

GROWING UNDERCOVER

MAY 2023 NEWSLETTER



FROM SAM TURNER, EO

PCA is in full swing organising and arranging PCA conference 2023. As we are stitching together the final speakers and finalising catering, I am constantly brought back to the theme of the conference, People, Planet, Profits. These 3 ideas are so important and underpin everything we do at PCA.

People are why we do it. We are so lucky that the protected cropping industry is made up of the finest people and PCA are privileged to support the continual growth of our members by providing you with the ideas and information to grow your business. With this in mind, I am excited to announce the launch of the [Protected Cropping Podcast](#) where we will deliver insightful interviews and conversations for your listening pleasure every Friday morning. Education and training is a core tenant of our role to support industry and we have lots of announcements rolling out over the next few months.

The planet is front of mind and sustainability is becoming more and more important for consumers and investors alike. While sustainability is a bit of a catch all term, the underpinning ideals can provide protected cropping businesses with important structure and direction. Getting stated with sustainability can be daunting, but documents like the [Horticulture Sustainability Framework](#) can help. The framework identifies 4 key pillars and 17 detailed focus areas for industry and businesses. This framework has direct linkages to the UN Sustainable Development Goals which allows growers to speak to domestic and international markets with a shared language and understanding. The focus areas of the document can be used by growers to target on farm improvements to make significant strides to improve their sustainability outcomes. We have some great speakers at PCA 2023 who will share the latest in sustainability and how our members can make the most of sustainability opportunities.

Profits are the lifeblood of our protected cropping businesses. PCA is committed to helping improve your profitability to achieve your commercial goals. To better understand how PCA can support we are asking for your assistance. We are in the process of redesigning the PCA corporate strategy and would love your input. If you could please fill out the survey below, we can target our resources and activities to best suit your needs.

There is lots happening behind the scenes and looking forward to keep you updated with all the latest.

ZAK IQBAL ELECTED NEW DEPUTY CHAIR OF PCA

The PCA Board have elected Zak Iqbal as the new Deputy Chair of PCA at a Board meeting on the 18th of April.

Zak replaces outgoing Deputy Chair Tony Bundock who remains on the PCA Board as a Director.

Chair of PCA Matthew Plunkett acknowledged the great work Tony has given to PCA and our industry over many years and thanked him for his ongoing service.

Tony has served not only as Deputy Chair for several years, but Chaired the Finance, Audit, Risk Committee, as well as the Education and Training Committee.



Words from Zak:

"I would like to thank the team at the PCA for putting

“Zak is well known to the PCA and our industry. On behalf of the Board and team, we congratulate him on his appointment,” said Mr Plunkett.

their trust in me to serve the industry, PCA members, and partners”

Matthew Plunkett: chair@protectedcropping.net.au

HELP US HELP YOU

Here at PCA we are committed to constant improvement, to provide the best service to all our members and subscribers. We want YOU to tell us what we can do to support you and your business better in the future.

We ask that you please fill out our survey. It only takes a few minutes!

Your opinion matters! Help us improve by taking a quick survey, and have your voice heard.

HAVE YOUR SAY

THE PROTECTED CROPPING PODCAST

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

Catch the first episode out now on Spotify -

Talking Sustainability With Carl Larsen.

We sit down with RMCG's Carl Larson, to discuss all things sustainability and the future of protected cropping.

LISTEN IN

‘BACK TO BASICS’ HYDROPONIC TRAINING

Local Land Services NSW (LLS) organized a training session for new Cucumber growers interested in learning basic hydroponic growing techniques. The session, conducted on a farm in Coffs Harbour, covered topics such as water quantity and quality, hydroponic system components, dosing systems, EC and pH relevance, and various tests. The training provided a combination of theory and practical experience, allowing participants to gain a better understanding of the concepts. Attendees received notes and testing kits to assist them on their farms. LLS plans to hold similar training sessions in other areas and establish a protected cropping interest group. The session notes and testing templates will be available for download on the [LLS website](https://protectedcropping.net.au/back-to-basics-hydroponic-training/) or can be requested via [email](#).

To read the full article, head to: <https://protectedcropping.net.au/back-to-basics-hydroponic-training/>



PCA INDEPENDENT DIRECTOR JOB OPPORTUNITY

Protected Cropping Australia Ltd (PCA) is looking for an independent Director, with

- Develop annual operating budgets and review periodically.

senior financial skills, to join its Board.

This role is an independent Director role and seeks to fill an identified skills-gap in the guidance of our financial activity. This role will also hold the position of Chair of the Finance, Audit and Risk Committee.

As a non-executive director, you will work collaboratively with your Board colleagues, the Company Secretary, and the team to:

- Review and provide financial reports and interpretation at Board meetings.
- Provide strategic financial advice.
- Assist in the development of the association's strategic plan.
- Ensure the effective and independent oversight of PCA's finance, risk, and audit obligations.
- Uphold and promote PCA's vision, mission and purpose including strategic priorities.
- Actively contribute to the effective functioning and productivity of the Board.
- Assist in the development of financial and risk policies.

[READ THE FULL JOB LISTING HERE](#)

Use the button below to inquire further, or express interest by sending your resume and cover letter.

[EXPRESS INTEREST](#)

BIOTA NUTRI APPOINTS FERNLAND AS DISTRIBUTOR IN AUSTRALIA

Fernland, a leading provider of horticultural products in Australia, is pleased to announce a new exclusive distribution agreement with Biota Nutri BV, a leading producer of organic fertiliser in the Netherlands.

Under the new partnership, Fernland will become the exclusive distributor for Biota Nutri's plant based products in Australia, bringing the first Organic and Vegan-Friendly Liquid Fertiliser to the Australian market.

"Biota Nutri's values align with ours, and their organic fertilisers will be a game-changer in the Australian market," says a spokesperson for Fernland. "We're proud to introduce these high-quality, vegan-friendly organic products to Australian growers."

This new partnership aims to help reshape the Australian horticultural industry, encouraging more sustainable practices and offering consumers effective and environmentally responsible products. Fernland and Biota Nutri are committed to delivering the best in sustainable horticulture, and this collaboration is a testament to that shared mission.



[Read more here](#), or click the images for the company websites.

SOIL BIOLOGY MASTERCLASSES

This year in collaboration with Soil Science Australia, in addition to the 2 Day 'Soil Biology Masterclass' (August 15-16), Western Sydney University is offering a 'Soil Science Soil Biology 4 Day Certification Course'. The 'Certification Course' will entail a further 2 days which will follow on from the Soil Biology Masterclass (August 15-18). To register for either course or for more information, please see below links:

2023 Soil Biology Master Class - \$495

https://www.westernsydney.edu.au/gclbi/events_folder/soil_biology_masterclass - Cost \$495

2023 Soil Science Soil Biology 4 Day Certification Course

https://www.westernsydney.edu.au/gclbi/events_folder/soil_science_soil_biology_4_day_certification_course - \$1995

Incorporating soil health and biology with management practices to sustainably increase productivity and profitability.

DATE 15 – 16th August 2023

VENUE Western Sydney University, Hawkesbury Campus

RSVP Register by 14th July 2023
Limited positions available.



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 profitable 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

fci

WWW.FLORACULTUREINTERNATIONAL.COM

MAY 2023



AIPH

ROYAL BASE CORPORATION

**Linking closer to the
regional economy**

GARDEN RETAIL

**How are Dutch garden
centres faring?**

FRANCE IN FOCUS

**Sival's view of
greenhouse
horticulture**

WHAT DOES FAIRTRADE CERTIFICATION ACTUALLY MEAN?

London event discusses how ensuring workers' rights is
not only fair; it is good business

Agnes Chebi Jephumba
Karen Ross



Copyright (C) 2023 Protected Cropping Australia. All rights reserved.
You are receiving this email because you opted in via our website.

Our mailing address is:
Protected Cropping Australia
10 Rowe Street
Roseville Chase, NSW 2069
Australia

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe](#)