

# AUSTRALIAN MARKET IMMERSION



**2023 DELEGATE PROFILES**

# THE NEED FOR INNOVATION AND TECHNOLOGY IN AGRICULTURE HAS NEVER BEEN STRONGER...

Climate change, environmental damage, changing diets, supply chain disruption, talent shortages, food wastage and health concerns all present challenges that agriculture technology (agritech) companies and entrepreneurs play a key part in solving.

The latest [TIN 2022 Agritech Insights Report](#) explains that New Zealand's (NZ) thriving agritech sector is now worth NZ\$1.6 billion. It not only fuels the \$50 billion+ NZ agricultural export market but is a growing export industry in its own right.

The NZ government and agritech sector have now partnered in response to the huge opportunities for further growth in NZ agritech through the [Agritech Industry Transformation Plan](#) (Agritech ITP). Callaghan Innovation works with the Agritech ITP partner agencies to provide services, advice and access to networks - in New Zealand and globally - to enable powerful partnerships, and create world-leading solutions that will work for people, and the environment

This Australian Market Immersion is a critical component of our Agritech ITP work as it brings together a cohort of smart and dedicated agritech companies looking for partnerships in Australia, a markets that New Zealand shares so much with.

We're also extending an invitation to the agritech companies to join us at NZ National Fielddays in June 2023. Please get in touch if you would like more information on this opportunity.

But for now, we hope that you enjoy this profile of the attendees for this Australian Immersion in February, and wish you all the best for developing meaningful collaborations during their visit.

Go well.

Simon Yarrow, Callaghan Innovation



# Callaghan Innovation

<https://agritechactivator.co.nz/>

**About Us:** Callaghan Innovation is New Zealand's innovation agency. We provide Research and Development services, funding & training to help businesses grow faster. Callaghan Innovation is working with other New Zealand Government agencies and industry partners to unleash the true power of our agritech companies through the Agritech Industry Transformation Plan (ITP).

**Purpose:** Driven by the Agritech Industry Transformation Plan and with sector-wide support, we're accelerating the global growth of New Zealand agritech.

**Objectives:** Callaghan Innovation works with the Agritech ITP partner agencies to provide services, advice and access to networks - in New Zealand and globally - to enable powerful partnerships, and create world-leading solutions that will work for people, and the environment.

## DELEGATES:



**SOPHIE REBBECK**

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**SIMON YARROW**

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## KERRIE MAYO

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## ANDREW CAMERON

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## KEVIN O'REILLY

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New Plymouth, New Zealand

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# AgResearch

<https://www.agresearch.co.nz/>

**About Us:** AgResearch is one of seven Crown Research Institutes in Aotearoa. Our vision is to provide science-led innovation to New Zealand's primary sector and help address environmental concerns on our journey towards a sustainable future. We use science to enhance the value, productivity and profitability of New Zealand's pastoral, agri-food and agri-technology sector. Our research contributes to economic growth and beneficial environmental and social outcomes.

One of the key technologies that has been developed is Map & Zap. Map & Zap strives to make weed control a more sustainable practice through an AI-based weed ID and laser technology system. Dr Kioumars Ghamkhar is the founder of Map & Zap.

**Purpose:** Market screening and engagement with potential investors and industry partners. We would like to build solid relationships with Australian and international partners for key technology areas that AgResearch offers.

**Objectives:** Identify market opportunities for AgResearch technologies such as Map & Zap, understand the latest trends in agri-tech development, network and build collaboration partners, generate investment and market opportunity leads. We are primarily engaging with investors on start-up funding for Map & Zap. We would also like to engage with potential industry partners on technology licensing opportunities in areas such as irrigation technology.

## DELEGATES:



**KIOUMARS GHAMKHAR**

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Palmerston North, New Zealand

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**JOHN MORRIS**

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Palmerston North, New Zealand

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# AgriTechNZ

<https://agritechnz.org.nz/>

**About Us:** AgriTechNZ unleashes the full potential of agritech in and from Aotearoa New Zealand by nurturing a uniquely smart ecosystem. We CONNECT through collaborative practice between our Members, the industry and interested stakeholders. We PROMOTE agritech to New Zealand and the World. We ADVANCE the industry for growth to create a positive impact on society, environment and the economy.

**Purpose:** We explore all markets and have good relationships with the UK and Ireland however Australia, although our nearest neighbour, is still one needing to be fully realised. We will look to capture opportunities for our Members across the ditch and explore the Australian agritech ecosystem.

**Objectives:** During the trip we will meet current and potential Members as well as develop relationships with other stakeholders. We will also consider how current and future projects including the refreshed Industry Transformation Plan (ITP), upcoming conferences and other events planned during 2023, could benefit from increased Australian relations.

## DELEGATE:



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### KYLIE HOROMIA

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Auckland, New Zealand

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# Bluelab Corporation

[bluelab.com](http://bluelab.com)

**About Us:** Bluelab is an innovative, agricultural technology company that exports specialist horticultural instrumentation and testing equipment around the world.

**Purpose:** understanding the Australian market in more detail.

It is recognised as one of our key markets.

**Objectives:** Collaboration, Innovation, connected to the community.

## DELEGATE:



### JONO JONES

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Tauranga, New Zealand

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# CropX Limited

<https://cropx.com/>

**About Us:** CropX Agronomic Farm Management System is an easy-to-use integrated hardware and software system that connects farm data, real-time conditions and agronomic knowledge to provide guidance for successful and sustainable farming, while aggregating all agronomic farm data in one place for easy tracking and sharing.

**Purpose:** Higher penetration to the AU market - find potential BTB and large organizations to partner.

Australian market is the main focus for 2023 - after well established in NZ, and mainly investing in R&D in NZ this year, we see our partners in AU as the best growth engine for CropX with its new offering - Effluent' disease management, nutrients management and soon to come machine data integration ( from other providers like tractors manufacturers)

**Objectives:** We are also looking into potential acquisitions, and investors for round C.

## DELEGATE:



### EITAN DAN

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Wellington, New Zealand

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## Farm Focus Ltd

<https://www.farmfocus.co.nz/>

**About Us:** Niche cloud application financial analysis and planning solution which provides farmers and growers with control over their business by driving strategic and real time decision making to optimise returns.

**Purpose:** Investigating options for a major re-launch into the Australia grower and pastoral markets including funding and partner options. This conference may provide key contacts.

The organisation seeks to grow on the strengths of its NZ operation and sees Australia as the first stepping stone for growing its business.

**Objectives:** Get a better understanding of the market opportunity and what resources are required to re-launch so the organisation can make the decision to invest.

### DELEGATE:



### BRIAN ECCLES

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Masterton, New Zealand

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## GPSIT Group

[www.landkind.com](http://www.landkind.com) | [www.gpsit.co.nz](http://www.gpsit.co.nz)

**About Us:** GPS and Drone Mapping Services and Digital Land Management Platform.

**Purpose:** To reconnect with connections made in 2022 at WineTech, HortConnections and Oceania 2035 with a view to launching into SA Market.

Similar problems to NZ, with a wider range and scale of crops we can apply our technology to, southern hemisphere testing ground to help enable our northern hemisphere expansion plans

**Objectives:** Reconnect with contacts, network with new connections, Meet grower/farmers. Explore pain points and how our tech can help.

### DELEGATE:



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#### MATT FLOWERDAY

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Tauranga, New Zealand

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# Hectre

[www.hectre.com](http://www.hectre.com)

**About Us:** We support fruit growers and packers to optimize their performance, reduce waste, automate, and better manage their costs. We offer two core solutions: the Hectre Orchard Management App, for on-farm labour management and orchard performance, and the Spectre Mobile Fruit Sizing App, which uses computer vision to deliver fruit size data earlier than ever before.

We have a deep focus on quality control across both solutions. Our Spectre Fruit Sizing App is now the post-harvest mobile fruit sizing solution of choice, for growers and packers in Washington State.

**Purpose:** Australia is our key Oceania expansion market for 2023/2024. We want to gain a deeper understanding of the challenges the Australian fruit growing industry is facing, make connections with industry, and build networks for future collaboration.

Hectre is a scaling startup and will be offering a Series A round in 2023. We are keen to understand Australian investor interest and build connections.

**Objectives:** Build networks. Gain insights for product development. Identify opportunities. Connect for future collaboration and growth.

## DELEGATES:



**KEVIN PARK**

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Auckland, New Zealand

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**HAYDEN FREETH**

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Auckland, New Zealand

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## Hydroxsys (NZ) Ltd

[www.hydroxsys.com](http://www.hydroxsys.com)

**About Us:** At Hydroxsys we uphold the principles of kaitiakitanga, guardianship of the environment, by delivering technology that recycles water and resources from wastewater to create circular economies that protect the environment.

Today, we provide scaleable, low-emission wastewater remediation solutions at an affordable price for the betterment of our people and planet.

**Purpose:** To conduct early phase market research, technology introduction and identify key in-market platforms for future export and sales opportunity.

The Australian market offers a synergistic market extension opportunity, building on our NZ commercialisation focus to provide a stepping stone for wider internationalisation.

**Objectives:** identify potential in-market collaborators and technology partners.

### DELEGATE:



### KARIAPPA KARUMBIAIH

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Auckland, New Zealand

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## Instep

<https://www.getinstep.org/>

**About Us:** We provide climate, carbon and sustainability services to the agriculture, horticulture, food and beverage industry. We are also currently developing services around soil carbon calculation and management.

**Purpose:** To make connections and gain understanding of the Australian agriculture/ horticulture market to build on our experience with NZ industry and clients.

**Objectives:** Connections and to see progress made in Australia with regards soil carbon management.

## DELEGATE:



### ALISHA BLACK

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Auckland, New Zealand

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## Intercrop Limited

<https://www.integrape.com/>

**About Us:** Integrape - tools for viticulturists. From data collection, to decision support the platform allows growers to better understand and leverage disparate data for streamlined, effective management of vineyard health and nutrition.

**Purpose:** Having captured 30% of the New Zealand viticultural market we have identified Australia as the logical next step. This trip is intended to allow us to get a better idea of the differences between both markets (ie are the same problems faced, what local solutions exist) as well as well as networking opportunities - both locally and within the AgriTech sector.

**Objectives:** Networking, potentially for collaboration with other providers. Also learn more about other crops for our Intefruit product. We hope partnerships with local or other NZ companies may help improve both products and appeal to potential customers.

### DELEGATE:



### JORIS BESAMUSCA

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Waihi, New Zealand

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# Matawai Bio

[matawai.nz](http://matawai.nz)

**About Us:** Matawai Bio Limited develops high-quality extracts and ingredients. We design innovative processes for making nutraceutical and pharmaceutical extracts, partner with other companies to take these to market, and pursue world-leading supply and Intellectual Property agreements with Indigenous Peoples and Local Communities.

Matawai solves technological problems in the production of extracts, and then we make sure that the ingredients taken to market are environmentally and socially transformative, grown by Indigenous partners who benefit from these commercial opportunities."

**Purpose:** Māori know we need to move up the value chain in horticulture, agriculture and biotechnology. Technological innovation is one of the most impactful ways to do this. Opportunities exist for Māori to invest in proven agritech to improve productivity but also as co-investors in early-stage R&D to own a share of IP that can help producers around the world to make better products for more customers. I'm currently leading a small research project for Tangata Huawhenua, with support from Callaghan Innovation, to better understand Māori interest in hort-tech and will use this trip to increase my knowledge and networks in the sector.

**Objectives:** We have a business we are working with near Adelaide on an extract from grape skin waste. We see opportunities to work with other host sector partners in Australasia on high value extracts.

## DELEGATE:



### MANU CADDIE

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Ruatoria, New Zealand

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# Lincoln Agritech Ltd

[www.lincolnagritech.co.nz](http://www.lincolnagritech.co.nz)

**About Us:** Lincoln Agritech is a multidisciplinary R&D company owned by Lincoln University. We deliver leading-edge science and engineering knowledge and technologies into environmental, primary, processing and new materials applications.

**Purpose:** Networking - we are hoping to work with more Australian Companies.

**Objectives:** Collaboration with Australian R&D Providers.

## DELEGATE:



### DEAN WILLIAMSON

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Christchurch, New Zealand

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## Māui Toa

[mauitoa.vc](http://mauitoa.vc)

**About Us:** Māui Toa is a NZ venture capital firm formed by Māori investors.

We see the opportunity for an intergenerational platform driving early-stage investment in high-growth scalable businesses commencing in 2023 with Fund I. We are particularly focusing on technologies that drive productivity and revenue enhancement from existing Māori assets like farms, forests, plantations, and marine aquaculture

**Purpose:** To understand where there might be opportunities for our investment fund and connect with market participants.

Seeking globally scalable technologies for investment

**Objectives:** technology and innovation for next generation investment and deployment opportunities and market connectivity/collaboration.

### DELEGATE:



### GUY ROYAL

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Porirua, New Zealand

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# Nanobubble Agritech

<https://www.nanobubbleagritech.com/>

**About Us:** Nanobubble Agritech provide integrated nanobubble technology solutions for the agricultural and horticultural sector in New Zealand and Australia.

**Purpose:** To understand farmer needs from new tech, and make as many strong leads and contacts with potential customers or trial participants as possible.

The Australian market offers significant opportunity with many irrigators subject to restricted water allocations and seeking tools that help to mitigate climate variability and boost crop yields.

**Objectives:** As above.

## DELEGATES:



### LEON POWER

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New Plymouth, New Zealand

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### DANEEL OVTCHARENKO

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New Plymouth, New Zealand

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## Riverwatch

<https://riverwatchesolutions.com/>

**About Us:** Our water quality monitor offers a wireframe of information about the quality of our oceans, rivers and streams. We provide insights into the ecological health, swimmability, environmental thresholds and mahinga kai values of our waterways.

**Purpose:** We want to engage further with the Australian market to solidify our exporting opportunities within the area. We have had a lot of interest from South Australia so this is a chance to fully explore the market and build contacts.

Being able to fully expand into the Australian market as soon as possible will provide us with a relatively simple way of testing our international partnership and distribution model. We plan to expand into Europe by Q3 of this year, and have considerable international interest.

**Objectives:** Collaboration - building relationships with end users, distributors and partners will allow us to export at scale.

Market education - we are market leaders and, as such, we need exposure to allow the market to be aware that we offer a solution that fits their needs.

### DELEGATE:



#### **ABI CROUTEAR-FOY**

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Auckland, New Zealand

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## Shear Edge

<https://www.shear-edge.com/>

**About Us:** I own three companies based on novel inventions in agri technology.

- (1) Shear Edge - Materials Engineering company that manufacturers wool composite materials.
- (2) Halo Agtech - The worlds first device that chemical destroys methane on livestock.
- (3) Eden Manuka - One of the largest manuka honey companies in New Zealand.

**Purpose:** I would relish the opportunity to understand the landscape of Australian agriculture. With the goal of scaling my consumer products into Australia and partnering with producers in the region to improve the reach of all three of my companies.

- Objectives:**
- (1) Understand the agricultural practises and markets of wool and manuka honey.
  - (2) Look for partners for my methane technology to launch into Australia.
  - (3) Meet prospective investors and enterprise customers to sell my products too.
  - (4) Meet ther likeminded New Zealand inventors and entrepreneurs.

### DELEGATE:



### LOGAN WILLIAMS

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Christchurch, New Zealand

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## TranspiratiONal-SBM

<https://www.linkedin.com/company/sbm-transpirational/>

**About Us:** SBM has developed a unique product to eliminate the use of plastic based mulch films with an alternative biodegradable and sprayable emulsion that forms a membrane and provides function as a traditional mulch would.

**Purpose:** Identify prospective paid customer trials and customers.

Australia has both high value agriculture and horticulture crops. In addition when our COGs can satisfy the Broadacre farming, SBM will be an ideal product for that

**Objectives:** We are trying to identify paid trial partners as this is something the company needs for entry into markets. Investment would help scale up our product offerings.

### DELEGATE:



### SHALEN KUMAR

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Wellington, New Zealand

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## Veeva

<https://www.industries.veeva.com/>

**About Us:** Veeva is a global provider of industry-specific cloud software solutions that address the unique operating challenges and regulatory requirements of companies in the food & beverage industry.

**Purpose:** Greater understanding of the industry and it's challenges and opportunities.

**Objectives:** Network with others in the industry. Better understanding of the challenges and how Veeva's technology solutions might help. Communicate where we've had success in other adjacent industries.

### DELEGATES:



**DAN O'KEEFE**

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**STEPHEN BROWN**

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