“Outstanding success!”
“Best conference yet!”

Such praise has echoed over and over since the 12th biennial PCA conference in Melbourne in July. A total of 364 attendees included more than 200 commercial growers, representing our core industry and membership. This a 10% increase on previous conferences, indicating that all sectors of the industry are responding well to the new PCA Board structure.

Four sector groups each have two representatives on the Board of Directors - F&V, Leafy Greens, Flowers and the Allied Trade, plus two floating positions from either sector. Contact details are on the back cover of this publication and members are encouraged to share their ideas and concerns, so that the PCA can address them to government and other regulatory bodies.

Trade Expo
The sold out trade show bustled with the allied trade. Delegates saw new products and could ask questions directly to the manufacturers and suppliers. Fifty trade booths buzzed with business as everyone made the most of face-to-face time with Australian and international companies and alliances cemented.

Aquaponics
Something fresh to the format was dedicating specialist streams of workshops to Aquaponics, Leafy Green, F&V and flowers on the Tuesday program, to great applause. Aquaponics is finally becoming mainstream and the demand for information by hungry delegates was satiated by the expert speakers and especially the panel session.

Surveys demonstrated excellent ratings for Australian and international speakers. Greenhouse construction companies came from as far as Israel, The Netherlands, China, New Zealand and our own backyard. Companies like Hortworks (Greenworks & Powerplants), Royal Brinkman, Munters, van der Hoeven, Faber Glasshouse Solutions, Kubo, Redpath, Trinog-x (Xiamen), Formflex / Melazet and Peet van Ruyven all vied for business. Irrigation companies like John Deere Water were flanked by nutrient companies such as Yara Australia and SLTec. A&D Weighing were on hand for accurate weighing of nutrient components and produce, while AgVita Analytical offered water and nutrient testing services. Seed companies showed new exciting varieties from Rijk Zwaan, Syngenta, Monsanto and Lefroy Valley. Industry educators Chisholm Institute and GOTAFE were complemented by service providers like NSW DPI, Australian Contour Packaging and NAB. (Wasn’t that coffee popular?!). BOC Gas answered energy supply questions. And state based grower groups like Hydroponic Farmers Federation and Flowers Victoria brought scores of their own members. Everyone capitalised on the opportunity to network, share and learn.

Aquaponics is finally becoming mainstream and the demand for information by hungry delegates was satiated by the expert speakers and especially the panel session.
The Pullman venue was perfect; centralised and well staffed with excellent catering. Delicious buffet meals were served amongst the trade display, that was busy all day long.

Conference Organisation

Behind the scenes many pitched in tirelessly to make this an event to be remembered. The Local Organising Committee (LOC) included Conference Chairman, Graeme Smith, the PCA’s Saskia Blanch, and Job Roskam, Robert Hayes, Leigh Taig, Michael Mills, plus Rennae Christensen and Owen Brinson from Flowers Victoria.

Bearing the brunt of the conference organisation was PCO Rick Donnan and Rosemary Viggers of Growool, helped by the entire Donnan family.

As well as thanking the LOC, Rick noted the help given by Steffen Kraushaar, an agriculture student at NMIT, who volunteered to assist throughout the event. And also Raquel Neofit; the photographer and journalist. He gave special thanks for the great job done by chairman Graeme Smith and especially PCA Company Secretary and Editor, Saskia Blanch, who did a spectacular amount of work.

International Guests

A very special thank you also goes out to the international visitors; both delegates and exhibitors, from as far as Mongolia, The Netherlands, Germany, Israel, New Zealand, Singapore, Sri Lanka, India, Canada and more.

Time together developing intimate, productive business relationships like those built at the recent PCA conference, nurtures progress throughout the entire protected cropping industry. Better growing systems for plants and better business.

‘Love My Salad’ Banquet

The PCA Conference Banquet was generously sponsored by Rijk Zwaan, promoting ‘Love My Salad’. Three different salads were discussed on stage and then served on a single plate for everyone. The interactive presentation had everyone reaching for their smart phone, promoting fresh salad consumption. Good business, over dinner.
Awards For Excellence

2013 Awards For Excellence highlighted exemplary individuals before our eyes. See page 30 - 32 for details.

Speaker Program

Exciting high and low tech speaker presentations are crucial to the conference format. Experts from around the world covered a broad and relevant range of topics including horticulture economics, the application of light, the growing expectation of supermarket chains and how to integrate aquaculture and hydroponics.

Proceedings

The conference proceedings book is published and available for reference, containing the technical, yet practical lectures, as well as the sponsors contact details. For only $30 including postage, it is very good value, direct from the PCA.

Several popular talks will be revisited in upcoming Soilless Australia editions, starting with the now famous, keynote speaker Jurgen Kleinwachter.

Admired for his intellect and far-reaching vision for the use of light and optics in horticulture, Jurgen kicked off the conference with jaw dropping, mind exploding grand designs for our future. Harvesting the power of the sun to heat, cook, cool, generate, and mechanise in the future, especially in isolated communities. All very relevant to our industry. See page 4 for a synopsis of Jurgen’s speech.

Farm Tours

Three distinct farm tours visited a range of crops and growing systems, on the final day of the conference.

Access to working properties is a privilege and the PCA conference delegates had guided tours and opportunities to ask lots of questions, in situ. See page 26 for details.

2015 PCA Conference July 4-8 2015

The 13th biennial PCA conference will go yet another step forward when it is held concurrently with the International Convention & Exhibition for Soilless Culture (ICESC) in the Gold Coast, July 4-8, 2015. Jupiters Casino has been reserved and planning is under way.

The two events will share the trade expo and farm tours. However they will each have their own distinct proceedings, welcome cocktails and banquet.

The two concurrent conferences will bring together knowledge makers and knowledge users, like never before.

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www.haygrove.com

Magalie Watkins & Saskia Blanch (PCA) in vegetable & flower dresses for the Banquet pre-dinner drinks

Networking with Moraitis, SPS, Brinkman, PCA and international guest speakers

Paul Anderson, Oliver Flint (Tomato Exchange) & Clinton Buck (Tomato Brothers)

Rosemary Viggers, Steffen Kraushaar & Ashley Donnan (PCA PCO / Growool)

Mike Nichols (NZ), Peet van Ruyen (Peet van Ruyen Greenhouses, NL) & Rene van der Meche (BVB, NL)

Herman Eijkelboom workshop on 'Nutrient deficiencies in flower crops'

Carlos Rahme (De Ruiter Seeds)

Neville Streets (Grower Delegate)

Carlos Rahme (De Ruiter Seeds)

Neville Streets (Grower Delegate)

Garry Clark (Besgrow) & Lis (Flowers Victoria)

Natural multicoloured Cauliflowers (P. Ramos / Hydro)

Lefroy Valley seeds & butter lettuce
Contact your representatives on the PCA Board and make them aware of problems you may be facing. Chances are that you are not alone. If you have issues, then so will your neighbour and the PCA is here to assist and address, on your behalf.

Whether it is expensive electricity, municipal bureaucracy, detailed laboratory analysis, off-label permits or biosecurity threats, we hope to take your concerns to another level and get tangible results.

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**PCA Conference Report continued**

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**PCA Conference Report continued**

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**Speakers & Sponsor Contacts**

Graeme Smith & Brian Ellis (PCA / AGS )

Grower delegates on the PCA farm tour learning from each other.

Swapping business cards on the farm tour with Frank Donato (Mornington Peninsula Hydroponics)
Protected Cropping Australia
Membership Subscription Form

Your Contact Details
Name: ...........................................................................................................................................................................
Company Name: ........................................................................................................................................................
Address: ......................................................................................................................................................................
Suburb: ...........................................................................................................................................................................
State: ...............................................................................................................................................................................
Postcode: ...........................................................................................................................................................................
Phone: ...............................................................................................................................................................................
Email: ..............................................................................................................................................................................

Membership Sectors
Please tick which industry sector you belong to

✓ Fruit &/or Vegetable producers e.g. tomato, capsicum, cucumber, eggplant, strawberry, raspberry, blueberry
✓ Floriculture e.g. cut flowers, ornamentals, Australian natives
✓ Leafy greens e.g. lettuce, herbs, Asian greens
✓ Allied Trade e.g. suppliers, manufacturers, Govt. Deps, education providers, publishers, aquaponics

Terms and Conditions
PCA membership year matches the financial year July 1st to June 30th

Joining Fee
Payable for all new PCA Ltd members in the first year, together with the annual subscription.
Waived (only) if signing up for 2 years at a time. That is, former AHGA members must pay the joining fee, but not if they
sign up for 2 years.

Total Price - Your membership fee is based on the turnover of your business turnover p.a.

< $1m $ 1m-$5m > $5m
Full $ 250 $ 500 $ 1,000
Full Affiliate $ 200 $ 450 $ 900
Associate $ 100 $ 225 $ 450
Please tick your rate

Payable for all new PCA Ltd members in the first year, together with the annual subscription.

Staying in the loop
Discounted Registration @ PCA & HFF Conferences and overseas study tours
Quarterly subscription to Soilless Australia 32 page gloss trade journal
Bi-monthly subscription to Dutch Flora Culture International magazine
Facilitation of industry applications to regulatory authorities including minor use permits
PCA Facebook page

IN PROGRESS PROJECTS

Completed Projects
PCA has commented on a draft HAL Report about the regulation of horticultural exports
PCA as Permit holder for “Flint”, to control Powdery Mildew in greenhouse tomatoes

Ongoing projects
NAB / PCA overseas study tour to North America & Mexico
National Waste-Water Recirculation Workshops
Tertiary curriculum in greenhouse management ‘Pathways to Production’

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PCA Facebook page

MEMBERSHIP BENEFITS
Your membership entitlements are:

Quarterly subscription to Soilless Australia 32 page gloss trade journal
Bi-monthly subscription to Dutch Flora Culture International magazine
Discounted water & nutrient laboratory analysis at AgVisia Analytical Centre
Discounted Registration @ PCA & HFF Conferences and overseas study tours

DAILY ACTIVITIES
Ongoing projects:
National advocacy plus industry representation to government plus regulatory bodies
eg Working / Advisory Groups, Pesticide Residue Forum
Grower workshops and seminars
Facilitation of industry applications to regulatory authorities including minor use permits
Funding plus in-kind support for industry R&D activities

Membership Types
A full list of your benefits is overleaf

Full Membership: All benefits, magazine subscriptions & discounts. Voting rights.
Minimum 50% of income earned from within the protected cropping industry
Full Affiliate Membership: All benefits, criteria & voting rights as per Full Membership.
Must already be financial HFF / TAGG / WAGGA members

Associate Membership: Soilless Australia magazine subscription only. No voting rights or members’ discounts.
No minimum % of industry income required

About Us
What is Protected Cropping Australia?
Since 1990 we have been holding biennial conferences to provide both intending and commercial growers an opportunity
to learn and network with industry leaders, and visit hydroponic and greenhouse farms. The lectures are published in
textbooks available for sale online.

PCA is distinct from other associations because it is targeted on the specialist greenhouse and hydroponic growing industry

For More Information
PO Box 536 NARRABEEN 2101 Ph / Fax # 02 9907 6633 or 0414 333 996 admin@protectedcroppingaustralia.com
www.protectedcroppingaustralia.com

Protected Cropping Australia
Why become a PCA Member?

Because your core greenhouse &/or hydroponic business is represented by one of the following::

FOUR SECTORS
These are the industry sectors in our membership:

✓ Fruit &/or Vegetable growers e.g. tomato, capsicum, cucumber, eggplant, strawberry, raspberry, blueberry
✓ Flower growers e.g. cut flowers, ornamentals, Australian natives
✓ Leafy Green growers e.g. lettuce, herbs, Asian greens
✓ Allied Trade e.g. suppliers, manufacturers, Govt. Deps, education providers, publishers, aquaponics

PCA Facebo
“It was excellent. One of the best conferences I have ever been to.”

“Iain Reynolds - grower

“So many growers came from far and wide”

“Very, very good. Congratulations to the PCA Board for a job well done.”

“Grower led seminars including both theory and practicality were excellent.”

“Everyone was very open, supportive and inclusive for the aquaponic growers. I was thoroughly impressed with all aspects”

“Paul van der Werf, Earhan Group

“Excellent. Definitely one of the better conferences. After the growers talk on Nutrient Solution Temperature, I went back to my farm to install a geothermal unit.”

“Greg Dell - Freshzest Vic

“It was an excellent opportunity to network. Further socialising in the evening saw new friendships made and solidified.”

“Flower grower

“It was very good. We have lots of leads to follow up on”

“Ivan Loon Powerplants / Hortworks

“My trade booth was busy all day, every day. Next time I will bring my staff.”

“Christian Miles, ACP

“Opportunities to interact and network were a credit to all involved.”

“It was very good with plenty of enquiries.”

“James Gardner - Organic Crop Protectants

“I came for the Aquaponic sessions mostly and it was of benefit for sure”

“Phil Ramsay Bluelab - NZ

“Jurgen Kleinwachter’s key note speech was brilliant. Where can I find that in print?”

“Sue Foster, Magalie Watkins & Lisa Crooks (Herb growers)

“Knowledge is power and when applied in a practical way, it becomes a powerful tool.”

“We are an exclusive club that anyone can join”

“PCA Chairman Marcus Brandsema

PCA Conference Farm Tours went to Chisholm Institute’s ‘National Centre for Precision Horticulture’

“L-R Andy Lee (Grodan UK), Paul Mifsud (lettuce grower Vic), Nick Savidov (Aquaponic Speaker, Canada), Mike Nichols (speaker NZ) & Ray Brandsema (grower QLD)”

“Graeme Smith (PCA Conference Chairman) & Coles guest speaker”

“Carl van Loon, Saskia Blanch (PCA), Briony van Loon & Marcus van Heydt (Hortworks / Powerplants)”

“Turkhuu Yadma (Grower - Mongolia) & Jurgen Kleinwachter (Key Note Speaker - Germany)”

“John Elford (HFF / Yendon Gourmet Tomatoes) & Andrew White (Boomaroo Nursery)

“Barbara Hall (SARDI), Robert & Sue Foster (Fosters Herbs) & Paul Centifanti (Monsanto)”

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