

# Seed Business 2024

Mantra Mooloolaba Beach



## TUESDAY 27 AUGUST

9:30 AM AI and how to use it in the seed industry  
**Julian Moore**

In this highly practical session you will gain an overview of AI tools relevant to the seed industry. Through a live demonstration, you'll see firsthand how **AI-powered tools can revolutionise your work and dramatically enhance your effectiveness across a range of common tasks.**

Gain valuable insights and walk away equipped with actionable knowledge, ready to implement these tools immediately after the session.

**Julian Moore** is a skilled and entertaining speaker who provides practical and useful ideas through real-world examples and case studies. Julian is an unabashed technology geek who is thoroughly enjoying the process of adapting to an AI world. With extensive experience in Australia, New Zealand, and the United Kingdom, Julian is committed to helping organisations achieve their goals.

12:30 PM **Lunch**

2:00 PM **Seed Business Challenge - Barefoot Bowling**

5:30 PM **Welcome Drinks**

## WEDNESDAY 28 AUGUST

9:30 AM Opening remarks

9:35 AM **Pasture Seeds Industry Sustainability Plan**  
**Valentina Meza** | Senior Consultant, ERM  
**Amy White** | Principal Consultant, ERM  
**Ben Farmer** | Managing Director, Wilkei Seeds

10:15 AM **Unpacking bagMUSTER**  
**Alicia Garden** | General Manager, Agsafe

10:45 AM **Morning tea**

11:15 AM **The net zero challenge**  
**Richard Heath** | CEO, Zero Net Emmissions from Agriculture CRC

11:45 AM **The Great Exhibitor Pitch**  
This exciting Exhibitor Pitch Session is designed to be dynamic with each exhibitor having just five minutes to showcase their unique products, services, or ideas to you. After all the pitches, you get to vote for the best presentation. The company with the most votes will be awarded the coveted title of "Best Pitch" at the Gala Dinner.

12:30 PM **Lunch and meetings** 12:30 PM **Women in Seed Lunch**  
Pavilion Mooloolaba

2:45 PM **Securing a vibrant workforce**  
**Richard Shannon** | Executive Officer, National Farmers' Federation Hort Council  
**Cameron Brown** | Manager – Public Affairs, Australian Fresh Produce Alliance  
**Nigel Corish** | Chair, Ability Agriculture

3:45 PM **Afternoon tea**  
Followed by the Australian Seed Federation AGM

6:00 PM - 11:00 PM **Gala Dinner, Pier 33**  
Dinner with award presentations and entertainment

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## THURSDAY 29 AUGUST

9:00 AM

**Australian Seeds Authority AGM**

9:30 AM

The view from Queensland's farmers

10:00 AM

Navigating trade challenges in the seed industry

10:30 AM

Session title TBA

11:00 AM

**Morning tea**

11:30 AM

**The latest on the biotech industry - International perspectives**  
**Michael Leader** | Head of Regulatory Scientific Affairs – APAC, Bayer CropScience  
**Osman Mewett** | Global Regulatory Policy Manager - Seeds and Traits, BASF  
**+ TBA**

12:15 PM

**Lunch and meetings**

12:30 PM

**Working Groups**

2:45 PM

Closing plenary – facilitated member discussion  
**ASF Board and Regional Chairs**

3:45 PM

**Convention close and afternoon tea**

## FRIDAY 30 AUGUST

Experience the beauty, nature, and fresh food of Queensland's Sunshine Coast. In partnership with local tourism operators, Visit Sunshine Coast is offering discounted attractions and tour rates exclusively for Seed Business attendees and their families.

Explore brilliant coastlines fringed with nature, follow walking trails to waterfalls hidden in rainforests, or cycle through gently rolling hills and parks.

If you're after some adventure activities and extreme sports, you can choose from jet skiing, jet boating, skydiving, chartered fishing or a tree top challenge to get the heart started. Or relax and take it easy at natural pools, cultural attractions and art galleries. The Sunshine Coast really has it all.

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