to Robbie and his team for a really well organised, informative and professionally run

conference. We look forward to the next one.

Craig and Dominique Mills (Clunes)

*To Robbie, Jolyon, Nyree and the AMS team,
Congratulations on an informative and well run macadamia conference, it was an outstanding showcase of the macadamia industry. It was great to see a huge response to the field days as well.*

Noel Outerbridge (Grower / Century 21 Alstonville)

Our congratulations to the organisers of the 2014 AMS Conference. We are proud to have been a Gold Sponsor of the 40th anniversary event. We found our booth a fun and engaging way to interact with delegates across the two days. But naturally, our pick of events was the SFE sponsored Gala Dinner - a wonderful opportunity for all to let their hair down and boogie like cool cats!

Michelle Herbert (Stahmann Farms)

Hi Jolyon,

A long overdue email to say a very big thank-you to you and all the members of your staff at the Head Office for the wonderful job you all did in putting on such a great four day conference event for the AMS members and all the others who attended. Everything ran like clockwork and we all gleaned a great deal of very useful and thought provoking information.

We realize that events like this do not just happen and an enormous amount of work and time has to be put in on many levels and over a very long time to pull it all together and to have it run so smoothly. The guest speakers were all very interesting and had a lot of information at their fingertips and I am sure we can all learn a lot from them. We really enjoyed visiting all the farms we saw and again, we can certainly take on some of the farming methods that we were shown.

We are an extremely lucky lot of macadamia growers to have such a well run industry body with people who are so very, very good at what they do and who have the macadamia interests very much to heart. It is comforting to know that our industry is in very good and capable hands! The conference was a great credit to you all. Please pass on our thanks and appreciation to everyone at the office.

Sincerely,

Peter, Tim and Nancy Zeck (Wirrimbi growers)

Key outcomes

Events like this conference are an essential ingredient in ensuring Australian macadamias remain at the forefront of the global industry. At 40 years young, the industry still has its best years ahead, with enormous potential for further growth, innovation and improvement, and events like this conference provide participants with the knowledge and momentum they need to seize opportunities and address challenges.

The conference participants came away from the event with a greater understanding and working knowledge of the industry's R&D and Marketing programs and the outcomes of this work, which is being undertaken by a range of people within the industry.

Participants have a greater understanding of issues impacting upon the industry, as well as the solutions. The event provided comprehensive, accurate and up-to-date information, extensively promoted the adoption of best practice through all appropriate means, and provided people with the tools to make the best possible management decisions.

In addition, the conference provided a significant opportunity for all industry stakeholders from many sectors of the industry to meet and network, enhancing communication and partnerships between growers from different regions.

Recommendation/s

The Australian Macadamia Society continuously strives to deliver services and events that allow levy payers and industry participants to have the most up-to-date and accurate information at their fingertips.

The conference provides the opportunity to provide a wide range of information to a large cross-section of people, while at the same time providing the mechanism by which to tailor different sessions to specific industry sectors. It also adds a practical component via the field days and trade show associated with the event.

Combined with other regular AMS events, like MacGroups and Field Trips, the conference fulfills a real need within the Australian macadamia industry, and it is recommended that this event continues on a bi-annual basis.

Record of expenses

2014 Macadamia Conference	
Profit and Loss	
Income	
VC Funds	\$ 100,000
Registrations	\$ 60,680
Total Income	\$ 160,680
Expense	
VC HIAL	\$ 58,205
General Expenses	\$ 116,462
Total Expense	\$ 174,667
Surplus/Deficit	-\$ 13,987

Acknowledgement

The Australian Macadamia Society Ltd thanks all those who contributed to, and participated in, the 2014 AMS 40th anniversary Industry Conference.

The success of the conference would not have occurred without the support and commitment of the AMS staff, AMS Board, Horticulture Australia Limited (HAL), the speakers, sponsors, exhibitors, presenters, and the staff from Lismore City Hall.

We would like to thank many companies and individuals whose gift of time, money and/or resources all contributed to the success of this event.

Thank you to the event sponsors: Horticulture Australia Ltd, MWT Foods, Stahmann Farms, MPC/Pacific Gold/Macadamia Marketing International, Pacific Farms, Suncoast Gold Macadamias, Toro, Monchiero, Macadamias Direct, Farmmoto, Agrimac, Lindsay Rural and Local Land Services (North Coast).

The conference was made possible through the active participation of the sponsors listed above and the speakers as outlined in the program. This project was facilitated by HAL in partnership with the AMS. It was funded by voluntary contributions from industry and sponsors.

2014 AMS 40TH ANNIVERSARY INDUSTRY CONFERENCE

Lismore City Hall
14-17 October



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A wooden spoon is shown from a side profile, holding three olives. A thin, clear stream of oil is being poured from above, passing over the olives and continuing down the handle of the spoon. The background is a plain, light color.

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Welcome



Welcome to the 2014 '40th anniversary' AMS Industry conference.

This will indeed be a special event for a number of reasons.

This year the AMS celebrates its 40th anniversary. We're still a young industry, yet we have so much to celebrate and be proud of because we've achieved so much over the last four decades. Australia leads the world in production and export, accounting for 30% of the world's crop – a real credit to our talented growers who are passionate about innovation, quality and sustainability.

We lead the world in the development of macadamia harvesting technology, investment in research and development, biological control and conservation (all reasons why our kernel enjoys a first class reputation both here and overseas). Our industry is worth more than \$200 million annually, employs thousands of people and contributes millions of dollars to regional economies.

Lismore just also happens to be right in the middle of Australia's largest macadamia growing region, so it is fitting that this conference is being held here (for the first time too), home to more than 400 growers.

Needless to say, we're expecting this event to be THE biggest (and best) conference in the AMS's 40-year history, with hundreds of local, interstate and international macadamia growers and industry representatives expected to attend.

And to top it off, we've assembled the most impressive array of national and international presenters seen in some time, who will speak on crucial industry topics and issues – including investment, productivity, price, new varieties, innovation and product and market development.

We're looking forward to learning from other industry experts too, and extend a warm welcome to our keynote speakers who have travelled from afar - 2013 Australian Horticultural Grower of the Year viticulturist Ashley Ratcliff, from South Australia, and the 'Almond Doctor' David Doll, from the United States.



We certainly hope you get to sample a little bit of everything on the jam-packed agenda, and we encourage you to take advantage of this unique opportunity to exchange knowledge and information about the latest industry and research developments, and to learn from our industry's best.

At 40 years young, our industry still has its best years ahead, with enormous potential for further growth, innovation and improvement. We will not however, rest on our laurels. Just imagine what we can achieve in the next 5, 10, 20 and 40 years.

I would like to take this opportunity to extend our sincere thanks to the many businesses that have come on board as event sponsors. Your generous support will help to ensure the 2014 conference is an outstanding success.

Andrew Starkey

*Chairman
Australian Macadamia Society*

Sponsors

The Australian Macadamia Society sincerely thanks our event sponsors and supporters:

This event is supported by Horticulture Australia in partnership with the AMS



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General information



Schedule of events

TUESDAY 14 OCTOBER

Machinery Field Day, Park Properties, Eureka
AMS AGM and Annual Levy Payers Meeting,
Park Properties, Eureka
Welcome Cocktail Reception, Lismore City Hall

WEDNESDAY 15 OCTOBER

Conference and Trade Show, Lismore City Hall

THURSDAY 16 OCTOBER

Conference and Trade Show, Lismore City Hall
Gala Dinner, Lismore City Hall

FRIDAY 17 OCTOBER

Canopy/orchard floor/leading orchard Field Trip,
various leading Northern Rivers orchards

Delegate registration desk and name badges

The registration desk at Lismore City Hall will be open at the following times:

Tuesday 14 October 5-6pm
Wednesday 15 October from 7:45am
Thursday 16 October from 7:30am

Each conference attendee will be issued with a name tag at registration. This name tag is your official entry to the sessions you have registered for as well as the Welcome Cocktail Reception and Gala Dinner. We ask that you wear it at all times otherwise you may not be admitted.

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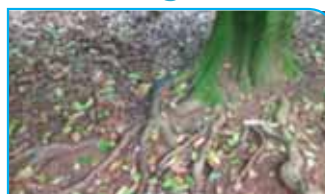


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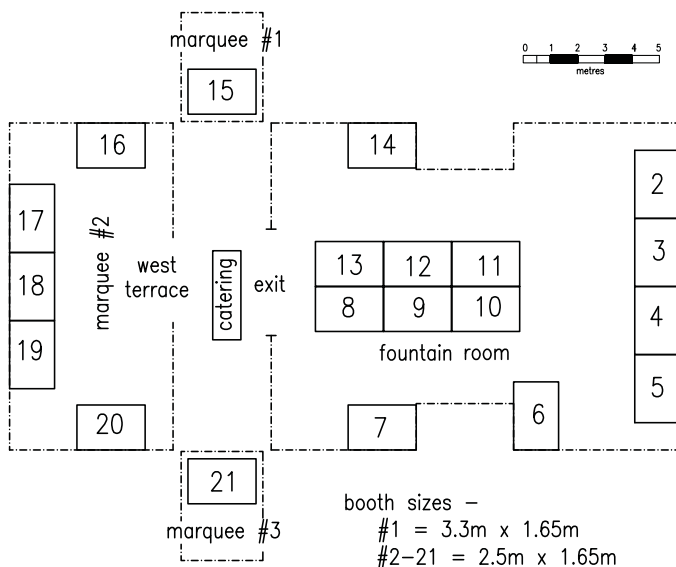
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- better crop yield



AFTER

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List of exhibitors

EXHIBITOR	BOOTH
Agrimac Macadamias	10
Australian Macadamia Society	14
Austsafe Super	13
Barmac	20
FarmMoto	17
Incitec Pivot	16
Inspection Masters	18
ITS Inspection Systems	19
Lindsay Rural	8
Macadamias Direct / Jindilli	6
macSmart & Benchmarking	7
Monchiero Australia	4
MPC / MMI / Pacific Gold Macadamias	5
NSW DPI Wollongbar	9
O'Grady Rural / PandA	15
Pacific Farms	11
Seasol International	21
Stahmann Farms	3
Toro Australia	2
WFI Insurance	12

Program






TUESDAY 14 OCTOBER

8:00-17:00	MACHINERY FIELD DAY Park Properties, enter via Springvale Road, Eureka Venue host sponsor: Pacific Farms Event sponsor: Monchiero  
13:00-14:00	BBQ LUNCH Park Properties
14:00-16:00	AMS AGM & ANNUAL LEVY PAYERS MEETING Park Properties, enter via Springvale Road, Eureka
17:00-18:00	CONFERENCE REGISTRATION OPENS Lismore City Hall, 1 Bounty Street Lismore
18:00-20:00	WELCOME COCKTAIL RECEPTION Lismore City Hall, 1 Bounty St Lismore Sponsor: MWT Foods 

WEDNESDAY 15 OCTOBER

Venue: Auditorium

7:45	REGISTRATION OPEN
8:00	TRADE DISPLAY OPEN Fountain Room
8:30	AMS CHAIRMAN WELCOME & OFFICIAL OPENING <i>Jenny Dowell, Mayor of Lismore and Andrew Starkey, Chairman, Australian Macadamia Society</i>
8:45-9:30	KEYNOTE 1: The Man From Murray River – Turning passion and optimism into success Do the same principles of success apply to all horticulture industries? South Australian grape grower Ashley Ratcliff is a man who was prepared to invest his passion and his hip pocket in becoming a successful, long-term grape supplier to the wine industry. He's been an early adopter of Italian wine varieties, conducted trials with drought tolerant root stock and mulch between vines and been recognised for the use of water-efficient farming methods and technology. He will outline some of the contributing factors to his success and how they can apply to our industry. <i>Ashley Ratcliff, 2013 Australian Horticulture Farmer of the Year and award-winning viticulturist, Oxford Landing Winery.</i>
9:30-10:15	KEYNOTE 2: The Almond Doctor – The Californian almond story Over the last 7 years, price, production and profitability in the Californian almond industry have all increased. Do macadamias have the same opportunity? David Doll has worked with Californian almond growers and processors to implement cutting edge research to deliver these outcomes. He will outline the history and key factors that led to the growth in price and demand, and the agronomic factors such as nutrition, irrigation and canopy management. <i>David Doll, Nut Crop Pomology Farm Advisor, University of California Cooperative Extension</i> Sponsor: Pacific Gold Macadamias, Macadamia Processing Company and Macadamia Marketing International   

10:15-10:45 **MORNING TEA**

The opportunities – Everyone says there's a bright future ahead for macadamias but how do we take advantage of the opportunity?

10:45-11:15	Keeping the consumer excited about our product The key to keeping the consumer excited about our product is getting inside the minds of consumers and knowing what motivates them. The unique sensory characteristics of macadamias offer huge potential for product differentiation – no other food can offer the same sensory experience. 'Health' is the strongest reason to believe and people are seeking out this reassurance when trying to make a healthier snacking choice – factual benefits grab consumers' attention. Consumers get excited about premium things and their everyday treats are very often food related. In lieu of being able to afford a BMW, consumers get a taste for the luxurious life through their daily food choices. Macadamias occupy this space perfectly. <i>Brent Wallace, CEO and co-founder of Galileo Kaleidoscope (GALKAL)</i>
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Venue: Auditorium

11:15-11:30	<p>The facts underpinning the healthfulness of tree nuts The health story for tree nuts continues to gain momentum following three major pieces of population research, with the results published in a recent report 'Nuts and the big fat myth' which uncovers insights that bust the myth that nut should be avoided because of their high fat content. This means that although once a slimmer's foe, nuts are well and truly back on the weight-loss menu. Research shows regular nut eaters can maintain a healthy weight and clinical studies have also shown that people do not gain weight as expected when they add nuts to their diet.</p> <p><i>Lisa Yates, Program Manager & Dietitian, Nuts for Life</i></p>
11:30-12:00	<p>How did the apple industry go from an average of 19T/hect to 40T/hect in six years? Lessons learnt from the apple and pear industries technology transfer and extension programs. Exploring opportunities to trigger a paradigm shift in thinking and on farm execution.</p> <p><i>Jesse Reader, General Manager and Senior Horticulturalist at AgFirst Australia</i></p>
12:00-12:25	<p>Trialling and implementing successful agronomic systems from other crops into macadamia production. How much can macadamia production grow in 10 years? What will the macadamia orchard in 2015 look like? QDAFF's John Wilkie is driving the 'Small-Tree High-Productivity' project and will provide an update on recent trial results.</p> <p>Sponsor: Horticulture Australia <i>Dr. John Wilkie, Principal Horticulturist, Horticulture and Forestry Science, Department of Agriculture, Fisheries and Forestry</i></p> 

Proud to Support Australia's Macadamia Society 40th anniversary conference.

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Venue: Auditorium

12:25-12:45	<p>What are the new varieties capable of? New varieties from the macadamia breeding program currently being trialed by the nation's best scientific researchers have 30% more yield and will be available in 2017-18. Dr. Bruce Topp will provide an update on this important project.</p> <p><i>Associate Professor Dr. Bruce Topp, University of Queensland</i></p>
12:45-14:00 LUNCH	
<p>A global perspective What's happening around the world and what can we learn? Fast tracking opportunities from other industry successes.</p>	
14:00-14:40	<p>China: Crouching tiger, hidden dragon? Is China the sleeping tiger? A production threat or a significant marketing opportunity? Friend or foe? Kevin Quinlan and Kim Wilson outline their recent study tour of China.</p> <p><i>Kevin Quinlan, Supply Chain Manager – NIS, Macadamia Processing Company Ltd</i> <i>Kim Wilson, General Manager, Gray Plantations</i></p>
14:40-15:05	<p>Australia: Is Australian macadamia production really a unique cropping system? Our differences are opportunities not roadblocks. The AMS's Robbie Commens presents the findings from his 2014 study tour of other tree nut crops including walnut, almond, pecan and pistachio, and Hawaiian macadamia production.</p> <p><i>Robbie Commens, Productivity Development Officer, Australian Macadamia Society</i></p>
15:05-15:30	<p>South Africa <i>Phil McCarthy, Industry consultant</i></p>

15:30-16:00 AFTERNOON TEA

16:00-16:15	<p>Southern Cross University Grower Demographic Study A recent study of macadamia grower aspirations and challenges will better inform future AMS planning strategies.</p> <p><i>Hanabeth Luke and Kerrie Stimpson, PhD candidates & lecturers at Southern Cross University</i></p>
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PANEL SESSION: Price or productivity

Is the in-shell price or productivity the key driver towards profitability?

Sponsor: Local Land Services



16:15-17:15	<p>Panel session What's most important for a grower's profitability? Join us for an entertaining session where a panel of industry 'experts' will debate whether growers should focus their efforts on lifting productivity or driving a better price. There'll be plenty of opportunity to ask questions and push your favourite bandwagon!</p> <p><i>Chair: Jolyon Burnett, Chief Executive Officer, Australian Macadamia Society</i> <i>Panelists: Pam Brook (Brookfarm), Kevin Quinlan (MPC), Chris Searle (Suncoast Gold), Richard Sampson Genest (Stahmann Farms)</i></p>
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CONCURRENT SESSIONS

THURSDAY 16 OCTOBER MARKETING

Venue: Lower ground Dance Theatre

Who is the consumer for macadamias?

No-one else is as invested in macadamias as we are. Understanding the consumer will help us build on macadamias' premium status and position it as a product that is worth the money and more than just a snack. These learnings can be then be shared with food manufacturers and retailers around the world to give them more reasons to choose macadamias.

8:30-9:00	Consumer research project – Australia Consumer portraits research in Australia has found that macadamias can comfortably own a position in the premium space. There is no doubt that consumers perceive them as a premium product. Macadamias also demand a higher price point (up to 10%) and if added to other food products can add premiumness and value. <i>Brent Wallace, CEO and co-founder of Galileo Kaleidoscope (GALKAL)</i>
9:00-9:30	Consumer research project – China Consumer research has painted a picture of the status of macadamias in China - they are perceived as premium and more valuable than other nuts, and regarded as healthy. The Chinese also prefer their macadamias in-shell! <i>Lynne Ziehlke, Market Development Manager, Australian Macadamia Society</i>
9:30-10:00	Consumer research project – Japan Consumer research has found that today macadamias are regarded more as premium nut than they were previously and that in terms of the competitive set, macadamias outperform all other tree nuts in terms of premium image, taste, quality image, beauty/skin benefits, health benefits and the importance of source (good origins and made in trustworthy places). <i>Jeff Lippold, Regional Digital Director APAC / Head of Strategy, Havas Worldwide Digital Tokyo</i>

THURSDAY 16 OCTOBER RESEARCH & DEVELOPMENT

Venue: Auditorium

Orchard and canopy management

(Integrated Orchard Management)

8:30-8:45	What do the managers of all high performance mature orchards have in common? In-depth presentation on the key findings from the macadamia industry Investigative Committee's study tour of highly producing orchards in NSW and Queensland. Learn how to improve production in mature orchards and for young orchards, how to avoid mature orchard management production decline. Covers the key elements of successful mature orchard management, together with a number of important recommendations. <i>Lindsay Bryen, NSW grower and Leader, orchard management industry reference group</i>
8:45-9:00	Macadamia canopy management review of research to date A fresh perspective on our opportunities... <i>Dr. Grant Thorp, Senior Scientist, Plant & Food Research (New Zealand)</i>
9:00-9:15	Canopy management practices in the almond industry – NO PRUNE SYSTEM... Does it work? David Doll will outline the evolution of canopy management practices in almond production from hedging through to current best practice of NO PRUNING. <i>David Doll, Nut Crop Pomology Farm Advisor, University of California Cooperative Extension</i>
9:15-9:30	Session: Orchard floor management Increase production with improved orchard floor practices. The presentation will provide experience and results that have been seen in the field on increasing root volume through proactive drainage management, increasing ground covers (grass, mulch and compost) and increasing organic matter. <i>Alan Coates, Coates Horticulture</i>
9:30-9:45	Grower success story 1 NSW grower Graeme Fleming outlines his recent canopy and orchard floor management practices that have led to increased production, reduced erosion and increased profit. <i>Graeme Fleming (Knockrow Farm), Agricultural Consultant, Macadamia Consulting Services</i>
9:45-10:00	Grower success story 2 QLD grower Tim Salmon outlines his recent work on drainage management, increasing ground covers and canopy management work that have improved production in the Gympie region in difficult weather conditions. <i>Tim Salmon, Australian Macadamia Management</i>

10:00-10:30 Morning Tea



Proud presenters of – 2014 AMS 40th Anniversary Industry Conference



10

CONCURRENT SESSIONS

THURSDAY 16 OCTOBER **MARKETING** *continued*

Venue: Lower ground Dance Theatre

Consumption around the globe today and predictions for the future

Tree nuts are increasingly regarded as wonder foods that not only taste great but also lower the risk of heart disease, some forms of cancer and type 2 diabetes, while providing essential vitamins and minerals. Over the last few years there has been solid growth across all regions. It is likely that emerging markets, particularly in Asia, will represent the highest growth opportunities over the coming five years as the middle class with higher disposable incomes will continue to grow.

10:30-10:40	Category overview from a Tree Nut perspective <i>Introduction by Michael Waring, Managing Director, MWT Foods</i>
10:40-10:55	United States As the 'other home' of macadamias the United States has been consuming macadamias in many product forms for a long time and currently consumes the largest volume in the world. Is there room for innovation in this market and can macadamias move beyond being a product used in souvenirs, cookies and mixed nuts? <i>Michael Waring, Managing Director, MWT Foods</i>
10:55-11:20	Asia Asia has been a success story for macadamias so far, especially in Japan, and increasingly in China. We take a look at the markets where this success could be replicated to take advantage of consumers' desire for new products and healthier foods and where macadamias could be by 2020. <i>Richard Sampson Genest, General Manager Sales & Marketing + International Sales, Stahmann Farms Enterprises Pty Ltd</i>
11:20-11:40	Europe Macadamias have had a long affair with Europe, particularly Germany. But are there new opportunities for long-term growth in this market? If so, where are they likely to come from? <i>Larry McHugh, General Manager, Macadamia Marketing International</i>
11:40-12:00	Australia As our very own native nut we have a lot of natural advantages in our own market and have achieved the highest per capita consumption in the world by a long shot. But have we fully explored the gamut of opportunities yet? Are there new prospects for the local nut? <i>Andrew Waddell, Domestic Sales Manager, Stahmann Farms Enterprises</i>

THURS 16 OCTOBER **RESEARCH & DEVELOPMENT** *cont*

Venue: Auditorium

Pest and disease management

10:30-10:45	Biological husk spot – is a biological fungicide possible for our industry? Plant pathologist Dean Metcalf has developed successful commercial bio fungicides for the grape and onion industry and now he's taking on macadamias. Lab screening is complete, suitable compounds have been selected and field trials are underway. Hear Dean's perspective on the potential to develop another biological fungicide. <i>Dr. Dean Metcalf, Plant Pathologist, Metcalf Pty Ltd</i>
10:45-11:00	Cultural disease management with tree shakers Other tree nut industries are using commercial shakers with much success. Technological advancements in recent years in tree shakers have opened up an exciting opportunity for the macadamia industry to potentially manage husk spot by removing sticktyes mechanically. <i>Dr. Olufemi (Femi) Akinsanmi, Senior Research Fellow, CPS, Queensland Alliance for Agricultural and Food Innovation, University of Queensland</i>
11:00-11:15	FSB PhD update – insect pest pressure differences in light and dark orchards. Do crowded orchards have more or less pest pressure? PHD graduate Alana Danne has undertaken this research and will share some exciting results. <i>Alana Danne, PhD student, University of Queensland</i>
11:15-11:30	Lace bug research and the future of lace bug management Growers have reported between 50-100% crop loss from lace bug. Craig Maddox is leading a team of entomologists charged with finding a solution to this devastating issue. They are screening new compounds and gaining a better understanding on most suitable timings of application. <i>Craig Maddox, Technical Officer Entomology, NSW Department of Primary Industries</i>
11:30-11:45	Session: Grower success story 1 (NSW) <i>John Pretorius, NSW grower</i> An industry leading grower focused on increasing production and profitability, John has worked with NSW DPI entomology researchers (through on farm trials) to gain a greater understanding of the pest timing, populations and species on his orchard. He has also worked with neighbouring growers to coordinate a local area crop protection management program, which leads to improved outcomes. John will outline the evolution of commercial crop protection on his orchard over the last 5 years, and his plans for the next 5 years.
11:45-12:00	Session: Grower success story 2 (QLD) Bundaberg consultant Chris Searle will outline the management systems used by leading Bundaberg grower Geoff Chivers who has taken out the State of Origin Award for the lowest reject levels in QLD an impressive x times. <i>Chris Searle, Grower Liaison Officer, Suncoast Gold Macadamias (AUST) Ltd</i>

12:00-13:30 **Lunch**



CONCURRENT SESSIONS

THURSDAY 16 OCTOBER **MARKETING** *continued*

Venue: Lower ground Dance Theatre

Macadamia innovation

Macadamias may only represent 1% of global tree nut production but they are a world leader in the innovation space and are well positioned to meet the challenges and take advantage of the opportunities ahead.

13:30-13:45	Innovation – a signal of success <i>Introduction by Richard Doggett, AMS Director</i>
13:45-14:15	Knowledge & insights Better information means better decisions; good decisions lead to good outcomes. The Australian industry has built a suite of data, insights and intelligence that is unparalleled by any other horticulture industry in Australia or by any other macadamia producing origin. Darren Burton will talk about how this has helped make the industry more successful in recent years. <i>Darren Burton, Director, Burton Consultants</i>
14:15-14:45	Collaboration There has been a seismic shift in the level of collaboration in the macadamia industry. This has seen Australian marketers working together to solve some of our most challenging issues, and internationally, working together to invest in a landmark project for the good of the global macadamia industry. <i>Lynne Ziehlke, Market Development Manager, Australian Macadamia Society</i>
14:45-15:15	New product innovation Innovation in manufacturing is critical to further build demand for macadamias. As a premium product with unique sensory attributes, macadamias are a great fit for new product developers. We look at some of the exciting new products that are using macadamias locally and around the globe across the food, health and beauty sectors. <i>Jacqui Price, Group Marketing Manager, Buderim Ginger</i>



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THURS 16 OCTOBER **RESEARCH & DEVELOPMENT** *cont*

Venue: Auditorium

Innovation and investment

13:30-13:45	Investment and innovation in irrigation How do you decide whether to irrigate? How do you select an efficient and cost effective irrigation solution for your orchard? And how do you tell if your system is efficient? Agricultural irrigation industry expert Kerry Scanlan has spent three decades on-farm developing irrigation solutions directly with growers. <i>Kerry Scanlan, National Sales Manager, Agricultural Irrigation, Toro Australia</i> Sponsor: Toro 
13:45-14:00	New orchard investment There's increased interest in investing in the macadamia industry due to the return on investment opportunities. <i>Kim Wilson, General Manager, Gray Plantations</i>
14:00-14:15	Tapping the potential of the coastal cane flats Ex BHP mine manager Ben Zietsman bought a 50/50 macadamia and cane orchard with Joof Alberts in 2012. He's transformed it to 100% macadamias, and is continuing to develop new territories for production on ex sugar cane farms. Ben will outline the process from purchase to planting. <i>Ben Zietsman, NSW grower</i>
14:15-14:30	Planning for the future and improving capital value through tree removal Rosebank growers David and Ann Anderson have established a plan to prepare their property for future sale. Their plan recognises deteriorating yield in a mature orchard and focuses on staged row removal to optimise yields. The presentation will cover the factors addressed in developing and implementing their plan and an insight into issues encountered three years into the plan. <i>David Anderson, NSW grower</i>
14:30-14:45	Latest machinery for tree removal Warren is one of the most experienced macadamia growers when it comes to canopy management, and is once again pioneering new technology and systems and will showcase his latest tree removal methods. <i>Warren Elvery, Victoria Park Plantations</i>
14:45-15:00	How well do you REALLY know your orchard? NSW grower Bob Howard has developed a unique business (LIDAR) that can provide growers with detailed orchard maps such as soil type, canopy height, vegetation type, all the way through to a 3D printout. Have your orchard sitting on your desk. An economical device to help you make informed decisions. <i>Bob Howard, NSW grower</i>
15:00-15:15	Using Ethrel for 10 consecutive years – grower experiences Bill Johnstone and Rick Paine have been using ethrel to optimise their harvest program and enable more time to be invested in growing the next crop. They've been able to condense their harvest period, reduce harvest costs, and reduce the risk of extreme weather events. Their results indicate an exciting opportunity for the rest of the industry. <i>Bill Johnstone, Johnstone Farming Services</i>



THURSDAY 16 OCTOBER RESEARCH & DEVELOPMENT *continued*

15:15-15:30 **Leasing macadamia orchards – a successful stepping stone for both existing growers and new growers**

The AMS has been working on this initiative for the last 2 years. Recent surveys indicate over 500 hectares has been successfully leased in this period. This is an exciting opportunity for both existing owners to stay on the property and for the next generation of growers to access more orchards.
Robbie Commens, Productivity Development Officer, Australian Macadamia Society

GENERAL SESSIONS **Venue: Auditorium**

15:30-15:45 **Macadamia Conservation Trust**

Improving productivity is a key challenge for the industry. One of the tools we have is the genetic diversity found in the wild populations of macadamias. Within these remnant stands may be genes for resistance to husk spot, tolerance of phytophthora or dwarf trees. The conservation of these wild populations is not only a responsibility of the industry that is based on them, but a sound investment in future breeding and productivity. Here the Macadamia Conservation trust report on their activities.

15:45-16:00 **Closing Session**

Join Australian Macadamia Society CEO Jolyon Burnett for a conference wrap-up and summary of the key highlights and important messages from the conference.

18:30-23:30 **Gala Dinner – '70s style** **Sponsor:** Stahmann Farms



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FRIDAY 17 OCTOBER

8:00-15:00 **CANOPY / ORCHARD FLOOR FIELD TRIP** – Various leading Northern Rivers orchards
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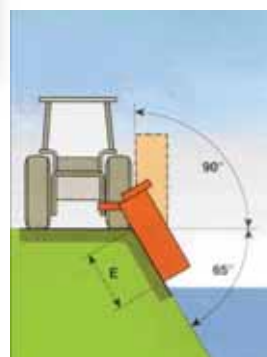
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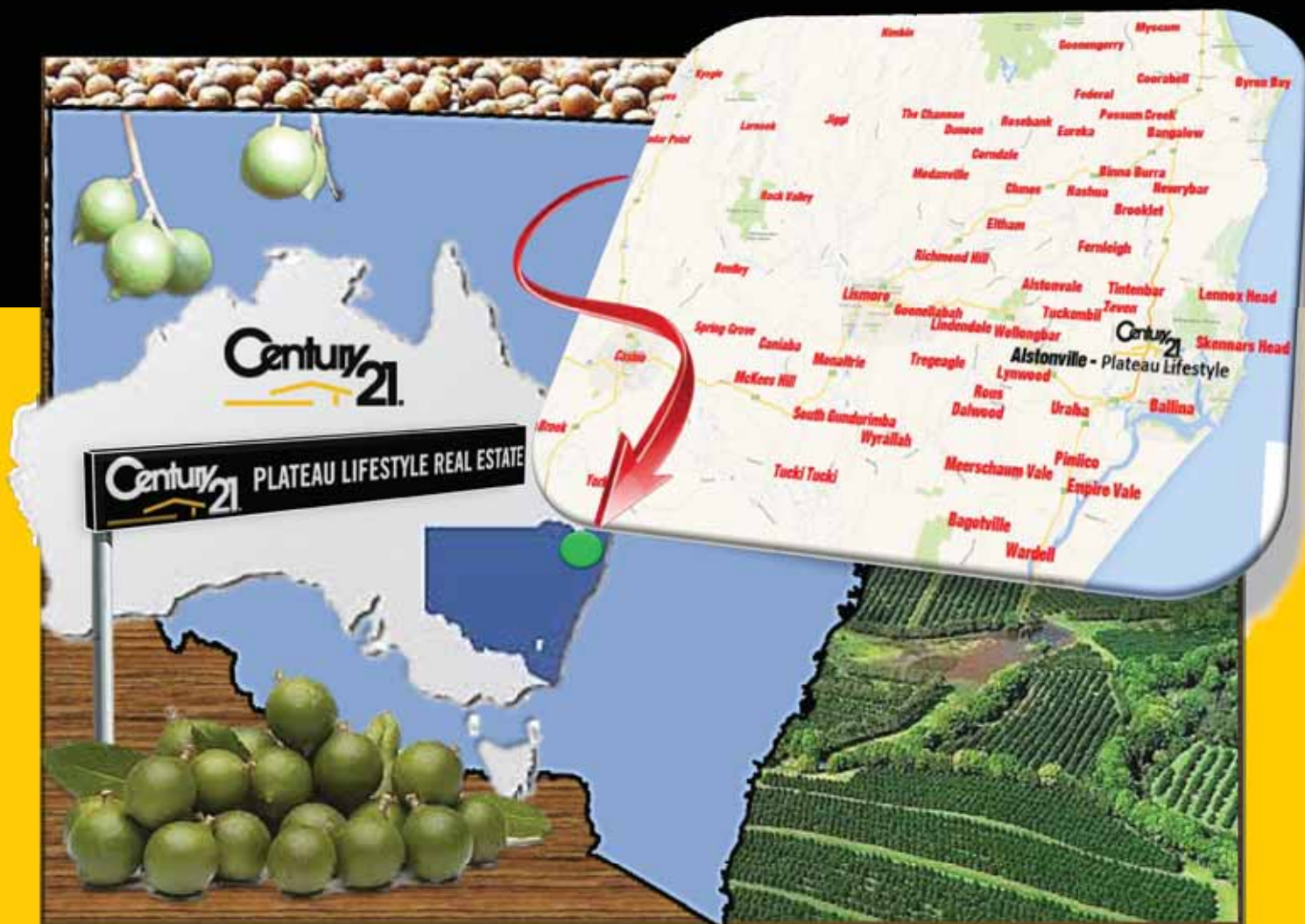


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Ph 0404 816 000

Noel Outerbridge is the principal of the agency and is a fully licensed Stock and Station Agent specialising in rural and lifestyle property sales. He is a 4th generation farmer and being involved in the macadamia industry over the last 37 years. Noel and his family lives on their own property so he lives the lifestyle and understands why so many people want this way of life. The wealth of knowledge and expertise he has gathered over the years is a benefit to his clients. Noel has received more than 25 awards from Century 21 for property sales and has been the No.1 salesperson in Australia and twice in the top 2% of salespeople worldwide. These awards speak for themselves Noel is an accomplished real estate agent and has many satisfied clients.



Noel, we would like to thank you for the way in which you handled the sales of our four properties. Your positive attitude, wide knowledge of our area and its related agricultural industries, meant that at all times you had our complete confidence. We would have no hesitation in recommending you to others, both sellers and buyers. Thank you again for all you have done.

Yours Sincerely
Stephen and Veronica

Noel, we would like to thank you for being so helpful in the recent purchase of our farm. It was important for us to deal with someone who knew the area, understood what we were looking for and was able to focus on the few properties that were most likely to be suitable. You also have an easy style that never made us feel pressured but when we wanted to progress you were quick to respond and kept the deal moving forward. We are very happy with our new home and appreciate all your help.

Regards
Rowan and Miranda

Machinery field day

Tuesday 14 October 8am-5pm, Park Properties, Eureka

Proudly sponsored by



Venue host
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Event
sponsor

About the event

This field day will provide demonstrations on a range of machinery for your orchard. Each machine will be individually demonstrated over the day giving you the chance to view absolutely everything in action, and you will also have the opportunity talk one-on-one to machinery suppliers.

After lunch, you're invited to stay for the 2014 Levy Payers Meeting and AMS Annual General Meeting (which will be held under the marquee at Park Properties). These will start at 2pm. Or you can wander back through the machinery displays, and talk to the machinery suppliers.

Exhibitor schedule

The live machinery demonstrations will start with the Monchiero harvester demo at 8:30am, and continue until 1pm.

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List of exhibitors

EXHIBITOR ORDER	COMPANY / INDIVIDUAL NAME	TYPE OF MACHINE/S
1	Monchiero Australia	Harvesters
2	Tornado Pumps and Sprayers	Sprayer, harvester, mulcher
3	Silvan Australia	Sprayer, mulcher
4	Netafim Australia	Irrigation
5	Farmmoto	Mowers, farm utility vehicle
6	Fischer Australis Pty Ltd	Mowers
7	KC Farm Equipment	Mower, tractor
8	Pacific Farms	Profiler
9	Phil Tully	Profiler
10	Rural Buying Machinery Centre	Profiler
11	Hancock orchard grader	Profiler
12	Johnstone Farming Services	Spreading machine
13	S&G Agricultural Contractors	Tractor, mulcher, chipper
Static display		
	Tuffass Machinery - East Coast Spreaders	Chipper, spreader

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Welcome cocktail reception

Tuesday 14 October, 6:00-8:00pm
Lismore City Hall, 1 Bounty Street Lismore

Sponsored by: MWT Foods



Join us for drinks, canapés and great conversation at the welcome cocktail reception. Includes the macSmart 'Macademy' Awards.

Dress: Smart casual



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Special Events

Gala dinner – 70s style

Thursday 16 October, 6:30-11:30pm

Lismore City 'Disco' Hall, 1 Bounty Street Lismore

Sponsored by: Stahmann Farms



This will be one very groovy party! Grab your love beads, go-go boots and your old forty-fives, or dust off your bell bottoms and platform shoes for a party that jives. All funky mommas, pops and gents will be shaking that groove thing at the 70s themed gala dinner.

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Special guest: Peter FitzSimons, rugby star, bestselling author, columnist and television presenter.

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Canopy/orchard floor management/leading orchard field trip

Friday 17 October 8am-5pm

Proudly sponsored by:

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About the event

Recent studies tours have highlighted the importance of an integrated canopy and orchard floor program that minimises soil loss and maximises productive canopy volume. Combined, these factors have been proven to improve yield and profitability. Good orchard floor management can assist to improve your harvest efficiency, and your trees' ability to take up nutrients and moisture. Good canopy management will increase light interception throughout the tree, allows sunlight throughout the orchard and improves machinery access.



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Venues

This tour will visit nine high producing Northern Rivers orchards:

- **Dorey family orchard, Newrybar** – See what a 2 tonne of sound kernel per hectare orchard looks like
- **Henri Bader orchard, Knockrow** – View high-producing young trees and a mature orchard in transition after row removal
- **Fleming orchard, Knockrow** – See limb removal, hedging and orchard floor work working in harmony to deliver strong and consistent yields (over 1.5t of sound kernel per hectare)
- **David Rodgers orchard, Wollongbar** – See limb removal that is successfully delivering new growth and crop lower in the tree in mature trees
- **Bruce Hawthorn orchard, Tregeagle** – View row removal taking place in a mature orchard with an excavator (no chipping or mulching)
- **Hugh Harris orchard, Tregeagle** – See an on-farm trial between within row tree removal and hedging, with yield differences recorded annually
- **Guido Conte orchard, Tregeagle** – Inspect an orchard that had row removal over 7 years ago, and is delivering excellent yield results
- **Colefax family orchard, Alstonville** – See an orchard replant system in place (5% annually) and a limb removal and hedging program working in harmony to deliver strong consistent yields
- **Victoria Park, Rous Mill** – View machinery capable of removing and chipping a mature macadamia tree in less than 1 minute.

Transport

Meet at Alstonville CTH/NSW DPI car park (409 Bruxner Highway, Alstonville). Please park in the grassed visitor car park area. There will be free bus transportation available from Lismore City Hall to the CTH/NSW DPI car park on the morning of this event. Bus will depart Lismore City Hall at 7:15am sharp. Note: Buses will be available at 3pm to transport people back to Alstonville and Lismore (for those wishing to leave early).

Guest speakers



Ashley Ratcliff



2013 Australian Horticulture Farmer of the Year and award-winning viticulturist, Oxford Landing Winery.

Ashley Ratcliff's interest in wine began in 1991 when he planted a hectare of chardonnay on his parents' farm in the Adelaide Hills. His career

in the wine industry started in 1993 as a grower liaison officer for Orlando Wines. Since then, he's worked with Rosemount Estate, Casella Wines, Yalumba and Kirribilly Wine Group where he spent a year overseeing the planting of a new 450-hectare vineyard. He was selected on the National Council of Young Farmers in 2004, awarded the 2006 Australian Government's Science and Innovation award for work he completed on rootstock management and wine quality, and participated in the 2009 Australian Wine Industry's Future Leaders program. He was appointed winery and viticulture manager of Oxford Landing three years ago. In 2013 he was awarded Australian Horticultural Grower of the Year and ASVO Viticulturist of the Year. Ashley and his wife own and operate Ricca Terra Farms which grows over 1000 tonnes of wine grapes annually. The property is a hub for water-use efficiency and exciting new varieties of wine, and he says maintaining optimism is one of the most important parts of his farming practice. He holds a Masters Degree in Wine Technology & Marketing, and a Bachelor of Applied Science in Viticulture.

David Doll



Nut Crop Pomology Farm Advisor, University of California Cooperative Extension

David Doll is a University of California Cooperative Extension nut crop pomology farm advisor for Merced County, the 4th and 6th largest producing county of almonds and pistachios in California. His primary roles are to extend research-based information relevant to nut crop production to growers in California, troubleshoot orchard production problems, and establish research projects that address needs within the nut crop industry. His current research program focuses on fumigant/non-fumigant alternatives for nematode and replant disease management of almonds and pistachio, nutrient needs of developing orchards, diseases of almonds, and orchard density. He is the primary author and website manager for 'The Almond Doctor' blog, which provides weekly updates for almond growers. Being raised on a small, fresh fruit farm in the mid-western area of the United States, David attended Purdue University for his undergraduate training (B.S. in plant biology), and then moved to California to attend graduate school at UC Davis for a M.S. in Plant Pathology.



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Guest Speakers



Peter FitzSimons

Peter FitzSimons is a rugby star, best-selling author, well respected columnist for the Sydney Morning Herald and Sun-Herald and a television presenter on Fox Sports.

He speaks four languages, has played rugby for Australia, co-hosted radio shows with Mike Carlton and Doug Mulray, interviewed famous people around the globe from George Bush to Diego Maradona and written over twenty best-selling books including Batavia, Tobruk, Kokoda, A Simpler Time, Little Theories of Life and biographies on Douglas Mawson, Nancy Wake, Nene King, Les Darcy, Steve Waugh, Nick Farr-Jones, Kim Beazley, John Eales and Charles Kingsford Smith. In 2001 he was Australia's biggest selling non-fiction author, duplicating that feat in 2004 with Kokoda.

One of the ten most popular after-dinner speakers in Australia, he is married to Today Show co-host Lisa Wilkinson and they have three children.

Born on a farm in Peat's Ridge, Peter went to Knox Grammar School, before accepting an American Field Service Scholarship to go to Ohio for a year. He returned to complete an Arts degree

at Sydney University majoring in government and political science.

In 1984 he broke into the Wallabies under the coaching of Alan Jones, then lived in France and Italy playing rugby for the next five years whilst learning both languages as well as Spanish. Upon his return to Australia he again played for the Wallabies, under Bob Dwyer, going on to play seven tests.

In 1989 he joined The Sydney Morning Herald full-time, and has been one of their most popular columnists since. Andrew Denton has called him "Australia's finest sports journalist."

Peter FitzSimons boasts an impressive list of interview credits including ex-president George Bush, Sir Edmund Hillary, Jodie Foster, Nicki Lauda, Joe Montana and Carl Lewis as well as all the major Australian sporting figures from Shane Gould to Lionel Rose and Allan Border. He has interviewed every Australian Prime Minister from Gough Whitlam through to Julia Gillard.



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Dr Femi Akinsanmi



Senior Research Fellow/ResTeach Affiliate, University of Queensland/Centre for Plant Science/School of Agriculture and Food Science

Dr Femi Akinsanmi is a Research Academic at the Centre for Plant Science, The University of Queensland (UQ), Brisbane. Femi is interested

in developing research partnerships with horticultural industries to improve our understanding of plant-pathogen interactions and plant diseases for sustainable disease control. Femi's current work is focused on plant disease epidemiology and management. His research outcomes underpin the development of science-based disease management strategies. Femi collaborates with plant breeders and agronomists and crop protection specialists in both public and private sectors. As a university academic, Femi facilitates capacity development of emerging scientists and students.

David Anderson



NSW grower

When David and his wife Ann retired to Western Australia in 1998, they certainly had no plans to purchase a macadamia farm in Rosebank a few years later. David had spent most of his career in manufacturing and was ready to relax, but a brief

stay with friends in the Northern Rivers changed all those plans. David and Ann have now managed their 20ha property (which includes a 7ha macadamia orchard) for almost 11 years. They are passionate about the industry seeking biological solutions to pest and disease management and their philosophy revolves around continuous improvement of their property.

Pamela Brook



Brookfarm

Pam Brook is co-founder of Brookfarm, which she established with her husband Martin Brook in 1999. Brookfarm was the Telstra Business of the Year in 2007 and is Australia's leading producer of gourmet macadamia products and well known

for its Macadamia Mueslis, Walkabout Mixes, etc. From humble beginnings at the Bangalow markets, Brookfarm is now a vibrant food manufacture company with a team of 35 and growing. Brookfarm's products are sold throughout Australia and exported to 12 countries including the USA & Europe. Customers include domestic and international airlines. Born in Melbourne, Pam has a Bachelor of Dental Science at Melbourne University and MBA at Southern Cross University. She has extensive experience in product and brand development, and sustainable business management. She is a great believer in a nutritionally balanced diet and a healthy sustainable food chain. She has a passion for the growth and development of the regional food industry and is the Chair of Northern Rivers Food.

Lindsay Bryen



NSW grower

Lindsay is a macadamia industry stalwart, having been heavily involved in the industry for more than 35 years. He owns and manages 'Melrose' macadamia farm which is home to 5,000 macadamia trees, and manages four other macadamia farms

on Australia's east coast. Lindsay is committed to driving scientific research to improve productivity and the environment, and is well known for his pivotal role in the industry's innovative varietal improvement trials. His commitment to the future of the Australian

macadamia industry can be seen in his involvement in the multi-million dollar research and development project dedicated to breeding improved varieties of the world's finest nut. Lindsay is also working with a team to monitor starch levels in various macadamia varieties to better understand the potential benefits of starch reserves and its role as an indicator to predict and possibly improve productivity.

Darren Burton



Director Burton Consultants

For Darren Burton, macadamia has been his life's work. Soon after completing a degree in Rural Science from the University of New England, Darren started his working life as an Agronomist with the Australian processor, Agrimac Macadamias. Over a 21-year career at Agrimac, Darren worked across all areas of the Agrimac business including the roles of Marketing Manager and General Manager. Darren made his most significant contribution in the area of market development where he pioneered the creation of new high value markets across Asia. In 2015 Darren started his own consultancy company, Burton Consulting, with the aim of assisting companies across the globe reach their full potential.

Alan Coates

Coates Horticulture

Alan Coates is one of the Australian macadamia industry's most well known and respected horticultural consultants. Alan moved from his career as a tree crop farmer into his present roles as both a specialist consultant and teacher. He has managed his own consultancy for three decades and has worked as a lecturer/agriculture teacher at TAFE NSW for 33 years – teaching the areas of Biological Farming, Soil Management, Macadamia Production, Pest & Disease Management. In addition to his work with organic farmers and TAFE biological students, Alan works as a consultant to conventional farmers, where he says progress is being made in changing practices to more environmentally friendly methods. He is an expert on soil health.

Robbie Commens



Productivity Development Officer, Australian Macadamia Society

Robbie Commens is the Productivity Development Officer for the Australian macadamia industry, employed by the Australian Macadamia Society.

Robbie's key role is to increase growers' productivity, profitability and sustainability. He is responsible for the management of the macadamia industry's Research and Development program (approx \$1.5million of funding into research and development annually) and the industry's extension program. Robbie has been employed in this role since 2010, and during that time has been able to increase grower attendance at industry meetings from 13% to over 33%, and achieve an increase in grower adoption of best practice across a range of production aspects. He has engaged with other regional agricultural and horticultural industries and instigated many new initiatives for the industry to assist with on farm productivity and profitability. In recognition of his work for the macadamia industry, Robbie was awarded the 2013 Horticulture Australia Young Leader of the year award.

Alana Danne



PhD student, University of Queensland

Alana is a PhD student at the University of Queensland. She has been studying fruitspotting bugs, *Amblypelta nitida* and *A. lutescens lutescens*, and the potential for their biologically-based management in macadamia orchards.

Warren Elvery



Victoria Park Plantations, Rous Mill NSW

Warren owns his own 40 ha property consisting of macadamias, beef cattle, and rainforest in northern NSW. He has worked at Victoria Park Plantations (the largest orchard in the northern rivers of NSW) for 29 years and been manager for the last 13 years.

He believes in sustainable farming, aiming for high kernel production per hectare at lower cost per hectare. He also believes older trees are still capable of producing good yields as part of a whole management practice. He feels our industry needs to focus on a higher consistent yield per hectare, more efficiency, and stable prices.

Graeme Fleming



(Knockrow Farm), Agricultural Consultant, Agricultural Director - Macadamias Direct

Graeme has spent more than 30 years working across the macadamia industry, as well as developing and operating his family farm at Alstonville. He has been involved in consulting

and management of macadamias for more than 25 years with Wilkie Fleming & Associates and later Macadamia Consulting Services offering various consulting services and management of a large number of orchards in Northern NSW and South East QLD. Graeme was also co-founder of Agrimac Macadamias.

Bob Howard



NSW grower

Bob and his wife Judy own a 23ha macadamia property at Newrybar which they have managed for the past 12 years. They are passionate biological farmers with a philosophy to create a healthy farm at all levels with optimum soil health providing

healthy trees and nutritious food extending to healthy farmers, community and the wider environment. Bob is keen to utilise precision agricultural techniques to map areas of lower production allowing differential management to improve those areas and increase overall production. Bob has a BSc (Applied Geology) degree from the Queensland University of Technology and postgraduate qualifications in Computing (Curtin University) and Environmental Management (Murdoch University).

Bill Johnstone



Johnstone Farming Services

Bill grew up in a farming family in Queensland where he was involved in all facets of wheat, cotton, small cropping, cattle and sheep production from an early age. Bill worked as an agronomist for a couple of years after completing university, before

returning to the farm / share farming. He then worked in the mining industry (silica sands) for ten years after a prolonged drought in the mid 90s, before moving to the Northern Rivers in 2006 to run his 'in-laws' macadamia farm (Rick Paine). In 2009 he diversified to support

a young family and started Precision Mulch Spreading contracting service, as he saw a real need to apply organics back under the trees in volume to regenerate tired, eroded soils. Bill has now moved into consulting and management of macadamia farms in the area.

Jeff Lippold



Regional Digital Director APAC/Head of Strategy, Havas Worldwide Digital Tokyo

Jeff has been involved in online strategic planning, business development, integrated marketing communications and digital innovation since the late nineties. His focus is on strategic planning

and team building in the digital, social and integrated space. Jeff has led projects and bi-cultural teams on projects in Japan, across multiple markets in APAC and globally. Jeff is a strong believer in the intersection of creativity, big ideas, content and using digital channels to make things simpler, more relevant and ultimately enjoyable. Jeff has been based in Tokyo since 2005 and joined Havas Worldwide Digital (formerly Euro RSCG) in September of 2010. He has led talks and moderated a variety of internet/digital/social media conferences in Japan and across the region. He is a regular contributor to Click Z writing about technology, social media and consumer trends in Japan.

Hanabeth Luke



PhD candidate & lecturer at Southern Cross University

Hanabeth lectures for Southern Cross Geoscience and the School of Environment, Science and Engineering at Southern Cross University. She is also

working on her PhD looking at social responses to gas industry developments. Since 2013, Hanabeth has been working on a research project for the Australian Macadamia Society in order to provide an improved understanding of the needs and aspirations of orchard owners in the Northern Rivers.

Craig Maddox



Technical Officer, Entomology Branch, NSW Department of Primary Industries

Craig has worked in the North Coast entomology section for NSW Department of Primary Industries since 1984, at all the major sites and regional offices from Murwillumbah to Macksville and west to the

range. He is mainly involved in pest management problems in the major horticultural industries as pesticides have been withdrawn, and as new pests have emerged. Craig's key interests have been the obvious taxonomy issues and pesticide evaluations, but his team's more important projects have been gaining the necessary understanding of the insect life cycles and behaviours to allow the development of meaningful monitoring and management tools. Craig studied at UNSW as an undergraduate and has a research masters in Entomology from the University of Queensland.

Dr Dean Metcalf



Plant Pathologist, Metcalf Pty Ltd

Dean Metcalf is a plant pathologist based in Tasmania. In 1992 he began researching

Trichoderma as a biological control agent and has since developed biological control agents for

onion white rot, grey mould of grapes, brown rot of cherries, Phytophthora root rot of raspberries, Phytophthora root rot of avocados and is working on several others including macadamia husk spot. Dean believes very strongly in selecting the right biological



control agent for the crop and disease and understanding its biology. Dean initially specialised in diseases of onions and garlic, researched the beneficial effects of Trichoderma in composts on root diseases and spent 13 years leading Tasmania's plant disease diagnostic lab helping farmers manage a wide array of diseases. He was also Quarantine Pathologist. He founded the Metcalf Bio Control company in 2002, initially as a part time venture and now works full time in researching, developing and manufacturing biological control agents.

Phil McCarthy



Industry consultant

Phil has spent 31 years in the horticultural industries in the Lismore area working in avocados, lychee, blueberries, custard apples, stone fruit and has had a major involvement in macadamias.

Phil progressed from the grass roots level over many years to farm manager and then to operating his own farm management and consultancy business for the past seven years. Phil's experience includes 22 years of pest monitoring involving 180,000 - 220,000 trees across 26-32 orchards annually, together with eight years working in the horticultural supply industry servicing clients' pesticide and fertiliser requirements working as the store Grower Service Office/ Agronomist.

Larry McHugh



General Manager, Macadamia Marketing International

Larry has an honours degree in Mechanical Engineering and has worked in the macadamia industry for 19 years in all facets of factory operations and marketing. He has been General

Manager of the world's largest macadamia processor and marketer since 2005.

John Pretorius



NSW grower

John has a Bachelor of Agricultural Management from the University of Natal, South Africa. He had 20 years' experience in the South African sugar industry and five years growing macadamias before moving to Australia with his wife Sharon and family

15 years ago. He and his wife own a 14 hectare macadamia farm, Zulmac at Rous which they have farmed for the past 15 years. John's special interest is on farm production per hectare and developing and sharing ideas for improvements with fellow growers to increase overall production of the industry. He introduced the Dorran Bungay system for drying nuts onto his farm and worked with researchers in conducting on farm trials for husk spot which led to an improved husk spot protection plan.

Jacqui Price



AMAMI CPM, M.Bus (Marketing) Group Marketing Manager, Buderim Ginger

Jacqui is a passionate consumer marketer, with over 20 years experience across a number of well-known Australian household brands including Birds Eye, Edgell, Leggos, Chux, and GLAD. Jacqui holds the position of Group Marketing Manager with the Buderim Group of Companies, which includes Agrimac Macadamias. Jacqui has also recently been appointed to the Marketing Committee of the Australian Macadamia Society.

Kevin Quinlan



Supply Chain Manager, NIS, Macadamia Processing Company

Kevin has worked in the macadamia industry since 2002, holding positions with MPC and NSW Department of Primary Industry. He has been involved in all facets of the industry and is well

known to many people in macadamias, not only in Australia but also overseas. He has led a number of research and extension projects into on-farm quality management, ground covers and facilitated best practice groups. Much of the work completed by Kevin has been aimed at improving on-farm efficiency and lifting the quality of macadamias reaching consumers - all of which is aimed at increasing the returns to growers. Kevin holds an honours degree in Agriculture from the University of Sydney. He is extremely passionate about the industry and seeing it progress, meeting the needs of customers and so returning consistent profits to growers.

Jesse Reader



General Manager and Senior Horticultural Consultant at AgFirst Australia

Jesse Reader is a well-known industry professional with 13 years experience specialising in perennial horticulture.

After completing his Agricultural Science studies at the University of Tasmania Jesse took on a role managing the soil moisture and environmental monitoring services for Serve-Ag P/L. This role lead to a tree fruit agronomy position with the same company and laid the foundations for what was to become Jesse's focus from that point forward. In 2006, Jesse won the AUF National junior achiever award for Horticulture for his work at a local industry level and for the role he played in the inaugural year of the national Future Orchards™ program. In 2008 Jesse moved to Victoria to take on a position with EE Muir and Sons as a lead technical fruit agronomist, specialising in pome and stone fruit production. 2011 saw Jesse seconded to Apple and Pear Australia Limited as their National Technical Manager where he was responsible for the management of several multi-million dollar industry R&D programs and to provide thought leadership to the industry on all facets of productivity and production. Since returning from secondment, Jesse has accepted the role of General Manager and senior horticultural consultant with AgFirst Australia, an independent consulting and advisory group. Jesse's aim for the business is to have a positive influence on Australian horticulture and to raise the bar on the professionalism of our industry.

Tim Salmon



Australian Macadamia Management

Tim Salmon has worked at Gympie-based Australian Macadamia Management since 1994, and managed the business since 2007. He's since overseen some significant changes and today manages a handful of properties for independent investors/owners

who grow macadamias; and is a consultant to a number of others. He manages about 30,000 macadamia trees on 140 hectares. Tim believes falling productivity in older orchards can be arrested, or avoided, with careful canopy management and soil improvement, and has implemented a range of management practices in older orchards aimed at improving soil health and at balancing light interception throughout the canopy and along the mid-row.

Richard Sampson Genest



Deputy CEO, Director – Sales & Marketing, Stahmann Farms Enterprises

Richard has a diverse academic and professional background encompassing agriculture, the humanities and international business. He holds an honours degree in language and literature from the

University of Tasmania and an MBA from the University of Queensland and has previously worked in the aquaculture industry and in specialty food import and distribution. He has been part of the nut industry since joining Stahmann Farms in 2005. Stahmann Farms has a broad engagement across the nut category with domestic and international sales and marketing activities encompassing both pecans and macadamias as well as retail product development and distribution. Richard is an active member of the US National Pecan Shellers' Association and the Australian Macadamia Society Marketing Committee.

Kerry Scanlan



National Sales Manager, Agricultural Irrigation, Toro Australia

Kerry has been involved in the agricultural irrigation industry for over 30 years. Based on the east coast of Australia, Kerry has spent much of his time on-farm developing irrigation solutions in consultation with irrigation equipment suppliers.

Dr Chris Searle



Grower Liaison Officer, Suncoast Gold Macadamias (AUST) Ltd

Chris joined the Queensland Department of Primary Industry in 1992 where he worked on projects examining disease resistance in banana and the physiology of mango. He also led a project

on avocado nutrition and a series of projects examining water use efficiency in both avocado and macadamia. Chris was also involved in the macadamia root and soil health project and the abnormal vertical growth project. Chris currently works for Suncoast Gold Macadamias where he advises growers on a range of production issues. He runs a consultancy company that provides advice on a diverse range of tree crops as well as managing several Horticulture Australia-funded projects.

Kerrie Stimpson



Kerrie Stimpson is a PhD candidate and lectures in the School of Environment, Science and Engineering at Southern Cross University. Her current research focuses on developing agricultural communities, particularly the coffee industry in East Timor. Since 2013 Kerrie has been working on a

research project for the Australian Macadamia Society in order to provide an improved understanding of the needs and aspirations of orchard owners in the Northern Rivers.

Dr Grant Thorp



Senior Scientist, Plant & Food Research Australia Pty Ltd

Dr Grant Thorp completed his PhD studies at The University of Adelaide researching avocado tree architecture. He has since worked with the apple, avocado and kiwifruit industries in New Zealand

examining the role of plant architecture, canopy management and rootstocks in determining orchard productivity and fruit quality. Grant currently leads projects in Australia researching almond tree architecture and the development of new, more profitable growing systems for almond growers and macadamia propagation, researching ways to promote earlier cropping and thus earlier returns from new plantings of macadamia. In New Zealand Grant continues to lead programs on causes of low productivity in avocado, including the development of 'small tree' high density planting systems, development of new growing systems and rootstocks for kiwifruit and the global commercialisation of kiwiberry.

Dr. Bruce Topp



Associate Professor, Queensland Alliance for Agriculture and Food Innovation, University of Queensland

Dr Bruce Topp is a horticultural tree crop breeder based at the Maroochy Research Facility at Nambour. He is leader of the Horticulture

Australia Limited (HAL) projects MC09021 'Macadamia Breeding and Conservation' and SF14000 'Low-chill Stonefruit Cultivar Breeding and Evaluation', collaborator in three HAL projects on macadamia and citrus and recommended expert for four other breeding projects. Dr Topp collaborates with breeders, geneticists, pathologists, entomologists, food scientists, extension and market specialists and orchardists in developing new fruit and nut cultivars for Australian industries. His areas of research interest include methods to improve breeding efficiency through use of quantitative and molecular techniques, studies of germplasm diversity in relation to adaptation, disease resistance breeding, consumer preference testing and the evaluation of novel cultivars.

Andrew Waddell



Domestic Sales Manager, Stahmann Farms Enterprises

Andrew joined Stahmann Farms Enterprises in 2009 to head up their Domestic Sales Program, including the management of Stahmann-branded retail lines, including the 'Riverside All Australian'

and 'Ducks Nuts' portfolios, as well as their significant retailer-branded manufacturing business. Andrew is heavily involved in Stahmann's macadamia kernel sales program and is a member of the Australian Macadamia Society's Domestic Marketing Industry Reference Group.

Brent Wallace



CEO and co-founder of Galileo Kaleidoscope (GALKAL)

Brent is the CEO and co-founder of Galileo Kaleidoscope (GALKAL) a company known for its strategic marketing, brand and customer research solutions. Brent has over 30 years experience in

marketing, advertising and brand development across a wide variety of consumer categories. He has held senior positions in London and Sydney advertising agencies and was until 1996 Managing Director of Ogilvy & Mather in Australia, a member of the O&M global network. Brent has considerable experience in the strategic development of brands and leveraging their asset value on behalf of shareholders and has worked closely with many of Australia's blue chip companies and their leadership teams. In 1997 he co-founded what is now known as GALKAL, an integrated strategy consulting and research firm, specialising in the strategic development of brands, the transformation of brand centric organisations and innovative consumer and customer research, both qualitative and quantitative. Brent is



also a non-Executive Board Director of Blackmores Ltd (ASX Listed), a Board Director of the global environmental group – WWF (Worldwide Fund for Nature) and an Australian Institute of Company Directors Fellow (FAICD).

Michael Waring



Managing Director, MWT Foods

Michael is Managing Director of MWT Foods, Australia (established in 1990) – Macadamia Processor, Chairman of MWT Foods USA LLC (domiciled in Oregon USA), Managing Director of MWT Agri Services (operating Waring family-owned Australian macadamia plantation Tinana Creek Plantation and Northern Rivers lease farms and service provider to Growers), Chairman of Laurel Nut Company USA (Hazelnut Processor). Michael is also CEO of the Waring Group of companies, comprising the above businesses and other investments. The Waring family are also investors in various tree nut production facilities in Vietnam under MWT Foods Vietnam. Michael is a Member of the Board of Directors and Executive Committee of the International Nut and Dried Fruit Foundation Council (INC), on the INC's Scientific and Government Affairs Committee, and also an Ambassador to Australia for that foundation. He is a founding Management Committee member of Nuts for Life Australia and a member of the Macadamia Industry Advisory Committee. He works with his father John Waring who has been involved in the industry since 1960 and is founder of Waring Group (and also Jorgenson Waring Foods) and with his brothers Andrew Waring (co-founder MWT Foods) and Christopher Waring (Manager of the Groups Agricultural Division). He is the former Vice Chair of the Australian Macadamia Society also serving on the AMS Board from 2009-2012 and again in 2013.

Dr John Wilkie



Principal Horticulturist, Queensland Department of Agriculture, Fisheries and Forestry

John is based at the Bundaberg Research Facility. He is currently leading and is a co-principal investigator for the Small Tree – High Productivity Initiative, a large, collaborative, multi-disciplinary research program with QAAFI and NSW DPI. The primary focus of John's work over the years has been undertaking research to improve horticultural tree crop productivity through understanding the underlying physiology of the crop and its responses to manipulation of the production system e.g. pruning and crop load. He is currently working with the subtropical/tropical tree crops macadamia, avocado and mango, and has previously worked with the highly developed temperate tree crop, apple.

Kim Wilson



General Manager, Gray Plantations

Kim is one of the world's leading macadamia experts and has dedicated the last 35 years of his life to the macadamia industry. He began his career as a farm hand at one of Australia's leading macadamia enterprises 'Gray Plantations' in northern New South Wales in 1979 and was promoted to General Manager in 1992. He is the driving force behind the company's expansion to almost 400 hectares of orchards in northern New South Wales and Mackay Queensland, including several large nurseries (holding more than 150,000 macadamia trees) that supply the world industry. Renowned for his commitment to innovation and research, Kim is regularly contracted by domestic and international clients to advise on all aspects of macadamia production. He has a particular

focus on assisting developing countries to build their own macadamia industries and has worked in Vietnam, Brazil, Burma, Philippines, Sri Lanka and Thailand. He led Australia's peak macadamia industry body - the Australian Macadamia Society (AMS) - as Chairman, for three years from 2009-2011, and also oversaw their multi-million dollar research and development program. His outstanding contribution to the global macadamia industry has been acknowledged with numerous awards including the AMS Norman R. Greber Award (2002) – the most prestigious award in the Australian macadamia industry, and Life Membership of the AMS in 2011.

Lisa Yates



Program Manager and Dietitian Nuts for Life

Lisa Yates is an Advanced Accredited Practising Dietician with 18 years' experience in nutrition communications, strategy development and implementation, event management and clinical practice. Lisa also has over 14 years experience in marketing and public relations and for 18 years has run her own part time private practice in Sydney. Since 2004 Lisa has been the Program Manager and Dietician to Nuts for Life - a health education initiative of the Australian Tree Nut Industry, where she provides advice on key influencer communications, research interpretation, issues management, media liaising and event management. Lisa has Bachelor of Science with a double major in Biochemistry and Pharmacology as well as a Masters Degree in Nutrition and Dietetics both from the University of Sydney.

Lynne Ziehlke



Market Development Manager, Australian Macadamia Society

Lynne is a marketing and promotions professional with over 20 years experience working for large food manufacturers including Unilever Foods, Green's General Foods, Lindt & Sprungli, Heinz, Edgell and Uncle Toby's. Lynne has been a director for a boutique marketing consultancy and spent time in Horticulture Australia Limited as the marketing manager for macadamias, mangoes and papaya. Lynne completed Marketing Management at Macquarie University Graduate School of Management. She was responsible for the new Australian macadamia brand development and roll out across the world and has significantly increased the level of marketer collaboration within the industry.

Ben Zietsman

Ben and Diane Zietsman own and run a 20ha macadamia orchard at Rous in the Northern Rivers of NSW. Ben recently also purchased a coastal cane property in a 50:50 partnership with fellow macadamia grower Joof Alberts and is in the process of transforming it into a macadamia orchard. Ben is a Mining Engineer and spent 35 years within the BHP group where he rose through the ranks to Senior Manager and acted as Group President for the BHP coal assets in South Africa. In 2002 Ben accepted a transfer to the Bowen Basin in Central Queensland where he managed the largest open cut operations in the world and led a workforce of over 2000 men and women. He came into the macadamia industry in 2011 and says he's been on a steep learning curve ever since. His priority is soil health and he believes that getting this component right is the start to optimising returns. Away from the orchard, he has represented the National South African Military Gymkhana (equestrian) team at the world championships and completed a 10 000km Atlantic crossing in a yacht with three of his mates.

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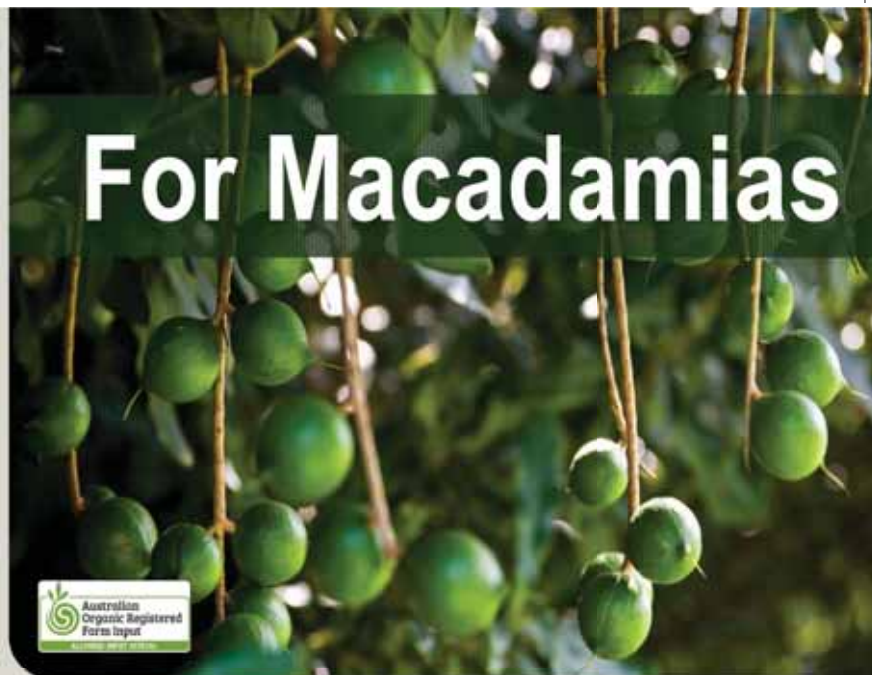


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