

Potatoes

New Zealand Inc.

2015 Potatoes New Zealand Inc. AGM and Conference

1.15am – 4.30pm, Friday 24th July 2015.
Hotel Ashburton, Ashburton

Contents:

<i>Programme</i>	2
<i>Agenda</i>	3
<i>Remits – Notices of Motion</i>	4 - 5
<i>2014 AGM Minutes</i>	6 - 9
<i>2015 Chairman’s Annual Report</i>	10 - 16
<i>2015 Financials:</i>	
• <i>Statement of Financial Performance</i>	17
• <i>Statement of Movements in Equity</i>	18
• <i>Balance Sheet</i>	19
• <i>Notes to the Financial Statements</i>	20 - 22
• <i>Auditor’s Report</i>	23 - 24
<i>2016 Budget</i>	25 - 27
<i>Speakers Bios and Abstracts</i>	28 - 29

Potatoes

New Zealand Inc.

Conference Programme 2015

7.00AM		CONFERENCE BREAKFAST & REGISTRATION OPENS	
8.15AM <i>Plenary</i>	Industry	Opening Address & AGM	Chair, Potatoes NZ Inc.
8.45AM <i>Keynote</i>	Business	Global Agribusiness Agenda	Ian Proudfoot - KPMG
9.15AM	Export	Fiji Market	Moderator - Simon Hegarty, HEA
<i>Concurrent Sessions</i>	Fresh / Marketing	Potatoes are not the enemy	Sara Colie - Nutritionist
	Seed	Handling Q & A Session	Professor Gary Secor, chaired by Dr Stephen Ogden - NZSPCA Secretary
	On Farm	Irrigation & Infrastructure	Andrew Curtis - Irrigation NZ
9.45AM <i>Plenary</i>	On Farm	Disease Management and Zebra Chip Experiences	Professor Gary Secor, University of Dakota
10.15AM		MORNING TEA	
10.45AM	Export	MRL's	Gisela Irvine - MAS
<i>Concurrent Sessions</i>	Fresh / Marketing	Product Innovation	Food HQ & Innovation Group
	Seed	NZSPCA Grower Meeting	Chaired by Dr Stephen Ogden, NZSPCA Secretary
	On Farm	Irrigation & Infrastructure	Andrew Curtis - Irrigation NZ
11.15AM <i>Plenary</i>	On Farm		Ron Greentree, Australian Grain Grower
12PM	On Farm	Revensdown Update	Mike Manning, Revensdown
<i>Field Trip (packed lunch)</i>		Property Tour	Ross Hewson
		The Storage Hub	Tim Pike, Mid Canterbury Growers
2.30PM		AFTERNOON TEA	
3.00PM <i>Plenary</i>	R & D	R & D Wrap Up	Nick Pyke, FAR
4.00PM <i>Plenary</i>		Closing Address	Chair, Potatoes NZ Inc.

Potatoes

New Zealand Inc.

Annual General Meeting 2015

**8.15am – 8.45am, Friday 24th July 2015.
Valetta/Arrowsmith Room, Hotel Ashburton, Ashburton**

Agenda:

8:15am Potatoes New Zealand Inc. AGM

- Welcome and Introductions
- Apologies
- Obituaries
- Voting and Proxies for AGM Resolutions
- Notices of Motion
- Minutes of 2014 Potatoes NZ Inc. AGM
- Annual Report:
 - Chairman's and Sub-committees' Report
- Potatoes NZ Inc. 2014-2015 Annual Accounts
- Potatoes NZ Inc. 2015-2016 Budget
- Appointment of Auditor
- Election Results
- General Business

8:45am AGM Closes

2014 Potatoes New Zealand Inc.

AGM Notices of Motion

The following motions will be considered at the Potatoes NZ Inc. Annual General Meeting (AGM) being held at the Viaduct Events Centre, Auckland on Tuesday 24th June 2014 at 9:00am.

Motion 1

That the minutes of the AGM of Potatoes New Zealand, held on 31 July 2013 be taken as read and confirmed as a true and correct record of that meeting.

Proposed by the PNZ Inc. Board

Motion 2

That the audited financial statements for the year ended 31 March 2014 be approved.

Proposed by the PNZ Inc. Board

Motion 3

That the Budget for the year ended 31 March 2015 be endorsed, noting that the budget includes no adjustments to Directors' Remuneration.

Proposed by the PNZ Inc. Board

Motion 4

That Grant Thornton, Wellington, be appointed auditors for the year ended 31 March 2015.

Proposed by the PNZ Inc. Board

Motion 5

That Potatoes New Zealand Inc. Board signs the GIA Deed on behalf of the New Zealand potato industry.

Proposed by the PNZ Inc. Board

Explanatory Note

To enable Potatoes NZ to continue to engage in the GIA process, it must prove it has a mandate from the sector to sign the GIA Deed.

The GIA Deed establishes the basis for a transparent, consistent and equitable partnership to improve biosecurity outcomes including engagement across the end-to-end biosecurity system as well as joint decision-making and sharing of costs for agreed readiness and response activities for unwanted organisms.

The Deed provides for the development of Operational Agreements (OAs). These are effectively contracts between parties to a specific agreement to undertake activities that deliver an agreed biosecurity outcome that enhances readiness and/or response.

It is important to understand that as specific costs are agreed in the OA, Potatoes NZ Inc. does not have to commit to any cost shared activities until it signs an Operational Agreement for joint readiness work or until response cost sharing begins in 2017.

- Readiness cost sharing commences from 1 July 2014, with transitional discounts applying to July 2020.
- Response cost sharing commences from 1 July 2017, with funding transition applying from July 2017 to July 2023. Minimum commitments are not eligible for cost-sharing.

As a safeguard to our industry's financial commitment, the Biosecurity Act allows Potatoes NZ Inc. to set a fiscal cap.

As a Deed Signatory, an industry organisation makes a future commitment to:

- Cost share any biosecurity response that it benefits from up to the level of its fiscal cap, starting from mid-2017.
- Pay its share for activities agreed in any Operational Agreement signed with MPI, from mid-2014.

In return, Potatoes NZ gets:

- A seat at the response decision table with MPI and other affected industries, so you can have a say in what will be done when an unwanted organism impacting our industry is found.
- Access to the transitional discounts and the 50% cap on industry's share of readiness and response costs offered to Deed Signatories by government.
- Access to a crown loan (as a last resort) to fund a response up-front, from mid-2017.
- A meeting with MPI at least once a year to work through the potato sector's biosecurity risk profile, discuss how these risks are being managed and discuss whether the risks could be managed better
- A say in how the Deed is implemented through a seat on the Deed Governance Group

What if Potatoes NZ Inc. doesn't sign:

- If PNZ Inc. decides to undertake any readiness activities, it will have to fund these wholly from member levies and will not have access to Government co-funding.
- PNZ Inc. will not have any role in deciding whether a response to a pest incursion is initiated, how that response is carried out, or how much is spent on the programme.
- Government will be able to impose a compulsory biosecurity levy to recover the costs of a response, and PNZ Inc. will have no ability to set maximum limits (fiscal caps) on the amount spent on a response. There is therefore no opportunity to limit the financial liability of the industry or have a say in how a response is conducted.

We understand that many in the industry may still have reservations about paying for a response, being part of the decision-making process offers value – including taking part in decisions to initiate or cease a response.

Potatoes New Zealand Inc.

MINUTES of a meeting of Potatoes New Zealand Inc. held at the Old Town Hall, Wellington on Wednesday 31 July 2013.

PRESENT: Stuart Wright (Chair) presided over 60 growers, guests and visitors.

IN ATTENDANCE: Champak Mehta (CEO, Potatoes New Zealand Inc.)
Tricia Caughley (Minute Secretary)

1. **Welcome**

Stuart Wright, Chair of the Board, welcomed everyone and declared the AGM open. He thanked the Gold, Silver and Bronze sponsors, Rabo Bank, MG Marketing, United Fresh, and made particular mention of AGMARDT for their support in bringing Dr Maureen Storey (APRE, USA) and Dr Robbie Davis (Potatoes South Australia) to New Zealand for the conference.

2. **Apologies**

Apologies were received from:

Doug Whitfield – Life Member
Kevin Balle
Dacey Balle
Richard Redson
Gavin Hewson
Ivan Lawrie

3. **Obituaries**

A moment of silence was held in memory of:

- Harold Maunder, Life Member, author of “The History of Potato Seed Certification in New Zealand”.
- Set Sue, retired Commercial Vegetable Grower, Pukekohe.
- Doug Whitfield’s late wife, Gwen.
- Gordon Pescini, Grower, from Levin.

4. **Voting and Proxies for AGM Resolutions**

There is one proxy received from Brookdale, Palmerston North and is held by the Chair, and one proxy received from Tony Moleta and held by Terry Olsen.

5. Minutes of 2012 Potatoes NZ (Inc.) AGM

MOTION 1:

THAT the minutes of the AGM of the Potatoes New Zealand product group, held on 25 July 2012 be taken as read and confirmed as a true and correct record of that meeting.

Murray Turley/ Dean Pye CARRIED

6. ANNUAL REPORT

6.1 Chairman's and Sub-Committees' Reports

The Chair spoke to the Annual Report which had been circulated and highlighted several points:

- a) The Levy Order. This was successful and the support and good response from growers was appreciated. Please talk to Champak Mehta or Stuart Wright, if anyone has any concerns, so these can be understood.
- b) The retirement of Ron Gall brings to an end 18 years of service, and the end of an era. Andrea Crawford also left in December and was replaced by Marina Kerschbaumer.
- c) Champak Mehta was appointed as Chief Executive in January and the Board has asked that all activities be reviewed so that they can be streamlined and enhanced.
- d) A new Industry strategy (to be discussed later) has been developed. This is in draft form, and your feedback is requested as progress is made.
- e) The input from the Interim Board (Jon Davison, John Jackson, Phil O'Keefe, Todd Hughes, Kevin Balle, Terry Olsen, Dean Pye, and Nick Tayler) is hereby acknowledged. Thank you for your time and all the effort you have contributed to move PNZ forward.

MOTION 2:

THAT the Chairman's Report be adopted.

Stuart Wright / John Jackson CARRIED

6.2 Potatoes NZ (Inc) 2012-2013 Annual Accounts

MOTION 1:

THAT the financial statements for the year ended 31 March 2013 be approved.

Nick Tayler/ Jon Davison CARRIED

6.3 Potatoes NZ (Inc.) 2013-2014 Budget

MOTION 2

THAT the Budget for the year ended 31 March 2014 be endorsed, noting that the budget includes no adjustments to Directors' Remuneration.

Jon Davison/ Dean Pye

CARRIED

7. Appointment of Auditor

MOTION 3:

THAT Grant Thornton, Wellington, be appointed as auditors to 31 March 2014.

John Jackson/ Nick Taylor

CARRIED

8. Notice of Motion Regarding Funding of District Associations

Motion 4, parts a and b, were proposed by the Horticulture Canterbury Growers' Society Ltd; as follows:

MOTION 4 FUNDING OF DISTRICT ASSOCIATIONS

- a) **THAT** a system of grants be established for the funding of District Associations.
- b) **THAT** Horticulture Canterbury Growers Society Ltd asks that Potatoes NZ Inc., Vegetables NZ, Process Vegetables NZ, Onions NZ, Tomatoes NZ, The Buttercup and Squash Council and the Asparagus Council members be asked to decide that the recent decision made by the PG Chairman's Forum to phase out the current Grant system to District Associations is not in the best long term interests of NZ Growers and that the grants continue.

The Chief Executive advised that there has been much debate on how this funding should be distributed and a resolution has been developed.

This year full payment has been made. However, from 1 July 2013, the total funds available will be limited to \$30k. There are 2 application levels, \$5k and \$10k, and the capped level will be agreed each year. Applications must be received by 31 May each year. It is proposed that a policy will be in place in 12 months.

So far payments have been made to:

Pukekohe	\$17k
Canterbury	\$11k
Hawke's Bay	\$ 2k
	<hr/>
	\$30k

District Associations will top up this funding from their operational funds as needed.

IT WAS AGREED that as a system for funding district associations has been put in place and a negotiated proposed resolution to the motion has been put forward with the full support of PNZ Inc., this motion will now sit as is.

9. Election Results

The Chief Executive announced the results of the election of Grower Member Directors to the Board of Potatoes New Zealand (Inc). The following have been elected:

Kevin Balle
Bharat Bana
Michael Moleta
David Redmond
Clint Smythe
Stuart Wright

Shane Smith, while unsuccessful, is acknowledged for his willingness to stand for election.

John Jackson has been elected unopposed as a Trade Member Director and there is one vacancy for a Trade Member Director. It will fall to the new Board to co-opt a second Trade Member Director.

The Interim Board is also acknowledged for their input and hard work, especially Terry Olsen, Dean Pye, Nick Tayler and Phil O'Keefe, who decided not to stand for re-election.

The new Board will meet sometime before the end of the Conference to nominate a Chair and Vice Chair.

10. General Business

There was no other business.

The meeting closed at 9.05am.

The date and venue of the next Annual General Meeting of Potatoes NZ Inc. will be advised prior to the 2014 Potatoes NZ Inc. Conference.

CONFIRMED that these minutes constitute a true and correct record of the proceedings of the meeting.

DATED this _____ day of _____ 2014.

**STUART WRIGHT
CHAIR
POTATOES NEW ZEALAND INC.**

Potatoes New Zealand Inc. *AGM and Conference*

Chairman's Annual Report - 2014

The 2013/14 year has seen a major review of Potatoes NZ Inc. The board instructed our CEO, Champak Mehta, to review all our operations and implement change where required to deliver a much leaner and responsive grower funded organisation. Following on from the completion of PNZ Inc.'s Strategic Plan last year, we are now well positioned to implement policy which will start to deliver greater benefits to our levy payers.

Key to this was the decision to contract the Foundation of Arable Research (FAR) to manage our Research and Development budget. FAR has a well established reputation for delivering excellent research to arable farmers and is highly regarded both within New Zealand and overseas. The board considered FAR a natural partner for PNZ Inc. as the majority of our farmers already have a relationship with FAR as arable levy payers. R & D is our largest budgeted expense and over the coming years we are confident we will see enhanced returns to our growers from this alliance.

During the first months of 2014 the board reviewed the structure and refreshed the composition of our subcommittees. All subcommittees now have a board member on them and we have limited all participants to serving on only one committee. I would like to thank all those who have served on these groups for the work they have done, particularly the chairmen.

As the board has clearly shown it is committed to structuring an effective and accountable PNZ Inc. I would like to take this opportunity to assure growers and trade members that we will continue to follow that policy and effect change if it is required to deliver a better outcome for all our members.

My thanks as chairman to our staff, Champak Mehta and Andrea Crawford for their outstanding work during the year and to the board for their continued support as we have challenged vigorously the status quo.

At this year's AGM Kevin Balle is standing down as a board member. It is appropriate to acknowledge the outstanding contribution Kevin has made to PNZ Inc. His knowledge and understanding of the industry is second to none plus he brings mana and experience that will be difficult to replace. Thank you Kevin for your input, your wisdom and the time you put aside to contribute to PNZ Inc. as a board member.



Stuart Wright
Chair
Potatoes NZ Inc.

Education & Marketing Group (Chairperson – Ian Corbett)

This year saw a change in the Education & Marketing Group structure and a new group of people adding a wide range of skills and experience. Pip Duncan was contracted as Marketing & Education Manager, Joanna Growchowicz is the Marketing Communications Specialist and Andrea Crawford, who holds a Marketing degree, re-joined PNZ Inc. as Business Manager.

One of the major activities in 2014 has been the completion of the Nielsen Consumer Research project, of which the results have provided significant insights into the potato buying behaviour of consumers.

Whilst the Statistics New Zealand Household Economic Survey officially named potatoes as the country's favourite vegetable in January - with \$119 million worth of potatoes being sold in the year to June 2013 - it appears from the Nielsen study that consumption is declining especially in the young household and under 35 categories.

The research led to the development of a set of key messages to be used consistently across all channels to engage target demographics highlighted in the survey. **The “four pillars” or key messages are:**

- **Versatility** – potatoes can be used in a variety of ways and in a wide range of potato “occasions”
- **Convenience** – potatoes are ready to cook, best cooked in their skins, can be eaten hot at dinner and cold for tomorrow's lunch.
- **Nutrition** – potatoes are a good source of Vitamin C, fibre, folate and other key elements. They offer more nutritional value than competing carbohydrates such as rice and pasta and they are naturally gluten, fat and cholesterol free.
- **Sustainable** – potatoes are grown locally so minimise the “food miles” and they require less water to produce than rice or pasta.

Once the key messages were confirmed the www.potatoes.co.nz website was fully revamped and moved to a Content Management System, allowing savings to be made on its maintenance as well as affording greater flexibility with content. All content was reviewed and updated along with an increased focus on the target age groups with wider content added for the professionals sector.

A continued focus of activity surrounding the key influencers such as the food writers and training institutions has resulted in valuable media exposure – such as The Healthy Food Guide double page spread in December issue and a recent Food magazine article by Sophie Gray featuring six pages on potatoes - reinforcing our key messages.

Work with the training institutions continues with Potatoes NZ Inc. sponsoring the 2014 National Secondary Schools Culinary Challenge and the 2014 Culinary Fare: these provide an opportunity to work with the upcoming chefs and to showcase potatoes in the recipes at these events.

This year has seen refresh of the children's activities. The partnership with STAND – Children's Health Camps continues to flourish with all the resources being updated and PNZ Inc. working with other STAND sponsors on developing the Spudtacular programme within the STAND villages. As the resources are modified, there is an opportunity to roll out the Spudtacular concept to other children's services such as holiday and Christian camps, schools and holiday programme providers.

Potatoes NZ is now part of the NZ Nutrition Foundation's “Just Cook” programme which is designed to show families home-cooked meals can be cheap, quick and enjoyed by the whole family. It utilises internet based resources and is aimed at the children conveying the messages to the parents.

A recent addition to our children's portfolio is our participation in the Garden to Table programme through the provision of teaching resources. This is currently operating in 23 schools around New Zealand and has a further 60 schools on its waiting list seeking to secure funding to participate. This programme targets children aged 6 to 12 years and aims to empower children for a better future by providing them with skills to grow and prepare food to share with family. Other organisations are also operating within the school system and we aim to provide resources to their programmes where possible to ensure maximum coverage and penetration for minimal cash investment.

The key to communicating the nutritional benefits of potatoes has been to work closely with dieticians and nutritionists, gaining their support for potatoes in a balanced diet. The research report by C. Lister on "The Composition and Health Benefits of Potatoes" (2009-2013) has been updated to form the basis of potato specific health claims, which have gone to the Ministry of Primary Industries for approval and will be rolled out shortly. We also worked with Jenni Pearce and 25 nutritionists at High Performance Sport N.Z. where we have provided resources and are working on developing specific recipes for their use.

Networking around co-marketing opportunities continues with other primary industry marketing organisations such as Beef+Lamb and Chicken New Zealand.

As the team gather more momentum and creates more awareness in a wider audience, PNZ Inc. is now being approached with a variety of opportunities to promote potatoes and we are constantly having to carefully balance these opportunities with our limited funding and our key target demographics to ensure we get the "best bang for your buck".

Export Market Development Group (Chairperson – Bharat Bhana)

The EMDG works in three main areas: market access, market development, and market information. In the past year the focus of market access has been new access for potatoes to Vietnam, processing potatoes to Australia, and improved potato access to Korea.

The EMDG and MPI facilitated a visit by Vietnamese officials in late 2013. This was extremely helpful and resulted in requirements for fresh potatoes for consumption and processing being separated from the more restrictive seed potato requirements. Vietnam has provided a set of revised import conditions recently and these are currently under consideration.

Access to Australia for fresh potatoes for processing has been stalled yet again, with the Senate Select Committee reviewing the draft decision to allow the importation of potatoes for processing and recommending that the Australian Department of Agriculture conduct a full Import Risk Analysis. This market access request is being subjected to significant opposition from Australian industry representatives, with great emphasis being unjustifiably placed on the import risk from fresh potatoes for consumption not processing.

The EMDG also reviews existing market access requirements with a view to improvement where possible. It commissioned research on the efficacy of washing and use of other post-harvest treatments for removing PCN cysts as an effective post-harvest treatment. This research will form the basis of a proposal to the Republic of Korea (and potentially other markets) to reduce the soil testing requirements.

The EMDG is involved in the implementation phase of the MPI Certification Review Project through its representation on the Plants Market Access Council (PMAC). The review covers all MPI standards, guidelines and official assurance programmes.

Market development activities have included the development of a Leadership Programme. This aims to expose industry members to a structured programme of leadership development and learning focusing on understanding export markets, identifying the challenges and opportunities, and creating innovative business model solutions to assist the New Zealand potato industry and associated firms exploit these market opportunities.

The EMDG also provides market information, such as weekly fresh potato export statistics and monthly processed export statistics and maintains a quick reference guide to importing country phytosanitary requirements (New Zealand can currently export fresh potatoes to more than 35 countries).

Leadership Development Group (Chairperson – Nick Tayler)

Potatoes NZ Inc. has proudly continued its support of the Young Grower of the Year competition. The potato industry was well represented in the 2013 Young Vegetable Grower of the Year finals with Dave Winter being announced the winner at the Gala Dinner Awards and representing the vegetable growers in the national Young Grower of the Year finals in Wellington. In 2014 Young Vegetable Grower of the Year, the potato industry was again represented with two entrants from AS Wilcox (Andrew Hutchinson and Lance Pratt) along with one from Hinemoa Quality Producers (Brett Parker), with Brett going on to win the event.

Potatoes NZ Inc. continues to work closely with Sue Pickering, HortNZ Training Manager providing industry input into recent changes in the Primary ITO and the proposed changes to Lincoln University staff and programme.

The potato industry was represented in the 2013 HortNZ Leadership programme by Scott Rimes, South Island Regional Manager for A S Wilcox & Sons. As part of the Leadership Programme Scott was able to attend a HortNZ Board meeting and the following day a Product Group Chairs meeting with the PNZ Inc. Chair and CEO in Wellington during late October 2013.

Paul Olsen, a potato grower from Opiki, joined the elite list of Nuffield Scholars in New Zealand with the announcement of five scholarship winners in November 2013. The Nuffield NZ Scholarship offers Paul the opportunity for study of the latest developments in a number of leading agricultural countries. We wish Paul all the success in his travels and hope that he is able to utilise his learnings within the potato industry in future years.

Following on from the inaugural Agronomists' Forum held in 2012, the second Potatoes New Zealand Inc. (PNZ Inc.) Agronomists Forum was held immediately prior to the PNZ Inc. annual conference on 30 July 2013. Thirty-one people attended (including eight speakers) and PNZ Inc. was fortunate enough to obtain generous sponsorship from Peracto NZ and Talleys. Topics included on-farm productivity, psyllid and Resource Management Act issues.

The forum suggested that a system could be set up to register agronomists, set criteria for being fully employed in potato agronomy, and use a points system to maintain registration through on-going work in potatoes, course attendance – e.g., the UK BASIS programme. This could link into the NZ Institute of Agricultural and Horticultural Science which runs a system for Certified Professional Agronomists (CPAg). This is currently a work in progress and as it develops will be further communicated to the industry.

There are two Forums planned for later in 2014, with the aim being to mix strong technical content with plenty of opportunity to meet with researchers and share ideas.

People in Potatoes meetings were held in October 2013 in Pukekohe and Ashburton, these proved to be a success allowing industry participants to be updated on the latest in research

findings and the industry strategy. Then in early March this year further meetings were held again in Pukekohe and Lincoln, this time in conjunction with the Plant and Food “Potato Field Days”. During the meetings CEO, Champak Mehta provided updates on the various industry initiatives and allowed the message to be brought to the wider industry who were represented on the day. A particular thanks to those that braved the stormy weather to travel to Lincoln to attend the presentations.

New Zealand Seed Potato Certification Authority (Chairperson – Andy Innes)

The New Zealand Seed Potato Certification Authority has been in a period of consolidation this past year. We have a sustainable seed potato certification scheme and, after some fairly radical changes in recent years, we have tried to slow down the pace of change, make sure we have good management processes in place, and communicate better with industry members. I hope you feel we have achieved this.

Part of the consolidation was to ensure that the scheme is well managed and administered. To make this happen the Authority contracted Market Access Solutionz to provide the Secretary role. As Secretary, Dr Stephen Ogden has been working steadily to improve the systems in place for scheme management. This has included developing specifications for field and tuber inspection services and a service specification for the administration of the scheme which form the basis for this year’s contracts withASUREQuality and SGS. To ensure that merchant views are also represented, the Board of Potatoes NZ Inc. has also appointed two merchant representatives to the Authority.

The Authority is also determined to consolidate participation in the scheme. By international standards, there is already a high level of participation (80%) for a voluntary scheme, but there is scope to do better. To maximise participation, it is important that the rules and requirements are very clear, are consistently applied, and that there is industry buy-in. The Authority has consciously slowed down the adoption of rule changes so that they can be communicated to growers and seed buyers, and that all participants have an opportunity to comment on the changes. Please read the Potatoes New Zealand Inc. newsletter and have your say.

The standards of the New Zealand Seed Potato Certification Authority are also amongst the highest in the world, and the Authority has appointed a Technical Panel to review the tolerances against international developments. Their advice so far is that most of the tolerances are set at the right level, and have only recommended some minor changes.

The effectiveness of the scheme is also being examined through a virus survey conducted by Dr John Fletcher and his team from Plant and Food Research under contract to Potatoes NZ. Thirty eight seed crops were surveyed. Potato leafroll virus was detected in only three crops at up to 3.5% incidence and PVX, PVY and PVA were present in a few crops usually at low incidence (1-2%). There was only one crop with a high incidence of PVY. In Dr Fletcher’s opinion this is a very pleasing result. Full results will be available from Potatoes NZ once the analysis is complete.

A second Technical Panel has been given the task of identifying inconsistencies in the scheme rules and reviewing the format of the rules booklet. The aim is to make the rules easier for everyone to understand and follow, but not to change the meaning of the rules. There has even been a suggestion to bring back the printed rules booklet, and we are looking into the feasibility of doing this.

Finally, we need to remember that the entire potato value chain is underpinned by the quality of seed that our growers of certified seed potatoes produce. We have very good seed growers and a very good certification scheme - let’s continue to consolidate past improvements and work

together to make further sensible improvements to the way we produce and certify seed potatoes in New Zealand.

Research & Development (Chairperson – Murray Turley)

Research & development (R&D) is the largest area of expenditure for Potatoes NZ Inc. and a new collaborative partnership with the Foundation for Arable Research (FAR) was announced in late 2013.

Effective from June 2014 this will ensure delivery of on-going, high-quality, cost-effective research aligning potato-specific research with generic research around water, soils, environment and 'right to farm' issues.

During the year many projects neared completion including:

- The SFF funded project into IPM tools for TPP management. This programme is now into its third and final year of research and is all on-track, with the research programme officially finishing in June 2014 and extension activities (such as grower workshops, cost-benefit analysis, development of management tools and guidelines) planned for completion by August/September 2014.
- The field trials into ways to reduce agrichemical usage by using predictive models to determine best times to spray, and integrated use of crop oils. These trials are now completed with reporting on the trials scheduled to be available in mid-June.
- The research into effects of insecticides on beneficial insects to support an integrated programme that maximises beneficial insects for TPP control has continued with completion due in mid-June 2014.

In November 2013, Potatoes NZ began posting Psyllid Degree Day graphs on the website, these graphs predict psyllid degree day development in the 5 growing regions: Pukekohe, Hawke's Bay, Manawatu, Mid Canterbury and South Canterbury.

To aid in the consistency and accuracy of the national psyllid monitoring programme, Plant & Food Research prepared an easy to use guide on psyllid trapping and monitoring which was sent to all PNZ Inc. members, growers and agronomists.

Potatoes NZ also supported the Manawatu Potato Growers who have been carrying out an extensive programme of psyllid monitoring for this 2013-14 growing season. PNZ Inc. is assisting this group by funding the analysis and weekly reporting to the group of the psyllid monitoring data and providing funding to monitor an unsprayed potato field.

Along with other product groups, Potatoes NZ was involved in a project to prepare an EPA application for the importation and release of *Tamarixia* as a biological control agent of psyllid in New Zealand. This project is currently on hold pending a review following the recent outcome of the Tomatoes NZ EPA application for the release of *Macrolophus* as a BCA for greenhouse whitefly.

Potatoes NZ also participated in The Australian Potato Research Programme (APRP2) which included work on soil-borne diseases, nutrients for potato production, and beneficial insects for TPP control. Work by Dr Paul Horne, looking at beneficial insects for TPP control in NZ was done under this project. Potatoes New Zealand has contributed to this research programme and has access to the research outcomes through the co-funding arrangement.

Unfortunately we were unsuccessful with two SFF applications made this year. PNZ Inc. is not alone as none of the other major vegetable product groups received funding support for their projects either.

The major application was for funding for a research programme to improve potato productivity - building on the recent Potato Yield Gap research.

PNZ Inc. also supported an SFF application by Taranaki growers to develop a predictive model to assist in management of the psyllid pest (TPP) in the Manawatu.

Additional research was carried out following requests from other PNZ Inc. sub committees:

- Education & Marketing - The composition and health benefits of potatoes—an update (2009-2013) by C E Lister
- Export Market Development Group – Postharvest Treatments of Potato Tubers for the Removal of Potato Cyst Nematodes by F A Shah
- Seed Certification Authority – A Virus Survey of Seed Potato Generations 2014 by J D Fletcher

Overall a very busy and successful year for potatoes research and development activity.

This being the last report of the Research and Development Investment Group. I would like to acknowledge all that have contributed to the smooth functionality of the Board. Special thanks to Bharat Bhana, Simon Campbell, Nick Taylor as long serving Grower Representatives for making my job easy.

To our service providers being Plant and Food, and Market Access Solutions ably led by Stephen Ogden.

A thank you to Scott Celland and Ross McCallum, we have valued your contribution since you have joined this group.

We are looking forward to a close and successful involvement with FAR in managing the potato industries Research and Development.

Potatoes New Zealand Incorporated

Statement of Financial Performance for the period ending 31 March 2014

	Note	2014 12 Months \$	2013 11 months \$
Income			
Levy - Education and Marketing		311,299	283,777
Levy - Product Group Contract		215,514	283,777
Levy - Research and Development		454,975	283,777
Levy - Seed Industry Good		71,838	-
Levy - Leadership & Training		71,838	-
Levy - EMDG		71,838	-
Export Access Income		119,567	131,033
Export Access - Administration		14,929	17,000
Fee Income		161,903	91,355
Grant Income		19,000	337,124
Sales		462,254	423,818
Interest		6,275	2,009
Total Income		1,981,230	1,853,670
Less Expenditure			
Audit Fee		3,000	2,300
Bank Fees		910	828
Conference and Meetings		45,811	33,274
Consultants and External Providers		232,399	50,736
Depreciation		1,512	81
Export Access Expenditure		9,990	109,940
Fees and Subscriptions		132,887	127,926
Media		54,775	176,859
Office Administration		377,678	167,237
Other Operating Costs		896,276	803,598
Sponsorship and Community good		23,324	26,256
Travel		69,067	78,629
Total Expenditure		1,847,629	1,577,664
Net Surplus Before Tax		133,601	276,006
Tax expense	4	1,484	563
Prior year overprovision for Taxation		(280)	-
Net Surplus After Tax		132,397	275,443
Transfer to:			
Education Reserve		(25,236)	(12,493)
R&D Investment Group		(52,917)	166,211
Seed Certification Authority		96,891	(82,934)
Export Market Development Group		102,515	38,254
Leadership Development Group		35,205	(8,686)
General Reserve		(24,061)	175,091
		132,397	275,443

This statement is to be read in conjunction with the Notes to the Financial Statements



1

Potatoes New Zealand Incorporated

Statement of Movements in Equity for the period ending 31 March 2014


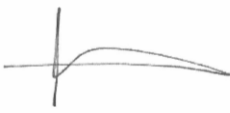
	2014 12 months \$	2013 11 months \$
General Reserve		
Opening balance	175,091	-
Transfer of Net Surplus	(24,061)	175,091
Closing Balance	<u>151,030</u>	<u>175,091</u>
Education Reserve		
Opening Balance	(12,493)	-
Transfer of Net Surplus	(25,236)	(12,493)
Closing Balance	<u>(37,729)</u>	<u>(12,493)</u>
R&D Investment Group		
Opening Balance	166,211	-
Transfer of Net Surplus	(52,917)	166,211
Closing Balance	<u>113,294</u>	<u>166,211</u>
Seed Certification Authority		
Opening Balance	(82,934)	-
Transfer of Net Surplus	96,891	(82,934)
Closing Balance	<u>13,957</u>	<u>(82,934)</u>
Export Market Development Group		
Opening Balance	38,254	-
Transfer of Net Surplus	102,515	38,254
Closing Balance	<u>140,769</u>	<u>38,254</u>
Leadership Development Group		
Opening Balance	(8,686)	-
Transfer of Net Surplus	35,205	(8,686)
Closing Balance	<u>26,519</u>	<u>(8,686)</u>
Accumulated Funds		
General Reserve	151,030	175,091
Education Reserve	(37,729)	(12,493)
R&D Investment Group	113,294	166,211
Seed Certification Authority	13,957	(82,934)
Export Market Development Group	140,769	38,254
Leadership Development Group	26,519	(8,686)
Closing Balance	<u>407,840</u>	<u>275,443</u>

This statement is to be read in conjunction with the Notes to the Financial Statements



Potatoes New Zealand Incorporated

Balance Sheet as at 31 March 2014

	Note	2014 \$	2013 \$
Current Assets			
Cash and Cash Equivalents	6	397,159	211,135
Accounts Receivable		242,255	306,837
Provision for Taxation		585	100
Total Current Assets		<u>639,999</u>	<u>518,072</u>
Fixed Assets			
Computer Equipment	5	<u>3,157</u>	<u>2,345</u>
Total Fixed Assets		<u>3,157</u>	<u>2,345</u>
Total Assets		<u>643,156</u>	<u>520,417</u>
Current Liabilities			
Creditors		143,827	163,602
Income received in advance		45,571	59,655
GST		45,918	21,717
Total Current Liabilities		<u>235,316</u>	<u>244,974</u>
Net Assets		<u>407,840</u>	<u>275,443</u>
Total Equity		<u>407,840</u>	<u>275,443</u>
Chairman			
CEO			
Date	30 May 2014		

This statement is to be read in conjunction with the Notes to the Financial Statements



Potatoes New Zealand Incorporated

Notes to the Financial Statements for the period ending 31 March 2014

1. Reporting Entity

Potatoes New Zealand Incorporated was registered under the Incorporated Societies Act 1908 in March 2010. The Incorporation began trading in May 2012.

The financial statements are for the year ended 31 March 2014, with the comparative figures for the eleven-month period ended 31 March 2013.

2. Basis of preparation

a. Statement of compliance

The financial statements have been prepared in accordance with New Zealand Generally Accepted Accounting Practice (NZGAAP).

b. Basis of Measurement

The financial statements have been prepared on a historical costs basis, except for assets and liabilities that have been measured at fair value.

The accrual basis of accounting has been used unless otherwise stated and the financial statements have been prepared on a going concern basis.

c. Presentation currency

The financial statements are presented in New Zealand dollars. All numbers presented have been rounded to the nearest dollar, unless otherwise stated

d. Presentation of Statement of Financial Performance

The recognition and measurement of financial items is consistent with the previous period. However the presentation of the items in the Statement of Financial Performance has been changed (including the comparative period) to enable the readers to better understand aspects of the core activities of the entity and other items comprising the reported result.

e. Differential reporting

Potatoes New Zealand Incorporated qualifies for differential reporting by virtue of its size and the fact that it has no public accountability. Potatoes New Zealand Incorporated has taken advantage of all available differential-reporting exemptions.

3. Significant accounting policies

The significant accounting policies used in the preparation of these financial statements, set out below, have been applied consistently to all years presented in these financial statements.

The significant accounting policies used in the preparation of these financial statements are summarized below:

a. Cash and cash equivalents

Cash and cash equivalents include cash on hand, deposits held on call with banks, other short-term highly liquid investments with original maturities of three months or less, and bank overdrafts.

b. Revenue

Revenue is recognized to the extent that it is probable that the economic benefit will flow to Potatoes New Zealand Inc and the revenue can be easily measured. Revenue is measured at fair value of consideration received.

The following specific recognition criteria must be met before revenue is recognized:



Potatoes New Zealand Incorporated

Notes to the Financial Statements for the period ending 31 March 2014

Grants

Grant income is recognized as revenue when received and all associated obligations have been met.

Interest Income

Interest income is recognized as it accrues, using the effective interest rate method.

Fixed Assets

The cost of purchased property, plant and equipment is the value of the consideration given to acquire the assets and to get them to the location and condition necessary for their intended service.

Depreciation

Depreciation is calculated on a straight-line basis so as to expense the cost of the assets to their residual values over their useful lives with a depreciation range of 40%

c. Income Tax

Income tax is accounted for by the tax payable method.

d. Goods and Services Tax (GST)

All amounts in these financial statements are shown exclusive of GST, except for receivables and payables that are stated inclusive of GST.

The net amount of GST recoverable from, or payable to, the Inland Revenue Department (IRD) is included as part of receivables or payables in the Balance Sheet.

4. Taxation

	2014	2013
Taxable Income	5,300	2,009
Taxation Payable	1,484	563
Opening Provisional Tax Receivable	(100)	-
Overprovision in prior year	(280)	-
Payments received from IRD	380	-
Less RWT Paid	(2,069)	(663)
Closing tax payable (receivable)	(585)	(100)



Potatoes New Zealand Incorporated

Notes to the Financial Statements for the period ending 31 March 2014

5. Fixed Assets

31 March 2014	Cost	Depreciation	Accumulated Depreciation	Book Value as at 31 March 2014
Computer Equipment	\$4,750	\$1,512	\$1,593	\$3,157
	<u>\$4,750</u>	<u>\$1,512</u>	<u>\$1,593</u>	<u>\$3,157</u>
31 March 2013	Cost	Depreciation	Accumulated Depreciation	Book Value as at 31 March 2013
Computer Equipment	\$2,426	\$81	\$81	\$2,345
Total Assets	<u>\$2,426</u>	<u>\$81</u>	<u>\$81</u>	<u>\$2,345</u>

6. Cash and Cash Equivalents

	2014	2013
BNZ Current Account	39,648	7,825
BNZ Auto call Account	<u>357,511</u>	<u>203,310</u>
Total cash and cash equivalents	397,159	211,135

The carrying amount of cash and cash equivalents approximates their fair value.

Cash at bank and the BNZ Auto call account earns interest at floating rates on daily deposit balances.

7. Capital commitments and contingent liabilities

Potatoes New Zealand Incorporated has no capital commitments or contingent liabilities at the reporting date.

8. Subsequent Events

No adjusting or significant non-adjusting events have occurred between the reporting date and the date of authorization.

9. Related Party Transactions

Administration expenditure and occupancy costs incurred by Potatoes New Zealand Incorporated are reimbursed to Horticulture New Zealand.

Subject to these charges, no other transactions between these parties have occurred.



Potatoes New Zealand Incorporated

Auditor's Report



Independent Auditor's Report

Audit

Grant Thornton New Zealand Audit
Partnership
L15 Grant Thornton House
215 Lambton Quay
PO Box 10712
Wellington 6143
T +64 (0)4 474 8500
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To the Members of Potatoes New Zealand Inc.

Report on the financial statements

We have audited the financial statements of Potatoes New Zealand Inc. on pages 1 to 6, which comprise the statement of financial position as at 31 March 2014, and the statement of financial performance and statement of changes in equity for the year then ended, and a summary of significant accounting policies and other explanatory information.

Board Members' responsibilities

The board members are responsible for the preparation of financial statements in accordance with generally accepted accounting practice in New Zealand and for such internal control as the board members determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's responsibilities

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with International Standards on Auditing (New Zealand). Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation of financial statements that present fairly the matters to which they relate in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control.

An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates, as well as evaluating the presentation of the financial statements.

Potatoes New Zealand Incorporated

Auditor's Report



8

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Other than in our capacity as auditor we have no relationship with, or interests in Potatoes New Zealand Inc.

Opinion

In our opinion, the financial statements on pages 1 to 6 present fairly, in all material respects, the financial position of Potatoes New Zealand Inc. as at 31 March 2014, and its financial performance, for the year then ended in accordance with generally accepted accounting practice in New Zealand.

A handwritten signature in blue ink that reads "Grant Thornton".

Grant Thornton New Zealand Audit Partnership
Wellington, New Zealand
30 May 2014

Potatoes New Zealand Incorporated

Budget for the year ending 31 March 2015

	2015 Budget	2014	
		YE	Budget
Income			
Levy - Last Year			
Levy - Current Year			
Levy-Education & Marketing	\$286,000.00	\$311,298.60	\$286,000.00
Levy - Product Group Contract	\$198,000.00	\$215,514.39	\$198,000.00
Levy - Research & Development	\$418,000.00	\$454,974.83	\$418,000.00
Levy - Seed Industry Good	\$66,000.00	\$71,838.13	\$66,000.00
Levy - Leadership & Training	\$66,000.00	\$71,838.16	\$66,000.00
Levy - EMDG	\$66,000.00	\$71,838.13	\$66,000.00
Total Levy	\$1,100,000.00	\$1,197,302.24	\$1,100,000.00
Associate Member Fees	\$2,000.00	\$2,000.00	\$2,000.00
Trade Member Fees-General	\$57,850.00	\$71,157.00	\$57,850.00
Trade Member Fees-Promotion	\$14,300.00	\$17,589.40	\$14,300.00
Trade Member Fees-Research	\$57,850.00	\$71,157.00	\$57,850.00
Total Fees	\$132,000.00	\$161,903.40	\$132,000.00
Grants Income-R&D	\$12,500.00	\$19,000.00	\$19,000.00
Total Grants	\$12,500.00	\$19,000.00	\$19,000.00
SFF 11/058		\$109,530.34	\$106,680.00
Potato Yield project			
Manawatu Growers Psyllid Monitoring			
Approved Org Application Fee	\$2,000.00	\$2,000.00	
Contract Fee-HortNZ		\$44,840.00	
Export Access Income	\$95,000.00	\$119,567.41	\$80,000.00
Export Access - Admin	\$16,000.00	\$14,928.60	\$16,000.00
Seed Certification	\$300,000.00	\$302,358.45	\$298,210.00
Sales-Sundry		\$25.00	
STAND Childrens Services	\$3,500.00	\$3,500.00	\$3,500.00
Total Sales	\$416,500.00	\$596,749.80	\$504,390.00
Interest	\$5,000.00	\$6,274.78	\$5,000.00
Total Income	\$1,666,000.00	\$1,981,230.22	\$1,760,390.00

	2015 Budget	2014	
		YE	Budget
Less Expenditure			
Media-Social	\$3,000.00	\$6,230.00	\$7,500.00
Media-TV/Radio	\$7,000.00	\$1,631.25	\$4,000.00
Media-Written	\$39,000.00	\$34,667.06	\$39,000.00
Promotional Material	\$31,000.00	\$12,221.41	\$10,000.00
Printing			
Statutory/Compliance	\$1,000.00	\$24.78	
Total Media	\$81,000.00	\$54,774.50	\$60,500.00
STAND Childrens Services	\$3,500.00	\$3,020.65	\$3,000.00
Food Savvy / Its My turn to Cook		\$15,303.48	\$17,250.00
National Secondary Schools Challenge	\$5,750.00		
NZ Culinary Fare Competitions	\$2,500.00		
Young Grower of the Year	\$5,750.00	\$5,000.00	\$5,000.00
Total Sponsorship/Community Good	\$17,500.00	\$23,324.13	\$25,250.00
Catering, Room & Equip Hire	\$19,500.00	\$9,700.35	\$36,499.96
Conference-Speakers Expenses			
AGM & Annual Conference	\$35,000.00	\$36,110.16	\$25,000.00
Total Conferences & Meeting	\$54,500.00	\$45,810.51	\$61,499.96
Accounting Fees	\$6,000.00	\$6,580.44	\$6,000.00
Audit Fees	\$3,450.00	\$3,000.00	\$2,500.00
Tax Expense		\$1,204.00	
ACC Levy	\$500.00	\$256.26	
Consultants-Media			
Consultants-Website	\$22,000.00	\$26,852.62	\$21,500.00
Consultants-Other	\$87,000.00	\$166,518.87	\$180,488.00
Consultants-Secretary Seed cert	\$32,000.00	\$1,152.67	
Industry Liason	\$20,000.00	\$27,988.14	\$13,000.00
Legal Fees	\$5,750.00	\$750.00	
Total Consultants/External Providers	\$176,700.00	\$234,303.00	\$223,488.00
Grower Magazine Support	\$19,550.00	\$17,004.00	\$17,000.00
Vegetables.co.nz	\$57,500.00	\$50,000.00	\$50,000.00
Quality	\$600.00	\$533.04	
5 + A Day	\$5,750.00	\$5,000.00	\$5,000.00
The Chip Group	\$69,000.00	\$60,349.57	\$69,000.00
Total Fees & Subscriptions	\$152,400.00	\$132,886.61	\$141,000.00
Salaries	\$320,000.00	\$299,881.09	\$315,000.00
Professional Development	\$5,000.00		
Total Staff Costs	\$325,000.00	\$299,881.09	\$315,000.00

	2015 Budget	2014	
		YE	Budget
Travel-Airfares	\$35,000.00	\$42,708.00	\$40,000.00
Travel-Accommodation	\$12,500.00	\$9,027.77	\$15,500.00
Travel-Other	\$16,500.00	\$17,331.37	\$12,000.00
Total Travel	\$64,000.00	\$69,067.14	\$67,500.00
Bank Fees	\$1,000.00	\$910.60	\$1,000.00
Directors Fees	\$50,000.00	\$47,725.00	\$46,000.00
Chairman Honararia	\$30,000.00		
Office Overheads	\$20,355.00	\$14,059.84	\$10,000.00
Photocopying	\$2,500.00	\$2,742.31	\$2,000.00
Postage	\$4,000.00	\$2,765.71	\$4,000.00
Printing	\$2,000.00	\$1,644.74	\$2,000.00
Stationery	\$500.00	\$249.04	\$1,000.00
Telephones & Tolls	\$7,500.00	\$5,098.96	\$5,000.00
Depreciation	\$1,500.00	\$1,512.47	\$1,000.00
General Expenses	\$4,500.00	\$3,510.97	\$4,000.00
Total Office Administration	\$123,855.00	\$80,219.64	\$76,000.00
District Association Disbursements	\$10,000.00	\$10,000.00	\$10,000.00
IHC 2014 Brisbane	\$7,500.00		
Export Access Expenditure	\$10,000.00	\$9,989.94	\$10,723.00
PhD Students	\$12,500.00	\$12,500.00	\$12,500.00
SFF 11/058	\$115,462.00	\$204,133.57	\$196,000.00
Ladybird Release Project	\$12,500.00	\$4,841.83	\$26,360.00
Potato Yield Project	\$85,000.00	\$249,873.88	\$250,000.00
Manawatu Growers Psyllid Monitoring	\$13,000.00	\$947.83	
V R & I Board - Manager		\$60,531.13	\$66,034.00
AGM & Annual Conference			
R & I Board - 10% R&D Levy		\$40,323.65	\$41,800.00
PFR Contact Virus Survey	\$6,425.00		
Agrichemical Strategy	\$3,000.00		
FAR R & D Funding	\$164,613.00		
Seed Certification Scheme	\$37,500.00	\$35,187.50	\$35,000.00
Seed Entry Costs	\$10,000.00	\$7,660.26	\$10,000.00
Certified Seed Field Inspections	\$200,000.00	\$170,653.25	\$200,000.00
Consumer Research		\$50,985.42	\$56,670.00
Pan Industry Strategy		\$49,562.45	\$50,000.00
Agronomists Forum	\$2,000.00	-\$924.62	\$1,000.00
Total Other Operating Costs	\$689,500.00	\$906,266.09	\$966,087.00
Total Expenses	\$1,684,455.00	\$1,847,629.00	\$1,936,324.96
Suplus/Deficit	-\$18,455.00	\$132,397.22	\$-175,934.96

Potatoes New Zealand Incorporated

Guest Speakers

John Lloyd, Chief Executive Officer, Horticulture Australia

John Lloyd is currently Chief Executive Officer, Horticulture Australia Limited (HAL). HAL is a not-for-profit, industry-owned company. It works in partnership with Australia's horticulture industries to invest almost \$90 million annually in research, development and marketing programs that provide benefit to industry and the wider community.



John was appointed as CEO of HAL in November 2009. Prior to this he held a number of senior roles within the agriculture industry including:

- Managing Director and Vice President of Case New Holland ANZ
- Chairman of Case New Holland Capital
- General Manager Commercial at Incitec Pivot Ltd
- General Manager Merchandise at Wesfarmers Dalgety Ltd
- General Manager Marketing at Wesfarmers Rural

John holds a Bachelor of Science degree from the University of New South Wales and an MBA from Macquarie University.

Dr Rob Jacobson, UK IPM Consultant

Dr Rob Jacobson BSc PhD FRES MBPR (Hort) has been actively involved with crop protection for over 30 years and has specialised in biological pest control for 23 years.



He has experience as an extension worker for the UK government, Technical Manager for a biological control supplier and Research Leader with the UK's largest horticultural research organisation.

Rob is an Honorary Research Fellow at Lancaster University and a Fellow of the Royal Entomological Society.

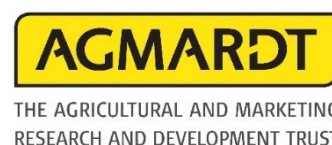
He participates in many professional organisations, including:

- Association of Applied Biologists (Biocontrol Group)
- HDC Protected Crops Panel (Scientific Adviser)
- Tomato Growers' Association Technical Committee
- International Organisation for Biological Control
- International Biocontrol Manufacturers' Association
- Vegetable Consultants Association.

Rob has published over 120 scientific papers, articles in agricultural and horticultural journals, text book chapters and confidential reports to clients.

He has made over 45 presentations at scientific and horticultural conferences, including keynote presentations at three AAB conferences on reduction of pesticide use.

In addition, Rob has been organiser or convenor of 20 scientific / horticultural conferences, including session organiser at major IOBC events in 2005 and 2008. He was also a joint organiser of the IOBC protected crops conference in 2011.



Dr Rob Jacobsen is able to speak at the conference thanks to sponsorship from AGMARDT.

Rob's presentation will consider the theory behind IPM and explore ways of using compatible control measures in combination to maintain pest populations below economic damage thresholds. The theory will be supported by examples of successful implementation in commercial crops.

Dotan Peleg, CEO Morflora, Israel

Dotan Peleg joined Morflora after founding and managing several high-tech start-ups. Formerly CEO of HyNEX, he led the company to a \$127M acquisition by Cisco.

Dotan brings extensive expertise in setting up ventures, developing new products, and breaking into markets with new technologies. Mr Peleg is *summa cum laude* graduate in Physics from the Tel Aviv University.



Morflora develops a bio-based generic and non-transgenic trait introduction solution into plants and seeds, to protect them from a wide variety of diseases, as well as introduce new desired traits for plant and seed enhancement.

The company targets the seed treatment market, and non-seed and plant treatment markets with plant protection and enhancement solutions in order to reduce dependency on chemical treatments in plants, and increase global crop yield. So far experiments were conducted in vegetables, vines and trees, and response to a number of pathogens, have yielded promising results. The next step is to explore TraitUP's™ potential as a plant enhancement solution.

Morflora's combination of independent development efforts, the intellectual property it holds, and the knowledge and expertise of its scientists allows for a unique offering and a technological breakthrough which can significantly affect a wide variety of agricultural markets. TraitUP™ is a patent-pending technology developed at the Hebrew University by Prof. Haim Rabinowitch and Prof. Ilan Sela. The patents are co-owned by Morflora and Yissum and under exclusive licensing agreement with Yissum (Yissum is the technology transfer arm of the Hebrew University of Jerusalem). Established in 2008, the company is supported by private investors.

Phil Turner – Fonterra

Philip is a seasoned executive with Fonterra and a former diplomat, with wide experience in business management, strategy, trade policy and government.

Since late 2013 Philip has been based in Auckland leading business transformation, with a particular focus on improving Fonterra's global processes and systems.

His return to NZ follows seven years offshore in Asia. He spent four years in Shanghai, three of them as MD of Fonterra's China businesses with responsibility for the four key business units of ingredients, consumer, food service and farming. Philip had earlier filled a variety of roles around the world including Director of Government and Trade, GM Strategy, Asia Regional Representative, and EU Trade Policy Manager, living in Brussels, Shanghai and Tokyo as well as Auckland.



Before joining Fonterra in 1999 Philip was a diplomat with the New Zealand Government, including postings in Tokyo and Brussels. He has a First Class MA in history from Auckland University, speaks fluent Japanese, French and some Mandarin, and has a Japanese partner.

Phil will be speaking about his experiences within the Asian market whilst working with Fonterra, explaining the NZ Dairy Story, dealing with the Asia challenge (risks and opportunities) and the key issues and lessons for other food industries.

