

MEDIA ALERT

World's Premier Horticulture Event in Brisbane 17-22 August

Sustaining Lives, Livelihoods and Landscapes

Over 3000 delegates gather on all things fruit, veggies, nuts, flowers, turf and urban horticulture

Over 3000 delegates from more than 100 countries will attend the International Horticulture Congress (IHC2014) – the world premier horticulture event - in Brisbane from 17-22 August at the Brisbane Exhibition and Convention Centre. It will mark the 150th anniversary of the International Society for Horticultural Science.

IHC2014 includes the world's leading experts in horticulture science to highlight issues related to the unique potential of horticulture to impact broadly on the key issues of modern society – health, wealth and an improved environment.

Over 40 symposia will cover a wide range of topics on all aspects of horticulture, arboriculture, and indigenous, medicinal and aromatic plants.

The event has an extensive program of training schools and tours around the Brisbane area, the Granite Belt, North Queensland, the Hunter Valley, Mudgee, Tasmania and Western Australia.

International plenary speakers include:

- Em Prof Marc Van Montagu, World Food Prize Laureate (2013) and co-discoverer of the transformation technology used worldwide to produce genetically engineered plants.
- Dr Shenggen Fan, Director General of the leading food think-tank, International Food Policy Research Institute, who received the 2014 World Food Programme's Hunger Hero Award.
- Dr Dyno Keatinge, Director General of the World Vegetable Centre and Chair of the Global Horticulture Initiative.
- Dr Dennis Gonsalves, former director of the USDA Pacific Basin Agricultural Research Center, who led the development of the virus-resistant transgenic papaya, saving the Hawaiian papaya industry.
- Malcolm Smith, the founding design director of the Integrated Urbanism Unit at Arup, London. The title of his keynote address is "Food forming places - horticulture and the contemporary city".
- Dr Martin Hamer, CEO, International Centre for Sustainable Development, Bonn-Rhein-Sieg University of Applied Sciences, who specialises in preventing transfer of pollutants into the food chain.

In addition to presentations on particular fruits, vegetables, nuts and berries, more general issues include:

- The place of horticulture in world food production
- Human health effects of fruits, vegetables, nuts and berries
- The future of indigenous vegetables and their role in the battle against malnutrition and disease
- Traditional and modern knowledge of medicinal and aromatic plants
- Plant breeding, molecular biology, functional & biofortified food and GMO in horticulture
- The theoretical limit of fruit crops productivity and major factors preventing this being reached
- The expansion of the wine industry into previously unlikely locations
- The science and technologies (S&T) required to deliver novel, high quality ornamental horticulture
- Mechanisation, precision horticulture and robotics
- Innovative plant protection and advances in postharvest S&T for horticulture
- New innovative approaches to horticulture education, research training and extension
- Connections between nature, plants, landscapes and human health
- Eco-verification of horticultural products – rating the sustainability and impact of a product
- Understanding consumer preferences and sensory traits of products to improve fruit and nuts.

Media are welcome to attend and prearranged interviews are encouraged. Please contact:

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