



GROWING UNDERCOVER

JULY | 2025

UPDATES

IDO Update

Matt Plunkett

Last Chance to Register for PCA 2025 – Free Grower Passes Still Available

On behalf of the Conference Committee, and with less than a week to go before we gather for our biennial conference in Adelaide, it is not too late to register for this not to be missed event.

There are still some grower passes available and spots on the farm tours so register now at:
<https://pca2025.com/#registration>

A big shout out to our South Australian growers. Shuttle buses will be running on the Monday and Tuesday from Virginia so get on board and register.

I am really looking forward to seeing everyone and networking in addition to learning new knowledge and skills not to mention making new connections and catching up with friends.

The grower training streams were very popular at our Brisbane conference in 2023, and the team have put together an amazing variety of speakers and panel members. From Growing for Profit to Irrigation and Fertigation, the latest in Integrated Pest & Disease Management and Improving Energy Efficiency, there is something for everyone.

Our concurrent sessions have a range of diverse and interesting topics, and the talks are longer in duration this conference. This will enable sessions to go into more detail with more time for interaction and asking questions.

Check out the program here at:
<https://pca2025.com/#program>

I am really looking forward to learning about different sales strategies and what are the key issues that drive profitability in businesses. This is critical to support our growers in a difficult economic and operating environment.

I am also looking forward to the keynote sessions learning about the global trends, challenges and how Australia is tracking in comparison to the rest of the world. And learning more about consumer preferences for protected cropping produce.

That is where innovation and new ideas really come to the fore at conferences. Learning from others, being curious and opening connections for new markets and adopting fit for purpose technologies.

The trade show area will also host the Tomato Brown Rugose Fruit Virus and the Ag Tech Alley workshops, and we thank our exhibitors and sponsors for their ongoing and continued support. Please go and chat to them and support them – without them we cannot run these events.

If you would like to pop by the PCA stand, Julie Krieger, Tony Bundock and the team would love to chat with you.

And finally, best of luck to all our nominees for the industry awards. The gala dinner promises to be a great night, and we wish all the nominees the best of luck.

See you in Adelaide.

CONFERENCE

Protected Cropping Australia Conference



CONNECT • SHARE • LEARN

28-30 JULY 2025
ADELAIDE CONVENTION CENTRE

Growing profitably
and sustainably

REGISTER

Protected Cropping Australia Conference

Register Your Attendance Now!

FULL REGISTRATION*	EARLYBIRD AVAILABLE UNTIL 1st APRIL 2025	STANDARD STARTS FROM 2nd APRIL 2025
PCA MEMBER	\$790	\$870
HFF MEMBER	\$920	\$995
NON MEMBER	\$1,020	\$1,100
STUDENT MEMBER	\$485	\$580
STUDENT NON-MEMBER	\$525	\$630

Register Now

[Learn More →](#)

PROGRAM

	Registration Open (arrival tea and coffee)	
07.00am – 8.00am	Sponsored Breakfast – Warren Davies – The I	
From 8.00am	Exhibition Open	
8.30am – 8.45am	Welcome & Acknowledgement of Country (C Session Chair: Andrew Tout (PCA Chair)	
8.45am – 8.55am	Opening Address: TBC Session Chair: Zak Iqbal (PCA Conference Chai	
8.50am – 9.00am	Naming Rights Sponsor Address TBC	
9.00am – 10.30am	Keynote Panel Presentations & Panel: Godfrey Dol – (Virtual) Van Der Hoeven & Gla Levi Nupponen – Agrology Pty Ltd	
10.30am – 11.10am	Morning Tea and Exhibition	
11.10am – 12.45pm	Concurrent Sessions	
	Ag Tech (Robotics, AI, Automation)	CI
	Hall C	Hi
12.10pm – 12.45pm	Grower Panel discussion - Growing Profitably Session Chair: Jack Mooney, Giacomo Pippo, J	
12.45pm – 1.45pm	Lunch and Exhibition Open	
1.00pm - 1.45pm	Young Researcher R&D Presentations (spons Session Chair SP Singh	
1.45pm – 3.00pm	Concurrent Sessions	
	Building Resilient Profitable Businesses	Fc
	Hall C	Hi
3.00pm – 3.35pm	Tomato Brown Rugose Fruit Virus Panel Disc Session Chair: Andrew Tout, Dr Len Tesoriero,	
3.35pm – 4.15pm	Afternoon Tea and Exhibition	
4.15pm – 5.30pm	Concurrent Sessions	
	IPDM & Biosecurity	Pc
	Hall C	Hi:

Program Out Now

[Learn More →](#)

SPEAKERS



Meet Our Speakers

[Learn More →](#)

Showcase Your Innovation at PCA2025
AgTech Alley & Start-Up Alley

If you're building the future of agtech, there's no better place to put your startup on the map than at the PCA Conference – the premier event for protected cropping and advanced horticulture in Australasia.

Now Open For Bookings

Two Powerful Ways To Exhibit:

AgTech Alley \$1,980 per space Designed for emerging innovators and lean startups, AgTech Alley is the perfect launchpad for new solutions. With high foot traffic and direct access to growers, advisors, and investors, this is a cost-effective way to start building your network, validate your product, and get noticed. Ideal for early-stage ventures, research teams, or pre-revenue startups ready to test the market.	Start-Up Alley \$3,850 per booth Ready to scale and make a statement? Start-Up Alley offers a premium booth setup in a high-visibility zone, ensuring your brand is seen by decision-makers. It's the ideal option for funded startups and fast-growing companies seeking traction, partnerships, or customer acquisition. Includes a turnkey booth, enhanced branding, and support to make your presence unforgettable.
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Why Exhibit At PCA

- Connect with commercial growers, researchers, retailers & agtech buyers
- Build relationships with investors and strategic partners
- Position your business alongside industry leaders and disruptors
- Accelerate trust and visibility in a competitive market

AgTech & Start Up Alley

[Learn More →](#)

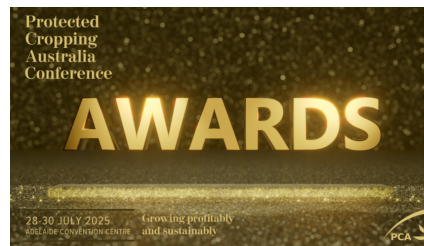
PROGRAM



ToBRFV Worskop

[Learn More →](#)

AWARDS



NOMINATIONS ARE NOW OPEN!

Do you know someone who makes a fantastic contribution to protected cropping and deserves some recognition?

Nominations are now open in the following categories:

- ★ Rick Donnan Memorial Award for most outstanding contribution to industry
- ★ Biennial Grower Award
- ★ Biennial Young Achiever Award
- ★ Industry Development Award

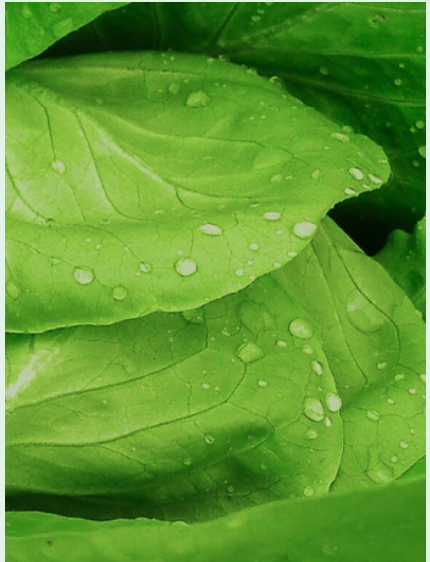
[VIEW AWARD GUIDELINES](#)

[SUBMIT A NOMINATION](#)

2025 Awards Nominees

[Learn More →](#)

Protected Cropping Australia Conference 28-30 JULY 2025 ADELAIDE CONVENTION CENTRE Growing profitably and sustainably	FREE GROWER PASS WHEN YOU PURCHASE 2 YEARS OF MEMBERSHIP <table border="1"> <tr> <td data-bbox="679 1803 1070 1883"> CORPORATE \$440 + GST 2 years of corporate grower membership 2 FREE conference grower passes* </td> <td data-bbox="1070 1803 1452 1883"> INDIVIDUAL \$100 + GST 2 years of corporate grower membership 1 FREE conference grower passes* </td> </tr> </table>		CORPORATE \$440 + GST 2 years of corporate grower membership 2 FREE conference grower passes*	INDIVIDUAL \$100 + GST 2 years of corporate grower membership 1 FREE conference grower passes*
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EVENTS OCTOBER				



Vertical Farming World Congress 2025

[Learn More →](#)

JULY

Protected Cropping Australia Conference



28-30 JULY 2025
ADELAIDE CONVENTION CENTRE
Growing profitably and sustainably

CONNECT • SHARE • LEARN

🕒

Last Chance to Secure the Earlybird Rates!

Final opportunity to take advantage of the Earlybird rates, ending 1 May 2025!

Register at pca2025.com

Conference: Monday 28 July - Wednesday 30 July 2025

Post-Conference Farm Tours: Thursday 31 July 2025

VIEW THE PROGRAM

SPONSORSHIP & EXHIBITION

The rates below are only available until 1st May 2025.

FULL REGISTRATION*	EARLYBIRD AVAILABLE UNTIL 1st MAY 2025	STANDARD STARTS FROM 2nd MAY 2025
PCA MEMBER	\$790	\$870
HFF MEMBER	\$920	\$995
NON MEMBER	\$1,020	\$1,100
STUDENT MEMBER	\$485	\$580
STUDENT NON-MEMBER	\$525	\$630

PCA2025 - Adelaide Convention Centre

[Learn More →](#)

AUGUST

APEX GREENHOUSES TRAINING EVENT

AN INTRODUCTION TO THE PRINCIPLES OF PLANT EMPOWERMENT

You are invited to participate in our one day training event at Apex Greenhouses in South Australia.

This training session will cover the topics:

- How to use your screening systems effectively for maximum energy savings
- How to create an active climate to promote an active plant, with minimal energy use
- How to control humidity in the greenhouse

WHO SHOULD ATTEND?

This training is ideal for growers, greenhouse managers, and horticultural advisers seeking to optimise crop production using data-driven strategies aligned with the Plant Empowerment principles.

ABOUT THE FACILITATOR

Ton Habraken advises growers worldwide on sustainable, optimised greenhouse conditions, specialising in climate data analysis, Plant Empowerment, the Climate House concept, and CimaFlow.

CONTACT

Please contact Anita Chennell for more information about this training opportunity: anita.chennell@ahr.com.au

Frontiers

EVENT DETAILS

Date: Friday, 1 August 2025
Time: 8:30am – 3:30pm
Location: Apex Greenhouses Facility
 Virginia, South Australia
 (Exact location available upon registration)

Facilitator: Ton Habraken (Svensson) on behalf of Plant Empowerment

Cost: \$199 incl GST (lunch included)

REGISTER YOUR INTEREST

Please note this event has maximum capacity of 40 participants. We will attempt to cater for as many people as possible but priority will be given to existing growers and facility operators and we reserve our rights to restrict attendance.

For more information
ahr.com.au/protected-cropping

Plant Empowerment

Plant Empowerment applies plant physiology, physics, and data to optimise energy and water balance, improving crop resilience and resource efficiency.

plantempowerment.com

The growing horticulture through protected cropping innovation project (AH25001) is funded through Hort Innovation's Protected Cropping Research Program. The project is a partnership between Hort Innovation, the Victorian Government, and the Australian Government. The project is a partnership between Hort Innovation, the Victorian Government, and the Australian Government. The project is a partnership between Hort Innovation, the Victorian Government, and the Australian Government.

ahr **Apex Greenhouses**

The Principles Of Plant Empowerment

[Learn More →](#)

AUGUST

EVENT

NSW Cut-Flower Industry

Managing pests and diseases in cut flowers

Practical Tools to Protect Your Crop

Integrated Pest and Disease Management (IPDM) is a practical approach that helps you stay ahead of pest and disease outbreaks. By combining cultural, biological, and chemical strategies, IPDM supports healthier crops, reduces your reliance on pesticides, and can save you money over time – all while minimising harm to the environment.

Who's this for?

- For those just getting started with IPDM this hands-on workshop will give you the practical knowledge and confidence to take the next steps
- For those already practicing IPDM this is an opportunity to seek support from specialists on problematic pests and further build your skills

What we'll cover

- The key steps to IPDM
- How to identify and manage key insect pests in cut flower
- Common diseases and how to manage them
- How to get the most out of your pesticide application
- Crop scouting techniques and in-field spray demonstrations

There will be a free lunch and opportunity to chat to fellow growers

Central Coast
Thursday 7th August, 10am
 East Coast Wildflowers
[Register here](#)

Far North Coast
Friday 8th August, 10am
 Caldera Flower Farm
[Register here](#)

Mid North Coast
Saturday 9th August, 10am
 Mountain Nursery
[Register here](#)

For more info:
 Contact Jesse on
 0439 183 607 or
jesse@rmcg.com.au

Join us for a **FREE workshop**, designed for **cut flower growers in NSW**

The storm and flood industry recovery project is jointly funded by the Australian and NSW governments under Disaster Recovery Funding Arrangements

Australian Government **NSW Government** **AgriFutures** **RMCG**

Disclaimer: Although funding for this project has been provided by both Australian and NSW governments, the material contained herein does not necessarily represent the views of either government.

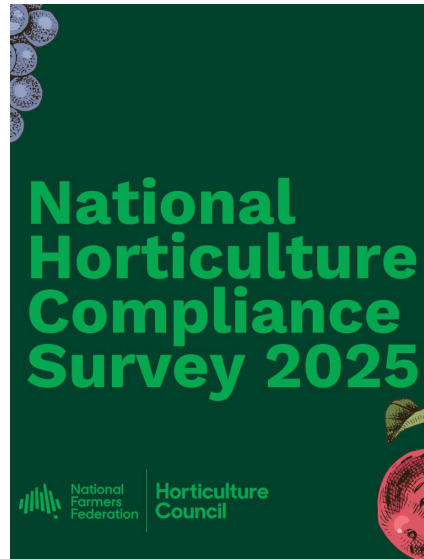
NSW Cut Flower Industry - IPDM Workshops

[Learn More →](#)

INFORMATION

NATIONAL

SURVEY



National Horticulture Compliance Survey 2025

[Learn More →](#)

PODCAST



Crop Talk - Tomato Master Grower Series Finale

[Learn More →](#)

RESOURCE

Research Paper

An energy-saving glasshouse film light, but elevated CO₂ could not mitigate light-related yield losses in capsicum

Chenchen Zhao ^{a, c, d, †}, Sachin Chavan ^{a, b, †}, Rebecca K Vandegheer ^{a, b}, Mei Christopher I. Cazzonelli ^{a, b}, Zhong-Hua Chen ^{a, b, c}, David T. Tissue ^{a, b, e, ‡}

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<https://doi.org/10.1016/j.scienta.2025.114215>

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Highlights

Scientia Horticulturae - June 2025

[Learn More →](#)

RESOURCE

Chabrand, we revisit a quiet but critical player in plant physiology: the leaf boundary layer. This thin layer of air surrounds the leaf surface and impacts the connection of the leaf to the surrounding air.

🔍 We combined 60 years of scattered research with new simulations to show how wind and leaf traits matter in low-airflow environments.

What we found:

- 📌 This tiny layer of air around the leaf can limit CO₂ uptake and cooling of the leaf, especially in low wind environments such as greenhouses and vertical farms.
- 📌 Small increases in airflow may boost photosynthesis by 10–20% in a tomato greenhouse.
- 📌 Leaf shape, and airflow could be powerful tools to improve crop performance in controlled environments and the field.
- 📌 Can improve climate homogeneity.

But this raises new questions:

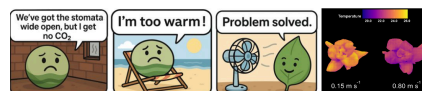
- ❓ How does this effect vary across species, canopy layers, or climates?
- ❓ Can we actively manage airflow to improve the microclimate and yields sustainably?
- ❓ Airflow is rarely measured, are we therefore underestimating leaf boundary layer effects in current crop models?
- ❓ Is there genetic variation in leaf shape or texture that we could breed for?

📖 Read the paper:

<https://lnkd.in/e/Fw7Ph>

✅ Simulate scenarios yourself:

www.plantgasexchange.com



Can Wind Improve Photosynthesis? ... Yes

[Learn More →](#)

RESOURCE

CEA System Maintenance: 5-1 Fixes That Save Hours



By Brandon A. Shur | July 14, 2025



CEA System Maintenance: 5 Minute Fixes That Save Hours

[Learn More →](#)

OPPORTUNITY



Innovative Approaches to Sustainable Energy Targets

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NEWS

19 May 2025

Australia is fortunate to be free from many of the world's most damaging plant pests and diseases, but these threats could severely impact our natural environment and agricultural industries.

In early December 2024, the department, in collaboration with state and territory Plant Health Committees, updated the list of National Priority Plant Pests that Australia faces from plant pests and diseases and guides national funds to address these threats. It includes 116 pests and diseases grouped by biology, entry pathways, surveillance methods and response, or interrelated threats.

The updated National Priority Plant Pests posing the greatest threats to Australia are numbered from 1, being most significant, to 10. All other pests on the list are listed in alphabetical order, as published on the [National Priority Plant Pests](#) page. The list was chosen to avoid discrepancies in the rankings where it can be difficult to rank threats. National Priority Plant Pests remain as the: 1) Xylella genus of bacteria; 2) khapra beetle; and 3) spotted wing drosophila.

The bacterial disease Xylella causes scorched leaves, browning and loss of fruit size, dieback and death of many types of plants. It could be brought into Australia via infected plants or plant material and could then spread locally via a range of insects. One example being the meadow spittle bug (*Philaenus spumarius*) NPPP pest grouping and not present in Australia.

The tiny khapra beetle (*Trogoderma granarium*) infests stored produce such as grains, nuts and pulses, eating the produce and making it inedible. The beetle could spread via infested produce or through its eggs, which are highly resistant to heat and cold.

National Priority Plant Pests Threats Highlighted

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RESOURCE



Developing Nutrient-Use Efficiency Techniques

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RESOURCE



Hoogendoorn Growth Management - What Is RTR?

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JUNE 2025



INTELLIGENCE IN BLOOM

**AI becomes a new tool for
growers finding new rhythms
in plant production**

ABOVE THE CANOPY, BEYOND CONVENTION

**Drones are rewriting the rules
of labour, precision, and care in
ornamental crop production**

CITIES THAT LISTEN,
LANDSCAPES THAT LEARN

**Tech takes root in urban
spaces, with a new vision for
greener, smarter cities**

SMART, SUSTAINABLE, SCALABLE TECH

From AI to automation, the quiet power of innovation is reshaping
our industry—rooted in tradition, reaching toward tomorrow

EE MUIRS - PREV-AM



Rovensa Next

Muir's
GROW FORWARD

Prev-Am

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