

Seed Business

25-28 August 2025



MONDAY 25 AUGUST

2.00pm-5.00pm

Registration, Te Pae Christchurch Convention Centre

3.30pm-6.00pm

Seed Business Challenge, Micky Finn's pool hall



CALLAHAN SEED
Seed Brokers

TUESDAY 26 AUGUST

8.00am-9.00am

Registration, Te Pae Christchurch Convention Centre

9.00am-9.30am

Seed Business Official Opening, Invited dignitaries

9.30am-10.30am

Gene tech workshop



10.30am-11.00am

Morning tea

11.00am-12.30pm

Gene tech workshop continued

12.30pm-2.00pm

Lunch

2.00pm-2.30pm

AGMs, SGNZ, ASF & ASA

2.30pm-5.00pm

SGNZ Business Groups, ASF Working Groups, private meetings
including afternoon tea

5.30pm-7.30pm

Welcome cocktail function Te Pae Christchurch Convention Centre

EXHIBITION OPEN



SOUTH ISLAND SEED DRESSING
& STORAGE CO LTD.



TASMANIAN SEED
DRESSING
& STORAGE COMPANY

WEDNESDAY 27 AUGUST

8.30am-9.00am

Registration, Te Pae Christchurch Convention Centre

9.00am-9.20am

Opening address | **The Honourable Nicola Grigg MP**

Minister of State for Trade and Investment, Associate Minister of Agriculture (Horticulture)

9.20am-10.00am

Keynote address, Spark Business



Business Hub
CANTERBURY



The freedom to innovate.

10.00am-10.30am

Address, TBC

10.30am-11.00am

Morning tea

11.00am-12.30pm

Hear from a number of expert speakers covering opportunities for the industry, including; Climate-optimal food systems, plant based proteins, biosecurity and native seed.

12.30pm-2.00pm

Lunch

2.00pm-2.45pm

Panel session, Strengthening ANZ seed relations


2.45pm-3.30pm

Talking seed export

3.30pm-4.00pm

Afternoon tea

4.30pm-6.00pm

Women in Seed networking and pre-dinner drinks, Te Pae 

6.30pm-11.00pm

Gala Dinner with awards and entertainment, Christchurch Town Hall

EXHIBITION OPEN

THURSDAY 28 AUGUST **Field Day option 1**

8.30am-4.30pm

Sponsored by:



Start: PGG Wrightson Kimihia Research Centre, Lincoln



Begin the day at the renowned PGG Wrightson Kimihia Research Centre, a 250-hectare facility dedicated to cutting-edge plant breeding. Explore their advanced breeding programs focused on forage grasses, clovers, pasture herbs, turf grasses, and grain and forage brassicas. Gain insights into the latest innovations shaping the future of seed development.

Next Stop: Luisetti Seeds, Ashburton



Continue the tour with a visit to Luisetti Seeds, a proudly family-owned business operating since 1932. With state-of-the-art facilities in Rangiora and Ashburton, Luisetti Seeds specialises in cereal and ryegrass cleaning and packing. Learn how their expertise, combined with the latest seed technologies, adds value to modern farming—backed by over 90 years of integrity and innovation.

Lunch: Cleavers Corner Gastro Pub

Refuel with a delicious meal at Cleavers Corner Gastro Pub, known for its fresh, locally sourced fare and welcoming atmosphere. Enjoy a relaxed dining experience before heading to our final stop.

Final Stop: Two Thumb Brewery



Wrap up the day with a brewery tour and tasting experience at Two Thumb Brewery, where quality craft beer meets sustainability. Their solar-powered facility utilises rainwater catchment and an advanced wastewater treatment system, ensuring every batch is not only exceptional to drink but also environmentally responsible. Enjoy a guided tasting of five handcrafted beers (5 x 200ml tastings), showcasing the best of locally sourced malts and hops.

THURSDAY 28 AUGUST **Field Day option 2**

8.30am-4.30pm

Sponsored by:



Start: Ariki Seed Limited



Begin the tour at Ariki Seed Limited, specialists in hybrid vegetable seed and stock seed production since 1997. With a well-established network of quality growers and specialised contractors worldwide, Ariki Seed produces crops both in plastic tunnels and outdoor fields, ensuring high-quality seed production for global markets.

Next Stop: South Pacific Seeds (NZ), Methven



Visit South Pacific Seeds (NZ), a leader in hybrid vegetable seed production for over 30 years. Located in the heart of the Canterbury Plains, with expanding operations in the North Island, SPSNZ benefits from New Zealand's world-renowned climate for high-quality seed production. Gain insights into their fieldwork, seed cleaning, quality control, shipping, and R&D activities, ensuring premium seed for global markets.

Lunch: Blue Pub, Methven

Enjoy a well-earned break at one of Methven's iconic pubs, known for their hearty meals and warm hospitality—a great opportunity to discuss the morning's insights over lunch.

Final Stop: Midlands Apiaries, Ashburton



Explore Midlands Apiaries, producers of some of the world's finest honey and experts in seed crop pollination. Their experienced beekeepers place hives in pristine, unpolluted environments to ensure premium honey production. With a strong focus on quality assurance, compliance, and certification, their purpose-built processing facility operates under a HACCP-based risk management programme. Depending on the schedule, we may also visit their research farm for further insights into honey innovation and pollination services.

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THURSDAY 28 AUGUST Field Day option 3

8.30am-4.30pm

Sponsored by:



Visit two of the world's most modern and advanced seed processing facilities

Start: Barenbrug - Rolleston

BARENBRUG

On this tour, we'll explore the Barenbrug Processing and Distribution Centre, where the latest advancements in seed treatment and coating technology are utilised to boost seed health and performance. This facility focuses on maximising quality and efficiency in coating, resulting in improved crop establishment and growth.

Featuring GTE Technology:

- Patented C800 batch coater - the only machine globally that can clean the stator and rotor in between batches with a waste diversion system.
- Fluidised bed dry - uniformed seed drying with 100% seed movement by air.
- Modular, bolt together platforms – complying with AS/NZ 1657
- Dust collector – clean sheet design
- Pendulum bucket elevators – ideal for seed and other fragile products
- Packing and storage equipment

Lunch: Farmers Corner

Enjoy a meal at Farmers Corner, A renowned retail and restaurant complex 10 minutes from Ashburton offering a one-stop shop for premium NZ souvenirs and dining in a tranquil setting with scenic views of farmland and the Southern Alps.

PGG Wrightson Seeds - Tinwald



Finally we will tour the state-of-the-art grass and vegetable seed cleaning line featuring the latest GTE and PETKUS cleaning and sorting equipment, including the S18 Airmax cleaner, G series gravity separators and OS t optical sorter.

This cutting-edge technology is designed to enhance efficiency, offering superior processing speeds and decreasing dressing loss, all the while ensuring the highest standards of seed quality. Experience first-hand how this innovative GTE Technology and PETKUS equipment optimises the cleaning process to deliver the finest results for all seed types.

Why Attend?

- Witness the latest innovations in seed processing technology.
- Understand how these advancements enhance efficiency and processing speeds.
- Learn how the technology contributes to improved quality and increased throughput

This is a fantastic opportunity to see how GTE and PETKUS technologies are reshaping the seed industry, ensuring both higher-quality products and more efficient operations.