

## About Batlow CiderFest

The 2018 Batlow CiderFest is a two day event featuring the Cider Industry Conference on Friday 18th May, followed by Batlow CiderFest street festival on Saturday 19th May.

This year we are also pleased to welcome peak industry body Cider Australia Limited which will be holding its Annual General Meeting in Batlow on Thursday 17<sup>th</sup> May.

Batlow CiderFest is a not-for-profit community event run by a committee of volunteers. Our aim is to develop and manage an event which supports the Batlow community, the apple industry and a rapidly evolving Australian cider business.

The street festival features cider tasting, sales, local food stalls and entertainment. It is not to be missed.

### Purchase Conference Tickets at;

<http://www.ticketebo.com.au/ciderindustryconference>

### Conference convener

Kevin Dodds - NSW Department of Primary Industries



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Batlow CiderFest  
PO Box 238, Batlow, NSW 2730

# 2018 Cider Industry Conference



Batlow Literary Institute  
Friday 18th May, 2018

Supported by the



# Conference program

## 9:00 Registrations & Morning Tea

9:30 Official Opening

9:45 Cider a World View – Peter Mitchell, Gloucestershire, UK

10:45 Mapping Australian Cider uniqueness for the production of high quality and consistent craft cider – Madeleine Way (PhD, UTAS)

11:15 Cider Australia Update – Sam Reid

## 12:00 Lunch

13:30 Cider Market Update & Dan Murphy's supporting Australian Craft Cider – Darren McKenzie (Endeavour Drinks Group)

14:00 How are Australian Ciders perceived in export markets? – Hugh McKeller (Real Cider Reviews)

14:30 The scientific principles underpinning inconsistencies in cider quality – Nigel Swarts (UTAS/TIA)

## 15:00 Afternoon Tea

15:30 Yeast nutrition and management, process control for cider production - Peter Mitchell

16:30 Cider appreciation session, Old World vs New World, comparative styles and tastes – James Kendell (Small Acres Cyder)

17:30 Q&A Session and Conference Close

17:45 InCiders Networking Session and Producer Tastings

# About our presenters



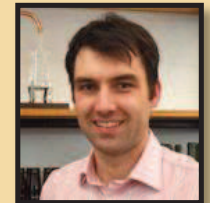
**Peter Mitchell** - Drawing from over 30 years of practical experience, Peter is a highly qualified and internationally recognised authority in cider & perry production. He is a professional trainer and presenter, acts as an advisor to clients across the world, is a UK and USA competition judge, an author and an award-winning producer in his own right.

**Sam Reid** is the co-founder and Managing Director of Willie Smiths Organic Cider and President of the peak industry body Cider Australia since 2014. Sam works tirelessly on behalf of Cider Australia's membership helping to steer industry development and foster partnerships that will see the industry continue to thrive into the future.



**James Kendell** (with wife Gail) is passionate about making premium cider from true heritage cider apple varieties. Their success at the 2017 Australian Cider Awards saw Small Acres Cyder take out the award for Most Successful Small Producer. With his credentials in the Australian cider industry, we are grateful to have James leading this year's Cider Sensory Session.

**Hugh McKeller**, the man behind Real Cider Reviews, has been reviewing ciders for around 4 years and so knows a bit about what's happening in the cider market in Australia! A self-confessed cider geek with a passion for learning as much as possible about cider and sharing that knowledge with others, he built his website as a practice project and four years later he's reviewed hundreds of different ciders from around the world.



**Madeleine Way**, is a PhD candidate at the University of Tasmania and recipient of the 2017 Westpac Future Leaders Scholarship (\$120,000). Madeleine graduated from the University of Tasmania in 2016 with a Bachelor of Agricultural Science with Honours. Her honours project focussed on four different varieties of apples and the ways pre-treatments impact the quality of the apple juice for cider-making.

**Darren McKenzie** is Category Manager for Cider at Dan Murphy's. Darren studied Marketing at RMIT. Working within the liquor industry for over 10 years Darren has previously held Category Manger Roles at both Independent supermarket retailer FoodWorks and Coles Liquor.



**Dr Nigel Swarts** is a Research Fellow in the Tasmanian Institute of Agriculture at the University of Tasmania. He is interested in the field of tree physiology and specifically tree crop nutrition. Nigel leads two collaborative projects on nitrogen management in tree crop production systems, and is currently supervising three PhD students and two honours students.