



Program

State Horticulture Update 2017

Supporting Western Australian horticulture businesses to achieve international competitiveness and industry growth

Thursday April 6 2017

Venue: Crown Perth, Great Eastern Highway, Burswood WA

10am	Registrations open	
10.30	Welcome	Sabrina Hahn , Horticulturalist
10.35–10.45	Official opening of event	Honourable Alannah MacTiernan MLC , Minister for Agriculture and Food; Regional Development
10.45–10.50	Overview	John Ruprecht , Executive Director, Irrigated Agriculture, DAFWA
10.50–11.20	Identifying opportunities, constraints and drivers for growth and investment of WA agrifood businesses: <i>'Pathways to competitiveness'</i> report	Tim Morris , Director, Coriolis Research
11.20–11.40	An insight into WA horticulture's key export market and opportunities	Claire McClelland , Market Development Manager, vegetablesWA
11.40–12pm	Panel discussion	
12–1pm	Lunch	
1pm	Welcome to the afternoon session	Darryl Hardie , Senior Research Officer, DAFWA
1–1.30	WA businesses leading the way	– Sue Middleton – Maureen Dobra
1.30–1.45	The power of collaboration	Brett Heather , CEO, Western Citrus Alliance
1.45–2pm	Panel discussion	
2–2.15	Afternoon break	
2.15–2.35	Biosecurity requirements to protect exports and trade	Kim James , DAFWA
2.35–2.55	Biosecurity preparedness including an update on tomato potato psyllid	Dr Sonya Broughton , Manager, Plant Biosecurity, DAFWA
2.55–3.15	Developing a successful marketing plan (spotlight on the Bravo™ Apple)	Nardia Stacy , Executive Officer, Pomewest, and Jenny Mercer , Managing Director, WA Farm Direct
3.15–3.45	Panel discussion and event conclusion	
4–5pm	Networking opportunity and canapes	Sponsored by vegetablesWA
5pm	Close of event	