

AGRITECH: INNOVATING TOWARDS SUSTAINABILITY

23 – 24 May 2024

NPS: 80.00

Participant Rating ★★ ★★ ★★ ★★ (4.64)



Event Assessment

The relevance of this event for you	★★★★	4.36
How valuable you found this event	★★★★	4.32
The exposure to new thinking at this event	★★★★	4.00
The opportunity to connect with the sector	★★★★	4.60
The catering across the event	★★★★	4.52
Overall flow of the event	★★★★	4.75



Activity Assessment

Breakfast Launch Pad @ Mountain Club Queenstown	★★★★	4.29
Tinwald Farm Visit	★★★★	4.28
Forest Lodge Cherry Orchard visit	★★★★	4.60
Lake Hawea Station visit	★★★★	4.24
Peregrine Estate visit	★★★★	4.75
Launch of the Prototype and Demonstrate digital tool	★★★★	3.83



A woman with short brown hair, wearing a red zip-up jacket and blue jeans, is smiling and gesturing with her hands while holding a smartphone. She is standing in front of a large screen. In the background, a man in a grey puffer jacket and a green cap stands near a black piano. The room has a wall covered in many small white cards or notes.

Soil is life

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Significant Insights

- The immense sustainability pressures businesses are facing in all facets of their businesses
 - How innovation is still isolated and dependant on inspired individuals that came into the sector from non-farming related fields with significant startup capital (all four of them).
 - Despite having a totally open mind to innovation, these industry leaders relied in personal insights and gut feelings to move forward.
 - The potential for new environmentally sustainable farming methods and technology to be economically sustainable and ultimately to become mainstream.
 - The number of progressive farmers and growers in Aotearoa and the opportunity to leverage this to support development of new technologies focused on improving sustainability.
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Customer Feedback

- The Innovating Towards Sustainability Tour gave me a better understanding and appreciation of what it takes to be sustainable in real agricultural/horticultural settings.
 - Well organised and insightful tour bringing together industry experts, farmers and technologists. A great way to connect and start collaboration between the different groups.
 - A great way to connect with like-minded people across the agritech ecosystem and see some interesting operations with significant problems. The collaboration and discussion amongst the group about solving those significant problems highlighted to me that with collaboration New Zealand can continue to lead in the agritech space
 - This is one of the best events I can attend as a Agritech startup. It reshaped my assumptions and is integral to shape my product market fit strategy.
 - An excellent exploration of farming systems in Central Otago at the cutting edge of environmental sustainability and technology.
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Suggested Improvements

- This was a very short sharp event over 1.5 days. This could benefit from being extended for one more day to ensure a wider range of visits and experiences.
 - The outdoor component was challenging due to cold weather conditions. Please make sure for winter-based events there is a contingency to have people indoors.
 - It would have been good to see other farms that didn't have the wealth stemming from outside of industry just for a comparison. As a few on the bus said, 'real farmers' aren't like them and in fact those we saw were really a part of very small club so not a representation of the industry itself.
 - Continue with people who are innovating in sustainability but focus more on the ones that are actually profitable. Also, if the site visit presenters could have a prepared list of things that could be improved by technology in their business.
 - I think it would be useful to have good experienced agri operators that understand the problems in their industry but don't necessarily have the solutions.
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