

# CALIFORNIA

# MARKET IMMERSION



## 2023 NEW ZEALAND DELEGATION PROFILES

# OVERVIEW OF COMPANIES IN THE NEW ZEALAND DELEGATION

Ag & Food producer	LeaderBrand Produce Ltd	Stuart Davis	<a href="http://www.leaderbrand.co.nz">www.leaderbrand.co.nz</a>	Established
Ag & Food producer	Perfect Produce co ltd	Cameron Fong	<a href="http://www.TheFreshGrower.co.nz">www.TheFreshGrower.co.nz</a>	Growth
Ag & Food producer	Woodhaven Gardens Ltd.	Adam Jory Maria Solovera	<a href="http://woodhavengardens.co.nz">woodhavengardens.co.nz</a>	Established
Government	Callaghan Innovation	Simon Yarrow Andrew Cameron Kevin O'Reilly	<a href="http://www.callaghaninnovation.govt.nz">www.callaghaninnovation.govt.nz</a>	Established
Industry Organisation	Vegetables New Zealand Inc	Antony Heywood	<a href="http://www.freshvegetables.co.nz">www.freshvegetables.co.nz</a>	Expansion
R&D organisation	Plant & Food Research	Miriam Hall	<a href="https://www.plantandfood.com/en-nz/">https://www.plantandfood.com/en-nz/</a>	Established
Technology company	H2Ortigator	Brendan Hamilton	<a href="http://www.h2ortigator.co.nz">www.h2ortigator.co.nz</a>	Start Up - Late Stage
Technology company	Hydroxsys (NZ) Ltd	Chris Macbeth	<a href="http://Www.Hydroxsys.com">Www.Hydroxsys.com</a>	Start Up - Late Stage
Technology company	Machines at Work	Sean Walters	<a href="http://machinesatwork.com">machinesatwork.com</a>	Start Up - Early Stage
Technology company	Nanobubble Agrietch	Leon Power	<a href="https://www.nanobubbleagritech.com/">https://www.nanobubbleagritech.com/</a>	Seed
Technology company	Waikaitu limited	Alexander Pressman	<a href="http://www.Waikaitu.com">www.Waikaitu.com</a>	Start Up - Late Stage

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

I extend my warmest wishes to the New Zealand delegation embarking on the Market Immersion trip to California. This trip aims to explore solutions for reducing pesticide and fertiliser use, addressing labour shortages, and optimising water usage—challenges faced by both California and New Zealand. California's agricultural sector offers a valuable platform for collaboration and learning.

Embrace the diversity of perspectives and expertise around you, engaging in meaningful conversations with local farmers, experts, and policymakers. Forge relationships and partnerships that benefit your businesses and the agricultural community as a whole. Remain open-minded and receptive to different views and approaches, seeking collaborative solutions.

I wish you a productive trip, filled with transformative insights and lasting connections. Your experiences will shape the future of our agricultural industries here in New Zealand. I look forward to the knowledge and ideas you will return with, as we work together toward a sustainable future for New Zealand and the world..

Safe travels, and see you soon in California!

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:



**SIMON YARROW**

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Auckland, New Zealand | [Email](#) | [LinkedIn](#)

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**ANDREW CAMERON**

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Wellington, New Zealand | [Email](#) | [LinkedIn](#)

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**KEVIN O'REILLY**

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New Plymouth, New Zealand | [Email](#) | [LinkedIn](#)

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# HYDROXSYS (NZ) LTD

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

**About Us:** We will help you solve complex and up to now expensive waste water management problems. Our purpose is securing the future of water. We understand the issues that producers face with increasing regulation and demand on water resources. We also understand the impact that reducing access to low cost water resources creates for businesses. We will help you by increasing the availability of precious water resources to you, while reducing costs, improving your waste water quality, and enhancing your regulatory compliance. Novel membrane filtration system designed for water and resource recovery

**Purpose:** To understand and assess market issues / opportunities to deploy Hydroxsys membrane technology. To see existing systems, infrastructure and technology being employed to enable water and cleaning chemical reuse.

**Objectives:** Any agri / horti operations where water use intensity is high. California represents a significant scale opportunity to test internationalisation of Hydroxsys technology. The Californian market is also exposed to significant change in water supply and accessibility, with limited options to meet increased demand. This creates opportunity to present Hydroxsys technology into a market with strong demand and limited alternative tech options

## DELEGATE(S):



**CHRIS MACBETH**

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Auckland, New Zealand | [Email](#) | [LinkedIn](#)

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# H2ORTIGATOR

[www.h2ortigator.co.nz](http://www.h2ortigator.co.nz)

**About Us:** H2Ortigator. Unleashing the full potential of high value replacement trees and vines

H2Ortigator delivers precision irrigation, nutrition and protection for replacement trees and vines in high value horticulture. With H2Ortigator you will increase replacement plant survival, accelerate establishment and early growth, and ensure full commercial potential is reached, delivering yields at least 1 year earlier. labour, herbicides and water inputs are significantly reduced.

**Purpose:** Networking. Understanding what drives the USA specialty crop market and barriers to entry. Investigating potential commercial partners. Potential investors opportunities. Paramount Farming/South Valley Farms- Almonds. Treasury Wine Estates (Napa)-Wine grapes. Jasmine vineyards: Table grapes. Gerawan Farming: Stone Fruit

**Objectives:** Fruit and tree nut operations: Grape, apple, stone fruit, almond, citrus -Intensive growing systems: 2d, v-trellis. California is at the top of our list in offshore markets and will be our first export area.

## DELEGATE(S):



### BRENDAN HAMILTON

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Napier, New Zealand | [Email](#) | [LinkedIn](#)

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# MACHINES AT WORK

[machinesatwork.com](https://machinesatwork.com)

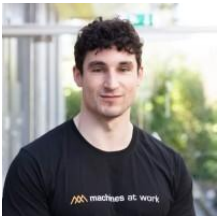
**About Us:** Machines at Work is building the world's most adoptable autonomy solutions for horticulture. We are making it easy for growers and existing machinery manufacturers to transition into this new world. We believe that in this market, boots on the ground and face to face conversations are still the most effective way to do business. Platform for adding autonomy to new and existing machinery, for horticulture and viticulture operations.

**Purpose:** We plan to export into CA and the USA in the next year, we see value in taking the opportunity to build relationships to drive this. We also plan to raise capital in the USA this year. Visits to growers who are tech early adopters, particularly those who have bought into autonomy tech. Connect with founders that have raised in the US.

**Objectives:** Any large scale fruit/nut operations

We are already actively engaging with the market in CA, and have a project underway with a machinery manufacturer there. We see this as a key export and capital market.

## DELEGATE(S):



## SEAN WALTERS

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Auckland, New Zealand | [Email](#) | [LinkedIn](#)

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## WAIKAITU LIMITED

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

**About Us:** We manufacture a line of high quality certified organic Biostimulants, Crop Protection and Fertilizer products for use in both organic and conventional agriculture. Our area of focus is NUE, reducing the use of toxic chemistry in crop protection and higher crop yields. We are closely working with many medium to very large agricultural chemical companies to develop new products for their portfolios. Our products are used heavily in NZ Wine Grapes, Kiwifruit and Avocados. We are also growing rapidly in turf, arable crops and pasture market..

**Purpose:** Meet potential partners and customers. See growers, meet potential partners.

**Objectives:** Our goals for the California Immersion are to meet with new and existing development and distribution partners and make some new friends. California is a hotbed of new ideas. We know that we will learn many things that will help us to develop new technologies. We have a product that would be a good fit into almond growers. We would also like to meet with our Global business partner who has an office in CA.

### DELEGATE(S):



### ALEXANDER PRESSMAN

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Nelson, New Zealand | [Email](#) | [LinkedIn](#)

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# PLANT & FOOD RESEARCH

<https://www.plantandfood.com/en-nz/>

**About Us:** We design growing systems, cultivars and solutions to meet the challenges of the future. PFR works across the value chain to support global horticulture (and ag and seafood) and find sustainable solutions to complex problems. We also co-invest and work with partners to create new technologies and innovations and deliver them to market - including IPM friendly biological product solutions. With our partners, we use world-leading science to improve the way they grow, fish, harvest, prepare and share food.

**Purpose:** This is an opportunity to understand international advances in growing systems, biologicals, and the adoption and scale up of solutions. I will be looking to bring information back to a wider team at PFR and to my industry partners as well as develop international connections and identify opportunities for collaboration.

**Objectives:** I am interested in transferable technology and ideas, agnostic of crop systems. While international challenges may be similar, California has a different ecosystem, in terms of growing conditions, technology and farm systems, this offers an opportunity to identify novel solutions we can adopt or adapt, and collaborations we can pursue. PFR works globally to bring value and impact to New Zealand, international business strengthens our position through knowledge and capability development.

## DELEGATE(S):



### MIRIAM HALL

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Auckland, New Zealand | [Email](#) | [LinkedIn](#)

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# VEGETABLES NEW ZEALAND INC

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

**About Us:** Vegetables New Zealand is a grower membership organisation. We represent 700 growers, growing 55 crops on 18000 ha of land. Our strategy is to give our grower tools and information so they can deliver best practice for more sustainable and resilient business operations.

## **Purpose:**

Going global: Vegetables New Zealand connects NZ growers to international growers to advance technology transfer.

Growers and Innovation: To advance the deployment of new technology and innovation into the vegetable industry. Thereby improving grower best practice and technology advancement in the industry.

## **Objectives:**

1. Building bigger and better grower networks
2. Understanding seamless technology transfer with better implementation practices
3. Empower our industry with great grower champions

## DELEGATE(S):



## **ANTONY HEYWOOD**

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Wellington, New Zealand | [Email](#) | [LinkedIn](#)

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# NANOBUBBLE AGRIETCH

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

**About Us:** We build nanobubble machines specifically for large scale soil based irrigation. Our machines add super high amounts of oxygen to a farmers irrigation water and this improves crop yield, water use efficiency and also provides non chemical solution against several soil related plant health issues.

## **Purpose & Objectives:**

1. To meet VC groups in San Francisco/US for our current seed raise.
2. Visit growers in California and get a better understanding of their industries and their problems/needs/trends and where our technology could benefit.
3. Build relationships with US growers / grower groups for the purpose of finding potential trials/sales/partnerships.
4. Meet other delegates from NZ and Aus and see if any beneficial partnerships can be found

## **DELEGATE(S):**



## **LEON POWER**

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New Plymouth, New Zealand | [Email](#) | [LinkedIn](#)

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# WOODHAVEN GARDENS LTD.

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

**About Us:** Intensive vegetable production, growing and packing 24 types of fresh vegetables on 1000ha of production on the fertile plains of the Horowhenua region in New Zealand. Woodhaven Gardens is moving steadily towards a more sustainable way by looking after natural resources without losing focus on producing high quality healthy products. The 200 plus staff enjoy providing quality food for New Zealanders, who in turn enjoy the benefit of healthy produce on their tables.

**Purpose:** Increase knowledge, experience and understanding of vegetable production in different environments and with different resources compared to what we do. Also share knowledge and be involved in discussions with other growers. Excited to see new technology and innovation through visiting growers, packing facilities and tech companies.

**Objectives:** Learnings from intensive and extensive vegetable production and innovators. Having access to a large and diverse market with insights to new farming techniques and sustainable practices which will improve efficiency of our vegetable business. Seeing what new and exciting technology is out there waiting to be utilised. Come back to New Zealand fired up, motivated and ready to implement those new ideas.

## DELEGATE(S):



**MARIA SOLOVERA**

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Palmerston North, New Zealand | [Email](#) | [LinkedIn](#)

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**ADAM JORY**

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Levin, New Zealand | [Email](#) | [LinkedIn](#)

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# LEADERBRAND PRODUCE LTD

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

**About Us:** Fresh vegetables (broccoli, lettuce, sweet corn, squash, watermelons, asparagus), processed vegetables (salads, slaws, retorted sweet corn and beetroot), wine grapes and wine, for New Zealand and export markets.

**Purpose:** To view agritech and grower innovations related to improving sustainability of horticultural production and processing, grow agroecology connections at Biological Summit (I am Chair of Industry Stakeholder Advisory Group for A Lighter Touch programme [www.a-lighter-touch.co.nz](http://www.a-lighter-touch.co.nz)). Innovations and practices in crop production and postharvest handling that support reduced environmental impact.

**Objectives:** Outdoor vegetable production, post-harvest handling and processing

## DELEGATE(S):



### STUART DAVIS

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Auckland, New Zealand | [Email](#) | [LinkedIn](#)

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# PERFECT PRODUCE

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

**About Us:** We grow leafy green vegetables such as spinach, coriander and different types of lettuces

**Purpose:** To Learn more about the the market and gain experience and knowledge in being innovative and farming  
I would like to see as much as I can, and looking forward to seeing other growers and what they grow and the technology they use

**Objectives:** I'm interested in vegetable crops such as lettuce and leafy greens

## DELEGATE(S):



### CAMERON FONG

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