



GROWING UNDERCOVER

DECEMBER | 2024

UPDATES

Behind The Scenes

Julie Krieger

Updates to PCA's Leadership

We are excited to announce new updates to our Board and committees as we continue to grow and strengthen our organisation.

We are pleased to welcome Chris Wilkins, CEO at LLEAF as PCA's new Finance Director. Chris brings extensive experience in financial management, strategic planning, and ag-tech, which will play a vital role in supporting PCA's ongoing growth and initiatives.

Chris has stepped onto the Board as an independent Director, replacing Louise Austin as Finance Director. Louise's expertise and contributions have been valuable in supporting PCA's financial governance, and we extend our deepest thanks for her work.

Additionally, we're thrilled to welcome Chelsea Maier to the Education & Training (E&T) Committee. Chelsea's is a research scientist with over 13 years of climate change and agricultural research management, and spent over 2 years as the Facility Manager at Western Sydney University's high-tech educational glasshouse. Chelsea's expertise and passion for fostering knowledge within the protected cropping industry will help us enhance our learning and training resources for members.

These changes reflect PCA's ongoing commitment to delivering value and leadership to the industry. We are grateful for the invaluable contributions of all of the volunteers who serve on our Board and Committees. Their knowledge and passion for protected cropping enable PCA to support all members and strengthen the sector. Thank you!

Projects Update

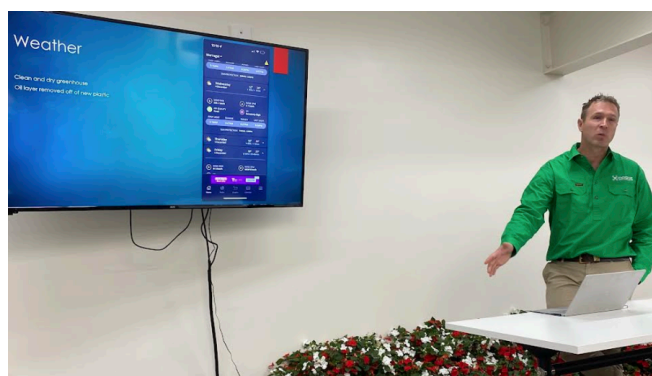
Tony Bundock

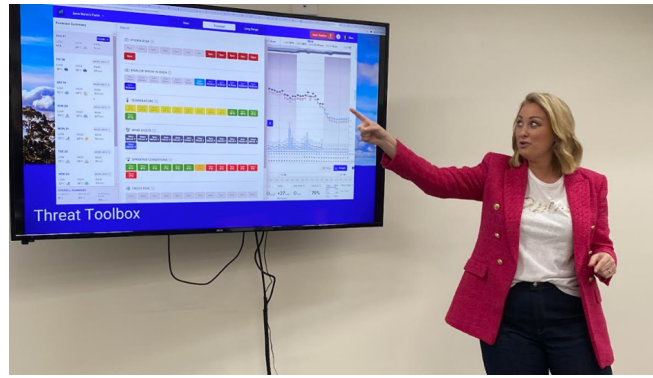
This week the National Horticulture Roadshow saw an event being delivered in Warragul, Victoria. Organised by Protected Cropping Australia (PCA) and supported by the NFF Horticulture Council. This event was proudly funded by the Department of Agriculture, Fisheries and Forestry. The roadshow brought together industry leaders, innovators and passionate professionals to explore the latest advancements in farm management, and was kindly hosted by Community College Gippsland (CCG). PCA's Project Manager Tony Bundock was the master of ceremonies for the event.

Jane's Weather:

Melbourne Channel 7 TV presenter and meteorologists Jane Bunn unveiled a cutting-edge AI forecasting program tailored for specific locations. The program can integrate with 'on farm' weather stations providing a highly detailed weather forecast for farmers and growers. Jane was able to demonstrate the 'live' system to the audience and show exactly how growers can interact with the program.

Russell Green showcased how drones can be utilised to apply shade paint to greenhouse structures, as well as being able to spray broad acre areas with herbicide and insecticides all to a high precision level of application. Russel comes from an aviation background and was formally a Jetstar Captain, and he is now using his aviation skills to develop his drone business.





Global Farms:

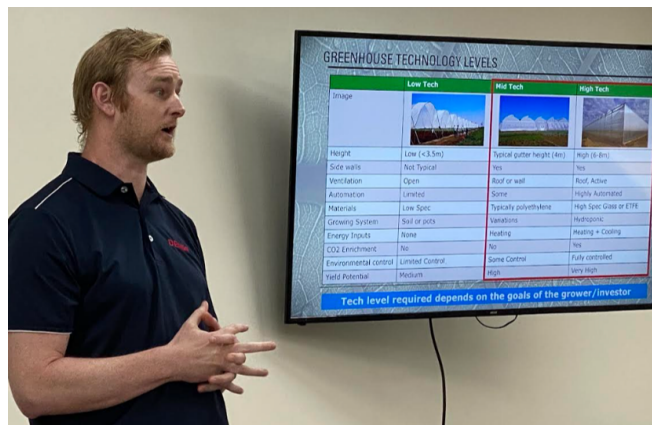
Brad Ward, shared insights on marketing fresh produce through a dedicated internet platform called Global Farms, designed to connect farmers to global opportunities. The platform allows an interaction between farmers and buyers, and is helping smaller growers develop new markets for produce. The program is available for free, and can be expanded to include a number of additional features on a very economical fee for service basis. Details can be found at <https://globalfarms.com/>

Denso:

Alastair Delooze introduced a range of emerging technologies that are currently revolutionising protected cropping. Alastair highlighted a number of initiatives that Denso are working on which included vertical farming and a wide range of robotic initiatives.

The formal part of the event wrapped up with an exciting live drone demonstration of the shade material application process using the X-Drone sprayer.

The PCA would like to thank CCG for hosting the event, and a special vote of thanks to the large number of industry members that attended the event.



GROWER UPDATES

Did you know we have an Industry Advisory Council?

The Industry Advisory Council (IAC) meets every second month and is led by our Deputy Chair, Andrew McIlwain.

If you would like to hear more or become a part of this vital group, please **get in touch** with us.



Andrew Tout

IAC

Andrew is Head of Agriculture for Centuria, responsible for sourcing and overseeing three unlisted pure-play agriculture funds across Australia, worth more than \$0.65billion. His core capabilities extend to portfolio management, acquisition evaluation and transactions, credit and risk structuring, automation and AI decision making, and gate-to-plate supply chain management.

Being a sixth-generational agriculturalist and with more than 27 years industry experience, Andrew's varied career provides exposure to each stakeholder group throughout the agriculture industry, providing a unique network across the industry.

He joined Centuria in 2020 having previously held senior positions with Westpac, ANZ, Commonwealth Bank, GrainCorp, Elders, Raine & Horne and regional agricultural specialist companies such as Cargill, Tandou and Pentag. His roles have spanned across agronomy, supply chain management and commodity trading to banking and loan management.

He has positioned Centuria with a first mover advantage as an institutional landlord within the protected cropping real estate sector, which has led Centuria to becoming Australia's biggest large-scale glasshouse/greenhouse landlord with more than 100 hectares of protected cropping. Tout studied Horticultural Science at the University of Western Sydney, is a licensed Stock and Station Agent, holds a rural valuation certificate and various business and finance accreditations. More recently, he was appointed Chair of the Protected Cropping Australia.

EVENTS

FEBRUARY



BerryQuest International - Keynote Speakers

[Learn More →](#)

FEBRUARY



Greenlife Industry Australia Conference

[Learn More →](#)

MAY



AGENTIAL AI AgBio 2025 in Bangkok

[Learn More →](#)

MARCH



HortEx Vietnam 2025 - Save The Date

[Learn More →](#)

FEBRUARY

WEBINAR WEDNESDAY

UNLOCKING NEW MARKET OPPORTUNITIES WITH GLOBAL FARMS

Wednesday the 27th of November at 4:00PM

Explore how Global Farms is revolutionising market access for farmers and suppliers in the agriculture industry, with Brad Ward. This webinar will cover the benefits of a commission-free platform, designed to provide farmers with practical tools to showcase their brands and products directly to local and international buyers. Learn how Global Farms simplifies technology for farmers, enabling them to connect with primary, secondary, and surplus markets. Discover how Global Farms supports members of Protected Cropping Australia in enhancing market reach, profitability, and sustainability.

Brad Ward is General Manager at Global Farms, a commission-free platform that connects producers with buyers directly. Born and raised in regional New Zealand and over 10 years experience in digital marketing, Brad is passionate about creating sustainable solutions for the agricultural industry and helping farmers achieve better market visibility and fair pricing. Through Global Farms, they aim to bridge the gap between producers and consumers, making the food supply chain more transparent and accessible.

Places are limited.

To register for this event, click the button below, and fill in the registration form.
You'll receive email confirmation and an invite

[REGISTER NOW](#)

PCA Webinar Wednesday Returns February 2025

Coming Soon →

FEBRUARY

National Horticulture Roadshow

 National Horticulture Council

The National Horticulture Roadshow is an initiative to bring together industry experts, growers and the community to share knowledge, showcase new technologies, celebrate the horticulture sector's achievements and foster growth in the industry.

[View all events](#)

UPCOMING EVENTS

WARRAGUL - 4 DECEMBER 2024

The Details

Protected Cropping Australia is excited to announce that we will be delivering an event in Warragul, Victoria as part of The National Horticulture Roadshow, supported by the NFF Horticulture Council, and funded by the Department of Agriculture, Fisheries and Forestry.

The event will take place on Wednesday the 4th of December between 9:30am and 12:30pm, and is being kindly hosted by Community College Gippsland. The event itself will offer a unique opportunity for the industry to engage with the latest advancements and innovations in overall farm management.

Date - 4 December 2024
Time - 9:30AM - 12:30PM AEDT
Location - Community College Gippsland, 71 Korumburra - Warragul Road, Warragul

Event Highlights

9:00AM

- Registration for 9:30am start
- Welcome and overview of session (PCA)
- Jane's Weather - presentation by Channel 7 meteorologist Jane Bunn and Ellen Bowditch, on the use of a customized AI forecasting program for specific locations.

PCA National Hort Roadshow Returns 2025

Coming Soon→

INFORMATION

NATIONAL

NEWS

View in Browser >



Replace old business equipment and save



Hello Protected Cropping Australia Ltd

Ageing equipment and appliances can use more power, making them more expensive to operate.

To help businesses reduce their energy bills, the **NSW Government** is offering financial incentives for upgrading to new equipment that's more energy efficient.

The **Energy Savings Scheme** gives businesses access to discounts on a range of products including:

- [heating, ventilation and air conditioning systems](#)
- [hot water and steam systems](#)
- [compressed air systems](#)
- [motors, pumps and fans](#)
- [refrigeration](#) and more.

Upgrade and save

NSW - Incentives To Replace Old Equipment

[Learn More →](#)

TOBRFV

PIRSA biosecurity news

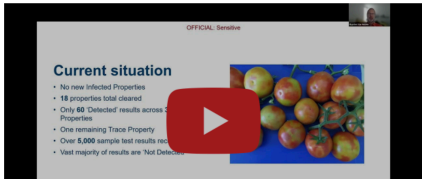
05 December 2024

Industry update: Tomato brown rugose fruit virus response in South Australia

The Department of Primary Industries and Regions (PIRSA) continues to respond to the detection of Tomato brown rugose fruit virus (ToBRFV) in the Northern Adelaide Plains.

Webinar now available on PIRSA website

Thank you to everyone who registered and attended our ToBRFV Grower webinar last Thursday 28 November. The webinar is now available to view online on the PIRSA ToBRFV website and on YouTube. Automated captions are available in multiple languages, including Vietnamese and Khmer.



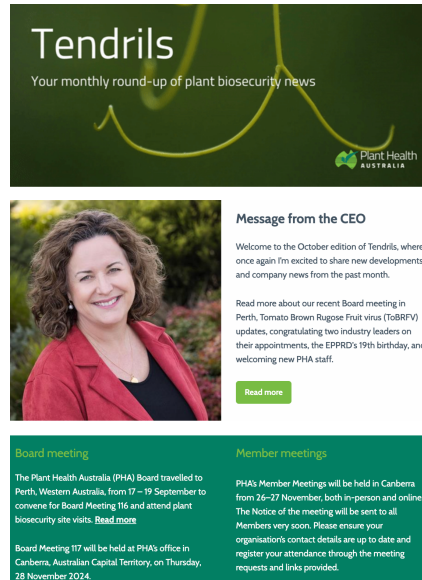
Current situation

- No new infected Properties
- 18 properties total cleared
- Only 60 'Detected' results across 2 Properties
- One remaining Trace Property
- Over 5,000 sample test results received
- 'Vast majority' of results are 'Not Detected'

PIRSA ToBRFV Response Update

[Learn More →](#)

NEWS



Plant Health Australia - Tendrils Newsletter

[Learn More →](#)

NEWS



AIA - Carbon Calculations Now Available

[Learn More →](#)

COURSE



WageningenX Drones For Agriculture - Course

[Learn More →](#)

NEWS



Costa Sponsors For Food's Sake in Coffs Harbour

[Learn More →](#)

NEWS



Ball Grower Trials - Innovation In Plant Varieties

[Learn More →](#)

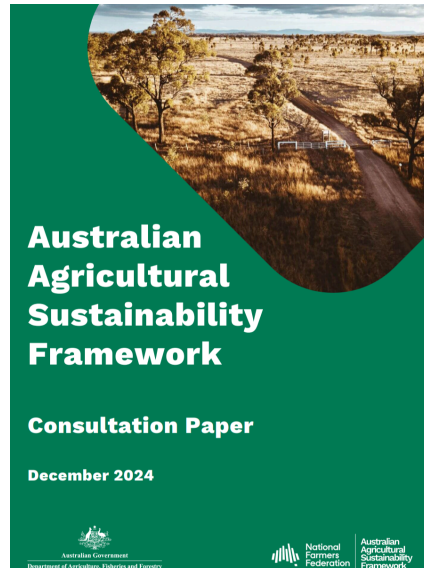
RESOURCE



Optimise Irrigation & Drain Management - Free

[Learn More →](#)

NEWS



Australian Agricultural Sustainability Framework

[Learn More →](#)

MEMBER ADVERTISEMENTS

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DECEMBER 2024



GRACE UNDER PRESSURE

**Art of Belgian cut rose
management**

IN THE SLIPSTREAM OF CULTIVATE

**A reflection on the USA
industry**

THE SHOW MUST GO ON

**Annual Exhibition Guide
included inside**

SWAPPING GANG CULTURE FOR HORTICULTURE

A journey of transformation with
Chicago's Southside Blooms

ROYAL BRINKMAN - MERRY CHRISTMAS



MERRY CHRISTMAS, FROM ROYAL BRINKMAN

With the festive season fast approaching, Brinkman Australia extend our warmest wishes to you and your families. Christmas the time for celebrating the spirit of love, joy and togetherness, we wish to take this opportunity to express our gratitude for your continued support and partnership throughout the year.

2024 has been filled with growth, challenges and shared successes – we are truly grateful to have had the privilege of serving you, and look forward to the exciting opportunities the coming year holds for us all.

May this Christmas bring you moments of happiness, laughter, and peace. May you cherish the warmth of family and friends and create lasting memories that will brighten your heart throughout the year. As we bid farewell to 2024 and welcome 2025, we wish you a New Year filled with prosperity, good health, and abundant blessings.

We remain committed to providing you with the highest quality products and excellent service, your trust and support, the driving force behind our success, we are truly grateful for the opportunity of being part of your journey.

Merry Christmas and a Happy New Year - May the festive season fill your hearts with joy and gratitude.



[Unsubscribe](#)

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