

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 **The development of the Pasture Seeds 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 **An introduction to the ZNE-Ag CRC**
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

Seed Business 2024

Mantra Mooloolaba Beach



WOMEN IN SEED LUNCH

12:30 PM **Arrival networking drinks**

12:50 PM **Welcome**
Alysha Lockley | Head of Partnerships and Events, ASF

12:55 PM **Lunch served**

1:10 PM **The role women are playing in changing the narrative about regional Australia**
Caitlin Crowley | Journalist and speaker

1:30 PM **Dessert served**

1:40 PM Facilitated Q&A

2:00 PM **Closing remarks**
Luanne Cunliffe | Director (Finance and Administration), AgEtal

2:30 PM **Event close**

THURSDAY 29 AUGUST

9:00 AM **Australian Seeds Authority AGM**

9:30 AM **Blockchains as Digital Economic Infrastructure**
Dr Darcy Allen | Senior Research Fellow, RMIT

10:00 AM Meet the Native Seed Industry

10:15 AM **An update on the National Pollination Strategy**
Fiona Chambers | CEO, When Bee Foundation

10:30 AM **Morning tea**

11:00 AM **Bridging the Gap: International and local approaches to Plant Breeding Innovation regulation**
Michael Leader | Head of Regulatory Scientific Affairs – APAC, Bayer CropScience
Osman Mewett | Global Regulatory Policy Manager – Seeds and Traits, BASF
Dr Karen Massel | Research Fellow Centre for Crop Science, QAAFI

Native Seed Working Group
Boardroom
11am - 12.30pm

12:15 PM **Lunch and meetings**

Lawn and Turf Working Group
Boardroom
12.30pm - 1.30pm

Horticulture Working Group
Plenary room
12.30pm - 2.30pm

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.