



MARKET IMMERSION - AUSTRALIA



Market Immersion - Australia

15 - 22 February 2023



MARKET IMMERSION - AUSTRALIA

Net Promoter Score: 77.14

Participant Rating ★★★★★ (4.89)

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NEW ZEALAND AGRITECH

AgriFutures®

evoke

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HORT FIELD TRIP



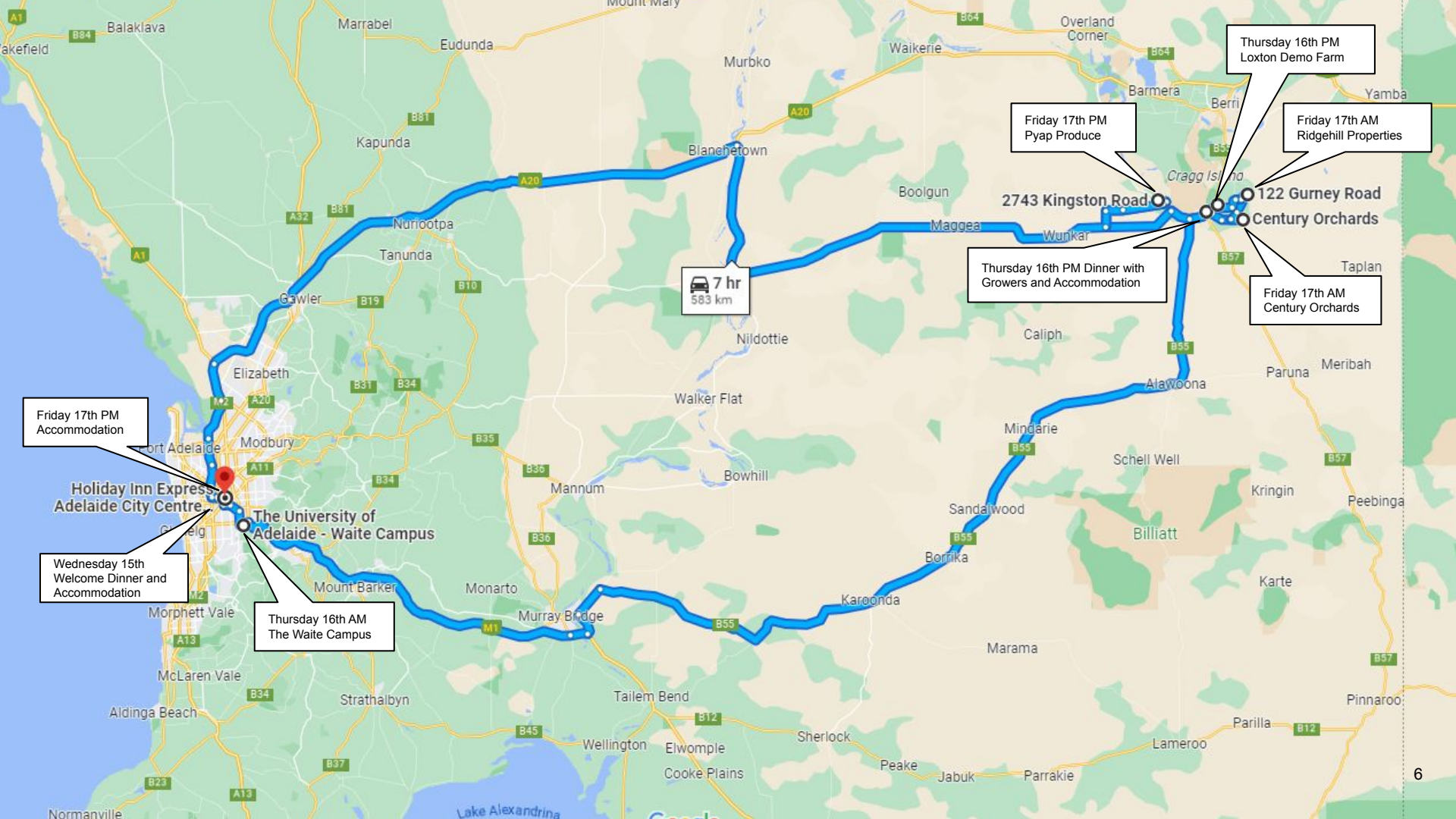
15 - 17 February 2023

Australian Market Immersion

HORT FIELD TRIP HIGHLIGHTS

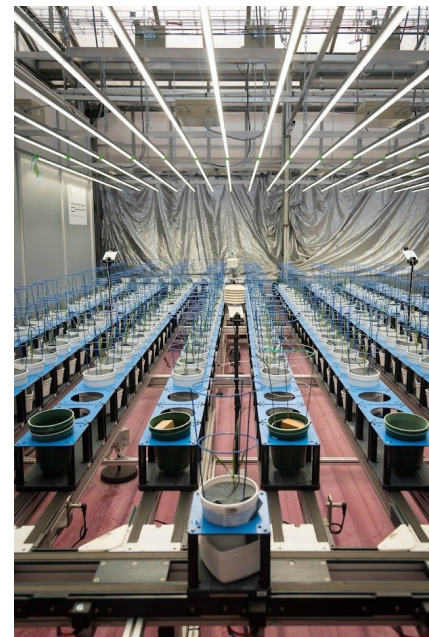
Hosted by Callaghan Innovation and supported by Elders and the South Australian Government PIRSA.

- Welcome dinner
- Tour of The Plant Accelerator - The Waite Campus, University of Adelaide
- Roseworthy Wine Science Laboratory - The Waite Campus, University of Adelaide
- Agritech demonstrations - Loxton Demonstration Farm
- Hemp trials - Loxton Demonstration Farm
- Farm walk - Loxton Demonstration Farm
- Dinner with local growers, Elders and the South Australian Government PIRSA staff.
- Almond Orchard tour: Century Orchards, hosted by Scott McKenzie
- Wine and Citrus orchard tour: Ridgehill Properties, hosted by Peter & Michelle
- Premium Citrus orchard tour: Pyap Produce, hosted by Ryan Arnold



HORT FIELD TRIP

Overall Experience	★★★★★	4.59
Activities		
Relevance of the activity	★★★★★	4.47
Overall value of this activity	★★★★★	4.35
Visit to Plant Accelerator facility	★★★★	3.71
Visit to Roseworthy Wine Science facility	★★★★	3.59
Visit to Loxton Demonstration farm	★★★★★	4.53



HORT FIELD TRIP

Activities continued

Almond Orchard tour: Century Orchards	★★★★★	4.65
Wine and Citrus orchard tour	★★★★★	4.47
Premium Citrus orchard tour	★★★★★	4.65
Interaction with Elders Staff	★★★★	3.65
Interactions with PIRSA SA Gov staff	★★★★★	4.35



HORT FIELD TRIP

Experience

Communication before the trip	★★★★★	4.76
Accommodation	★★★★★	4.65
Catering	★★★★★	4.76
Transport	★★★★★	4.82
Callaghan support	★★★★★	4.88
Smooth scheduling	★★★★★	4.94
Communication during the trip	★★★★★	4.82



35 participants responded.

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COMMENTARY FROM HORT FIELD TRIP

Review of Horticulture Field Trip

- *Trip was really good,*
 - *Solid mix of industry/research and commercial aspects.*
 - *Really well organised - full schedule but no weak links.*
 - *Definitely learnt how different extension is in SA compared to NZ.*
 - *The mix of producers was good, with a strong dose of realism from Ridgehill. This was actually the best.*
 - *I remain sceptical that growers take up technology they see on Demo Farms. That failure is well understood in NZ. Excellent chance to interact with the delegation.*
 - *Excellent insight into the growing of crops and their approach.*
 - *Personal observation from farmers and recommendations for interaction with farmer for future product trials.*
-

Things we could do better

- *It's a good model. I would continue the same formulae.*
 - *More farmers/growers, less universities/industry people.*
 - *It's the farmers that we are trying to sell too and that can actually give valuable insight on an industry,*
 - *staff from universities or even the demonstration farms really don't provide or know very little of the actual economics and what businesses will pay to use and why (e.g. their issues) so not really very helpful for our business.*
 - *Including a packhouse / warehousing facility and perhaps the retailing end would make it more valuable for companies like Hectre where the value is added at various parts of the supply chain.*
-

COMMENTARY FROM FULL MARKET IMMERSION

Suggestions on how we improve future trips

- *Involvement of more players in the supply chain!*
 - *Try and show more types of farms*
 - *Opportunity for NZ businesses to present themselves and their products/services to the delegation*
-

As a result of your experience, what new actions will you take?

- *Start the effort to get into relationship with Elders. Was very impressed from their level of involvement with their farmers.*
 - *Refreshed some leads I had that like the Almonds Orchard.*
 - *Have altered our business plan slightly based on market insights gathered, have meetings planned for collaboration within the NZ delegation.*
 - *Try/currently trying to crack into the Aus market, explore new crops we don't grow in NZ (almonds, cotton etc).*
 - *Continue to research how the strong government support for AgTech can be leveraged.*
 - *Research uptake by growers. I am leaning towards SA being our launch location, much to my surprise.*
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COMMENTARY FROM FULL MARKET IMMERSION

As a result of your experience, what new decisions have you made about your business?

- *The trip helped confirm that the AU market is a good fit for our products, and also proved that Adelaide/SA will be the ideal base for operations.*
 - *Market launch is a matter of obtaining marketing funding. That's part of a bigger investment decision.*
 - *The trip provided valuable insights to support the business case.*
 - *Yes, we have targeted Almond growers as a new industry where we would like to trial our product.*
-

As a result of your experience, will you pursue business development opportunities in Australia?

- *Yes x 12*
 - *A lot, mainly with some of the farmers we met and the SA representative to seek for some grants.*
 - *Still do decide whether Aus is a region of pursuit for us.*
 - *We will be presenting at Hort Connections to continue to develop knowledge and also exploring Tasmania (which has been elevated in our interest after learning some knowledge on this trip).*
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LET'S CONNECT EVENT

Sunday 19 February 2023

Sponsored by:

- AgriFutures Australia
- Veeva Systems
- Plant & Food Research



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LET'S CONNECT EVENT

Overall Experience	★★★★★	4.61
Activities		
Relevance of the activity	★★★★★	4.45
Overall value of this activity	★★★★★	4.42
Opportunity to Network	★★★★★	4.64
Representation of sector at event	★★★★★	4.30
Atmosphere	★★★★★	4.88
Venue	★★★★★	4.82
Catering	★★★★★	4.82

91% of people said they made useful connections during the Let's Connect Networking Event

COMMENTS FOR LET'S CONNECT EVENT

Review of Let's Connect Networking Event

- *Good selection of people from different backgrounds.*
 - *It is generally hard to get all those delegates under one roof - this for me was the highlight of the trip.*
 - *The high level of organisation and smaller number of attendees at the event set a professional tone*
 - *Easy to move around a room of people I didn't know to introduce myself.*
 - *Sophie and Kerrie proactively reaching out and introducing me to useful contacts throughout the event.*
 - *Definitely one of the best and most useful networking events I have attended.*
 - *Great representation of the local government agencies.*
 - *Being able to meet them in an informal setting (outside business rooms) was great for warming connections.*
 - *The cohort on the trip was also very friendly with each other by then which made the networking event less awkward!*
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Things we could do better

- *A brief (ten second, one sentence) pitch about each company*
 - *Allow attendees to view guest list in advance for research.*
 - *Company logos and photos rolling through on a screen throughout event*
 - *Be mindful of how many and how long speakers talk*
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HIGHLIGHTS - LET'S CONNECT





MEET THE SOUTH AUSTRALIAN ECOSYSTEM

Monday 20 February 2023



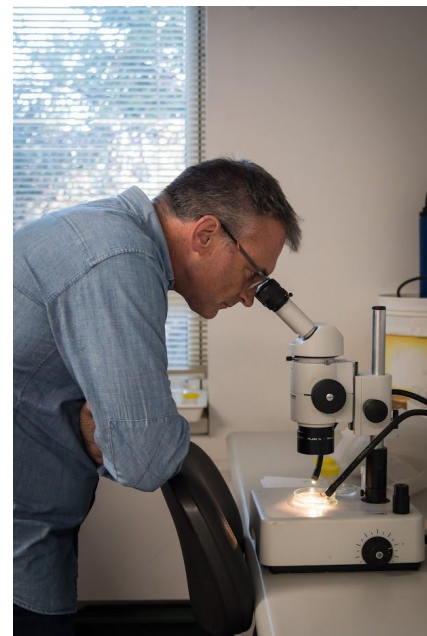
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MEET THE SOUTH AUSTRALIAN ECOSYSTEM

Overall Experience	★★★★★	4.09
Activities		
Relevance of the activity	★★★★★	4.09
Overall value of this activity	★★★★	3.77
Visit to Lot Fourteen	★★★★	3.61
Visit to South Australian Aquatic Science Centre	★★★★	3.07

82% of people said they made useful connections during the Meet the South Australian Ecosystem Day.



MEET THE SOUTH AUSTRALIAN ECOSYSTEM

Activities cont

Presentation by Angela Traill - NZTE	★ ★ ★	3.71
Presentation by Darren Oemcke - Hydra Consulting/FOMENT	★ ★ ★	3.76
Presentation by Matthew Anderson - Farmers 2 Founders	★ ★ ★	3.95
Presentation by Tom McCue - Hort Innovations	★ ★ ★ ★	4.33
Presentation by Tim Ingram DTI, SA Gov	★ ★ ★	3.76



COMMENTS: MEET THE SOUTH AUSTRALIAN ECOSYSTEM

Review of Meet the South Australian Ecosystem

- *The morning session provided a great overview of the current agrifood tech landscape.*
 - *Content extended beyond SA which was important. It's easy to think of Australia as 'one' country - ignoring the fact that different States provide different incentives and often different opportunities.*
 - *The Farmers2Founders presentation was particularly useful and led to several post event conversations about potential adoption in New Zealand.*
 - *The content and opportunities presented are excellent and very useful for nz companies entering Australia.*
 - *The aquatic visit was interesting as most of the companies aren't in that space so it was something different*
 - *Really happy with the day.*
 - *Provided a great insight into the sector, and the parts that were relevant were really useful.*
 - *The session at the Zoo was really interesting and well run, Lot 14 provided some great connections, and the Sea research sessions were a nice end to the day and a great chance to get out of the city.*
 - *Enjoyed the time with the rest of the kiwis, and making connections with the Aussies that proved beneficial in the days to come.*
 - *The pace of the day was good too, allowing time to breathe and chat amongst the sessions to allow for refreshed focus.*
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Things we could do better

- *Callaghan could create a simple view of pathways through the eco-systems from different starting points.*
 - *A few more 'locals' in the audience would have added to the opportunity to connect and engage.*
-



EVOKE AG

Tuesday 21 & Wednesday 22 February 2023

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EVOKE AG CONFERENCE

Overall Experience	★★★★★	4.67
Activities		
Relevance of the activity	★★★★★	4.61
Overall value of this activity	★★★★★	4.64
Impact for your business	★★★★★	4.33
Ability to meet potential collaborators	★★★★★	4.52
Connections created	★★★★★	4.48
Support from Callaghan Innovation	★★★★★	4.52
Support from NZTE	★★★★★	4.03

35 participants responded.



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AUSTRALIAN MARKET IMMERSION - COMMENTS ON EVOKEAG CONFERENCE

Things NZTE and Callaghan could do to provide better support at the evokeAG Conference

- *Having a list of the NZ companies exhibiting and/or attending the event with a quick blurb.*
 - *Unsure how successful the NZ stand at evokeAG was.*
 - *Was good to have a space to potentially meet people if needed.*
 - *The financial assistance and organisation of the trips is excellent and the ongoing support of Callaghan is greatly appreciated*
 - *We can then follow up with NZTE to turn these opportunities into action plans in market.*
 - *Felt like there was less happening and less communication/connection from the NZ stand than in previous evokeAG events.*
 - *Maybe I was not connected into the WhatsApp group because I didn't attend the first event.*
 - *I still appreciated access to the stand for meetings, but probably had more enthusiastic welcomes and engagement at other stands.*
 - *Both organisations provided good visibility at the conference.*
 - *It would be good to have more NZTE representatives attending since they will be providing the customer-facing advise in NZ.*
 - *If they don't have a good understanding of the in-market environment, I believe a lot of opportunity could be lost.*
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