

GROWING UNDERCOVER

AUGUST 2023 NEWSLETTER

PCA

Protected Cropping Australia

FROM SAM TURNER, EO

As we head into an early spring, I can't think of a better analogy for the future of PCA. The upcoming AGM (October 24th) will see PCA director and chair, Matt Plunkett's replacement (large shoes to fill indeed!) and a number of new director elections. AGM will be the forum for PCA to deliver the new corporate strategy that will guide the next phase of the business and give direction and focus for activities moving forward. In addition to the 3 year corporate strategy, PCA has been working on a revamped membership and marketing plan. This will include a reimagined suite of offers and services to help to support the growth of industry and grower businesses. PCA has heard loud and clear that members value networking opportunities - peer to peer learning will feature heavily moving forward. These activities will be lead by a refreshed director and leadership team who will no doubt continue the momentum from the last 12 months.

Hort Innovation continues their support for the industry with one of the biggest, most comprehensive investments in PC research to date which will help to propel the growth of the industry over the long term. This investment will help to deliver on the objectives of the 2021 protected cropping R&D strategy with a tender/EOI to be released by mid-September. The program will be administered through the frontiers fund which will allow industry and researchers to collaborate to deliver targeted results for growers.

The success of PCA 2023 conference has shown just how much interest and energy there is around the future of protected cropping. I would like to thank the conference committee, and in particular, Emily Rigby, for her outstanding leadership of the conference. Truly a thankless task that we are all beneficiaries of. I would also like to thank the sponsors and exhibitors who made the show a reality and allowed us to bring over 80 speakers from around the world to benefit our growing community. All of these sessions were recorded and are accessible through the link sent to your email's from ASN events.

Finally, this will be my final Growing Undercover. It has been an amazing 17 months at the helm of PCA and I am very proud of our achievements together, from our refreshed study tours, streamlined business administration, to a record breaking conference, PCA has taken significant strides to increase the services and value provided to growers and the broader community. I would like to thank Matt Plunkett and the PCA board for their dedication and guidance. I extend my deepest appreciation to the PCA community for their support and look forward to watching the industry grow and develop.

Sam Turner.



DATES TO REMEMBER

24 October: AGM



AUSTRALASIA'S LARGEST GREENHOUSE BUILDER SELLS MINORITY STAKE TO DUTCH CEA PLAYER, GREENV

Australia and New Zealand's largest commercial greenhouse construction company, Apex Greenhouses, has agreed to sell a minority stake to GreenV B.V, a Dutch-based aggregator of smart greenhouse technology suppliers around the world.

Apex Greenhouses is based in South Australia but builds locally and internationally.



Photo by Serena Findlay

GreenV has taken the minority interest in line with its vision to provide world-leading complete greenhouse projects, along with sharing its knowledge and international experience, which enables Apex Greenhouses to leverage GreenV's access to cutting-edge automation and emissions-reducing technologies in a rapidly-advancing Controlled Environment Agriculture (CEA) industry. [Read more here...](#)

MEMBERS, ARE YOUR DETAILS UP TO DATE?

Never miss out! Click the button below to ensure we have your correct contact details, preferences, and that your membership is up to date.

UPDATE DETAILS

UPCOMING WEBINARS FROM A2EP

7 September

Compressed air - optimising efficiency and new smart alternatives

Join us to hear experts share the best approaches for reducing energy costs from improving compressed air efficiency and the latest smart alternatives to compressed air which are considerably more energy efficient and offer other non-energy business benefits.

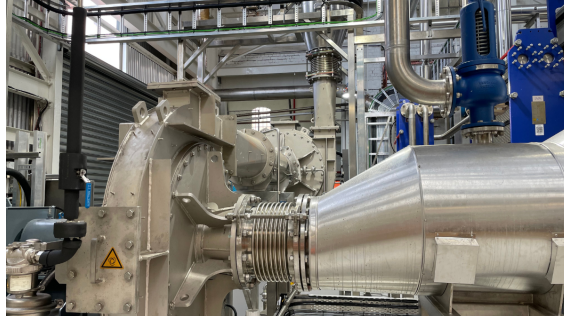
20 September

Mechanical vapour recompression technology update

MVR technology is expected to make a big impact for decarbonising process heating. In this webinar we will explore examples of where and how to utilise the technology.



[REGISTER FOR THIS WEBINAR](#)



[REGISTER FOR THIS WEBINAR](#)

MISSED A FEW THINGS AT CONFERENCE?

The PCA 2023 conference was our most successful yet, with loads of great speakers, and plenty to learn. If you're feeling you might have missed some of the content, don't worry - we've uploaded all the videos to our website, for our members to access whenever and wherever.

[WATCH THE VIDEOS](#)

BECOME A MEMBER

PCA has more than 40 years of experience providing relevant and practical services to businesses in the protected cropping industry.

We strive to keep our growers thriving and to provide allied trade and other industry partners with opportunities to grow with the industry.

Corporate	Individual	Student
\$ 1000 /yr	\$ 250 /yr	\$ 50 /yr
+ GST	+ GST	+ GST

[SIGN ME UP](#)

PCA LEADERSHIP NEWS

As noted in this edition of Growing Undercover, our Executive Officer, Sam Turner, has decided to move on from PCA to pursue his own farming goals and other professional interests.

To ensure continuity of delivery against key projects, the Board has taken steps to ensure interim leadership support is in place prior to Sam's departure at the end of August. Board Director, Tony Bundock will take over the delivery of the LLS Early Needs Recovery project. In the interests of sound governance, Tony has volunteered to step off the Board, effective immediately, in order to deliver this project through to its completion in mid-2024.

Tony's departure from the Board leaves a vacancy which will be filled on a casual basis by Alastair McLean from Powerplants. Alastair will hold this casual vacancy Directorship until our AGM, on 24 October 2023, at which he will be able to nominate for election under regular terms.

The Board encourages any interested members to consider nominating for one of the five Board positions which will become available at the AGM. A call for nominations will be sent to members in the coming weeks, along with a notice of the meeting.

In addition to Tony's project role, I will step in to take on other elements of the Executive Officer role in an interim, part-time capacity, while a longer-term solution is sought.

Please contact the team via admin@protectedcropping.net.au, or me on [0409 417 800](tel:0409417800) should you wish to discuss any elements of the leadership changes.

Julie Krieger
Company Secretary

THE PROTECTED CROPPING PODCAST

The latest news, tools and
resources for the Australian
protected cropping industry.
Hosted by Protected Cropping
Australia.

Click the image to catch up on
the previous 9 episodes.



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JULY-AUGUST 2023

SUSTAINABILITY AWARD WINNER
ALLENSMOORE NURSERIES

**The aim to produce
plants sustainably
comes naturally**

GARDEN RETAIL

**How is the Swiss garden
centre sector faring?**

GREENTECH

**Another great
show celebrating
horticulture's thriving
tech scene**

2023 DUTCH LILY DAYS

Staying up to date in an industry that's constantly shifting



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