

Lutruwita/Tasmania host global seed industry experts for International Herbage Seed Group Conference

This week, Lutruwita/Tasmania welcomed 150 international delegates as host to the International Herbage Seed Group (IHSG) Conference in Launceston.

Delivered in partnership with the Tasmanian Seed Industry Group (TSIG), the event brought together leading researchers, growers and industry representatives to explore emerging and alternative seed crops, sustainable production, and agronomic innovation.

Previous IHSG conferences have been staged in Denmark, China, France and Argentina, with 2025 marking the first time the event was held in Australia since 2003.

Lutruwita/Tasmania's seed industry has expanded more than fourfold over the past decade, with an 80 per cent increase in area under production, driven by the state's favourable climate, land suitability, irrigation access and relative freedom from many pests and diseases.

The event was supported by the Tasmanian Government's Business Events Attraction Fund, which assists organisations to bring strategically valuable conferences to the state which and is administered by Business Events Tasmania.

The daily program was divided between meetings and field trips, giving delegates the opportunity to join farm tours as well as a cultural visit to the historic Brickendon Estate, just minutes from the conference centre.

Business Events Tasmania CEO Marnie Craig said hosting the IHSG Conference reinforces Tasmania's appeal as a destination that offers direct access to world-leading industries.

"We're proud to have welcomed IHSG delegates to Launceston, where they were given the space to think differently and connect with local expertise to explore ideas shaping the future of their industry," Ms Craig said.

"In Launceston, Tasmania's thriving agriculture sector sits right on the doorstep of world class conferencing facilities, making it easy for organisers to create engaging programs with field tours.

"Our proximity gives delegates a rare opportunity to move seamlessly between the conference room and the field, creating a deeper and more meaningful experience."

ENDS