



Olive Conference to provide important view of the future

Australian olive industry participants across the supply chain are invited to two important days of industry news, information, innovation and networking at the 2017 National Olive Industry Conference and Trade Exhibition in Adelaide, 10-11 October.

Key sessions will span a range of topics important to the future of the olive sector, including trends in food and nutrition, economics, robotics in horticulture, grower expertise, exporting to China, new innovations and biological controls. Another highlight will be the chance to learn about 'Lifestyles of Health and Sustainability' – the biggest market you've never heard of.

Precision farming will also be a focus with sessions including 'Remote Sensing for Managing Australian Tree Crops' and 'Intelligent Information Systems for Tree Crops'.

Importantly, the Conference will provide industry with an opportunity

to see grower levy dollars at work, with Hort Innovation and R&D delivery partners on hand to present results from key projects and to explain how these are beneficial to the prosperity of the sector. For one-on-one discussions, Hort Innovation staff will be available at the booth in the trade display.

Rigas Harbilas will discuss the results of market research into consumers' usage and attitudes to Australian EVOO, while Beth Sholes will provide an update on how new chefs and students are being educated on Australian EVOO.

Additionally, delegates will hear from Cox Inall Communications about the preliminary findings of the first round of a survey designed for growers and processors which aims to determine how to best disseminate R&D project information. Growers and processors will be encouraged to participate in the more extensive second round of the survey, which will be unveiled at the Conference.

In addition to the survey, the call has been put out to for participants in the *Australian olive industry benchmarking program* (OL16001), which aims to give growers access to clear, relevant industry benchmarking information around productivity, quality and profitability. Growers can sign up to participate on the spot at the RCMG Benchmarking project stand in the Trade Exhibition area.



More information and registration is available at www.nationaloliveconference.com.au

The conference is facilitated through the project *National olive industry conference and trade exhibition* (OL16010), funded by Hort Innovation using the olive research and development levy and contributions from the Australian Government, with in-kind support from the Australian Olive Association.