

Young Radicles

PGG Wrightson Seeds

35 years and under in the New Zealand Seed and Grain Industry

Spring has been and gone, and we are racing to the end of the year! Things are growing and growing quickly. With the growth comes the busy season. So please forgive us if we're not as active on the events and communications front for a couple of months.

This edition we've got an international guest interview. Ed Harrod was over at Seed Business as part of the Australian delegation and spoke with Fred about his role with Baker Seed. Peter Schreuder is a little closer to home, working as the head grower with Gourmet Waiuku.

Merry Christmas, Happy New Year, and stay safe out there through this crazy period!



Enjoy the read and pass it on. If you have news or an event you'd like to be featured please email here ([click here](#)). To be added to the Young Radicles mailing list please send Sharon an email ([click here](#)).

Quick Bits

Arable Code of Conduct

Those of us involved in growing, processing, and selling seed (that probably covers most readers) have likely heard of the introduction of the Arable Industry Code of Conduct. A long time coming this voluntary agreement formalises practices that have long existed in the industry, sets standard expectations, and should help reduce friction if the unintended or unexpected occurs. Developed by AFIC (Arable Food Industry Council), of which SGNZ is a member, it is set to take effect Jan 1st 2026. A PDF copy of the Arable Industry Code of Conduct can be found [here](#).

Field Trip - Minchins Milling

It will still be happening! We're all feeling the Spring rush so have decided to delay until we can make the most of the opportunity. Keep an eye out for comms from us. As always field trip suggestions are welcome (including outside of Canterbury)

NZ Grown Grains

Championed by FAR, New Zealand grown grain products now have an easily identifiable trademark! I do love a cheese toastie, and sounds like the rest of the country is just as keen on carbs with Tip Top's 5 NZ manufacturing sites producing 1.2 million loaves of bread, buns, rolls, muffins, and crumpets weekly. For a small country with logistics challenges a lot of our food is made with imported grains. For those of us who prefer to eat locally, or just want to know where our food is coming from, this trademark will make it a lot easier to spot NZ grown grain.



Farm Saved Seed Scheme

Fun fact, developing a new variety of wheat or barley typically takes 10 years. That's quite a long time. 10 years ago, I was still at university and quite unaware of how important the PVR act is to plant breeders. It enables them to protect all the time and money that goes in to develop that variety.

The farm saved seed component of the PVR Act 2022 allows farmers to save and use seed grown on farm by paying a royalty to the breeders that produced that seed. Here's a timely reminder that this scheme exists, and that the online portal can be found right [here](#). This royalty is pretty critical for the continued development of new varieties. We all love a high yielding disease free crop and by paying the plant breeders we're a step closer to the next big thing.

Leaft chat recap

After a few technical difficulties we were off and racing with a chat from Monica from Leaft. The development of their products is a pretty cool story and it's great to hear how well it is being received. Plus how cute is the packaging! [Click here](#) to read more of Leaft Foods.



SGNZ Newsletter Update

FYI SGNZ are changing the look of newsletters to differentiate them. Member only newsletters continue to have the green headings, the new blue headings are for the wider public and anyone can subscribe to these; and the biosecurity newsletters now have a red heading. We're staying the way we are. If you've been sent this by someone and want to be added to the direct mailing list, contact Sharon [here](#).

- December's biosecurity update [here](#)

Highlights from the AFIC Report

Last month the Arable Food Industry Council put a report out on the economic impact of NZ's arable industry for 2024. Read the full report [here](#), or just my highlights below:

- 1,051,948 tonnes of grain was sold in 2024. Which according to ChatGPT is approximately the weight of a million fully grown cows.
- Our biggest export revenue crop is vegetable seeds, coming in at 36% of exports. That's got to be over a million fully grown carrots.
- From 2021 to 2024 oat sales to industry increased by 2,600 tonnes, a change driven by consumer preference. Completely unrelated if anyone wants to shout me a coffee I'll take an oat milk iced latte.
- Total impacts from sales of seeds for sowing increase from \$563 million in 2021 to \$865 million in 2024. Solid effort.
- Total employment in the seed production space also increased from 1,747 FTEs to 2,329 FTEs in the same timeframe. A bet there's a bunch of us that are part of that growth!



The interview series where we chat careers, choices, and what captivates us about the seed industry. If you'd like to be featured please get in [touch](#).

Ed Harrod: Baker Seed AU

Who are you and where do you come from?

Ed Harrod and I hail from Albury in NSW Australia

What is your role in your business and what does it entail?

I work for a company called Baker Seed Co (BSC) as the Business Development and Sales Manager.

Bakers is a proudly family-owned seed company based in Rutherglen, Victoria. The business has been on operation for over 50 years. We specialise in the production, processing, treatment, coating, and packaging of seeds. We deal with cereals, pulses and oilseed for the broadacre market in conjunction with pasture and forage species. We value our strong partnerships with leading Australian seed companies we help deliver the latest seed varieties and tailored agronomic support, primarily for the broadacre cropping market.



How did you get into the seed industry?

My interest in the seed industry stems from my father Rob who works as an agronomist. When I finished university (the University of Melbourne) , I needed a job...unfortunately. Rob suggested I get in contact with Baker Seeds to ask for a job as he had always admired their reputation.

I managed to get the job and have enjoyed the diverse and fast-paced environment of business/job.

“... improved genetics within the seed space is crucial for improved farming system outcomes for the Australian market.”

What excites you about the future of the seed industry?

Enjoy seeing the improvement that growers are gaining from selecting varieties that better suit their system.

Driving awareness and champion improved genetics within the seed space is crucial for improved farming system outcomes for the Australian market.

What would you tell a graduate you?

Ask questions, be inquisitive and be observant!

Who are you and where do you come from?

I'm Peter Schreuder. I am originally from the Netherlands but have called NZ my home since 2003. Coming from a long line of growers, it was only natural for me to continue in the industry. Have completed my Level 4&5 Horticulture and Bachelor of Applied Management at MIT (Manukau not Massachusetts).

What is your role in your business and what does it entail?

I am the Head Grower/Site Manager at Gourmet Waiuku LTD (GWL). I am responsible for making sure the site is running as efficiently as possible. Some of the tasks involve forecasting production, H&S, growing the crop, audits, liaising with the sales and marketing team, managing staff etc. We have a very good team and system in place to ensure it runs as efficiently as possible.

**How did you get into the glasshouse industry?**

Originally I wanted to be a dairy farmer when I was growing up but then I got taken into a glasshouse and never looked back. During the school holidays I went down with my dad to our Mokai tomato glasshouse to start earning some money. Since 2014 I have been working at GWL. Starting out as a glasshouse worker (picking, twisting and pruning) and gradually progressing up to Head Grower. It's such a fantastic industry to be a part of.

“We keep an eye on some very interesting technology and ideas from overseas with regards to saving energy, packing, growing methods and anything else which could improve efficiency.”

What excites you about the future of the glasshouse industry?

It's a very clean and efficient way to grow crops such as capsicums, tomatoes, eggplants, cucumbers and strawberries. There is always new and exciting technology coming through to make sure it remains not only efficient but also profitable. We keep an eye on some very interesting technology and ideas from overseas with regards to saving energy, packing, growing methods and anything else which could improve efficiency. Energy is a massive talking point at the moment but we are confident with our plan to get through it.

What would you tell a graduate you?

Just go for it, find something you enjoy and build a career out of it. When moving up the career ladder, a lot of people don't realise how much pressure and expectation comes on your shoulder. The pay may be higher but it can be brutally tough at times. It's best to take a slight step back, analyse the situation and come up with a robust plan. This makes you better prepared next time it happens. One of the most beneficial things I have done was participating in the Young Grower Competition. It's not about winning but more for challenging yourself outside of your comfort zone and networking with people in the industry.

2026 Services to Seed Forum

April. More details to follow

2026 Women in Seed Day

Thursday 28th May 2026, Chateau on the Park

2026 SGNZ Annual Conference

August, Napier

2026 Industry Golf Day

Thursday 21st May, Tinwald Golf Course

2026 Arable Awards of New Zealand

August, Christchurch

International Events**2026 Indian Seed Congress**

Phuket, Thailand: 26 - 28 February 2026

2026 ISF World Seed Congress

Lisbon, Portugal: 18 – 20 May 2026

2026 ISTA Congress

Calgary, Canada: 22 – 25 June 2026

International Events**2026 Australian Seed Business**

Australia: 18 – 20 August 2026

Euroseeds Congress

Valencia, Spain: 25 – 28 October 2026

Asian Seed Congress

Antalya, Turkey: 1 – 5 December 2026

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