



10 March 2009

PRESS RELEASE

Modernising Australian Farming

Are you unsure about the future? Should you modernise? Should you expand? Would you like to know more? With a theme of 'Modernising Australian Farming', the 10th Australian Hydroponic & Greenhouse Association (AHGA) national conference and trade exhibition will be held at the Sydney Showgrounds, close to the Sydney Markets, from 19-22 July 2009. This biennial event is expected to bring together growers and industry experts from all sectors of the industry – vegetables, flowers, salad greens and herbs – under one roof.

The conference theme highlights the focus of this important national conference. Rising costs for fertilisers, energy consumption, labour and transport means growers are pressed more and more to economise without sacrificing productivity. The conference and trade exhibition is a timely opportunity for growers to network with other commodity growers and industry experts, face to face, to improve and modernise their business operation.

The conference format will consist of expert speakers, industry forums, workshops, trade show, banquet, awards ceremony, and farm and market tours. A strong feature of the programme will be workshops and forums for hydro lettuce and herb growers, and greenhouse tomato and cucumber operators. There is also a forum on 'What's new for Flower Growers'.

According to the Conference Chairman, Len Tesoriero, the aim is to ensure growers become engaged with the latest commodity trends and developments.

"Forums will include discussions with experts on system management, business skills, marketing, post-harvest and water management," he said.

A 'wow' factor for the conference and trade show will be the large exhibition hall, which will be open to the public on Sunday 19 July in the afternoon. With food safety, price and quality foremost in consumer minds, it's an ideal opportunity for members of the public to meet directly with those who grow their food.

This conference will be the largest industry event of its kind in the Asia-Pacific region in 2009 and is expected to attract growers and allied industry delegates from around Australia, New Zealand, throughout Asia and elsewhere in the world.

For further information and registration contact:

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EDITOR PLEASE NOTE: Further industry and conference background information can be found directly at: www.ahga.org.au

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