



Citrus  
Australia

# MARKET OUTLOOK

FORUM 2018

14 & 15 March  
Sydney, NSW

## Forum Program



Hort  
Innovation  
Strategic levy investment

CITRUS  
FUND

## DAY ONE: WEDNESDAY 14 March

7.30am **Registrations Open**  
Lighthouse Gallery, Australian National Maritime Museum, Darling Harbour

8.30am **Opening & Introduction**  
Citrus Australia CEO, Nathan Hancock

8.50am **Introduction to Giró Group**  
COO, Antonio Santamans: Presentation of the Company and Introductory Video

### Session 1: Market Modernisation

9.05am **Keynote Address:**  
**International Retail & Consumer Trends: How Fresh Produce can Capitalise on New Opportunities**  
David Hughes, Emeritus Professor of Food and Marketing at Imperial College London and Visiting Professor of the Royal Agriculture University, United Kingdom

9.50am **Session Sponsor Tom Holyman from ANL Shipping**

9.55am **Digital Opportunities for the Agricultural Industry**  
Dr Mike Briers, CEO Food Agility CRC

10.10am **Trading Citrus in the Online Marketplace: Introducing HiveXchange**  
Antonio Palanca, CEO HiveXchange

10.30am **Morning Tea**

### Session 2: Who's Guiding Industry?

11.00am **Industry Leadership**  
Facilitated workshop with Citrus Australia Board lead by Tristan Kitchener

11.20am **Citrus Australia Reports: A Glimpse at the Past, a Focus on the Future**  
Citrus Australia Chief Executive Officer Report; Nathan Hancock  
Citrus Australia Chair Report; Tania Chapman

12.00pm **AGM Financial Report** (members only)  
**Tour of Museum for Non-Members** (concurrent)

12.30pm **Lunch**

1.30pm

**Session 3: Maintaining the Export Trajectory**

Session sponsor Ramsay Zreikat, Colin Campbell Chemicals

1.35pm

**2017 Australian Citrus Export Trade**

David Daniels, Citrus Australia

1.55pm

**Future Direction for Asian Markets & our Southern Hemisphere Competitors**

Noel Shield, CEO, JWM Asia Holdings

2.25pm

**The Chinese Egg Basket: Implications of Increased Demand from China**

Ferdi Bergamin, Mildura Fruit Company

2.45pm

**Building a Premium Market in India: the Washington Apples Story**

Keith Sunderland, The SCS Group, India

3.05pm

**Afternoon Tea**

3.20pm

**What are the Export Opportunities for the Australian Citrus Industry?**

We review the export statistics and market opportunities with Wayne Prowse and Tristan Kitchener.

Special comments from:

- Ferdi Bergamin, Mildura Fruit Company
- Richie Roberts, Costa Group
- Keith Sunderland, The SCS Group, India
- Noel Shield, JWM Asia Holdings
- Brett Jackson, Nutrano
- David Daniels, Citrus Australia
- Allen Jenkin, Ironbark Citrus
- Wayne Prowse, Fresh Intelligence

4.15pm

**End of Forum Day One**

6.00pm

**Pre-Dinner Drinks & Canapes, HMAS Vampire, National Maritime Museum**

Sponsor: Lindsay Adams, Netpro Canopies

7.00pm

**Official Dinner on the Harbour, Yots Restaurant, Maritime Museum**

Ray Thrum, General Manager, edp australia pty ltd

## DAY TWO: THURSDAY 15 March

- 8.00am **Breakfast by the Water, event sponsored by Nutrano**  
Nutrano Managing Director, Steven Chaur
- 9.20am **Getting Closer to the Consumer: Improving Communications On-Pack and Everywhere!**  
Keynote Speaker Professor David Hughes, Emeritus Professor of Food and Marketing at Imperial College London & Visiting Professor of the Royal Agriculture University, United Kingdom
- 9.30am **Session 4: Australian Consumers and the Retail Sector**  
Session Sponsor: Danny Thornton, EE Muir & Sons Pty Ltd
- 9.35am **The Australian Retail Sector: Future Impacts of Competition & E-Commerce**  
Keynote speaker: Tristan Kitchener, Kitchener & Partners
- 10.15am **Citrus Category Key Insights: Understanding Woolworths' Citrus Customers**  
Cara Reynolds, Citrus Category Manager, Woolworths
- 10.30am **Citrus Quality: Can Variable Flavour Impact Consumers?**  
Mara Milner, Citrus Australia
- 10.45am **Morning Tea**
- 11.15am **Session 5: Marketing Strategy & Market Intelligence**  
MC to Introduce Session
- 11.20am **The Trade Unit: Working with Citrus**  
Michael Rogers, General Manager Trade and Export, Horticulture Innovation
- 11.25am **Taste Australia**  
Dianne Phan, Marketing Manager, Horticulture Innovation
- 11.40am **Australia's Plantings, Production and Competitors**  
Nathan Hancock, CEO Citrus Australia
- 12.00pm **Lunch**
- Session 6: Market Threats – Minimising Risk In Our Markets**  
Session Sponsor Woolworths Pty Ltd
- 12.45pm **Brands Under Threat: Protecting Your Intellectual Property**  
Dave Bennett, Counsellor (Intellectual Property), Australian Embassy, Beijing
- 1.05pm **Trade and Market Access**  
David Daniels, Citrus Australia
- 1.20pm **Food Safety – Can You Supply the Australian Retail Sector in 2019?**  
**Understanding Your Obligations To Meet HARPS; Growers, Packers and Marketers.**  
Richard Bennett, PMA and Clare Hamilton-Bate, Freshcare

- 1.40pm **What Risks Does The National Residue Survey Reveal About Our Residue Compliance?**  
Ian Reichstein, National Residue Survey; Department of Agriculture & Water Resources
- 1.55pm **Outlook Forum Summation**  
Tania Chapman, Chair, Citrus Australia
- 2.00pm **Afternoon Tea & Forum Close**

*\* Please note this program is subject to change*