



Industry News & Updates

The Beauty of Seed and Grain



Welcome to Spring

August, wow what a month! Seed and Grain New Zealand together with the Australian Seed Federation co-hosted Seed Business 2025 at Te Pae Christchurch over an action packed four days from 25th – 28th August. The event brought together almost 300 participants from across Australia and New Zealand, making the inaugural joint trans-Tasman convention for the seed industry a huge success. From expert panels and keynote addresses to field tours and plenty of networking, the energy and enthusiasm made it clear: this one was a hit.

Tim March, ASF president said “Seed Business 2025 showed just how much we can achieve by coming together as two industries. The energy, the openness and the willingness to share ideas made it clear that Australia and New Zealand’s seed sectors have a strong future working side by side”.

Charlotte Connoley, SGNZ Immediate Past President agreed “this event was a chance to build deeper connections across the Tasman. It reinforced the value of working collectively, learning from each other and identifying where we can grow together”.

What we took away from Seed Business 2025

Connections that count: From the friendly rivalry of the Seed Business Challenge to the buzz of the cocktail functions and the warmth of the Gala Dinner, the week was about building and strengthening relationships. Delegates left Christchurch with new contacts, stronger partnerships, and plenty of shared laughs along the way.

Fresh perspectives: The program gave space for new ideas and new voices. The Young Radicles Breakfast inspired the next generation of leaders, while sessions like the Gene Technology Forum provided a platform for deep technical conversations and future-focused thinking.

Big conversations: Seed Business 2025 was a forum for tackling the challenges and opportunities that matter most. From Hon. Nicola Grigg's ministerial address to panels on innovation, regulation, and Trans-Tasman collaboration, the event set the stage for practical discussions about the future of our industry and how our two peak bodies can effectively work together.

On the ground: Field tours gave delegates a chance to see the industry in action across the Canterbury Plains — and how nice it was to get outside and into some fresh air!

Thank you!

None of this would have been possible without the generous support of our sponsors, supporters and exhibitors, led by our Premium Sponsor, Anysort.

And to everyone who attended, spoke, exhibited and connected: you made this inaugural trans-Tasman event one to remember. We'll see you next time!

Premium and Gala Dinner sponsor

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Field Day and Young Radicles sponsor



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Seed and Grain New Zealand held their Annual General Meeting on 26th August.

Edward Luisetti of Luisetti Seeds was appointed President of SGNZ with Charlotte Connoley stepping down and will serve a term as Immediate Past President on the board.

Richard Merrilees of Barenbrug was appointed Chair of the Forage & Turf Business Group; **Sam Clarke** of South Island Seed Dressing was appointed General Councillor of the board.



Ed Luisetti



Charlotte Connoley



Jo Townshend



Steve Pugh



Richard Merrilees



Stephen Bennett



Tom Sherratt



Sam Clarke

Life Member

John McKenzie recently retired CEO of PGG Wrightson Seeds was awarded a Life Membership of SGNZ and acknowledged for his decades of service and leadership in New Zealand's seed sector.



Glyphosate in Crops

New Zealand Food Safety Authority has proposed an increase in the default MRL for glyphosate in grains for human consumption from 0.1 mg/kg to 10 mg/kg in cereals (wheat, barley and oat) and 6 mg/kg in dry field peas. The Codex MRLs are 30 mg/kg (wheat, barley and oat). It has become evident that glyphosate usage is an emotive topic and New Zealand Food Safety Authority are considering the large number of submissions received. SGNZ is engaging with officials to ensure they have accurate information about our industry practice.

Gene Technology Bill

The government has extended the timeframe for the report back from the select committee to parliament until 10 October 2025. We will engage with members further once we know what the next version of the Bill and secondary legislation contains.

Treated Seed Group Standard

We are having regular conversations and exchange of information with the Environmental Protection Authority about the proposed group standard for treated seed to contribute to their development of fit for purpose regulations. We seek regulation that enables seed business to be conducted efficiently and effectively and that simultaneously protects people and the environment from the chemicals used in seed treatments. We look forward to hosting EPA staff at seed treatment sites in Canterbury on 15th September to demonstrate seed treatment practices in action, including the activities undertaken by practitioners to safeguard people and the environment.

Industry News

Launch of the NZ Grown Grains Initiative

To support local grain production and boost consumer awareness, FAR, Eat NZ, and the Arable Food Industry Council (SGNZ is a member of AFIC) have launched the New Zealand Grown Grains Initiative. This initiative introduces a trademark to be used on packaging, labelling, and promotional material for products containing at least 80 percent New Zealand grown grain. There has already been strong interest from bakeries and flour millers in using this logo. The logo aims to create consumer demand and brand recognition for New Zealand grown grain.



This initiative of course will benefit many members of SGNZ if it results in more grain being produced in New Zealand. If there is full industry support for this logo and traction is made, the possibilities are endless.

You can support this initiative by becoming a sponsor:

- Gold \$3,000 + GST
- Silver \$1,500 + GST

Contact [Ivan Lawrie](#) of Foundation for Arable Research for more information.

Seed Crop Isolation Distance (SCID)

The Seed Crop Isolation Distance tool is a vital industry-led tool that enables our high-value seed producers to produce seed crops without pollen contamination from neighbouring crops. The purpose of the SCID scheme is to avoid potential outcrossing of vegetable seed crops by maintaining isolation distances, prior to sowing, to minimize the risks of crop failure through cross-pollinating species planted too close to each other.

The SCID Annual General Meeting was held on 30th July 2025 and got approval of the updated Code of Practice for users. You can find the Code of Practice [here](#).

TradeWindow Partnership

In August Seed & Grain NZ announced a partnership with TradeWindow to provide Certificates of Origin for members. This is for members only. More information can be found [here](#).

If you are interested in becoming a member of Seed & Grain New Zealand, contact [Sarah Clark](#)

Plant Breeders Forum

New Zealand Plant Breeding & Research Association (NZPBRA) held the second Plant Breeders Forum on 7th August in Christchurch attracting 70 representatives from across the pastoral, horticultural and forestry sectors.

The primary focus of the Forum was to discuss the likely impact of the new Gene Technology Bill by debating the risks, challenges and opportunities that could result. We heard how the gene regulator (OGTR) in Australia operates, and how the use of a “market choice” framework enabled industry led co-existence systems.

Four NZ plant breeding programmes/approaches were highlighted: kiwifruit, pine trees, apple and pears, and forage plants. The possibility of using GM and gene editing in these economically important plants was discussed. The importance of being able to create new traits of value in these economically important species was the major driver for seeking to use GM and gene editing methods, where appropriate, alongside unregulated plant breeding methods.



SGNZ contributed information to MPI's June 2025 [SOPI report](#) [SC1] which is available at this link. The SOPI report provides export value figures, showing that the Arable sector had export revenue of NZ\$349 million, representing 1% of the total revenue from primary industries.

The SGNZ Executive and CE Sarah Clark have been taking every opportunity with government officials to highlight the bigger story behind those figures. This includes the huge impact the industry has in supporting the high export-value sectors of dairy, and meat & wool sectors through supply of high quality grass, forage and grain inputs.

Situational Awareness Resources

MFAT puts out a Weekly Global Economic Report. In this week's edition, [Weekly Global Economic Report - 1 September 2025](#), there is a blurb about Kea, the Kiwi Expat Association which provides free business support for kiwi exporters. [Kea Connect | Kea New Zealand](#)

KPMG Reporting News – For your awareness, KPMG publishes 'Reporting News' that you can subscribe to. It covers developments in financial and sustainability reporting. The August addition includes guidance on Investment Boost and deferred tax. [Accounting for Investment Boost Incentive - KPMG New Zealand](#). The Investment Boost allows businesses to deduct 20% of the cost of a new asset from their taxable income in the year the asset is purchased or constructed. It also includes Global updates on climate and sustainability reporting, and notification of their Green House Gas Accounting Fundamentals Training.

Arable Industry Marketing Initiative (AIMI)

The AIMI survey of New Zealand cereal growers, as at 1 July 2025 is now available. [Click here to read the survey.](#)

Spring Sown Cultivar Performance Trials

The FAR 2024-2025 Spring Sown Cultivar Performance Trial (CPT) book is available. The book outlines trial-specific yields and individual cultivar disease ratings for spring sown wheat and barley cultivars included in the 2024-2025 CPT trials. [Click here to read the full book.](#)

ISF Masterclass in Chairing and Leading Effective Online MeetingsDate: **October 11, 2025**

Learn practical strategies to chair meetings with confidence, foster participation, and drive results

Register here: [Meeting Registration - Zoom](#)**Herbicide Resistance Field Day**

Join FAR's Matilda Gunnarsson and Alice Keir (PGGW Seeds) on Friday 26 September, 10.00am – 12.30pm, St Andrews for a hands-on session on weed identification, spring weed management and reducing herbicide resistance. While you're there, take the opportunity to raise any other spring crop issues. [Find out more and register here.](#)

Short Seed Course: Advanced Course Christchurch

The registration link for the Advanced Short Seed Course will be sent in the coming days. The course is being held 21st – 22nd October 2025, however, there must be a minimum number of registrations for the course to go ahead.

Asia Pacific Seed Alliance Events and News

Registrations are open for the 2025 Asian Seed Congress, Mumbai, India from 17 – 21 November. Visit here: [ASC 2025 - APSA Seed](#)

The Asia Pacific Seed Alliance (APSA) hold webinars and events for industry to attend.

Visit the website for event information: [Events - APSA Seed](#)

Young Radicles Group (35 years and under)

Do you receive updates from the Young Radicles Group? Contact [Sharon Dawe](#) to go on the mailing list



Committee members pictured above from left to right:

Fred Milford-Cottom (Chair), Celia Hutchinson (Barenbrug); James Taylor (SPS Pukekohe); Cassidy Sprott (PGG)

Young Radicles proudly supported by



S&GNZ Contact Details

- President: Edward Luisetti
- Immediate Past President: Charlotte Connoley

Business Group Chairs

- Forage & Turf Business Group: Richard Merrilees
- Grains & Pulses Business Group: Edward Luisetti
- Vegetable Seed Business Group: Jo Townshend
- Services to Seed Business Group: Steve Pugh

General Councillors

- Tom Sherratt
- Stephen Bennett
- Sam Clarke

- Chief Executive: Sarah Clark

- Biosecurity & Technical Manager: Cressida Patrick

- Operations & Event Manager: Sharon Dawe

