

GROWING UNDERCOVER

NOVEMBER 2023 NEWSLETTER



FROM THE EO

As I write this, there are 18 business days until the holiday break, making 2023 the speediest year ever record (by me)! There's still plenty going on though. At PCA, there has been a flurry of activity this month as we worked with key industry partners and stakeholders on submissions for Hort Innovation's 'Hort Frontiers AS23001 Growing horticulture through protected cropping innovation' program - which is set to inject the largest investment into our sector ever seen. We'll keep you posted as the review process evolves.

As part of the Early Needs Recovery Program, we've been out and about visiting growers, providing training and support, and hosting events. Included was the first event we've run for the large community of Iranian growers in Western Sydney, 60 or so of whom attended.

At the recent meeting of the PCA Board, a new Deputy Chair was appointed. Welcome, Andrew McIlwain (Green Camel), to the role! Together with Chair Andrew Tout, this really is the 'A' team.

There's also exciting news about PCA 2025 Conference, now locked and loaded (see below). Thanks to Zak Iqbal (Fernland) for stepping into the role of Chair of the Conference Organising Committee. Zak is keen to hear from you if you feel excited about helping to organise this conference. No experience necessary, just your enthusiasm and finger-on-the-pulse industry knowledge. [Email us](#) if you're keen to find out more.

Best wishes for the rest of 2023!

Julie

***Please note:** The PCA office will close from COB Friday 22 December 2023, re-opening on Tuesday 2 January 2024.*

PCA 2025 CONFERENCE ANNOUNCED...

PCA is delighted to announce **Adelaide, SA** as the host city for our 2025 conference. Mark your diaries and block out **27th to 30th July 2025** to join us at the Adelaide Convention Centre, and of course, some of the many PC farms in the Adelaide region. More info to come.

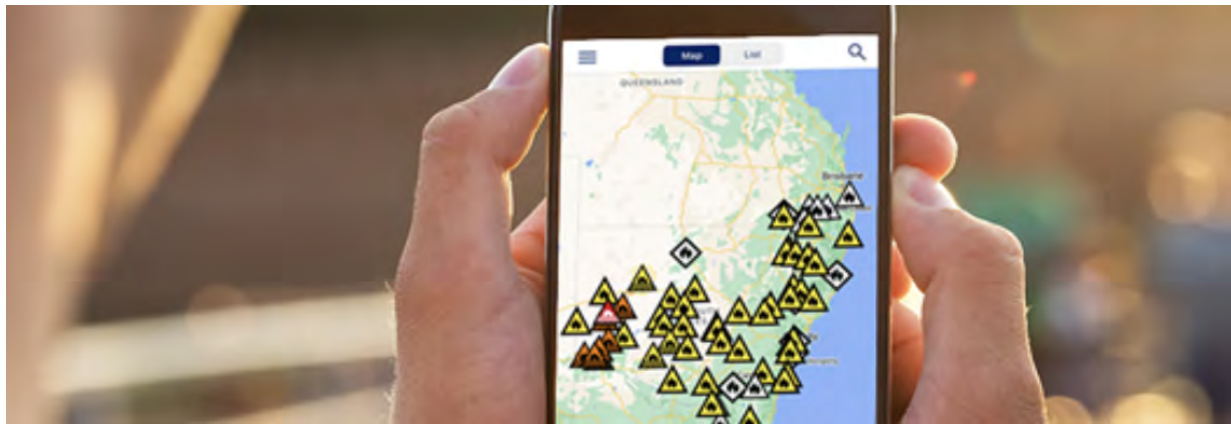


INTERNATIONAL PC EVENTS

AIPH 2024 Meetings

3 - 7 March: The AIPH Spring Meeting, in Doha, Qatar, hosted at the AIPH-approved Expo 2023 Doha, Qatar.

5 - 7 September: The 76th AIPH Annual Congress, in Warsaw, Poland, hosted by AIPH member Association of Polish Nurserymen.



GET LOCAL EMERGENCY INFO ON YOUR PHONE

The Hazards Near Me NSW app is your official source for emergency information on bushfires, floods and tsunamis in NSW.

Use the app to set a local Watch Zone so you receive notifications about emergency situations happening near your premises, staff and clients.

Notifications about planned hazard reduction burns will also be displayed in the app so you're always up to date.

[DOWNLOAD THE HAZARDS APP](#)

MEMBERS, ARE YOUR DETAILS UP TO DATE?

Never miss out! Click the button below to ensure we have your correct contact details, preferences, and that your membership is up to date.

UPDATE DETAILS

DROUGHT SUPPORT - GET PREPARED AS WE HEAD INTO ANOTHER HOT SUMMER

LLS Drought support Page [Drought - Local Land Services \(nsw.gov.au\)](https://www.nsw.gov.au/drought-local-land-services)

NSW Drought Hub [NSW DroughtHub](https://www.nsw.gov.au/drought-hub)

Department of Primary Industries (DPI) Combined Drought Indicator Map [Department of Primary Industries - Enhanced Drought Information Systems Web Portal \(nsw.gov.au\)](https://www.nsw.gov.au/department-of-primary-industries-enhanced-drought-information-systems-web-portal)



EMILY RIGBY - CHAIR OF THE NEW 'AUSTRALIAN MEDICINAL CANNABIS ASSOCIATION'

The newly formed [Australian Medicinal Cannabis Association \(AMCA\)](https://www.australianmedicinalcannabisassociation.com.au), recently announced that Emily Rigby will be its inaugural Chair. Emily served, until recently, as a PCA Director and Conference Chair over the past 6 years. With Emily's dedication and strong voice, we know she is a great fit for her new role, and will bring every success to the AMCA and their goals.

Best of luck Emily. Wishing you all the best!

STANDARD BOTANIC - AUSTRALIA'S FIRST DEDICATED MEDICINAL CANNABIS NURSERY

Standard Botanic, a pioneering Australian medicinal cannabis nursery, is set to transform cultivation with its Clean Coastal Catchments grant. Founded by industry veteran Adam Benjamin, the nursery utilises Priva grow scales for precise irrigation, reducing costs and environmental impact. Benjamin's experience prompted this venture, aiming to support cultivators with elite genetics preserved by cannabis genetics pioneer Nevil Schoenmakers. Standard Botanic's clones promise faster premium flower harvests, mitigating the uncertainties of traditional seed acquisition. Scaling up operations, Standard Botanic aims for bulk clone deliveries later this year.

[Read more here.](#)

"Premium medicinal flower is by far the most profitable crop to grow in all of agriculture. So why are almost all products imported, despite six years and over 90 cultivation licenses being issued?"

- Adam Benjamin



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 thriving 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](#)

THE PROVENANCE:

CULTIVATING PRINCIPLES: ELEVATING HORTICULTURAL EXCELLENCE



*"We are embracing the journey of learning and continuous improvement. We aim to learn from each progress inside the glasshouse and contribute to the development of the horticultural industry."
Dr. Jack Mooney, CEO*

At our nursery, we place a strong emphasis on providing unparalleled value to our customers in every possible way, nurturing a workplace culture that revolves around a customer-centric approach. Understanding and meeting our customers' needs is at the core of what we do, going beyond mere transactions to build lasting relationships. We foster a dynamic environment where creativity thrives, encouraging our team to contribute innovative solutions that address our customer's unique challenges. Constantly striving to improve our products and services, we aim to exceed customer expectations and set new industry standards. This dedication to innovation also leads to a culture of continuous learning and development, ensuring our team remains at the forefront of our field. Our workplace stands free of suffocating hierarchy and bureaucracy, replacing it with enthusiasm and encouragement. Like the plants we nurture, we want our people to flourish and grow. A family business at heart, we warmly welcome like-minded individuals to join us and become cherished members of our team. Join our high-tech plant nursery, where dreams find fertile ground to blossom, and together, we'll cultivate excellence in the world of horticulture and customer satisfaction.

CLIMATE TOOLS WEBINAR

Log on to Growcom's Climate Tools Webinar this December. Experts from the Queensland Department of Agriculture and Fisheries (DAF) and the Bureau of Meteorology (BOM) will introduce three tools to aid with on-farm planning around climate and sustainability. David Carey, a senior horticulturist with DAF will walk us through Climate Monitor and the Carbon Calculator, while Tom Golland from BOM will demonstrate how to use My Climate View.

This webinar will help you to:

- Access and navigate these tools so you can understand climate forecasts and associated data.

- Make informed decisions for your farming operations now and into the future.
- Protect your family, crops, and business from climate related risks.
- Calculate your property's carbon value.
- Get your climate- and carbon-related questions answered by experts.

Key details:

Date: Friday 8 December 2023

Time: 1:00pm – 2:00pm

Register: <https://bit.ly/3QHRF3f>

For more information, contact Karen George, Resilience Manager at Growcom on [0408 135 003](tel:0408135003) or kgeorge@qfvg.com.au.

**THE PROTECTED
CROPPING PODCAST**

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

Click the image to catch up on all the latest episodes, with a bunch of great guests!



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NOVEMBER 2023

TRADE MARKS VERSUS VARIETY
DENOMINATIONS

**Beware the concepts do
not mean the same thing**

GREEN CITIES EUROPE

**Utrecht qualifies for EU
Awards in Brussels**

SUMMER FLOWERS

**Takii's sunflowers gain a
place in the sun**

GUIDE TO PLANT BREEDERS' RIGHTS

Access to superior genetics will become even more
important in the future than it is today

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