

# Trending into the future

**21—22 May 2026**  
**Ōtautahi Christchurch**  
Conway Room, Te Pae

**[etipu.co.nz](https://etipu.co.nz)**



**ETIPU**

The New Zealand Future  
Food and Fibre Summit

POWERED BY

**food**<sup>TM</sup> **HQ**  
Shaping the Future of Food



# Tipu ake ngātahi tātou

**Nau mai! Welcome to the 2026  
programme for E Tipu.**

For speaker bios and more information on making the most of your time at E Tipu in Manawatū to connect, converse and convert, visit our website [etipu.co.nz](https://etipu.co.nz).

Massive thanks to our sponsors.

Trending into  
the future

Thursday 21 May

# Day One

Conway Room, Te Pae, Ōtautahi Christchurch

## Session One

### **Evolving Preference:** the modern consumer and the future of food

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9.40am	<b>Mihi Whakatau</b>	<b>Te Taumata Tapu o Ngai Tūāhuriri</b>
9.50am	Introduction To Day One	<b>E Tipu MC</b> <b>Dr Victoria Hatton</b>
10.00am	<b>Keynote</b> Future Vision For The Primary Sector	<b>Speaker</b> <b>John Roche</b>
10.35am	<b>Keynote</b> The Age Of Intentional Eating	<b>Speaker</b> <b>Nicola O'Rourke</b>
11.05am	<b>Fireside Chat</b> Meeting The Market - Protein And Health Drive Growth	<b>Richard Rennie</b> <b>Neal Wallace</b>
11.35am	<b>Panel Event</b> Being The Best For 2050 And Beyond: Commodities, Premium, And The Promise Of Value-Add	<b>Chair</b> <b>Nick Pyke</b> <b>Panelists</b> <b>Richard Green</b> <b>Tanira Kingi</b> <b>Bruce Weir</b> <b>Mark Ross</b>
12.10pm	<b>Keynote</b> What If No One Wanted To Farm? Rethinking Food, Value And Respect <b>Sponsored by Asia</b> <b>New Zealand Foundation</b>	<b>Speaker</b> <b>Cherrie Atilano</b>  <b>Asia New Zealand Foundation</b> <b>Te Whītau Tūhono</b>

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Thursday 21 May

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12.40pm Sprout Innovation Workshop

Host

**Warren Bebb**

Presenters

**Bontia Bio, Aimer,  
Scanabull, Insights to India**

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1.00pm Lunch

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## Session Two

# Accelerating Growth: what we need in the engine room for value creation

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1.45pm

Keynote

Growth At The Speed Of Hungry:  
Creating Value Before Your Competitors  
Finish Breakfast

Speaker

**Angeline Achariya**

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2.25pm

Keynote

Beyond The Pitch Deck: What Really  
Powers Investment In Food & Fibre

Speaker

**Suse Reynolds**

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2.55pm

Panel Event

Farmers Powering Next-Generation Growth

Chair

**Anna Benny**

Panelists

**Hamish Guild  
Beef&Lamb finalist  
Seb Chapman  
Ariana Estoras**

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3.35pm

Afternoon Tea

**Sponsored by The Textile Institute  
New Zealand Chapter**



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3.55pm	<b>Panel Event</b> Belonging, Boldness, And Breakthroughs: Women Redefining Food And Fibre	<b>Chair</b> <b>Laura Morrison</b>  <b>Panelists</b> <b>Emily Dekker</b> <b>Kate Acland</b> <b>Amber Carpenter</b> <b>Jordain Beattie</b>
4.35pm	<b>Workshop</b> Designing Futures: Using Speculative Design To Anticipate And Shape What's Next	<b>Host</b> <b>Chris Jackson</b>
5.30pm	Close Of Day 1	<b>E Tipu MC</b> <b>Dr Victoria Hatton</b>

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## Dinner

# A celebration of women in agribusiness

**Sponsored by Massey University**



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6.30pm	Drinks In The Foyer Of The Conway Room At Te Pae	
7.00pm	Guests Seated And Welcome	<b>E Tipu MC</b> <b>Dr Victoria Hatton</b> <b>Jo Davidson</b>  <b>Speakers</b> <b>Minister Nicola Grigg</b> <b>Alison Barrass</b> <b>Andrew Cleverley</b>
10.30pm	Closing	<b>E Tipu MC</b> <b>Dr Victoria Hatton</b>

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Friday 22 May

# Day Two

Conway Room, Te Pae, Ōtautahi Christchurch

## Session Three

### Visionary design: how do we get ahead of the trends

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8.30am	<b>Keynote</b> From Price Takers To Price Makers: The Potential For Kiwi Brands To Grow Sector Value And Bring Goodness Back Home	<b>Speaker</b> <b>Tim Deane</b>
9.05am	<b>Keynote</b> Innovation Starts In The Board Room	<b>Speaker</b> <b>Alison Watters</b>
9.35am	<b>Keynote</b> Designing A New Future For Strong Wool	<b>Speaker</b> <b>Sophie Alida Poelman</b>
10.05am	<b>Panel Event</b> Trendsetters, Not Trend Takers: Nuffield On The Next Wave	<b>Chair</b> <b>Kate Scott</b>  <b>Panelists</b> <b>Ben McLauchlan</b> <b>Lisa Portas</b> <b>Dan Steele</b>
10.35am	<b>Morning Tea</b>	
11.05am	Sprout Innovation Workshop	<b>Host</b> <b>Warren Bebb</b>  <b>Presenter</b> <b>Sterineedle</b>
11.25am	<b>Panel Event</b> From Talk To Action: When Common Ground Cultivates Change	<b>Chair</b> <b>Lee-Ann Marsh</b> <b>Sponsored by AGMARDT</b>  <b>Panelists</b> <b>Kate Scott</b> <b>Jacinta Fitzgerald</b> <b>Phil Weir</b>

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12.00pm **Workshop** **Host**  
**Karen Walker**  
Branding Business To Stay  
Ahead Of The Trends

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1.00pm **Lunch**

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## Session Four

# The future unfolds: embracing disruption and spotting trends

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1.40pm **Keynote** **Speaker**  
**TBC**  
TBC

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2.20pm **Panel Event** **Chair**  
**Brig Ravera**  
TBC  
  
**Panelists**  
**Sarah How**  
**Lincoln Roper**  
**Anna Rich**

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2.50pm **Keynote** **Speaker**  
**Craig Fenton**  
AI For Food And Fibre

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3.10pm **Afternoon Tea**

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3.30pm **Keynote** **Speaker**  
**Mark Piper**  
What Has Science Done For  
Me Lately

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4.10pm **Keynote** **Speaker**  
**Jack Bobo**  
Navigating The Future Of Food:  
The Best Story Wins

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5.15pm **Closing Of E Tipu** **E Tipu MC**  
**Dr Victoria Hatton**

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# Speakers

<b>Alison</b>	<b>Barrass</b>	Professional Director (Including Chair of AA Insurance & Babich Wines, Independent Director Zespri and Rockit Apples)
<b>Alison</b>	<b>Watters</b>	Board Director, Fonterra
<b>Amber</b>	<b>Carpenter</b>	CEO, Grass Roots Media
<b>Andrew</b>	<b>Cleverley</b>	GM food and beverage operations Venue Otautahi
<b>Angeline</b>	<b>Achariya</b>	CEO, Innovation Gamechangers Australia
<b>Anna</b>	<b>Benny</b>	Technical Manager, IXOM and dairy farmer
<b>Anna</b>	<b>Rich</b>	Head of Global Marketing and Category, Tegel Foods
<b>Ariana</b>	<b>Estoras</b>	Māori executive leader, scientist and governance director
<b>Ben</b>	<b>McLauchlan</b>	Owner, Balvonie New Zealand & Owner Rothay Vineyards
<b>Brig</b>	<b>Ravera</b>	Associate Director, KPMG Propagate
<b>Bruce</b>	<b>Weir</b>	General Manager, Country Banking, Rabobank
<b>Cherri</b>	<b>Atilano</b>	Founder and Global Food Systems leader
<b>Chris</b>	<b>Jackson</b>	Design Futurist
<b>Craig</b>	<b>Fenton</b>	Founder, CEO - Fenton Innovation
<b>Dan</b>	<b>Steele</b>	Owner, Blue Duck Station
<b>Hamish</b>	<b>Guild</b>	Owner, Farmer at High Peak Station
<b>Jacinta</b>	<b>Fitzgerald</b>	CEO, Mindful Fashion New Zealand
<b>Jack</b>	<b>Bobo</b>	Executive Director of the UCLA Rothman Family Institute for Food Studies
<b>Jo</b>	<b>Davidson</b>	Ministerial appointed Governor on the Massey University Council
<b>John</b>	<b>Roche</b>	Prime Ministers Chief Scientist
<b>Jordain</b>	<b>Beattie</b>	Client Director, NZAB

<b>Karen</b>	<b>Walker</b>	Fashion Icon
<b>Kate</b>	<b>Scott</b>	CEO, Horticulture New Zealand
<b>Kate</b>	<b>Acland</b>	Chair, Beef & Lamb New Zealand
<b>Kate</b>	<b>Scott</b>	CEO, Horticulture New Zealand
<b>Laura</b>	<b>Morrison</b>	Owner, The Gullies Farm
<b>Lee-Ann</b>	<b>Marsh</b>	General Manager, AGMARDT
<b>Lincoln</b>	<b>Roper</b>	Farmer
<b>Lisa</b>	<b>Portas</b>	Nuffield Scholar
<b>Mark</b>	<b>Piper</b>	Transition CEO, Bioeconomy Sciences Institute
<b>Emily</b>	<b>Dekker</b>	Sector Manager Primary, Manufacturing, and Transport, Toitū Envirocare
<b>Neal</b>	<b>Wallace</b>	Journalist, Farmers Weekly
<b>Nick</b>	<b>Pyke</b>	Chair, AGMARDT
<b>Min. Nicola</b>	<b>Grigg</b>	The Minister of State for Trade and Investment, Minister for Women, Associate Minister of Agriculture (Horticulture) and Associate Minister for ACC
<b>Nicola</b>	<b>O'Rourke</b>	Founder and managing partner of founders advisory
<b>Phil</b>	<b>Weir</b>	Strategist and agricultural thinker
<b>Richard</b>	<b>Rennie</b>	Journalist, Farmers Weekly
<b>Richard</b>	<b>Green</b>	Executive Chairman
<b>Sarah</b>	<b>How</b>	Co-Founder Landify
<b>Seb</b>	<b>Chapman</b>	Board Member of Future Farmers Aotearoa
<b>Sophie</b>	<b>Alida Poelman</b>	Textile designer, and founder of Lof
<b>Suse</b>	<b>Reynolds</b>	Angel Investor
<b>Tanira</b>	<b>Kingi</b>	Climate Change Commissioner and Agriculture economist
<b>Tim</b>	<b>Deane</b>	CEO, Norsewear
<b>Dr Victoria</b>	<b>Hatton</b>	CEO, FoodHQ





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