

# CALIFORNIA

# MARKET IMMERSION

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## 2023 NEW ZEALAND DELEGATION INFORMATION & ITINERARY

 [Photo Album link](#)

## **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



## Site Visits

Site Name	Key Contact	Email	LinkedIn
 <b>California State Government</b>	<b>Josh Eddy</b> Executive Director at CA Department of Food and Agriculture	<a href="mailto:josh.eddy@cdfa.ca.gov">josh.eddy@cdfa.ca.gov</a>	<a href="#">LinkedIn</a>
	<b>Maria Onorato</b> Foreign Direct Investment Program Manager at GO-Biz	<a href="mailto:maria.onorato@gobiz.ca.gov">maria.onorato@gobiz.ca.gov</a>	<a href="#">LinkedIn</a>
	<b>Haylon Smith</b> Trade Commissioner, LA New Zealand Trade & Enterprise	<a href="mailto:Haylon.Smith@nzte.govt.nz">Haylon.Smith@nzte.govt.nz</a>	<a href="#">LinkedIn</a>
 <b>UC Davis</b>	<b>Gabe Youtsey</b> VP of Innovation for UC ANR	<a href="mailto:gdyoutsey@ucanr.edu">gdyoutsey@ucanr.edu</a>	-
	<b>Melissa Haworth</b> Senior Director, Corporate and Foundation Engagement	<a href="mailto:mdhaworth@ucdavis.edu">mdhaworth@ucdavis.edu</a>	<a href="#">LinkedIn</a>
	<b>Brad Hanson</b> Researcher at University of California, Davis	<a href="mailto:bhanson@ucdavis.edu">bhanson@ucdavis.edu</a>	-
	<b>Dan Frank</b> Lecturer at University of California, Davis	<a href="mailto:dafrank@ucdavis.edu">dafrank@ucdavis.edu</a>	<a href="#">LinkedIn</a>
	<b>Louise Ferguson</b> Extension Specialist: Plant Sciences	<a href="mailto:lferguson@ucdavis.edu">lferguson@ucdavis.edu</a>	<a href="#">LinkedIn</a>
 <b>Black Stallion Winery</b> <b>Delicato Family Wines</b>	<b>Lindsay Moorhead</b> , Director ESG & Sustainability	<a href="mailto:Lindsay.Moorhead@delicato.com">Lindsay.Moorhead@delicato.com</a>	<a href="#">LinkedIn</a>
	<b>Ralf Holdenreid</b> Director Winemaking	<a href="mailto:Ralf.Holdenried@delicato.com">Ralf.Holdenried@delicato.com</a>	<a href="#">LinkedIn</a>
	<b>Grant Cremers</b> General Manager - Central Coast Operations	<a href="mailto:Grant.Cremers@delicato.com">Grant.Cremers@delicato.com</a>	<a href="#">LinkedIn</a>
	<b>Brent Dodd</b> Director Corporate Communications	<a href="mailto:DBrent.Dodd@delicato.com">DBrent.Dodd@delicato.com</a>	<a href="#">LinkedIn</a>
	<b>David Hayman</b> VP Winegrowing	<a href="mailto:David.Hayman@delicato.com">David.Hayman@delicato.com</a>	<a href="#">LinkedIn</a>
 <b>Wine Institute</b>	<b>Allison Jordan</b> Vice President, Environmental Affairs	<a href="mailto:ajordan@wineinstitute.org">ajordan@wineinstitute.org</a>	<a href="#">LinkedIn</a>
	<b>Roy Butler</b> Certification Coordinator, CA Sustainable Winegrowing Alliance	<a href="mailto:roy@sustainablewinegrowing.org">roy@sustainablewinegrowing.org</a>	<a href="#">LinkedIn</a>
	<b>Noelle Cremers</b> Director, Environmental and Regulatory Affairs	<a href="mailto:ncremers@wineinstitute.org">ncremers@wineinstitute.org</a>	<a href="#">LinkedIn</a>
 <b>To Kalon Vineyard</b> <b>Constellation Brands</b>	<b>Matt McGinness</b> GM/VP Environmental Sustainability Global Wine & Spirits	<a href="mailto:matt.mcginness@cbrands.com">matt.mcginness@cbrands.com</a>	<a href="#">LinkedIn</a>
	<b>Blake Wood</b> Director of Operation	<a href="mailto:blake.wood@cbrands.com">blake.wood@cbrands.com</a>	<a href="#">LinkedIn</a>
 <b>Plug and Play</b>	<b>Jackie Hernandez</b> Innovation Strategy & Founding Member	<a href="mailto:jackie@pnptc.com">jackie@pnptc.com</a>	<a href="#">LinkedIn</a>
	<b>Robert Grey</b> Corporate Partnerships Manager	<a href="mailto:r.grey@pnptc.com">r.grey@pnptc.com</a>	<a href="#">LinkedIn</a>
	<b>Bow Rodgers</b> Advisor in Residence	<a href="mailto:bow@pnptc.com">bow@pnptc.com</a>	<a href="#">LinkedIn</a>
<b>Thrive by SVG</b>	<b>John Hartnett</b> Founder & CEO - SVG Ventures	<a href="mailto:john.Hartnett@svgventures.com">john.Hartnett@svgventures.com</a>	<a href="#">LinkedIn</a>
 <b>Kubota Innovation Centre -</b> <b>Silicon Valley</b>	<b>Koji Hasegawa</b> GM of Kubota Innovation Center	<a href="mailto:koji.hasegawa2@kubota.com">koji.hasegawa2@kubota.com</a>	<a href="#">LinkedIn</a>
	<b>Akiko Kawai</b> Manager of Kubota Innovation Center	<a href="mailto:akiko.kawai@kubota.com">akiko.kawai@kubota.com</a>	<a href="#">LinkedIn</a>
<b>Triangle Farms</b>	<b>Josh Roberts</b> President	-	<a href="#">LinkedIn</a>
<b>Nature's Reward</b>	<b>Mark Mason</b> Grower	-	<a href="#">LinkedIn</a>
<b>Pacific Ag Rentals</b>	<b>Bart Walker</b> Owner	<a href="mailto:bartleywalker@pacificagrentals.com">bartleywalker@pacificagrentals.com</a>	-

Site Name	Key Contact	Email	LinkedIn
Duda	Josh Ruiz Grower	-	-
Western Growers Centre for Innovation and Technology Startups	<b>KipTraq</b> - Bryan Banks <b>Carbon Robotics</b> Brett Goodwin <b>Carbon Robotics</b> Jaime Eltit <b>Carbon Robotics</b> Tim Mahoney <b>Verdant</b> Curtis Garner <b>FarmWise</b> Todd Rinkenberger <b>LahakX</b> Eylon Sorek <b>GeoVisual Analytics</b> Charles McGregor <b>Agrology</b> Charlie Dubbe <b>Bio Ag &amp; Horticulture</b> James McClain <b>Naio Technologies</b> Gaetan Severac <b>FieldClock</b> Logan August <b>SWAN Systems</b> Shannon Rinkenberger <b>Boost Biomes</b> Jamie Bache	<a href="mailto:bryan@kiptraq.com">bryan@kiptraq.com</a> <a href="mailto:brettg@carbonrobotics.com">brettg@carbonrobotics.com</a> <a href="mailto:jaime@carbonrobotics.com">jaime@carbonrobotics.com</a> <a href="mailto:tim@carbonrobotics.com">tim@carbonrobotics.com</a> <a href="mailto:curtis@verdantrobotics.com">curtis@verdantrobotics.com</a> <a href="mailto:todd.rinkenberger@farmwise.io">todd.rinkenberger@farmwise.io</a> <a href="mailto:eylon@lahakx.com">eylon@lahakx.com</a> <a href="mailto:charles.mcgregor@geovisual-analytics.com">charles.mcgregor@geovisual-analytics.com</a> <a href="mailto:charlie@agrology.ag">charlie@agrology.ag</a> <a href="mailto:jim.mcclain1842@sbcglobal.net">jim.mcclain1842@sbcglobal.net</a> <a href="mailto:gaetan@naio-technologies.com">gaetan@naio-technologies.com</a> <a href="mailto:logan@fieldclock.com">logan@fieldclock.com</a> <a href="mailto:shannon.rinkenberger@swansystems.com">shannon.rinkenberger@swansystems.com</a> <a href="mailto:jb@boostbiomes.com">jb@boostbiomes.com</a>	
Western Growers	<b>Walt Duflock</b> <b>Emily Lyons</b>	<a href="mailto:WDuflock@wga.com">WDuflock@wga.com</a> <a href="mailto:elyons@wga.com">elyons@wga.com</a>	<a href="#">LinkedIn</a> -
Wharf42	<b>Peter Wren-Hilton</b> CEO	<a href="mailto:peter@wharf42.co.nz">peter@wharf42.co.nz</a>	<a href="#">LinkedIn</a>
Stout Agtech	<b>Brent Shedd</b> CEO	<a href="mailto:brentshedd@stout.ai">brentshedd@stout.ai</a>	<a href="#">LinkedIn</a>
Hartnell Alisal Campus	-	-	-
Rancho Cielo & Lunch	-	-	-
Braga Barn	<b>Eric Morgan</b>	<a href="mailto:Eric.Morgan@bragafresh.com">Eric.Morgan@bragafresh.com</a>	<a href="#">LinkedIn</a>
Driscoll Berries	<b>Scott Komar</b> Senior VP, Global R&D <b>Matt Hoffman</b> Innovation	- -	<a href="#">LinkedIn</a> <a href="#">LinkedIn</a>
Taylor Farms Processing Plant	<b>Cayetano (Tano) Padilla</b>	<a href="mailto:capadilla@taylorfarms.com">capadilla@taylorfarms.com</a>	-
Woolf Farms	<b>Stuart Woolf</b> President and CEO of Woolf Farming & Processing	-	-
Terranova Ranch	<b>Don Cameron</b>	-	<a href="#">LinkedIn</a>
Reedley College	<b>Carl Casale</b> Investor <b>Lee Vetsch</b> Investor	<a href="mailto:carl.casale@casaleag.com">carl.casale@casaleag.com</a> <a href="mailto:lee.vetsch@ospraie.com">lee.vetsch@ospraie.com</a>	<a href="#">LinkedIn</a> <a href="#">LinkedIn</a>

Site Name	Key Contact	Email	LinkedIn
HMC Farms	<b>Harold McClarty</b> Western Growers Board Member	-	-
	<b>Drew Ketelsen</b>	-	<a href="#">LinkedIn</a>
	<b>Jon McClarty</b> Production Manager	-	<a href="#">LinkedIn</a>
Mulholland Citrus	<b>Tom Mulholland</b> (Owner of Mulholland Citrus)	-	-
UC Kearney	-	-	-

## New Zealand Company Details






NZ company	Key Contact	Location	Email   LinkedIn
<b>LeaderBrand Produce Ltd</b>	Stuart Davis	Auckland, New Zealand	<a href="#">Email</a>   <a href="#">LinkedIn</a>
<b>Perfect Produce co ltd</b>	Cameron Fong	Auckland, New Zealand	<a href="#">Email</a>   <a href="#">LinkedIn</a>
<b>Woodhaven Gardens Ltd.</b>	Adam Jory Maria Solovera	Levin, New Zealand Palmerston North, New Zealand	<a href="#">Email</a>   <a href="#">LinkedIn</a> <a href="#">Email</a>   <a href="#">LinkedIn</a>
<b>Callaghan Innovation</b>	Simon Yarrow Andrew Cameron Kevin O'Reilly	Auckland, New Zealand Wellington, New Zealand New Plymouth, New Zealand	<a href="#">Email</a>   <a href="#">LinkedIn</a> <a href="#">Email</a>   <a href="#">LinkedIn</a> <a href="#">Email</a>   <a href="#">LinkedIn</a>
<b>Vegetables New Zealand Inc</b>	Antony Heywood	Wellington, New Zealand	<a href="#">Email</a>   <a href="#">LinkedIn</a>
<b>Plant &amp; Food Research</b>	Miriam Hall Cynthis Lund	Auckland, New Zealand	<a href="#">Email</a>   <a href="#">LinkedIn</a>
<b>H2Ortigator</b>	Brendan Hamilton	Napier, New Zealand	<a href="#">Email</a>   <a href="#">LinkedIn</a>
<b>Hydroxsys (NZ) Ltd</b>	Chris Macbeth	Auckland, New Zealand	<a href="#">Email</a>   <a href="#">LinkedIn</a>
<b>Machines at Work</b>	Sean Walters	Auckland, New Zealand	<a href="#">Email</a>   <a href="#">LinkedIn</a>
<b>Nanobubble Agrietch</b>	Leon Power	New Plymouth, New Zealand	<a href="#">Email</a>   <a href="#">LinkedIn</a>
<b>Waikaitu limited</b>	Alexander Pressman	Nelson, New Zealand	<a href="#">Email</a>   <a href="#">LinkedIn</a>
<b>Murphy's New Zealand</b>	John Murphy	Nelson, New Zealand	<a href="#">Email</a>   <a href="#">LinkedIn</a>
<b>BioStart</b>	Jerome Demmer Jacqueline Knight	Paparoa, New Zealand Paparoa, New Zealand	<a href="#">Email</a>   <a href="#">LinkedIn</a> <a href="#">Email</a>   <a href="#">LinkedIn</a>
<b>Lincoln Agritech</b>	Joanna Costello	Christchurch, New Zealand	<a href="#">Email</a>   <a href="#">LinkedIn</a>




Australian Company Details



[https://agritechactivator.co.nz/assets/events/california\\_market\\_immersion/presentations/2023-agrifutures-growag-immersion-tour\\_booklet.pdf](https://agritechactivator.co.nz/assets/events/california_market_immersion/presentations/2023-agrifutures-growag-immersion-tour_booklet.pdf)

**Day 1 | Sunday 11 June 2023**

-  **Start at:** 🏠 Holiday Inn and Suites, San Francisco
-  **Breakfast:** At hotel
-  **Lunch:** No plan
-  **Dinner:** Urban Roots Brewery & Smokehouse (<https://www.urbanrootsbrewing.com/>)
-  **End at:** 🏠 Kimpton Sawyer Hotel, Sacramento

-  **Dress Code:** You do you!
-  **Day's Activities:** All times are in local time
-  **Bus Driver:** Hop On

 **Joining Delegation:**

- Haylon Smith - NZTE (in Sacramento)
- Brendan Hamilton
- Maria Solvera
- Simon Yarrow
- Miriam Hall
- Alex Pressman
- Andrew Cameron
- Antony Heywood
- Kevin O'Reilly
- Cameron Fong
- Chris Macbeth
- Stuart Davis
- Adam Jory

 **On Delegation**

- 13 people

 **Leaving Delegation:**

- No one

**18:30 - 🍷 Dinner at Urban Roots Brewery & Smokehouse with full cohort and NZTE**





**Day 2 | Monday 12 June 2023**

- Start at:** 🏠 Kimpton Sawyer Hotel, Sacramento
- Breakfast:** ☕ Chicory Coffee and Tea
- Lunch:** 🍞 Panera Bread (609 3rd St, Davis)
- Dinner:** 🍽️ Oxbow Public Markets - <https://oxbowpublicmarket.com/>
- End at:** 🏠 Holiday Inn Express & Suites - Napa Valley, Napa Valley

- Dress Code:** 👔 Summer / Business attire - polo & chinos / shirt and jeans
- Day's Activities** - 📅 All times are in local time
- Bus Driver:** 🚌 Hop On

**Joining Delegation:**

- Sean Waters

**On Delegation**

- 14 people

**Leaving Delegation:**

- Haylon Smith - NZTE
- 

**07:30 - Hotel Checkout, load bags in bus, meet in foyer**

**08:00 - 🚶 Walk to Chicory Coffee and Tea for breakfast on way to 🏛️ California State Government Building**

*Chicory Coffee and Tea - Cosy, homey coffeehouse with knick knacks, a fireplace & a menu of smoothies & pastries.*

*Chicory Coffee and Tea: [Google Maps](#)*

*State Government Building: [Google Maps](#)*

**09:00 - Visit 🏛️ California State Government Building**

*Meeting with California government state representatives and New Zealand Trade and Enterprises*

**09:15 - 09:30 - Check-in** at the Security Desk on Arrival, the auditorium is located just past security.

**09:30 - 10:10 AM - Overview presentation on California agriculture from Josh Eddy**

Executive Director at CA Department of Food and Agriculture

[LinkedIn](#) | [josh.eddy@cdfa.ca.gov](mailto:josh.eddy@cdfa.ca.gov)



**10:10 - 10:30 AM - Overview of programs to support international investment services for foreign firms in the ag tech space from**

**Maria Onorato** Foreign Direct Investment Program Manager at GO-Biz

[LinkedIn](#) | [maria.onorato@gobiz.ca.gov](mailto:maria.onorato@gobiz.ca.gov)



**10:30 - 11:30 - NZTE market introduction session**

**Haylon Smith** Trade Commissioner - Los Angeles at New Zealand Trade and Enterprise

[LinkedIn](#) | [Haylon.Smith@nzte.govt.nz](mailto:Haylon.Smith@nzte.govt.nz) |



**11:30 - 🚌 Bus transfer to 🎓 UC Davis**

*But to collect from California State Government meeting location. Lunch stop at Panera Bread, Davis.*



**12:30 - Visit 🎓 UC Davis**

UC Davis is a top-tier public university ranked 1st in the nation in agriculture. UC originated VINE which is a connected community of innovators and resources. With clusters of resources around the region that sustainable agriculture and food innovators can leverage, including incubators, research labs, field testing facilities, mentors and industry experts.

**12:45 - UC Davis Overview**

**Melissa Haworth** UC Davis: Senior Director, Corporate and Foundation Engagement

[LinkedIn](#) | [mdhaworth@ucdavis.edu](mailto:mdhaworth@ucdavis.edu)

**13:00 - Field tour/overview** (<https://www.plantsciences.ucdavis.edu/people/brad-hanson>)

**Brad Hanson**

[bhanson@ucdavis.edu](mailto:bhanson@ucdavis.edu)



**14:00 - Visit to Western Ag Equipment Center** - Dan/his facility helped support one of the winning teams in the recent Farm Robotics Challenge - [more here](#)

**Dan Frank** Lecturer at University of California, Davis

[LinkedIn](#) | [dafrank@ucdavis.edu](mailto:dafrank@ucdavis.edu)



**14:00 - Visit to Pistachio Farm**

**Louise Ferguson** UC Davis: Extension Specialist at University of California Davis: Plant Sciences

[LinkedIn](#) | [lferguson@ucdavis.edu](mailto:lferguson@ucdavis.edu)











18:30 - 🚌 Bus to dinner at Oxbow Public Market (<https://oxbowpublicmarket.com/>)

21:00 - 🚌 Bus to 🏠 Holiday Inn Express & Suites - Napa Valley, Napa Valley



**Day 3 | Tuesday 13 June 2023**

 **Start at:** 🏠 Holiday Inn Express & Suites - Napa Valley, Napa Valley  
 **Breakfast:** At hotel  
 **Lunch:** Bouchon Bakery & Oakville Grocer  
 **Dinner:** Mexican Buffet - San Jose at the Hotel  
 **End at:** 🏠 DoubleTree by Hilton Hotel Campbell - Pruneyard Plaza, San Jose

 **Dress Code:** Neat casual. Check clothing requirements for farm visits (e.g. closed shoes)  
 **Day's Activities** - All times are in local time  
 **Bus Driver:** Mohamed

 **Joining Delegation:**

- Cynthia Lund

 **On Delegation**

- 14 people

 **Leaving Delegation:**

- No one
- 

**Wine Institute - Connections we didn't meet, but well worth making**

**Allison Jordan** Vice President, Environmental Affair  
Wine Institute  
[LinkedIn](#) | [ajordan@wineinstitute.org](mailto:ajordan@wineinstitute.org)

**Roy Butler** Certification Coordinator  
California Sustainable Winegrowing Alliance  
[LinkedIn](#) | [roy@sustainablewinegrowing.org](mailto:roy@sustainablewinegrowing.org)

**Noelle Cremers** Director, Environmental and Regulatory Affairs  
Wine Institute  
[LinkedIn](#) | [ncremers@wineinstitute.org](mailto:ncremers@wineinstitute.org)

**09:30 - Farm Visit:** 🍇 **Black Stallion Winery - Delicato Family Wines**

*To make great wine, a winemaker must have a deep familiarity with each lot of freshly pressed juice. At Black Stallion, the search for greatness means boots in the vineyard, checking on vine growth and grape development all year long. It means tasting grapes rather than looking at lab reports to determine the perfect moment to pick. It means harvesting and sorting fruit by hand. Black Stallion Winery's small scale means that each lot of grapes that arrives at harvest is treated individually, and receives a unique upbringing to bring out its full potential for excellence.*

**09:30** Arrive @ Black Stallion/ Welcome & Intros Lindsay Moorhead - Everyone

**09:45** Standing Tasting with Ralf Holdenreid

**10:30** Walking Tour of Black Stallion Estate Vineyard & Winery with Grant Cremers & Ralf Holdenreid

**11:00** Wrap-up & Conclusion with Lindsay Moorhead

**11:15** Loading Up / Departure for To Kalon Vineyard – Constellation Brands

**Lindsay Moorhead** Director ESG & Sustainability  
[LinkedIn](#) | [Lindsay.Moorhead@delicato.com](mailto:Lindsay.Moorhead@delicato.com)

Presentation - [About the Wine Maker - Ralf](#)

Presentation - [Schedule](#)

Presentation - [Sustainability](#)

**Ralf Holdenreid** Director Winemaking

[LinkedIn](#) | [Ralf.Holdenried@delicato.com](mailto:Ralf.Holdenried@delicato.com) | [Bio](#)



**Grant Cremers** General Manager - Central Coast Operations

[LinkedIn](#) | [Grant.Cremers@delicato.com](mailto:Grant.Cremers@delicato.com)



**Brent Dodd** Director Corporate Communications

[LinkedIn](#) | [DBrent.Dodd@delicato.com](mailto:DBrent.Dodd@delicato.com)

**David Hayman** VP Winegrowing

[LinkedIn](#) | [David.Hayman@delicato.com](mailto:David.Hayman@delicato.com)







**11:30 - 🚌 Bus transfer to 🍇 To Kalon Vineyard - Constellation Brands**

*Morning tea at Bouchon Bakery*

**12:30 - Farm Visit: 🍇 To Kalon Vineyard - Constellation Brands**

*Deep in the heart of Napa Valley, H.W. Crabb planted a vast empire of vines in the 1860s. Eventually it grew thick with grapes, orange trees, and Italian chestnuts. So rich was it with life and bounty that Crabb nobly bestowed upon the wine produced from the vineyard the Greek name "To Kalon", or "highest beauty".*

*Today, To Kalon Vineyard Company is dedicated to crafting unique expressions of Cabernet Sauvignon from this storied place.*

**12:30** Meet at barn located 1421 Walnut Lane, Oakville, CA

**12:40** Introductions, equipment/shop tour, review vineyard farm plan, organics, EUR program

**13:30** Vineyard tour

**Matt McGinness**

**GM/VP Environmental Sustainability Global Wine & Spirits**

[LinkedIn](#) | [matt.mcginness@cbrands.com](mailto:matt.mcginness@cbrands.com)



**Blake Wood**

**Director of Operations**

[LinkedIn](#) | [blake.wood@cbrands.com](mailto:blake.wood@cbrands.com)



**19:00 - Dinner Mexican Buffet at 🏨 DoubleTree by Hilton Hotel Campbell - Pruneyard Plaza, San Jose**




**Day 4 | Wednesday 14 June 2023**


 **Start at:** 🏠 DoubleTree by Hilton Hotel Campbell - Pruneyard Plaza, San Jose

 **Breakfast:** At hotel

 **Lunch:** Catered lunch with the SVG team

 **Dinner:** Pruneyard Hotel - BBQ at the Hotel

 **End at:** 🏠 DoubleTree by Hilton Hotel Campbell - Pruneyard Plaza, San Jose

 **Dress Code:** Summer / Business attire - polo & chinos / shirt and jeans

 **Day's Activities** - All times are in local time

 **Bus Driver:** Luis

 **Joining Delegation:**

- No one

 **On Delegation**

- 14 People

 **Leaving Delegation:**

- Alex Pressman
  - Cynthia Lund
- 

**09:00** -  **Bus transfer to**  **Plug and Play**

**09:30** - **Visit**  **Plug and Play - 440 N. Wolfe Rd, Sunnyvale, CA 94085**

*Plug and Play is creating the world's most effective Agtech platform to find and develop new applications in automation, analytics, sustainability, and supply chain. From automation and robotics to connected livestock, discover the next generation of farming.*

**09:30** - Tour of Plug and Play

**10:00** - Startup Presentation from Bow Rodger (see below)

**10:30** - [Plug and Play Presentation](#)

**11:00** - Open Innovation in Silicon Valley

**Jackie Hernandez** Innovation Strategy & Founding Member of Plug and Play Tech Center

[LinkedIn](#) | [jackie@pnptc.com](mailto:jackie@pnptc.com) |



**Robert Grey** Corporate Partnerships Manager

[LinkedIn](#) | [r.grey@pnptc.com](mailto:r.grey@pnptc.com)



**Bow Rodgers** Advisor in Residence

[LinkedIn](#) | [bow@pnptc.com](mailto:bow@pnptc.com)



### **Start Up Presentation - How to get into US Market by Bow Rogers**

- Get a customer
- Align with other companies you work with that have U.S customers to begin engaging
- Get a U.S address (Plug and Play Tech Center - short term)
- Respond to U.S RFPs and Initial Order Evaluation
- Attend U.S conferences, trade shows to meet / pitch buyers
- For LLC, subsidiary company
- Promote your U.S subsidiary company (Social Media, PR etc.)
- Must register your company with Federal and State

### **11:30 - 🚌 Bus transfer to 📈 Thrive by SVG Ventures**

*Catered lunch with the SVG team*

### **12:30 - Lunch and introduction to 📈 Thrive by SVG Ventures**

*Thrive by SVG Ventures are a venture & innovation platform advancing the food and agriculture industries. They work with leading corporations, startups, universities, and growers to solve the biggest challenges facing the food and agriculture industries.*

**John Hartnett** Founder & CEO - SVG Ventures

[LinkedIn](#) | [john.Hartnett@svgventures.com](mailto:john.Hartnett@svgventures.com) | [Presentation](#)  
<https://thriveagrifood.com/events/2023-global-impact-summit/>



**14:00 - Introduction to 🚗 Kubota Innovation Centre - Silicon Valley**

Presentation - [Overview of Kubota Innovation Center Silicon Valley](#)

**Koji Hasegawa** GM of Kubota Innovation Center Silicon Valley

[LinkedIn](#) | [koji.hasegawa2@kubota.com](mailto:koji.hasegawa2@kubota.com)



**Akiko Kawai** Manager of Kubota Innovation Center Silicon Valley

[LinkedIn](#) | [akiko.kawai@kubota.com](mailto:akiko.kawai@kubota.com) | [Presentation](#)



**19:00 🍷 Antony birthday dinner at 🏨 DoubleTree by Hilton Hotel Campbell - Pruneyard Plaza, San Jose**



**Day 5 | Thursday 15 June 2023**


 **Start at:**  DoubleTree by Hilton Hotel Campbell - Pruneyard Plaza, San Jose

 **Breakfast:** At hotel

 **Lunch:** Deli sandwiches delivered to Pacific Ag Rentals

 **Dinner:** No plan

 **End at:**  DoubleTree by Hilton Hotel Campbell - Pruneyard Plaza, San Jose

 **Dress Code:** Market Immersion T-Shirt - Check clothing requirements for farm visits (e.g. closed shoes)

 **Day's Activities** - *All times are in local time*

 **Bus Driver:** Luis

 **Joining Delegation:**

- Rob Poole
- Walt Dufflock

 **On Delegation**

- 14 people

 **Leaving Delegation:**

- Rob Poole
- 

**07:00** -  Bus transfer to  Triangle Farms

**08:30** - Meet at McDonalds Soledad for restrooms - 1215 Front St, Soledad, CA 93960

**09:00** - Triangle Farms with

**Josh Roberts**

[LinkedIn](#)



**10:30** - Nature's Reward with Mark Mason

32701 Silliman Rd, Soledad, CA 93960

[LinkedIn](#)



**12:00 - Lunch @ Pacific Ag Rentals with Bart Walker**

4 Harris Rd, Salinas, CA 93908

[bartleywalker@pacificagrentals.com](mailto:bartleywalker@pacificagrentals.com)



**14:30 - Duda / Josh Ruiz**

Western Growers Centre for Innovation & Technology

150 Main St. Suite 130 Salinas CA 93901

<no contact details>





**15:00 - Western Growers Centre for Innovation and Technology Startups**

**15:00 - KipTraq**

Bryan Banks - [bryan@kiptraq.com](mailto:bryan@kiptraq.com)



**15:45 - Carbon Robotics**

Brett Goodwin - [brettg@carbonrobotics.com](mailto:brettg@carbonrobotics.com)

Jaime Eltit - [jaime@carbonrobotics.com](mailto:jaime@carbonrobotics.com)

Tim Mahoney - [tim@carbonrobotics.com](mailto:tim@carbonrobotics.com)



**16:00 - Verdant**

Curtis Garner - [curtis@verdantrobotics.com](mailto:curtis@verdantrobotics.com)



**16:15 - FarmWise**

Todd Rinkenberger - [todd.rinkenberger@farmwise.io](mailto:todd.rinkenberger@farmwise.io)



**16:30 - LahakX**

Eylon Sorek - [eylon@lahakx.com](mailto:eylon@lahakx.com)



**17:00 - GeoVisual Analytics**

Charles McGregor - [charles.mcgregor@geovisual-analytics.com](mailto:charles.mcgregor@geovisual-analytics.com)





**17:10 - 🚌 Bus transfer to 🏨 DoubleTree by Hilton Hotel Campbell - Pruneyard Plaza, San Jose**


**18:30 - Arrive hotel**


*Free time*



**Day 6 | Friday 16 June 2023**

 **Start at:**  DoubleTree by Hilton Hotel Campbell - Pruneyard Plaza, San Jose

 **Breakfast:** At hotel

 **Lunch:** Great British Bake Shop Box Lunches -

 **Dinner:** No plan - see recommended locations

 **End at:**  Holiday Inn and Suites, San Francisco

 **Dress Code:** Neat casual. Check clothing requirements for farm visits (e.g. closed shoes)

 **Day's Activities** - *All times are in local time*

 **Bus Driver:** Luis

 **Joining Delegation:**

- *No one*

 **On Delegation**

- *13 people*

 **Leaving Delegation:**

- *Sean Waters*
  - *Antony Heywood*
  - *Stuart Davies*
- 

**07:00 - Hotel Checkout**

**07:30 -  Bus transfer to Salinas**

**09:00 - Stout Agtech**

**Brent Shedd**

90 Monterey Salinas Hwy, Salinas, CA 93908

[Linked In](#) | [Email](#)



**10:30AM - Hartnell Alisal Campus**

1752 E Alisal St, Salinas, CA 93905

[Linked In](#) | [Email](#)



**12PM - Rancho Cielo & Lunch**

710 Old Stage Rd, Salinas, CA 93908



[Linked In](#) | [Email](#)



**14:30 - 🚌 Bus transfer to 🏨 Holiday Inn and Suites, San Francisco**





**Day 7 | Saturday 17 June 2023**

 **Start at:**  Holiday Inn and Suites, San Francisco

 **Breakfast:** At hotel

 **Lunch:** No plan

 **Dinner:** The Topsy Pig

 **End at:**  Holiday Inn and Suites, San Francisco

 **Dress Code:** You do you!

 **Day's Activities** - *All times are in local time*

 **Joining Delegation:**

- Jerome Demmer
- Jacqueline Knight

 **On Delegation**

- 12 people








 **Leaving Delegation:**




- No one
- 




**All Day - Free time**

*Explore the city at your leisure*

**Day 8 | Sunday 18 June 2023**

-  **Start at:**  Holiday Inn and Suites, San Francisco
-  **Breakfast:** At hotel
-  **Lunch:** River Inn General Store - Big Sur
-  **Dinner:** Alvarado Street Brewery
-  **End at:**  Hyatt Regency Monterey Hotel and Spa, Monterey

-  **Dress Code:** You do you!
-  **Day's Activities** - *All times are in local time*
-  **Bus Driver:** Leo

-  **Joining Delegation:**
- *Antony Heywood*
  - *Stuart Davies*
-  **On Delegation**
- *14 people*
-  **Leaving Delegation:**
- *No one*
- 

**09:00** -  **Bus trip to Big Sur and onto accommodation**

**11:30** - Hotel Luggage Drop and bathroom break

**12:00** - Head to Big Sur

**01:00** - Lunch at Big Sur River Inn and stroll around Big Sur

Stop at Bixby Bridge for Picture

Stop at Point Lobos State Park on the way back spend 30 minutes walking around



Self guided walking tour of Carmel-by-the-Sea

**19:30** - **Dinner: Alvarado Street Brewery**






**Day 9 | Monday 19 June 2023**

 **Start at:**  Hyatt Regency Monterey Hotel and Spa, Monterey

 **Breakfast:** At hotel

 **Lunch:** Catered

 **Dinner:** No plan

 **End at:**  Hyatt Regency Monterey Hotel and Spa, Monterey

 **Dress Code:** Neat casual. Check clothing requirements for farm visits (e.g. closed shoes)

 **Day's Activities** - All times are in local time

 **Bus Driver:** Leo

 **Joining Delegation:**

- Joanna Costello
- Alex Pressman
- Cynthia Lund

 **On Delegation**

- 17 people

 **Leaving Delegation:**

- No one
- 

**07:45** -  **Bus transfer to**  **Salinas**

**10:00 - Braga Barn - 33750 Moranda Road, Soledad**

Multiple regenerative demonstrations

**Eric Morgan**

90 Monterey Salinas Hwy, Salinas, CA 93908

[LinkedIn](#) | [email](#)



**12:15 - Lunch at Braga Barn (33750 Moranda Rd, Soledad, CA 93960)**

**13:00**  **Bus transfer to Triangle Farms**

Verdant Robotics machine on Josh Roberts (Triangle Farms) to see with Brad

Brad

<no contact details>



**14:00** 🚌 Bus transfer to Taylor Building

**14:30 - Western Growers Start Up Pitch Session at Taylor Building**

**14:30 - Agrology**

Charlie Dubbe - [charlie@agrology.ag](mailto:charlie@agrology.ag)

**14:50 - Bio Ag & Horticulture -**

James McClain - [jim.mcclain1842@sbcglobal.net](mailto:jim.mcclain1842@sbcglobal.net)

**15:10 - Naio Technologies -**

Gaetan Severac - [gaetan@naio-technologies.com](mailto:gaetan@naio-technologies.com)

**15:30 - FieldClock -**

Logan August - [logan@fieldclock.com](mailto:logan@fieldclock.com)

**15:50 - SWAN Systems -**

Shannon Rinkenberger - [shannon.rinkenberger@swansystems.com](mailto:shannon.rinkenberger@swansystems.com)

**16:10 - Boost Biomes -**



Jamie Bacher - [jb@boostbiomes.com](mailto:jb@boostbiomes.com)

**17:00 - Networking event: 🍷 2023 Salinas Summit Welcome Event**

**19:00 - NZ Pitch Evening @ Western Growers Innovation Centre**

**21:30 - 🚌 Bus transfer to 🏨 Hyatt Regency Monterey Hotel and Spa, Monterey**

**Day 10 | Tuesday 20 June 2023**


 **Start at:**  Hyatt Regency Monterey Hotel and Spa, Monterey

 **Breakfast:** At hotel

 **Lunch:** Salinas Summit catering

 **Dinner:** Salinas (no plan)

 **End at:**  Hyatt Regency Monterey Hotel and Spa, Monterey

 **Dress Code:** NZ delegation t-shirt (with jeans / business attire)

 **Day's Activities** - All times are in local time

 **Bus Driver:** Leo

 **Joining Delegation:**

- No one

 **On Delegation**

- 15 people

 **Leaving Delegation:**

- No one

 **Kiwis In Salinas**

- Peter Wren-Hilton (Wharf42)
- Stephan Becerra (New Zealand Trade & Enterprise)
- John Murphy (Murphy's New Zealand Ltd.)
- Nathan Balasingham (Indigo Ltd.)
- Jacqui Wren-Hilton (Wharf42)
- Jess Murphy (Murphy's New Zealand Ltd.)
- Usha Amaranathan (Zest Biotech)

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**07:30 -  Bus transfer to  2023 Salinas Summit Day 1**

**08:15 -  2023 Salinas Summit Day 1**

<https://www.salinas-summit.com/program/>.

**Recommended Reading:**

Upstream Ag Insights by Shane Thomas - <https://upstreamaginsights.substack.com/>

Pam Marrone presentation slides [here](#)

A Lighter Touch fact sheet [here](#)

Accelerating Sustainable Pest Management: A Roadmap for California: [here](#)

The Mixing Bowl's 2023 AG BIOLOGICALS LANDSCAPE- [here](#)

**12:15 -  Meet and Greet with Driscoll Berries**

**Scott Komar - Senior VP, Global R&D, Driscolls**

[Linked In](#)



**Matt Hoffman**

[Linked In](#)



**19:00 - 🚌 Bus transfer to Dinner in Monterey - Mexican Joint**



21:00 - 🚌 Bus transfer to 🏨 Hyatt Regency Monterey Hotel and Spa, Monterey

**Day 11 | Wednesday 21 June 2023**


 **Start at:**  Hyatt Regency Monterey Hotel and Spa, Monterey

 **Breakfast:** At hotel

 **Lunch:** Salinas Summit catering

 **Dinner:** Salina (no plan)

 **End at:**  Hyatt Regency Monterey Hotel and Spa, Monterey

 **Dress Code:** Summer / Business attire - polo & chinos / shirt and jeans

 **Day's Activities** - All times are in local time

 **Bus Driver:** Leo

 **Joining Delegation:**

- No one

 **On Delegation**

- 15 people

 **Leaving Delegation:**

- Cynthia Lund

 **Kiwis In Salinas**

- Peter Wren-Hilton (Wharf42)
  - Stephan Becerra (New Zealand Trade & Enterprise)
  - John Murphy (Murphy's New Zealand Ltd.)
  - Nathan Balasingham (Indigo Ltd.)
  - Jacqui Wren-Hilton (Wharf42)
  - Jess Murphy (Murphy's New Zealand Ltd.)
  - Usha Amaranathan (Zest Biotech)
- 

**07:30 -  Bus transfer to  2023 Salinas Summit Day 2 & Taylors Processing Plant**

**08:15 -  2023 Salinas Summit Day 2**

Participation in 2023 Salinas Biological Summit.

<https://www.salinas-summit.com/program/>

**08:15 - Side Trip - Taylor Farms Processing Plant tour**

Guided by Cayetano (Tano) Padilla

[capadilla@taylorfarms.com](mailto:capadilla@taylorfarms.com)



**Videos of interest about Taylor Farms:**

Overview - [TF 2022 Foodservice Virtual Tour - YouTube](#)

Training - [Taylor Farms Training Center Overview - YouTube](#)

Plant Rebuild - [Taylor Farms Foodservice Crop Connection December 2022 Update - YouTube](#)


Start-up Post Fire - [Inside the newly rebuilt Taylor Farms processing plant in Salinas - YouTube](#)


**17:00 -  Bus transfer to  Hyatt Regency Monterey Hotel and Spa, Monterey**





**Day 12 | Thursday 22 June 2023**


 **Start at:**  Hyatt Regency Monterey Hotel and Spa, Monterey

 **Breakfast:** Coffee and some on bus snacks

 **Lunch:** Fairfield Inn

 **Dinner:** Old Schoolhouse (with local growers)

 **End at:**  Fairfield Inn & Suites, Kingsburg

 **Dress Code:** Neat casual. Check clothing requirements for farm visits (e.g. closed shoes)

 **Day's Activities** - All times are in local time

 **Bus Driver:** Leo

 **Joining Delegation:**

- Australian delegation

 **On Delegation**

- 14 people

 **Leaving Delegation:**

- No one
- 

**06:00 - Hotel Checkout and bus transfer to  Marriott Residence Salinas (17215 El Rancho Way, Salinas) for Central Valley Field Trip Day 1**

**06:30 -  Depart Marriott Residence Salinas on Central Valley Field Trip Day 1**

**09:30 - Woolf Farms - [18036 Gale Ave, Huron](#) (Stonefruit, Citrus, Table Grapes)**

**Stuart Woolf, President and CEO of Woolf Farming & Processing**

<https://www.wga.com/board-member/stuart-woolf/>

<no contact details shared>



**11:00 - Terranova Ranch [6729 W. Floral Ave, Helm](#)**

**Don Cameron**

<https://www.wga.com/board-member/don-cameron/>  
[Linked In](#)



**12:45 - Fairfield Inn [216 Ventura Ct, Kingsburg](#)**

- Lunch and Check in

**14:30 - Reedley College [995 N. Reed Ave, Reedley](#)**

**Investors - Carl Casale & Lee Vetsch**

*Attached is the 100 question list that we discussed. As an incentive to complete it, when your start ups "pass the test" and are ready to market in the U.S., if you reach out to Ospraie we will personally consider investing and if we don't we will introduce the company to three other Ag Tech VC's in the U.S. Deal?*

*-Carl*

Article: [100 questions](#)

[LinkedIn](#) | [carl.casale@casaleag.com](mailto:carl.casale@casaleag.com)

Lee Vetsch

[LinkedIn](#) | [lee.vetsch@ospraie.com](mailto:lee.vetsch@ospraie.com)

**Grower - HMC Farms**

Harold McClarty (Western Growers Board Member)

<https://www.wga.com/board-member/harold-mcclarty/>



**Grower - Mulholland Citrus**

Tom Mulholland (Owner of Mulholland Citrus)

<no contact details available - if you have them please share>

**<no photos>**

**17:00 - Old Schoolhouse [1018 S. Frankwood Ave.](#)**




- We will have dinner here and will meet some key local Central Valley growers

**20:00 -  Bus transfer to  Fairfield Inn & Suites, Kingsburg**

- Free time

**Day 13 | Friday 23 June 2023**

-  **Start at:** 🏠 Fairfield Inn & Suites, Kingsburg
-  **Breakfast:** At hotel
-  **Lunch:** UC Kearney
-  **Dinner:** San Francisco
-  **End at:** 🏠 Holiday Inn and Suites, San Francisco

-  **Dress Code:** Neat casual. Check clothing requirements for farm visits (e.g. closed shoes)
-  **Day's Activities** - *All times are in local time*
-  **Bus Driver:** TBC

 **Joining Delegation:**

- No one

 **On Delegation**

- 14 people

 **Leaving Delegation:**

- Simon Yarrow
- Miriam Hall
- Chris Macbeth
- Leon Power

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**06:30 - Hotel Checkout**

**07:00 -  Bus transfer to HMC**

**07:30 - HMC Parking** [13138 S. Bethel Ave. Kingsburg](https://www.google.com/maps/place/13138+S+Bethel+Ave,+Kingsburg,+CA+93238/@36.97583,-120.47583,15z), HMC Farms - Harold - (multi crops)

**Harold McClarty - HMC Farms**

Harold McClarty (Western Growers Board Member)  
<https://www.wga.com/board-member/harold-mcclarty/>

**Drew Ketelsen - HMC Farms**

[LinkedIn](#)



**Jon McClarty - HMC Farms - Production Manager**

[Linked In](#)



**11:00 - UC Kearney**.....[9240 S. Riverbend, Parlier](#)  
No contact details shared

**12:30 - Lunch at UC Kearney**









**13:30 - 🚌 Bus transfer to 🏠 Holiday Inn and Suites, San Francisco (4 hours)**

**17:30 - ✈️ End of California Market Immersion**



## Hotel Summary

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City	Hotel Name	Nightly Rate	Address	Check In	Check Out	Nights
San Francisco	 Holiday Inn and Suites	299	550 North Point Street, San Francisco	Fri 9	Sun 11	2
Sacramento	 Kimpton Sawyer Hotel**	199	500 J Street Sacramento	Sun 11	Mon 12	1
Napa Valley	 Holiday Inn Express & Suites	160	5001 Main St. American Canyon	Mon 12	Tues 13	1
San Jose	 DoubleTree by Hilton Hotel Campbell - Pruneyard Plaza	279	1995 South Bascom Avenue, Campbell	Tues 13	Fri 16	3
San Francisco	 Holiday Inn and Suites	299	550 North Point Street, San Francisco	Fri 16	Sun 18	2
Monterey	 Hyatt Regency Monterey Hotel & Spa	249	1 Old Golf Course Rd, Monterey	Sun 18	Thur 22	4
Kingsburg	 Fairfield Inn & Suites	199	216 Ventura Court, Kingsburg	Thur 22	Fri, 23	1
San Francisco	 Holiday Inn and Suites	299	550 North Point Street, San Francisco	Fri 23	Sat 24	1

\*\* No breakfast supplied at hotel.

