

PMA Fresh Connections 2014 conference program

Viaduct Events Centre, Auckland

24–26 June, 2014



Monday 23 June 2014				
1230–1700	International Federation for Produce Standards (IFPS) board meeting			
	Rangitoto 2			
Tuesday 24 June 2014				
0630–1900	Registration open			
0630–1540	Retail tour (see www.pmafreshconnections.com.au for more information)			
0900–1200	PMA A–NZ board meeting			
	Sofitel Auckland			
	HORTICULTURE NEW ZEALAND PRODUCT DAY – PROUDLY SPONSORED BY COUNTDOWN			
0830–1030	Horticulture New Zealand product group meeting Vegetables NZ	Horticulture New Zealand product group meeting Potatoes NZ	Horticulture New Zealand product group meeting Process vegetable NZ	Horticulture New Zealand product group meeting Tomatoes NZ
	Kawau 1	Rangitoto 1	Rangitoto 2	Rangitoto 3
1030–1100	Morning tea			
	Waiheke 1			
1030–1200	Horticulture New Zealand product group meeting Vegetables NZ	Horticulture New Zealand product group meeting Potatoes NZ	Horticulture New Zealand product group meeting Process vegetable NZ	Horticulture New Zealand product group meeting Tomatoes NZ
	Kawau 1	Rangitoto 1	Rangitoto 2	Rangitoto 3
1200–1300	Lunch			Hort NZ Scholars Meeting
	Waiheke 1			Kawau 2
1300–1600	Horticulture New Zealand Product Group plenary session			QA Scheme Owners Meeting 12 pax boardroom (or u-shape) <i>Invitation only</i>
	Kawau 1			Kawau 2
1300–1430	The Australian Chamber and CMAA joint meeting			
	Browns Island 1			

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1445–1600	The Australian Chamber Board Meeting		Browns Island 1
1600–1700	The Australian Chamber Credit Services Meeting		Browns Island 1
1630–1800	Horticulture New Zealand Annual General Meeting		Rangitoto 1
1630–1800	PMA Career Pathways meeting		Kawau 2
1800–2000	Welcome reception <i>Sponsored by Horticulture New Zealand and United Fresh</i> Kawau 1		
1930– late	The Australian Chamber welcome reception O'Hagan Irish Bar, Viaduct Harbour		
Wednesday 25 June 2014			
0600–1700	Registration open		
0700–0900	Welcome breakfast with guest speaker: John Anderson ‘Blue Print – Blue Sky’ <i>Sponsored by Perfection Fresh</i> ORAMS Marine Village (five minute walk from Viaduct Events Centre)		
0930–1000	Opening Address by Ministers for Agriculture Hon Nathan Guy (New Zealand) and Hon Barnaby Joyce (Australia, via video) Kawau 1	Foodstuffs Store Meeting <i>Foodstuffs personnel and invited guests only</i> Rangitoto 1+2+3, Browns Island room	
1000–1045	Work different: Achieve real business improvement through Innovation 3.0 In 1997, Steve Jobs reignited Apple Corp with the vision THINK DIFFERENT to become one of the world's largest companies. WORK DIFFERENT distils the experiences of organisations that have succeeded over a similar period of time. Innovation has long been identified in many global surveys of organisational leaders as a priority. So why do some organisations succeed where others languish? What do successful leaders, managers and teams do that is different? This presentation will address these questions using over 10 years of research analysis drawn from nearly 500 business, government and not for profit organisations. Allan Ryan, Hargraves Institute Kawau 1	Foodstuffs Store Meeting <i>Foodstuffs personnel and invited guests only</i> Rangitoto 1+2+3, Browns Island room	

1045–1145	Morning tea and opening of Trade Show		Waiheke 1+2
1145–1230	Taking trade and investment linkages with Asia to a new level The presentation will look at the challenges and opportunities with increasing trade with Asia and how foreign direct investment can help unlock productive capacity to help satisfy Asian demand. Patrick Vizzone, National Australia Bank Asia Moderated by Susan Wood <i>Sponsored by Jazz and Envy</i>	Foodstuffs Store Meeting <i>Foodstuffs personnel and invited guests only</i> Rangitoto 1+2+3, Browns Island room	Kawau 1
1230–1315	Farm Automation: Robotics and Intelligent Systems that will shape the fresh produce industry in the next decade The presentation will discuss recent advances in farm robotics on the international scene as well as specific projects conducted at my lab. Farm robotics will offer significant benefits to farm operations with the ability to improve efficiency, safety, environment sustainability as well as greater knowledge of individual crop status. Ultimately robotics and intelligent systems will extend beyond the farm gate through the whole supply chain. This will improve overall efficiency but will also potentially define alternate supply chain pathways. Examples of how robotics and intelligent systems has transformed operations in mining, stevedoring and commercial aviation will be presented and used as a guide for how this technology would be used in future smart food supply chains. Professor Salah Sukkarieh, University of Sydney Moderated by Susan Wood	Foodstuffs Store Meeting <i>Foodstuffs personnel and invited guests only</i> Rangitoto 1+2+3, Browns Island room	Kawau 1
1315–1430	Lunch in Trade Show		Waiheke 1+2
1315–1415	Freshlogic meeting		Kawau 2

1430–1530	<p>New Zealand fresh produce – future outlook</p> <p>How New Zealand's economy and place in the global market place will shape its fresh produce industry in the coming decade.</p> <p>Con Williams, ANZ and Michael Jamieson, Ministry for Primary Industries</p> <p>Moderated by Simon Tallon</p> <p><i>Sponsored by Fresh Direct</i></p>	<p>“Lure the tiger down the mountain”- strategies to negotiate your way around Chinese business culture</p> <p>Chinese culture encapsulates the practice of negotiation in The 36 Chinese Strategies, which comes from “The Art of War”. From this presentation you will learn a new way of thinking about negotiation and understand the motives of the Chinese people whom you are conducting business. To function successfully in China, knowledge of the Chinese negotiating culture is your greatest asset.</p> <p>Leonie McKeon, Chinese Language and Cultural Advice (CLCA)</p> <p>Moderated by Stephen Burt</p> <p><i>Sponsored by Fresh Direct</i></p>	<p>An integrated food system model - working beyond the supply chain</p> <p>A look at the building blocks of how we as the produce industry can work to increase sales within a food system approach.</p> <p>Ron Lemaire, Canadian Produce Marketing Association</p> <p>Moderated by Doug Hamilton</p> <p><i>Sponsored by Fresh Direct</i></p>	<p>Foodstuffs Store Meeting</p> <p><i>Foodstuffs personnel and invited guests only</i></p>
	Kawau 1	Kawau 2	Rangitoto 3	Rangitoto 1
1530–1630	<p>Product oversupply: finding ways of solving an ongoing industry problem</p> <p>Open audience debate on the causes, effects and possible solutions to the over-supply of product in the fresh produce industry.</p> <p>Moderated by Susan Wood</p>	<p>Building better supply chains through collaboration and innovation.</p> <p>How global technology innovations will affect local supply chains.</p> <p>Mike O'Brien, CHEP NZ, Phillip Austin, CHEP ANZ, Fred Heptinstall, IFCO Systems</p>	<p>The 12 factors of successful innovation</p> <p>Product innovation and new product development hold a near-mythical status in the marketing world – rare, elusive and unpredictable, with only 1 in 10 products going on to be successful; it nevertheless remains an engine of sustained profitable growth. This session demonstrates how with the right research and testing of the most effective go-to market strategy, chances of success can be improved fivefold.</p> <p>Jeanine Sciacca, The Nielsen Company</p> <p>Moderated by Richard Burns</p> <p><i>Sponsored by Fresh Direct</i></p>	
	Kawau 1	Kawau 2	Rangitoto 3	
1630–1700	CHEP 40th anniversary celebration			
	CHEP booth 16–18			
1700	Trade Show closes			
1800–1900	Pre-dinner drinks			
	Eden Park			

1900–2200	Gala dinner and awards presentation <i>Sponsored by OneHarvest</i> <div>Eden Park</div>			
Thursday 26 June 2014				
0700–1300	Registration open			
0900–0945	Promoting a high performance work culture This presentation gets people to be personally responsible for how they "show up". You will leave this presentation with greater awareness around the fact that they all have an impact on culture and the performance of other people in their team. Also they will reflect on whether they "show up" as a Victim, Persecutor, Detractor or Passenger and skills to stop this from happening. Dr Adam Fraser, The Third Space Moderated by Susan Wood <div>Kawau 1</div>			
0945–1030	Retail Panel: Where is global and local retail headed? What are the key global retail trends today and into the future? What will be the impact of those trends and how do they translate to the local Australia- New Zealand Marketplace? The session will blend practical experience with insight from retailers in New Zealand, Australia and Asia and will enable the fresh produce supply chain a better understanding of their role in helping retailers satisfy their customers. Panellists: Tristan Harris (Harris Farm Markets), Stephen Sexton (Countdown), Shane Bourk (Wal-mart China) and David Stewart (My Greengrocer) Moderated by Anthony Barbieri, PMA <div>Kawau 1</div>			
1015–1115	United Fresh Board Meeting <div>Browns Island Room 1</div>			
1030–1100	Morning tea and opening of Trade Show <div>Waiheke 1+2</div>			
1100–1200	Marketing on a shoestring Tim Reid, The Small Business Big Marketing Show Discover the plethora of new tactics (many inexpensive if not free) to market your business. Moderated by Steve Foster <i>Sponsored by Fresh Direct</i> <div>Kawau 1</div>	Business & science working together on improved traceability and risk mitigation Fresh produce traceability is becoming critically important as food safety concerns increase. Hear the latest advances from USA, Canada and Europe on implementing robust traceability systems and on how the latest scientific techniques can significantly help mitigate food safety and country-of-origin risk. Ed Treacy, PTI/PMA, Harrij Schmeitz FrugiCom, Dr Rebecca McLeod, Oritain Moderated by Susan Wood <div>Rangitoto 1</div>	Case Studies in Successful Grower Products and Promotion Various case studies of innovative grower products that came to be success stories at Melissa's. Bill Gerlach, Melissa's Produce Moderated by Ana Aloma <i>Sponsored by Fresh Direct</i> <div>Rangitoto 2+3</div>	The Australian Chamber AGM and board meeting <div>Kawau 2</div>

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1200–1240	Key Global Trends: Opportunities and Implications for Australasia arising from Protected Cropping and other key developments Global/Multinational companies are investing heavily in a range of pre & post-harvest segments of the fresh produce industry including protected culture operations. Countries are investing in massive water projects to increase world exports of their fresh fruits and vegetables, while grower/shipper producers now view a world market, rather than just their respective domestic market. Produce industry peripheral supplies are also investing in new technologies that meet future industry needs. What do all these companies know, that you need to know? Learn about global trends and the subsequent implications and opportunities for New Zealand! This highly interactive talk will arm you with insights and strategies to move your business forward. Ronnie De La Cruz, De La Cruz Consulting and Training Moderated by Susan Wood	Kawau 1
1240–1315	Consumer trends impacting the global fresh produce industry Jim Prevor, Produce Business USA Moderated by Susan Wood	Kawau 1
1315–1330	Closing comments	Kawau 1
1330–1500	Lunch and closing drinks in Trade Show	Waiheke 1+2
1500	Trade Show closes	
Friday 27 June 2014		
0700–1830	Post conference tour of Pukekohe production region (see www.pmafreshconnections.com.au for more information)	