

# 41<sup>st</sup>

Australian Cherry Industry Conference

10 - 12 August 2010

# Getting it right

*'doing what you need, to get what you want'*



## CONFERENCE PROGRAM

# Hilton on the Park

192 Wellington Parade, East Melbourne

# 10 - 12 August 2010

Hosted by the:

Victorian Cherry Association

In conjunction with:

Cherry Growers of Australia



Know-how for Horticulture™

# 2010 Australian Cherry Industry Conference

## Conference Program

### Monday

- 10:00am CGA Workshop  
"Making the most of your Cherry Business"  
Hilton on the Park Hotel
- 9:00am CGA Board Meeting  
Latrobe Room, Hilton on the Park Hotel
- 1:00pm Cherry IAC Meeting  
Latrobe Room, Hilton on the Park Hotel

### Tuesday

- 8:00am Conference Registration Desk Open
- 9:00am Cherry Growers Australia A.G.M  
Grand Ballroom 3, Hilton on the Park Hotel
- 10:15am Morning Tea
- 11:00am CGA AGM (Resumes)
- 12:30pm Lunch
- 2:00pm Cherry Industry Levy Payers Meeting
- 3:15pm Afternoon Tea
- 4:00pm Cherry Industry Levy Payers Meeting  
(Resumes)
- 5:00pm Meeting Closes
- 6:30pm Buses depart for Welcome Reception
- 7:00pm - 9:00 Welcome Reception  
Melbourne Aquarium

Sponsored by:  **VISY GLAMA**  
CREATIVE | PRINT | SOLUTIONS

### Wednesday

- 8:00am Conference Registration Desk Open
- 9:00am Official Conference Opening  
Mr Tim Reid,  
President Cherry Growers Australia  
Mr Andrew Smith,  
President Victorian Cherry Association  
Mr Michael Taylor,  
Chair Murray Darling Basin Authority
- 9:30am Conference Overview  
Mr Andrew Smith,  
President Victorian Cherry Association

### Wednesday (Cont.)

- 9:45am "Challenges Facing Farming Communities"  
Mr Michael Taylor,  
Chair Murray Darling Basin Authority
- 10:30am Morning Tea
- 11:00am "Getting your Cherry Business Right"  
Manuel Raventós Raventós,  
Ruby Sweet Orchards, Lleida Spain
- 11:45am "Getting your Soil Right"  
Dr Maarten Stapper,  
BioLogic AgFood, Canberra ACT
- 12:30pm Lunch
- 2:00pm "Getting your Nutrition Right"  
Prof. Marlene Ayala,  
Pontifica Universidad Catolica de Chile,  
Sanitago.
- 2:45pm "Getting your Orchard Pest Control Right"  
Dr Paul Horne, Director  
IPM Technologies Pty Ltd  
Hurstbridge Victoria
- 3:30pm Afternoon Tea
- 4:00pm "Climate Change and Cherry Growing"  
Dr Peter Hayman,  
SARDI, Adelaide South Australia
- 4:30pm TBA
- 5:00pm Close
- 6:30 for 7:00pm Conference Gala Dinner  
Hilton on the Park Ballroom

### Thursday

- 8:30am Buses depart for Field Visits
- 10:00am To  
4:00pm Field Day begins.  
Demonstrations, Orchard Visits,  
Trade Show
- 11:00am To  
2:00pm BBQ Lunch Available
- 4:00pm Field Day Concludes  
Buses depart for Hilton on the Park
- 5:30pm (approx) Buses arrive Hilton on the Park Hotel

**NOTE: No private cars will be permitted to travel to field sites.  
Parking will be available at Field Day Base**

**NOTE: Program is current as at 1 May 2010 but is subject to  
change**

# 2010 Australian Cherry Industry Conference

## Speaker Profiles

### Michael Taylor OA



Mike Taylor is the part time Chair of the Murray Darling Basin Authority. Prior to this appointment Mike has had more than 18 years of extensive experience at chief executive level.

Mike is a graduate of Melbourne University with a degree in Agricultural Science (1970), and holds a graduate Diploma in Agricultural Economics (1972) from the University of New England.

Mike is a Fellow of the Australian Academy of Technological Sciences and Engineering, a Fellow of the Australian Institute of Management, a Fellow of the Institute of Public Administration of Australia, and a member of various other professional organisations.

Mike was made an Officer of the Order of Australia in 2007 for services to transport, agriculture, natural resource management and water. He was awarded the Centenary Medal in 2001 and the Advance Australia Award for services to Agriculture in 1990.

Mike's experience in management, marketing, research and economic policy and planning has resulted in appointments to numerous boards of external organisations. He has also participated in a wide range of international projects, policy and trade development work in Asia, North America and Europe.

Mr Taylor speaks regularly at a wide range of industry and management conferences and forums.

### Prof. Marlene Ayala - Chile



Marlene Ayala completed her doctorate at Michigan State University in 2004 where she studied the availability and translocation of carbohydrates affect cherry production and quality.

Dr. Ayala joined the Department of Fruticultura and Enologia in the Faculty of Agronomia and Ingenieria Forestal at the Pontificia Universidad Catolica de Chile in Santiago in order to work on pitting in cherries and assist in solving problems in domestic industry.

In 2009 she co-chaired the Committee that organised the 6th International Cherry Symposium in Chile and is currently the Chair of the Cherry Working Group of the International Society for Horticultural Science.

She brings a wealth of knowledge in the field of fruit tree nutrition to this year's Conference

### Manuel Raventós Raventós.



General Manager of SAT RIOCINCA the family owned company. They grow 230 hectares of cherries, 400 hectares wine grapes, 55 hectares of nectarines and 650 hectares of extensive crops in Lleida near Zaragoza in the Aragon Province, Spain.

The company grow, pack and sell our fruit under the Ruby Sweet label. Total company sales of 11 million euros per year.

Manuel is also a Member of the Board of CODORNIU S.A. a big family winery company with total sales of 205 million euros annually. Manuel is no stranger to many cherry growers. He has visited Australia previously and many growers have experienced his hospitality when visiting Spain.

### Dr. Maarten Stapper



Dr Stapper began a career in agricultural science forty years ago, has international experiences on four continents and is a former senior scientist with CSIRO. He is an expert across a wide spectrum of agricultural areas including wheat agronomy, farming systems, participatory research and agricultural information technology.

Dr Stapper says biological farming is not just about soil health through improved biology and carbon – it is also about making plants, animals and land more resilient in variable climates, and utilising natural resources for increased productivity – and is thus ecosystem based. His focus is on biological farming that helps farmers improve the profitability of their operations by harnessing the power of natural soil processes with practices creating healthy soils while reducing heavy reliance on fertilisers and chemicals. Required practices not just create healthy soils while reducing heavy reliance on fertilisers and chemicals but also improve quality of food and feed.

Maarten featured in ABC Australian Story "Back to Earth" on 1 June 2009 about his road into biological farming systems and disconnect with official science world.

"Dr Stapper is a dynamic and engaging speaker who is able to relate the concepts of soil health to the practical problems that farmers are grappling with."

### Dr. Paul Horne



DR PAUL HORNE is an entomologist and for the last 14 years has been owner and director of IPM Technologies Pty Ltd, based in Hurstbridge, Victoria.

He has been involved with the development and implementation of IPM in a wide range of crops including cut-flowers, glasshouse crops, vegetables and broad-acre crops.

Paul and his co-worker Jessica Page have specialised in helping farmers in Australia and New Zealand to adopt IPM. He has conducted research on how to use biological control agents, cultural methods and selective pesticides and has demonstrated to farmers and others just how to make IPM work.

He is currently an Honorary Research Fellow at La Trobe University and regularly supervises undergraduate and post-graduate students from La Trobe and Melbourne Universities. His work has taken him to different places including Antarctica, Yemen and Papua New Guinea.

Paul has written four books on insects and published over 70 scientific and conference papers on insects and IPM, as well as many other articles in industry literature. In 2009 Paul won the vegetable industry's "Researcher of the Year" award.

### Dr. Dr Peter Hayman



Dr Peter Hayman is the Principal Scientist in Climate Applications at the South Australian Research and Development Institute (SARDI) based at the Waite Institute, a position he has held since May 2004.

Prior to moving to Adelaide he was coordinator of climate applications for NSW Agriculture.

He is an agricultural scientist with an interest in applying climate information to dryland grain production and more recently to high value horticulture.

# 2010 Australian Cherry Industry Conference

## Accommodation



### Hilton on the Park Hotel

A number of rooms have been reserved for delegates at the HILTON on the PARK Hotel at a special onference rate.

The hotel has set up a special website to allow delegates to the conference to make their bookings.

Copy the link below into your browser and follow the instructions.

[http://www.hilton.com/en/hi/groups/personalized/MELHITW\\_GNCCA/index.jhtml](http://www.hilton.com/en/hi/groups/personalized/MELHITW_GNCCA/index.jhtml)

### Hotels within walking distance of Conference Venue

#### Mercure Melbourne Hotel

13 Spring St Melbourne  
03 9205 9999 or 1800 813 442

#### Hotel Lindrum

26 Flinders St Melbourne  
03 9668 1111

#### Metro Hotel & Suites

133 Jolimont Rd East Melbourne  
03 9663 4321

#### Magnolia Court Boutique Hotel

101 Powlett St East Melbourne  
03 9419 4222

#### The George Powlett

30 Powlett St East Melbourne  
03 9419 9488 or (03) 9419 9299

#### Knightsbridge Apartments

101 George St East Melbourne  
03 9419 1333

#### Gipps East Melbourne Apartments

60 Gipps St East Melbourne  
03 9419 3433

#### Georgian Court B&B

21 George St East Melbourne  
03 9419 6353

## Sponsors



Haygrove



Know-how for Horticulture™



SEVILLE TRACTORS

Sponsors as at 1 May 2010

# 41<sup>st</sup>

## Australian Cherry Industry Conference

10 - 12 August 2010

# Registration Form

(Please complete a form for each individual delegate)

**Completed Registration forms should be sent to:**

AAA+ Events

PO Box 310 Neerim South VIC 3831

Fax: 03 5628 1734

Mr \_\_\_ Ms \_\_\_ Mrs \_\_\_ Dr \_\_\_ Prof. \_\_\_ Other \_\_\_\_\_

Surname: \_\_\_\_\_

Given Name: \_\_\_\_\_

Preferred Name: \_\_\_\_\_

Business: \_\_\_\_\_

Postal Address: \_\_\_\_\_

State: \_\_\_\_\_

Postcode: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Phone (Home/Work): \_\_\_\_\_

Phone (Mobile): \_\_\_\_\_

### Full Registration

(Includes attendance at all conference sessions, Welcome Reception, Conference Gala Dinner, Bus Transfers to & from Field Day)

		NUMBER ATTENDING	TOTAL COST
Early Bird (if paid by 1 July 2010)	\$450.00		
Full Payment (if paid after 1 July 2010)	\$495.00		

### Day and Event Registration

		NUMBER ATTENDING	TOTAL COST
Tuesday 10th August 2010 (includes attendance at all conference sessions, Lunch, Morning & Afternoon Teas)	\$100.00		
Wednesday 11 August 2010 (includes attendance at all conference sessions, Lunch, Morning & Afternoon Teas)	\$150.00		
Thursday 12th August 2010 includes attendance at all conference sessions, Lunch, Morning & Afternoon Teas)	\$150.00		
Welcome Reception @ Melbourne Aquarium	\$ 75.00		
Gala Conference Dinner	\$110.00		

**Payment:** Please complete details on reverse.

**General Information:**

Dietary or other requirements – Please let us know of your dietary requirements by email or fax to VCA Office

Confirmation of Registrations – AAA+ Events will confirm your registration by receipted tax invoice. Please check the details and advise of any changes as soon as possible.

Registration Cancellation Policy – Registration cancellations will not be accepted unless in writing. Cancellations within 14 days of the commencement of the Conference will NOT be refunded.

41<sup>st</sup>

## Australian Cherry Industry Conference

10 - 12 August 2010

### Payment Details

#### Credit Card:

(Please Circle)      Visa      Mastercard

Card Number: \_\_\_\_\_

Expiry Date: \_\_\_\_ / \_\_\_\_

Name of Cardholder: \_\_\_\_\_

Signature: \_\_\_\_\_

Upon receipt of completed registration and payment, a tax invoice will be issued as receipt of payment and confirmation of registration.

Completed forms with credit card details can be faxed to AAA+ Events – 03 5628 1734

#### Electronic Funds Transfer

Victorian Cherry Association Conference Account

BSB: 083 777

Account Number: 895347362

Please include as reference "NATCON" and your Surname

Upon receipt of completed registration and payment, a tax invoice will be issued as receipt of payment and confirmation of registration.

Completed forms should be faxed to AAA+ Events – 03 5628 1734

#### Cheque

Please make cheques payable to 'Victorian Cherry Association' and post to:

Victorian Cherry Association  
PO Box 310  
Neerim South Vic 3831