

# UPL celebrating success with the Tech Innovation Award in 2020, entry deadline extended

PMA Australia-New Zealand (PMA A-NZ) are pleased to announce UPL as the sponsor of the Tech Innovation Award in 2020.

In its inaugural year, the Tech Innovation Award celebrates outstanding achievement in the field of technology and innovation within the Australasian fresh fruit, vegetable and floral industries. Nominations will be judged on the uniqueness and sustainability of the concept, the value it provides to the ANZ fresh produce industry by addressing existing challenges, its delivery throughout the industry and its immediate and long-term impacts including its ability to inspire future innovation.

A dynamic business providing total agricultural solutions to horticultural growers, UPL recognises the important role innovation plays within the fresh produce industry.

“UPL is excited to sponsor and support the inaugural PMA A-NZ Tech Innovation Award for 2020” says Ian Cass, Marketing and Business Development Manager, UPL Australia. “At UPL we are all about fostering collaborations across the industry and by supporting new technologies through such initiatives as the Tech Innovation award we can help get technology advances to market faster and drive transformational changes we need to ensure a safer sustainable agricultural footprint to keep growers in business and feed generations to come.”

The PMA A-NZ Tech Innovation Award is open to any individual or business, with nominees sought from all parts of the fresh produce supply chain.

The distinguished award is judged on each innovator’s ability to develop and execute an effective initiative that addresses challenges or opportunities within the industry. The initiative could be anything from a product value-add, campaign or more advanced technology.

“We’re seeing a lot of exciting technological and innovative developments coming out of the fresh produce industry and it’s exciting to have the Tech Innovation Award recognising these achievements,” said PMA A-NZ’s Technology & Innovation Manager, Hannah White.

“Having the support of UPL, as a leading solution provider in the horticultural sector, is a testament to the innovative developments improving efficiency within our industry and driving it forward. We’re delighted to have them onboard for the Award this year to celebrate the leaders in this field.”

PMA A-NZ and UPL have confirmed the award will be presented in 2020 and the nomination deadline has been extended to 8 May.

With the Hort Connections trade show and conference postponed to 2021, the 2020 Tech Innovation Award showcase and award presentation will now be conducted via a webinar, which will stream live in June (date to be advertised).

Self-nominations and nominations by third parties are welcome and must be received by 8 May 2020.

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About PMA A-NZ: PMA Australia & New Zealand is Australia's largest industry association for fresh produce. Based in Melbourne, Victoria, PMA A-NZ serves members in both countries by connecting members with the ideas and people that make their problems smaller and opportunities bigger, through industry events, networking, research and resources.

About UPL: UPL is a leader in global food systems and is now one of the top 5 agricultural solutions companies worldwide. With a proforma revenue of US\$ 4.8 billion, UPL has a presence in over 130 countries. With market access to 90 percent of the world’s food basket and focused on ushering

growth and progress for the complete agricultural value chain including growers, distributors, suppliers and innovation partners. The company offers an integrated portfolio for various arable and horticultural crops, including biological, crop protection, seed treatment and post-harvest solutions covering the entire crop value chain. [www.upl-ltd.com](http://www.upl-ltd.com)

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