



New Zealand delegation handbook

Melbourne Hort Market Immersion

29 May – 3 June 2024

Haere mai.

It is with great pleasure that Callaghan Innovation through the Agritech Activator initiative is hosting 11 NZ companies on an agritech market immersion to Melbourne and the surrounding areas in the state of Victoria.

This will include the Hort Connections and the Australian Agritech Investment events. We will also be visiting local growers; researchers; technology companies; and fresh produce organisations.

This is our 8th market immersion to Australia and every time we find our hosts to be as passionate and excited about the sector as we are. It is always fantastic to reunite with old colleagues, make new friends and enjoy the similarities (and differences) across the ditch.

I would like to encourage you to connect with our NZ delegates as we believe that collaboration will make both Australia and New Zealand stronger.

Nga mihi



Simon Yarrow,

Callaghan Innovation

The New Zealand delegation

Type	Company	Person(s)	Website	Stage
Government	Callaghan Innovation	Sophie Rebbeck Kerrie Mayo Simon Yarrow	agritechactivator.co.nz	Established
Technology company	AgriSmart	Callum McCluskey	www.agrismart.co.nz	Established
Technology company	BA Pumps and Sprayers	Mark Harris	bapumpsandsprayers.co.nz	Growth
Technology company	Bluelab	Tua Waaka	bluelab.com	Established
Technology company	CropX	Adrian Soe Myint	www.cropx.com	Start Up - Late Stage
Technology company	Dataphyll	Christoph Kistler	dataphyll.com	Start Up - Late Stage
Ag & Food producer	Kinda Ltd	Mrinali Kumar	www.eatkinda.com	Start Up - Early Stage
Technology company	Landkind	Greg Stevenson	www.landkind.com	Growth
R&D organisation	Lighthouse Horticulture	Tayah Ryan	www.lighthousehort.co.nz	Start Up - Early Stage
Technology company	Robotics Plus	Hayden Briscoe	www.roboticsplus.co.nz	Start Up - Late Stage
Technology company	Trimax Mowing Systems	Shaun Sievwright	trimaxmowers.com.au	Established
Technology company	Machines at Work	Shaun Sievwright	machinesatwork.co.nz	Start Up - Early Stage

Callaghan Innovation

agritechactivator.co.nz

About Us:

Working with worldwide industry and government partners the Agritech Activator accelerates the global growth of New Zealand agritech businesses and boosts the uptake of innovation within the New Zealand agriculture sector.

Company Type: Government

Business Stage: Established

Purpose:

To support the organisations on the market immersion to achieve their innovation and business goals.

Objective:

To understand the ecosystem better, build networks and help NZ companies to form partnerships in Australia.

Delegate Details:



Name: Sophie Rebbeck

Email: sophie.rebbeck@callaghaninnovation.govt.nz

LinkedIn: [Let's Connect](#)

Location: Christchurch, New Zealand



Name: Kerrie Mayo

Email: kerrie.mayo@callaghaninnovation.govt.nz

LinkedIn: [Let's Connect](#)

Location: Auckland, New Zealand



Name: Simon Yarrow

Email: simon.yarrow@callaghaninnovation.govt.nz

LinkedIn: [Let's Connect](#)

Location: Auckland, New Zealand

AgriSmart

www.agrismart.co.nz

About Us:

All-In-One Workforce Management Software System Designed for Horticulture, Agriculture and Viticulture.

In the dynamic world of agriculture, AgriSmart leads with innovative and efficient workforce management software solutions. Our mission is to transform workforce management in agribusiness, offering a comprehensive system equipped with onboarding, modern time tracking methods, advanced payroll, bin ticketing, QC, job costing, extensive reporting, and various other modules designed for the industry's specific needs.

Company Type: Technology company

Business Stage: Established

Purpose:

We are currently expanding into the Australian market, so our purpose of joining the Melbourne Hort Market Immersion is to gain insight into the Australian Horticulture industry and network with businesses within the industry.

Objective:

To network with horticulture businesses to establish a market share within Australia.

Delegate Details:



Name: Callum McCluskey

Email: callum@agrismart.co.nz

LinkedIn: [Let's Connect](#)

Location: Melbourne, Australia

BA Pumps and Sprayers

bapumpsandsprayers.co.nz

About Us:

BA Pumps and Sprayers builds spraying equipment for horticulture, viticulture, Ag and industrial applications, manufacturing in Cambridge NZ and Geelong Australia.

We are a flexible local manufacturer that adapts its spraying solutions to meet the needs of local growers. Stocking a complete range of spraying components and a large assortment of our own spraying solutions, our products are robust, long lasting and easy to service and maintain.

Company Type: Technology company

Business Stage: Established

Purpose:

To understand the Hort sector and to identify how to better access that segment in Australia.

Objective:

To understand the market opportunity, and make connections that can lead to new business opportunities in Australia.

Delegate Details:



Name: Mark Harris

Email: markh@bapsnz.com

LinkedIn: [Let's Connect](#)

Location: Huntly, New Zealand

Bluelab

bluelab.com

About Us:

Bluelab, leading for 30 years, sets the industry standard in high-precision measurement tech for growers. Innovative products monitor, control, and automate key parameters in controlled environment agriculture (CEA), fostering efficiency and profitability. With a vision for global wellness, Bluelab aids growers in overcoming future resource challenges.

Bluelab empowers growers for generations with tools ensuring exceptional crop yields. Our products automate environment, irrigation, and nutrient management. With customers in 40+ countries, we share innovations from New Zealand's horticultural hub, serving you and our loyal customers worldwide.

Company Type: Technology company

Business Stage: Established

Purpose:

Our intention in attending is to understand more about the hort industry in Australia, who the key players are, who commercial growers look to when seeking advice, products and support, and who we could partner with to assist in distributing and providing Bluelab products to growers in Australia.

Objective:

We want to increase our reach into the Australian hort market by supporting and working closely with distributors, consultants and industry experts. The Hort Market Immersion will help us to understand who's who and the best way to approach them.

Delegate Details:



Name: Tua Waaka

Email: tua@bluelab.com

LinkedIn: [Let's Connect](#)

Location: Tauranga, New Zealand

CropX

www.cropx.com

About Us:

CropX is an easy-to-use yet powerful agronomic farm management system that uses AI and machine learning to connect farm data, real-time conditions and agronomic knowledge, providing guidance for successful and sustainable farming, while aggregating all agronomic farm data in one place for easy tracking and sharing.

Revolutionise your farming operations with CropX – the ultimate agronomic farm management system. Harnessing AI and machine learning, CropX connects real-time farm data with expert agronomic knowledge, delivering actionable insights for sustainable farming success. From soil sensors to satellite imagery, our intuitive platform empowers you to optimise irrigation, disease management, and more, effortlessly. Maximise yields, minimise inputs – no agronomic expertise required.

Company Type: Technology company

Business Stage: Start Up - Late Stage

Purpose:

To deepen understanding of market dynamics and foster connections within Australia's horticultural industry.

Objective:

Explore potential collaborations while showcasing our innovative agricultural technology to Australia's horticultural sector. Establishing meaningful connections with key stakeholders in the horticultural community and linking our solutions to the problems they're facing.

Delegate Details:



Name: Adrian Soe Myint

Email: adrian.soe-myint@cropx.com

LinkedIn: [Let's Connect](#)

Location: Melbourne, Australia

Dataphyll

dataphyll.com

About Us:

Dataphyll: Empowering growers with labour cost management. We offer transparent solutions to measure and control labour expenses, driving efficiency through incentives and economic rewards for optimal performance.

Trusted by Australian and New Zealand growers alike, we offer tailored solutions for efficient labour cost management. With transparent analytics and performance incentives, optimise your operations and increase profitability.

Company Type: Technology company

Business Stage: Start Up - Late Stage

Purpose:

Building on our current knowledge of the Australian market, networking with potential customers and collaborators.

Objective:

Assessing product market fit, investment and potentially channel partnering.

Delegate Details:



Name: Christoph Kistler

Email: christoph@dataphyll.com

LinkedIn: [Let's Connect](#)

Location: Auckland, New Zealand

Kinda Ltd

www.eatkinda.com

About Us:

EatKinda is the world first cauliflower based ice cream, made without dairy, gluten, soy and nuts. We utilise cauliflower which would go to waste and package our product in category first home compostable tubs in Australasia.

Company Type: Ag & Food producer

Business Stage: Start Up - Early Stage

Purpose:

We are working on launching EatKinda into the Australian market. This trip will help us find potential partners and connectors.

Objective:

Find collaborators, suppliers and investors.

Delegate Details:



Name: Mrinali Kumar

Email: milli@eatkinda.com

LinkedIn: [Let's Connect](#)

Location: Wellington, New Zealand

Landkind

www.landkind.com

About Us:

Landkind boosts profitability and resilience in horticulture by enabling growers to use an interactive mapping platform to record, analyse, and share fruit quality data, maps, events, and forecasts.

Landkind offers clear value in fruit quality testing with scalable capture processes and analysis. We also deliver operational benefits through improved data sharing, workflow resilience, and standardisation.

Company Type: Technology company

Business Stage: Growth

Purpose:

Gain a deeper understanding of how Australian growers currently measure fruit quality and manage their data. Identify potential trialists.

Objective:

Better understand Australian workflows/processes to assess whether our technology will translate to the Aussie market or if we need to make changes.

Delegate Details:



Name: Greg Stevenson

Email: greg@landkind.com

LinkedIn: [Let's Connect](#)

Location: Tauranga, New Zealand

Lighthouse Horticulture

www.lighthousehort.co.nz

About Us:

Lighthouse Horticulture supports industry groups and companies to deliver innovations and solve the most significant problems facing food producers. Harnessing 15 years' experience in research, advisory and project management, her clients enjoy an outcomes-focused, agile and data driven approach to their R&D requirements.

Company Type: R&D organisation

Business Stage: Start Up - Early Stage

Purpose:

Expand professional network, exposure to trans tasman ag innovations and new ways of thinking.

Objective:

Primarily looking to establish relationships for collaborative potential on current and future projects. Also seeking international exposure to new ideas and ways of doing.

Delegate Details:



Name: Tayah Ryan

Email: tayah@tayahryan.com

LinkedIn: [Let's Connect](#)

Location: Tauranga, New Zealand

Robotics Plus

www.roboticsplus.co.nz

About Us:

Prospr is a robust, multi-use autonomous modular vehicle platform for agriculture that automates a variety of tree crop and vineyard tasks, including precision automated spraying - to improve efficiency and sustainability and alleviate labour challenges.

At Robotics Plus, our goal has always been to develop a truly multi-use autonomous vehicle that solves critical pain points in the agricultural and horticultural industries and promotes best practices. Agriculture is time-critical, and we're producing reliable products that not only have the smarts to do the job but to keep doing it better. Simply put, Prospr gives the industry the power to adapt.

Company Type: Technology company

Business Stage: Start Up - Late Stage

Purpose:

The Melbourne Hort Market Immersion is an opportunity to grow my understanding of the Australia horticulture industry around Melbourne by being there in person, talking to people in industry who live and breath it everyday. Being able to see first hand the challenges and hear how technology could make a difference in their operation.

Objective:

The objective of attending the market immersion is to opportunity to understand technology already being used in the industry and see how we can partner with growers and other technology organisations. It is a good opportunity to introduce our company, our products and invite people to come and visit us at Hort Connections, or arrange a follow up visit.

Delegate Details:



Name: Hayden Briscoe

Email: hayden.briscoe@roboticsplus.co.nz

LinkedIn: [Let's Connect](#)

Location: Tauranga, New Zealand

Trimax Mowing Systems

trimaxmowers.com.au

About Us:

Trimax designs and manufactures a wide range of commercial rotary and flail equipment, which has become the benchmark worldwide.

We understand our customers, their world, their challenges and achievements. We will innovate always, never ceasing to challenge the status quo. Most importantly, we're trusted - as we deliver on what we say. This is how we're able to produce the best commercial mowing systems in the world.

Company Type: Manufacturing Company

Business Stage: Established

Purpose:

Increase brand awareness in Horticulture. Gain market intel to support product development. Meet key industry contacts - end users, dealers, industry boards & development programs. Connect with the NZ & AU Agritech community.

Objective:

Network with Horticulture community, increase brand awareness and gain customer insights.

Delegate Details:



Name: Shaun Sievright

Email: shaun.sievright@trimaxmowers.com

LinkedIn: [Let's Connect](#)

Location: Tauranga, New Zealand

Machines at Work

machinesatwork.co.nz

About Us:

Machines at Work automates existing machinery helping address some of the biggest challenges faced by growers today. The solution we're developing can be installed on your tractor or other machine, enabling it to self-drive so that tasks like spraying can be performed without an operator. Unlock the benefits of automation with Machines at Work. Boost productivity and discover the reassurance of jobs done right every time.

Company Type: Technology company

Business Stage: Start Up - Early Stage

Purpose:

Network with the Horticulture community, identify suitable OEM partners, gain customer insights, and seek investment opportunities.

Objective:

Identify industry partners and seek investment.

Delegate Details:



Name: Shaun Sievwright

Email: shaun.siewwright@machinesatwork.co.nz

LinkedIn: [Let's Connect](#)

Location: Tauranga, New Zealand