



# GROWING UNDERCOVER

JANUARY | 2025

## UPDATES

### Christmas Chill

*Tony Bundock*



The Christmas period traditionally sees a lot of people taking leave from their full time jobs and seeking some relaxation with family and friends. However, our Project Manager (Tony Bundock) and his lovely wife Karen journeyed to the slightly 'cooler' climate of the United Kingdom to enjoy a 'cold Christmas'.

With average temperatures of around 5C the order of the day was for warmer clothes and plenty of hot drinks, but our TB is always up for a challenge so he and Karen entered the Boxing Day Dip at Cromer, on the east coast of England. The event is an annual charity raiser where participants all enter the rather chilly North Sea en masse.

This was probably the most daftest thing I have ever done, but also the most fun!' said Tony.

So what do you wear when you are just about to dash into icy cold water? An elf's suit of course!

For full details of this truly insane event, have a look at the official video at <https://youtu.be/-8Kx-oXj3cE?si=J8-rylcmk9nFhilM> and see if you can spot our dynamic duo amongst the hundreds of other like minded mad people!

# Projects Update

*Tony Bundock*

## **WEBINAR SERIES OPPORTUNITIES**

This year the PCA webinar program will be recommencing on a monthly basis. The idea behind the webinars is for companies and individuals to present concepts and theoretical ideals around products and services that are relevant to the protected cropping industry to members via a live video link.

The presentations themselves are usually around 30 minute duration followed by a question and answer session. The webinars themselves are recorded and PCA members can access these after the event, providing longevity to the presentations.

2024 saw a wide range of topics being presented from individual presenters within Australia and also overseas.

So how can you get involved? Simply email our Project Manager (Tony Bundock) at [projects@protectedcropping.net.au](mailto:projects@protectedcropping.net.au) or give him a call on 0409 007 610 to have a discussion on your chosen topic.

We look forward to hearing from you!

## **PCA AT BERRYQUEST**

PCA will be attending BerryQuest International 2025 which will take place in Hobart, Tasmania from Monday 24 February to Thursday 27 February.

The conference will incorporate two days of farm tours showcasing both northern and southern production regions of Tasmania, together with two days of conference and plenty of social and business networking opportunities.

The venue for the conference is the Wrest Point Hotel Casino on the picturesque Derwent River in Sandy Bay

BQI25 will also see the introduction of the Australian Berry Industry Awards at the Gala Dinner on the final night of the conference.

PCA will have a trade booth at the event where you will be able to have a face to face conversation with our team about the work PCA does and also details of our revised membership fee program.

For further details check out the Berries Australia website - <https://berries.net.au/> and we look forward to meeting many of you at this great 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.

## Do You Have Something To Share?

*PCA*

Growers, do you have something to share? This is your space! We'd love to hear from you.

If you have something to share with the PCA membership, or would like to get word out to other growers, **send us an email** with your article or content, and we'll work with you to make sure it gets out there!

## EVENTS

### FEBRUARY

2 DECEMBER 2024

## MEDIA RELEASE



### BQI25 Welcomes Rachael Robertson & Mike Knowles as Keynote Speakers

Get ready for BerryQuest International 2025—the ultimate event for Australia's berry industry! Taking place in Hobart from 24–27 February 2025, this premier conference will feature world-class international speakers, hands-on workshops, and unbeatable networking opportunities for berry industry professionals.

#### Rachael Robertson: A Leadership Story from the World's Most Extreme Environment

Rachael Robertson brings a unique and inspiring perspective to leadership, drawn from her extraordinary experience as the second female to lead an Antarctic expedition to Davis Station.

## BerryQuest International - Keynote Speakers

[Learn More →](#)

## FEBRUARY

## Greenlife Industry Australia Conference

[Learn More →](#)

## MAY

**AGENTIAL AI AgBio 2025**

Join AI transformation in Agritech & Biotech  
*Understand and leverage AI to reduce labour, increase efficiencies, enhance sales and revenue for your business.*

Register Now: [agentialai.com](http://agentialai.com)

MAY 6-8, 2025 | BITEC, BANGKOK

**SAVE \$400**  
 Use promo code: **PCAE01**  
 (ends Oct 31st)

## AGENTIAL AI AgBio 2025 in Bangkok

[Learn More →](#)

## MARCH

Co-located with:  
 AGRITECHNICA ASIA

**HortEx VIETNAM 2025**

SAVE THE DATE  
**12 - 14 MARCH 2025**  
 SECC, Ho Chi Minh City, Vietnam  
[www.hortex-vietnam.com](http://www.hortex-vietnam.com)

**HortEx** COME GROW WITH US!  
**AGRITECHNICA ASIA**

**12 - 14 March 2025**  
**SECC, Ho Chi Minh City, Vietnam**

The 7th International Exhibition & Conference for Horticultural and Floricultural Production and Processing Technology in Vietnam

"HortEx Vietnam, together with AGRITECHNICA ASIA, is the largest and leading trade exhibition in Southeast Asia, showcasing the entire agriculture and horticulture industry"

Horticulture and floriculture are one of the most expansion sectors of the Vietnamese

## HortEx Vietnam 2025 - Save The Date

[Learn More →](#)

## FEBRUARY



**National Horticulture Roadshow**

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.

[More information](#)

**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

[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 innovation, 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

[Learn More →](#)

# INFORMATION

NATIONAL

## NEWS



## New Food Safety Standards From February 2025

[Learn More →](#)

## 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 →](#)

## NEWS



AIA - Carbon Calculations Now Available

[Learn More →](#)

## COURSE

A promotional graphic for an online MOOC. The background is a blurred image of a person wearing a white cap and overalls, looking at a tablet. The text is overlaid on a semi-transparent green and white background.

*Online MOOC*  
***Drones for  
Agriculture:  
Advanced Sensing  
and Analysis***  
Enrol now on **edX**

**New MOOC launched this month**  
**6 weeks | 2-4 hours per week**

WageningenX Drones For Agriculture - Course

[Learn More →](#)

## NEWS





## Ball Grower Trials - Innovation In Plant Varieties

[Learn More →](#)

## RESOURCE



## Optimise Irrigation & Drain Management - Free

[Learn More →](#)

# MEMBER ADVERTISEMENTS

AIPH - FLORACULTURE INTERNATIONAL

# fc*i*



AIPH

WWW.FLORACULTUREINTERNATIONAL.COM

JANUARY 2025

CULTIVATING GROWTH

**Private equity in horticulture**

COUNTRY REPORT

**Thailand: orchid powerhouse**

CLIMATE CHANGE

**Momentum grows for drought-tolerant landscaping**

## AS CHRISTMAS TREES GO OUT, HOUSEPLANTS MOVE IN...

But don't expect them to reach the sky



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[Unsubscribe](#)

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