

2010 Victorian Agribusiness Summit Day One – Thursday 19 August

York on Lilydale, Mt Evelyn

www.agribusiness-yarravalley.com



Registration 8.00- 8.30

Opening 8.30 - 9.00

Session 1 Food Security 9.00 - 10.30		
Land water supply	Nick Raleigh Northern Victorian Irrigation Renewal Project	The importance of matching land suitability and water supply to help ensure the security of our future food supply.
Urban encroachment on farming land	Associate Professor Michael Buxton, Department of Social Science & Planning, RMIT University	Australia's supply of good quality land (especially that which has access to good quality water for irrigation) is declining. Much of this land is around urban areas -both metropolitan and regional cities, how big is this issue, is it a problem, if so, what more should be done to ameliorate it.
Can we grow enough	ALP & Coalition Food Security Policy Presentation	Unfortunately Senator Bill Heffernan has election commitments and is now unable to the Summit. Another speaker is currently being approached.
Morning Tea	10.30 - 11.00	Sponsor: Yarra Valley & the Dandenongs Marketing

Session 2 Climate Change 11.00 - 12.30		
Reality(latest views)	Andrew Broad President Victorian Farmers Federation	Speak about the VFF views and policy dealing with climate change.
Changing land suitability	Graeme Anderson Dept of Primary Industries	Is land suitability for crops changing across Victoria and should farmers be taking any action?
Taking advantage of it	Allen Hart - Dog Rock Wines	How did you respond to the challenges of climate change and the broad overview of where the wine industry may head?
Rural industries for future climates	Rebecca Darbyshire– Melbourne School of Land and Environment, Melbourne University	What are the findings of analysis of what future scenarios might be.
Lunch	12.30 – 1.30	Sponsor: Hoogies

Session 3 Labour 1.30 - 3.00		
Employer of choice	Simon Napthine – TarraWarra Estate	Why have you chosen to be, and what strategy have you used to become employer of choice?
Awards & Industrial Relations	Ben Davies - Freehills	How do you see the new industrial relations landscape for the rural sectors?
People Management	Arkorn Rimthong - A B Thai	An innovative use of international contract labour in Sweden
Training	Greg Hallihan – Primary Skills Victoria	Recent developments in training programs for rural industries
Afternoon Tea	3.00 - 3.30	Sponsor: SED Consulting

Session 4 Open Forum 3.30 - 5.00		
Questions collected throughout the days session		

Breakfast 8.00 - 8.45 Breakfast is available for those who have registered for both days.
Registration 8.45 - 9.00

Session 5 Products for the Future
9.00 – 10.45

Growing for markets - Produce	Peter Arnold – Farmers Markets n	What is it about the farmer and their product that makes them attractive to the buyer
Growing for the market place – Livestock	Terry Ginnane– Meat Buyer	What is it about the farmer and their product that makes them attractive to the buyer eg: consumer trends, marketing methods, changes in packaging, after sales service, etc?
Controlling the market - being wanted	Mark Chapman - YV Fresh	How do you position yourself and product so supermarkets are chasing you?
Alternative strategies	Graeme Smith – Hydroponics industry	Why are hydroponics a product for the future?
Why branding is necessary	Ross Brown - Brown Brothers	How has branding revitalised a traditional family business?

Morning Tea 10.45 – 11.15 Sponsor: Reece

Session 6 Exploiting Technologies
11.15 - 1.00

Development in fertilisers	John Watson & Charlie Walker - Incitec/Pivot	How do you see future trends in fertilisers for Victorian farms?
Plant biotechnology in a climate of change	Dr Carl Ramage – Department of Primary Industries	How is DPI using plant biotechnology to produce crops to deal with specific purposes eg: salinity, frost, etc?
Alternative Energy	Andrew Lang - Smarttimbers	The use of biomass for alternative energy source and how Victorian farmers might exploit it?
IPM crop protection	Dr. Paul Horne - IPM Technologies	The use of IPM as an alternative crop protection and how Victorian farmers might exploit it?
Organic crop treatments	Darren Free – Seasol	The use of alternative organic treatments and how Victorian farmers might exploit it?

Lunch 1.00 – 2.15 Sponsor: Seasol

Session 7 Value Adding
2.15 - 3.30

Value Adding	Mary Mooney - Yarra Valley Dairy	The Yarra Valley Dairy story - some of the challenges faced and lessons learned
Product development	Colin Carter - Truffles grower	Growing truffles, challenges faced and lessons learned
More than just a crop	Paul Tesselaar - The Tulip Festival	Tesselaar's story - some challenges faced and lessons learned
New and different products	Cate Bell - K&C Fisheries	Carp farming stories - some challenges faced and lessons learned

Afternoon Tea 3.35 – 3.50

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