



## FROM SAM TURNER, EO

Over the past few months PCA has been running a comprehensive industry engagement campaign to understand what our members value from us. This information will be used to inform the PCA corporate strategy. One of the most consistent themes of this engagement is how much our members value the opportunity to network and collaborate.

The opportunity to grow and learn from our peers is so important to our industry and is one key factor that sets the Australian protected cropping network apart. Working together helps everyone increase productivity and efficiency, reduce costs and risk, and increase sustainability and resilience. By learning and sharing our pooled knowledge, growers and industry can avoid making the same mistakes.

*Working together makes us all better.*

PCA has listened loud and clear to this feedback and is in the process of designing our new corporate strategy around providing our members better access to peer-to-peer learning and networking opportunities.

This will take many formats, but one of the biggest opportunities to get together as an industry is the upcoming [PCA2023 conference](#) in Brisbane from July 17th – 20th.

The Conference Committee has worked hard to refresh and reinvigorate the program and to increase the access of this information to growers. We have developed a program of over 80 speakers and sessions and 3 unique farm tours showcasing some of the most innovative technologies and growers in the industry. We have made the conference free to over 150 farms and at the time of writing, there are only a few of these tickets available. The response and uptake from industry has been resounding.

The power of collaboration is also evident in the recent wins in the development of a National Construction Code to help growers streamline the process of building new protected cropping structures. Without the tenacity and continued support from industry, PCA would not have been able to advocate effectively to achieve this result. There are still a lot of hurdles to jump, but industry has made significant headway in the past 12 months and PCA looks forward to continuing to deliver on behalf of our members.

Collaboration is also important for our corporate partners. The next generation of AgTech developments are accelerated through effective and thoughtful collaboration. Technology is moving so fast that trying to be an expert in all things is not realistic. An effective model for delivering solutions to the market involved collaborating with growers early in the development process to ensure that the technology is solving grower problems. I discussed the importance of this on the [Protected Cropping Podcast](#) with Alistair Delooze from Denso and their international approach to innovation.

As we collaborate and share our knowledge and resources, we build an efficient, sustainable and resilient industry which benefits all participants.

*Through effective collaboration, all boats rise in the tide.*

See you in Brisbane!



## POLYBEE: REVOLUTIONALISING POLLINATION WITH DRONES

Witness Polybee's groundbreaking drone-based pollination system, developed in collaboration with Flavorite and PCA. With off-the-shelf drones controlled by advanced software, Polybee achieves precise flight paths and optimal airflow for efficient pollination. No manual piloting needed—QR codes guide the drones effortlessly, helping them navigate obstacles seamlessly. This game-changing technology reduces labor and maximizes efficiency. Join us in exploring Polybee's revolutionary solution for the future of pollination. [More...](#)



## STOLEN ITEMS: HAVE YOU SEEN THEM?

Last weekend, Community College Gippsland at Warragul had a major break in and theft of equipment. Stolen was some **large machinery, a trailer, and even a bus and a ute**. On top of this a large amount of **powered tools** were also stolen.

Details of all the missing items are attached below. If anyone sees or hears about the missing items, it would be great if they could let us know.

Tony Bundock: [tony@genesis-hort.com.au](mailto:tony@genesis-hort.com.au)  
Community College Gippsland: (03) 5622 6000

ITEM DETAILS

## DATES TO REMEMBER

- 17th - 20th July:** Conference in Brisbane
- 18th - 19th July:** Grower Workshops
- 24th July:** Spring Soilless Booking Deadline
- 31st July:** Spring Soilless Artwork Deadline

## LAUNCH OF NEW PROPAGATION FACILITY

Monday the 5th of June saw the official opening of Provenance Propagation in Wells Crossing, New South Wales. The brain child of Jack Mooney, the project has literally seen the development of the 5700m<sup>2</sup> facility from a green acre site to the impressive facility that it now is. Operating out of a purpose built greenhouse that is equipped with full climate control and ebb and flood benches, Provenance specialises in producing seedling crops for the commercial greenhouse industry - Australia wide. Jack is passionate about propagation and providing a quality product.

*"We focus on providing value to our customers in every way possible. Whether it's through innovative products, exceptional customer service, or being on the cutting edge; We go above and beyond for our clients"*

The greenhouse is the first structure in a projected ten-fold expansion of the site. For further details visit the Provenance web site at: <https://provenancecorp.com/>



## FERTILIZER AUSTRALIA LAUNCHES LABELLING AWARENESS CAMPAIGN

Fertilizer Australia, the fertiliser industry's peak body, has launched a national campaign to raise awareness about fertiliser labelling. The campaign aims to emphasise the importance of accurate labelling, educate consumers on how to identify correct fertiliser labelling, and highlight the potential consequences of purchasing improperly labelled products.

The initiative is particularly relevant due to recent disruptions in the supply chain caused by COVID and geopolitical events, leading to the sourcing of products from unfamiliar markets with different labelling requirements. Some of these products, mainly sold in the horticultural industry, lacked proper labels, safety data sheets, or certificates of analysis. [Read more about the campaign, and watch the videos 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



## 150 FREE GROWER REGISTRATIONS AVAILABLE. WHAT ARE YOU WAITING FOR!

Protected Cropping Australia are pleased to be funding 150 complimentary registrations to support grower attendance at the 2023 conference. The registrations provide complete access to the Welcome Function on Monday, Conference Sessions and Grower Networking Event on Tuesday, Conference Sessions and Conference Dinner on Wednesday plus so much more.

If you want to attend for free, complete the online registration TODAY!  
[www.pcaconference.net.au/registration](http://www.pcaconference.net.au/registration)

## GROWER WORKSHOPS

TUESDAY 18 JULY	TUESDAY 18 JULY	WEDNESDAY 19 JULY	WEDNESDAY 19 JULY
PC101 Part 1: PC Growing Systems, Structures and Climate Graeme Smith, Tony Bundock, Henry Bosman, Odin Franzen	PC101 Part 2: Irrigation, Nutrition and Hygiene Matous Van Heide, Jeremy Parker, Ben Nika, Melanie Power	Transitioning from Soil to Soilless Media Tony Bundock, Levi Nuppenen, Zak Ibbot, Josh Pirone, Cheyne Clarke	Integrated Pest and Disease Management Joke Byrne, Dan Papach, Charlie Gansley, Ivan Castells

## PLANT EMPOWERMENT WORKSHOP



When - Monday 17th July 2023  
Where - Brisbane Convention & Exhibition Centre  
Cost - \$379 AUD  
speakers - Remy Maat, Ton Habraken and Evripidis Papadopoulos

CONTACT US

ASN EVENTS  
03 5658 9550

REGISTER NOW  
[www.pcaconference.net.au](http://www.pcaconference.net.au)

## 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 <sub>yr</sub>	\$250 <sub>yr</sub>	\$50 <sub>yr</sub>
+ GST	+ GST	+ GST

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