

Donnybrook Apple Festival - 30 March 2024
Future Farming Pavillion Guest Speakers

Time	Speaker	Image	Bio	Topic of Talk
10.30am	Barb Howard		For over 25-years Barb has immersed herself in cultural and creative community development in regional Western Australia and internationally in New Zealand and Indonesia. In 2020, she circled back to the social soil of her agrarian life and connected with the work of the five generations of farmers who went before her. Today, Barb works with people who are passionate about growing nourishing food in healthy soil and creating vibrant communities. Barb is trained in ontology and positive psychology, and has a post graduate certificate in Regenerative Agriculture and undergraduate qualifications in social science. Before working in her own business, Barb was network director for Regional Arts WA setting up creativity hubs in Margaret River, Narrogin, Tom Price and Broome and delivering a local leadership development program. She is the Chair of COBWA and a founding member of Living Earth Projects. Earlier in her career, Barb worked for the Royal Flying Doctor Service in Kalgoorlie and in early childhood health and education in regional New Zealand, setting up the first home birth support group in South Canterbury. She is Chief Relationship Officer for the Institute of Regenerative Leadership and a Savory Institute Holistic Management Educator.	<i>"Harvesting Happiness: COBWA Connecting Growers with Consumers!"</i>
11.00 am	Nardia Stacy		Nardia is based in Perth, Western Australia, and has been actively involved in the WA Fruit Industry for 13 years. She is currently serving as the Executive Manager for Pomewest, an organisation responsible for providing practical services to the WA apple and pear growers since 2014. She possesses extensive knowledge and experience of over a decade of fruit production and industry management, including varietal brand management, fruit quality programs, marketing, and promotion. She is highly efficient and well-established in administrative environments that are fast-paced and challenging. Furthermore, she has experience in accounting, finance, governance, secretarial administration, communications, industry leadership, and stakeholder support and engagement. Nardia is also responsible for managing the local promotion of the Western Australian Pome Industry. Her expertise has been recognized by the Hort Innovation Strategic Marketing Panel since 2019, where she has been lending her insights to the Apple and Pear Marketing Fund. Recently, she was appointed to the new Strategic Market Development Panel (SMDP) to further drive growth in the Australian industry. Additionally, she frequently acts as a consultant for Hort Innovation Marketing Project Submissions and Evaluations. She's a content producer for WA Grower Magazine and APAL's Fruit Grower magazine. She creates newsletters, maintains a database of member contacts, and manages websites, email-based news platforms, and social media content to keep WA grower members informed about industry matters. With experience in financial management setting budgets, maintaining transaction integrity, and allocating funding. She also works closely with project managers to oversee project development, implementation, and outcomes. Developing people and culture, exploring opportunities, and administering committee and governance procedures. Representing the industry in State and National Horticultural incentives and as a State representative with APAL, the national peak body. Nardia is passionate and committed to shaping and improving the pome fruit sector. She is always looking for opportunities to capitalize on and empower growers and engage stakeholders in the cause.	Nardia will talk about supporting local growers, local produce, the current harvest season, and reiterate the value to health and pocket to choosing an apple and pear as a snack choice over processed substitutes.
11.30 am	Jill Griffiths		Jill Griffiths studied biology and journalism at Murdoch University and has been writing about agriculture and the environment for over three decades. She has helped leading researchers bring their research to non-scientific audiences and has written numerous magazine articles. What's for Dinner? is her first book.	<i>What's for Dinner? Our food, our choices, our planet</i> Join Jill Griffiths and Barry Green in free-ranging conversation about food, farming and environment. Jill and Barry will discuss Jill's book (titled What's for Dinner?) and the plants, animals and people that feed us, and what our choices mean for them, us and the planet. Copies of What's for Dinner? will be for sale after the talk.
12.30 pm	Jason Jarvis		Jason Jarvis is the third generation of his family to Farm at Happy Valley, their property just south of Donnybrook. Jason studied Horticulture Management at Lincoln University in New Zealand. After returning home Jason joined the family farming business. Jason converted the farm to organic after completing a Nuffield Farming Scholarship focusing on Organic fruit production. The business has two main components. Prime Organics is the trading name that relates to the production component and produces apples, pears, nashi, plums, and beef cattle. Happy Valley has been certified organic since 2009. Twin Apple Packhouse is the trading name used for packing and cool storing conventional produce and for marketing theirs and other organic produce into supermarkets. Jason has had extensive fruit industry involvement including serving for 6 years on the board of Apple and Pear Australia Ltd (APAL), the country's pomefruit peak industry body. He is the current chair of Pomewest, serving WA Apple and Pear growers. Jason is passionate about contributing to a united organic industry and building a farming pathway that future generations are keen to follow.	<i>Soil to Soul - What it takes to bring certified organic produce to your table.</i>
1.00 pm	Garry Page		Garry operates a 3000 acre certified organic farm at Pingelly with wife Linda and two daughters. Raises poll merinos , crossbred lambs , oats , hay and cover crops. He will be talking about his experiences what's worked and what's caused difficulties.	<i>Biodiversity and Ecosystem resilience "A farmers experience"</i>
2.00 pm GRAND PARADE				
2.45 pm	Mark Tupman		Mark has been actively involved in the fields of organic/biodynamic production, permaculture, sustainability, agro-ecology and holistic management for the last three decades. He has been worked in a number of educational, research, community and commercial projects throughout Western Australia and in between times, managed orchards, livestock and market garden enterprises on various properties. His consultation and education business, Productive Ecology, specialises in the establishment and management of integrated living production systems to improve ecological and economical outcomes for growers. He also works part time as the Witchcliffe Ecovillage horticulture manager and is a project advisor and content creator for the Lower Blackwood Catchment LCDC.	<i>Thriving, With Life!</i> Natural ecosystems are a great example of the functionality and efficiency of living communities. The integration of a more ecological approach in our food production systems offers us a way to grow healthier produce, reduce waste, lower input requirements, improve our landscapes and build resilience in the face of climactic and economic challenges. So, how do we do it? Join us for an informative and inspiring session how we can work with our plant, microbial and animal associates to create abundant gardens and farms.

3.15 pm	Hellen Cripps		<p>Helen's roles have included economic analysis and policy development for the Western Australian Government, coordinated Community Development for the City of Vincent and managed Business Relationships for Edith Cowan University. After completing her PhD in 2007, Helen has had a wide-ranging research career across multiple sectors including maritime, social media, technology adoption, tourism, entrepreneurship and innovation. She has undertaken research projects in Australia, Croatia, Finland, Norway, Sweden, UK and USA. She is a sought-after speaker in academia and industry, both nationally and internationally. Dr Cripps has won multiple awards in Technology, Innovative Teaching Practice and Industry Engagement from Edith Cowan University and Peak Industry Bodies. Helen is currently researching the success of the Pink Lady Apple Brand to provide insights for the development and marketing of new varieties.</p>	<p><i>"She'll be Apples": which is cheaper a take away coffee or an apple?</i></p> <p>The talk will focus on the health and economic benefits of fresh produce to your heart and wallet before delving into the history of apples in WA and the 4 varieties that have come from WA. Finally, Helen will explain the Apple Heritage and Produce Trail which celebrates and promotes our invocative Apple industry in WA.</p>
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