



PCA

GROWING UNDERCOVER

JULY | 2024

UPDATES

We're now on Instagram!
Follow us and never miss an update!



Behind The Scenes

Julie Krieger

No such things as winter hibernation in PC, and that goes for the Board and team at PCA too. As you'll read below, it's been a hugely busy month with lots of PCA representation at industry conferences, as well as in meetings with members and with organisations like the Australian Building Codes Board, where we're busy advocating for more favourable outcomes for PC growers.

Amongst the activity this month, has been the securing of a partnership with Choice Energy - a company on a mission to help businesses reduce their energy costs. Scroll down and click the link below to find out about this PCA member offer, as well as the services they offer in regard to transition to solar power for your business.

Over the coming months we will be rolling out more member benefits, and some exciting new options for grower memberships. Stay tuned!





Projects

Tony Bundock

With the New South Wales Early Needs Recovery Project completed, the projects team have been busy working on a number of additional areas.



The team will be initially participating in the Victorian Hydroponic Farmers Federation conference at Tabcorp Park in Melton between the 23rd and 25th of July. The HFF event is always a great networking opportunity and we look forward to meeting as many of you as possible at the conference.



The projects team have also secured some additional funding via the National Hort Roadshow project. This will ultimately see us delivering four training sessions across a twelve month period, which will include two events in WA, one event in Gatton, Queensland, and a fourth event in Adelaide, South Australia which will coincide with the PCA conference. We are also planning a South Australia grower event in November as well.

Further detail will be posted on our socials as we progress!

IDO Update

Matt Plunkett

Despite the economic headwinds and difficult environment businesses are operating in worldwide, it is interesting to look at the current size of the Controlled Environment Agriculture (CEA) sector more broadly. In 2022, a study commissioned by Rabobank, WUR, Dutch Greenhouse Delta, AVAG and undertaken by the University of Copenhagen concluded that the total area of CEA worldwide is a staggering 2.5 million hectares. Here in Australia, it is estimated that our CEA footprint is 14,000 hectares. The researchers who conducted the study utilised satellite imagery together with

A major theme at this conference has been about sustainability and the energy transition we are currently in. One of the big issues discussed at this conference is the mandatory legislated reporting requirements for greenhouse gas emissions and the lack of benchmarks and standardized procedures for growers to undertake this. This is clearly a gap that will be communicated to Hort Innovation and other stakeholders to consider how we can invest in R&D to help with this pending challenge. In the meantime, PCA has signed an agreement with Choice Energy to help our members determine their baseline energy consumption and how

artificial intelligence to verify their findings with China accounting for over 60% of this total area. Coming in second place was Spain (5.6%) followed by Italy (4.1%) which was somewhat surprising. It is not clear whether this total figure includes all crops under cover such as netting on fruit tree crops, or just greenhouses, poly tunnels, glasshouses and vertical farms. It is interesting that the article refers to consolidation in Northern Hemisphere, but continued expansion in the Southern Hemisphere such as Asia, Africa and Central and South America. Reflecting this growth, a similar study undertaken in 2019 estimated the global industry at 1.3 million hectares in size. At any rate, this is staggering growth across the international sector. Here in Australia, there is no doubt that there is slowing of growth in some sectors of our industry, particularly in the last year. Similarly, as I write this article from the Hydroponic Farmers Federation Conference here in Melbourne, several industry personnel have advised that there is steady growth in some categories and states, albeit not at levels experienced in the last few years. Perhaps we are entering a phase of consolidation, with continued expansion likely in the larger high-tech end of our industry.

efficiency savings can be made to reduce electricity and gas consumption. This will also include renewable energy such as solar and other procurement options so look out for that offering soon. And finally, it has been great to connect with many industry personnel at this conference. Congratulations to John Elford and the HFF team together with ASN Events for organising the event and we look forward to welcoming everyone to PCA 2025 in Adelaide. Have a great month.



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.

Webinar Recording Now Available

PCA

Missed our recent webinars, or want to rewatch them? Marcus Van Heijst's (Priva) 'Practical Application of AI in Horticulture' is now available for members to view on our website.

[WATCH WEBINAR](#)



EVENTS

SEPTEMBER

2024 Fertiliser Australia Conference

[Learn more →](#)

JULY

SEPTEMBER

5th Global Vertical Farming Show 2024

[Learn more →](#)

MAY

AUGUST

PHA - 3rd Australian Biosecurity Symposium

[Learn more →](#)

AUGUST



Haygrove - Resilience & Sustainability Webinar

[Learn more →](#)



Agential AI AgBio - Super Early Bird Tickets

[Learn more →](#)



Agriculture Victoria - Researcher Roadshow

[Learn more →](#)

FEBRUARY

Sponsorship & Exhibitor Packages selling quickly ***

BerryQuest International 2025 will be held 24-27 February 2025 at the West Point Hotel Casino, Hobart including 2 days of farm tours to both north and south growing regions.

This conference offers a unique opportunity to promote your company and market your products and services to growers, wholesalers, marketers, retailers, researchers, nursery, and allied trade suppliers across the Australian berry industries.

Don't miss out - secure your Sponsorship or Exhibitor package today online <https://lnkd.in/g/wxtUikn>

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AUGUST

2024 Research Showcase

Future Food Systems Research Showcase

[Learn more →](#)

INFORMATION

NATIONAL

STUDY

NEWS

STUDY



Boosting Cucumber Yield - Trial Results

[Learn more →](#)



Chris Higgins - AI In Horticulture

[Learn more →](#)



Green Spaces & Student's Academics

[Learn more →](#)

NEWS

Permit ID	Description	Date Issue
PER82986 Version 3	Boscalid + pyraclostrobin / Blueberries, Rubus and Rubus hybrids / Various diseases	25-A 2017
PER94452 Version 1	Chlorantraniliprole & thiamethoxam / Leafy vegetables / Leaf miners	11-Jur
PER88066 Version 2	Emamectin / Celery / Helicoverpa, Lightbrown Apple Moth & Cluster Caterpillar	05-A 2019
PER88559 Version 3	Serenade Opti Biofungicide / Cherries	04-A 2020

Latest Minor Use Permits

[Learn more →](#)

NEWS

NEWS

Novel technologies and practice: optimisation of pollination within cropping environments (ST1900)

Key research provider: NSW Department of Primary Industries, University of Tassie Plant and Food Research Australia and University of New England
Publication date: Wednesday, June 12, 2024

[View the report \(30007 KB\)](#)

What was it all about?

This program has laid the groundwork for new and integrated crop pollination associated with the high dependence on honey bees and enhance pollinated cropping systems across a range of horticultural crops.

The project developed a guide of case studies from Australia and New Zea

Challenge

As Australian horticultural industries increasingly turn to protected cropping extreme weather, pests, and diseases, understanding their impact on hone

Response

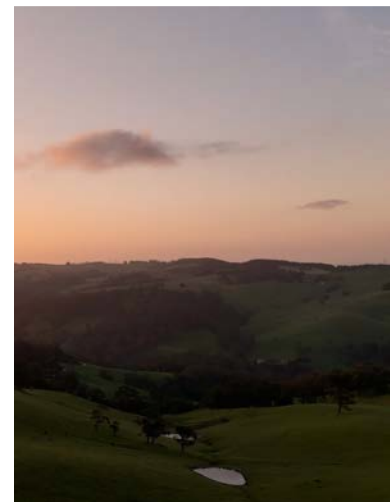
This collaborative research program set out to enhance the quality and yie

Pollination In Protected Cropping Environments

[Learn more →](#)

NEWS

NEWS



Agritech Ecosystem Newsletter

[Learn more →](#)

NEWS

THANK YOU



Prabin Dawadee

Protected Cropping Australia Scholarship
for Emerging Leaders in Protected Cropping
Master of Science (Greenhouse Horticulture)
(Agriculture), 2024
Graduated 8 June 2024



Protected Cropping Scholarship Graduate

[Learn more →](#)



Biosecurity Response - Red Imported Fire Ants

[Learn more →](#)



WSU Installs New Films AT NVPCC

[Learn more →](#)

NEWS

TOP 10 COUNTRIES

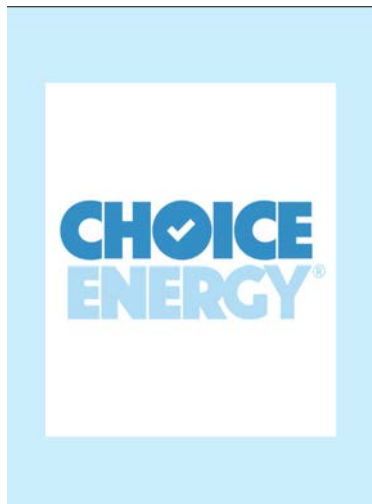
The ten countries that account for the largest shares of greenhouse coverage

1. China (60.4%)
2. Spain (5.6%)
3. Italy (4.1%)
4. Mexico (3.3%)
5. Turkey (2.4%)
6. Morocco (2.3%)
7. South Korea (1.8%)
8. Japan (1.7%)
9. Netherlands (1.4%)
10. France (1.3%)

Greenhouses Covering More of Earth's Surface

[Learn more →](#)

PARTNERSHIP



Choice Energy Partners With PCA

[Learn more →](#)

MEMBER ADVERTISEMENTS

AIPH - FLORACULTURE INTERNATIONAL

fci



AIPH

selecta one
We love to grow
WWW.FLORACULTUREINTERNATIONAL.COM

CALIBRACHOA

JULY-AUGUST 2024

UKRAINE

Aid and hope persist in creating beauty through peonies and a floral park

AIPH 76TH ANNUAL CONGRESS

Taking place alongside Green Is Life

WORKPLACE SAFETY

Understanding the risks for workers in horticulture

ATTENTION-GRABBING SHOWS!

Discover the best of Europe's pre-summer bedding plants exhibition and get exclusive Expo-sure into GreenTech, IGA, Lepaa, Chelsea, and Expo Chengdu 2024

HAIFA - DOWN UNDER NEWSLETTER



DownUnder

YOUR LATEST SPECIAL BULLETIN FROM HAIFA AUSTRALIA

- ▶ Quality Bundaberg strawberries
- ▶ Micronutrient strategy success
- ▶ Nitrogen knowledge 'berry good'

PLUS MUCH MORE

CLICK TO READ ONLINE



AGENTIAL AI AGBIO 2025 - SUPER EARLY BIRD TICKETS



AGENTIAL AI AgBio

2+ Days of Empowering New Insights & Inspiration

6-8 May
2025



CEA SYSTEMS
Vertical Farms, Protected Cropping

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ROBOTICS
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IMAGING
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DATA PROCESSING
Precision Ag, IoT, Smart Devices

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agentialai.com

Use Promo Code
PCAAA012025

SUPER EARLY BIRD

Register by 31st July to save \$700

FULL EVENT PASS

Only 100 SUPER EARLY BIRD tickets available!



The organiser reserves the right to modify the event program without prior notice. For the latest information and updates, please visit the event website or contact info@agentialai.com

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Show 2024
Onwards and Upwards

5th Global Vertical Farming Show

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10th - 11th Sept 2024 | Le Méridien Hotel, Dubai - UAE

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