

Australian CHERRIES

February 2013 - No 9



INCLUDED IN THIS ISSUE:

- President and CEO Reports
- R&D Articles from TIA
- Levy information
- Point of View
- Export Insights - United Arab Emirates
- State Reports and more



Cover Photo: Chinese CIQ officials at Hansen Orchards, Tasmania along with DAFF Canberra and Quarantine Tasmania staff as part of the Chinese audit and pre-clearance inspections.
Photo taken by Lucy Gregg.

In this issue.....

CGA President

CGA Chief Executive Officer

Research & Development

- Fruit abscission - TIA
- Winter Chill - TIA

Cherry Levy information for 2012/13

CGA Projects Update

Export Insights - United Arab Emirates

Point of View

State Reports



Horticulture Australia

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Contact CGA office
for advertising & any other matters
relating to

Australian
CHERRIES



CGA 2012-13
Associate Members

CGA Associate Membership offers industry stakeholders and other associated groups the opportunity to participate more closely with industry and CGA activities.

We are very pleased to acknowledge the support from the following organisations who have now taken up Associate membership with CGA -

Agricultural Contracting Australia

Campbell Chemicals

Favco

Flight Plastics (Plastic Packaging)

Glamapak

Melpat International

NetPro

OakSun Consulting

Plant & Food Research

Sustainable Liquid Technology (SLTEC)

Sumitomo Chemical Australia

Tasmanian Institute of Agriculture

Wobelea

Please visit the new CGA Website www.cherrygrowers.org.au for links to our Associate Members websites and for more information on becoming an Associate Member of CGA.



Andrew Smith - President CGA

The past season has seen one of the largest cherry crops harvested around all major growing districts throughout Australia. We have all seen large amounts of price pressure around the domestic marketplaces throughout the season. With a drier harvest period, many more tonnes of cherries were picked, packed & sent to market. The low prices achieved have left many growers to ponder their future in the industry, like many other commodity groups around the country at this current time. Growing produce for consumption in Australia has become a very tough vocation and lifestyle to say the least.

Over the past months we have seen the marketing and promotion campaign kick in using the “CHERISH THE MOMENT” slogan and “THE AUSTRALIAN CHERRY SEASON LASTS JUST 100 DAYS”. It will be of interest to see how the program was received by our consumers when the marketing committee meets and conducts their review on the past 2012/2013 national marketing campaign.

The signing of the Protocol for Australian Cherry Exports into the People’s Republic of China has been a major step forward for the industry and has taken some considerable time and effort from many people past and present in the CGA. I must thank the many people involved for their input over many years of negotiations. This year we have seen fruit exported from Tasmania to China with some mixed results, but overall it has shown what opportunities exist for cherries in China and what the markets desire. We look towards future technical meetings with China to work on some of the mainland problems based around Q-Fly & Med-Fly within the current protocol. These technical meetings will work on the science which will form part of

the protocol review process in the next round of bilateral talks between both countries before next cherry season. This will form a critical part of the review process after the first the year of trade with China to improve the mainland access problems currently faced.

As part of current and future International Market Access activities, the CGA is going to hold an open forum on the 20th of February to discuss our industry’s future directions and needs. The next step from this forum is to form a working group with skilled experts in this area to champion the broad range of activities on the horizon for the CGA. The Board sees these actions based around market access, as of the highest priority, and the future of the industry.

I must make mention of these coming events for you to keep in mind:

- The Victorian Cherry Growers Conference in March.
- The Fruit Growers Tasmania Conference in May.
- The National Cherry Conference in August, to be hosted by the NSW Cherry Growers.

Don’t forget to put them in your diaries, and get along and support your industry groups. The latest information and technical advice will, I’m sure be on display at these events.

Andrew Smith

President—Cherry Growers Australia



Welcome to the ninth Edition of "Australian Cherries" Newsletter.

Welcome to 2013 and I look forward to another year of challenges for the industry. The CGA Board and I hope the previous eight editions of the newsletter have been well received by the industry. We have also had some feedback on print size and content, which is much appreciated, as your feedback helps us to continually improve and refine this newsletter, so please get in touch if you have any suggestions.

Since the last edition, the CGA Board and Committees have been busy with a range of issues, including:

Cherry Strategic Plan 2012-2017

As you know Andrew Smith and I presented the 2012-17 Cherry Industry Strategic and Investment Plan to the Horticulture Australia Board on 24 October 2012. The HAL board approved the Strategic Plan in December 2012, so there is now a great opportunity to utilise all aspects of this over the next 5 years.

The Strategic Plan provides a pathway for the industry to follow when investing your levies. The Cherry Industry Strategic Plan / Investment Plan has been written as the overarching document to guide industry direction and investment. There are a number of complimentary plans that sit below this document and support the implementation and evaluation process. These plans include:

- Industry Research and Development Framework / Investment Plan;
- Export Roadmap;
- Industry Communications and Extension Plan;

- Strategic Marketing Plan / Investment Plan.

Copies of these are up on the CGA website, so please read them when you get the chance.

CGA Website

We continue to update the new website www.cherrygrowers.org.au weekly with news and other key documents and stories. Please give us any feedback and suggestions for the site and for the new Facebook site <http://www.facebook.com/cherrygrowers>.

Market Access

China

The CGA Board provided feedback to DAFF on the first draft of the Biosecurity Protocol on 19 November 2012 and it was sent back to AQSIQ on 26 November 2012. Through a number of meetings and discussions the final protocol to export into China was signed by AQSIQ and DAFF on 7 January 2013. While it did not provide all growers and exporters with what they wanted, it has opened the door into this market for future years and in particular 2013/14 for growers in SA, NSW and VIC.

Access of Australian Cherries from Tasmania into China commenced on 16 January 2013 after the audit signoff and preclearance signoff were given by Chinese officers sent to Tasmania. As of writing this report over 70 tonnes of Cherries have been sent from Tasmania this season.

A range of technical issues need to be discussed, clarified, reviewed and relevant changes made to the new protocol as part of the guaranteed technical review to be held with AQSIQ, DAFF, CGA and other related industries in March/April 2013 for improved mainland access in 2013/14 and beyond on:

- Pre export cold treatment;
- In transit cold treatment;
- A workable and commercial airfreight protocol to enable growers outside of pest free areas access to the markets within 48-72 hours of harvest. EG Fumigation, Systems Approach, Irradiation etc.
- Fruit fly /med fly issues;
- East - West Protocol acceptance;
- Current PFA's on mainland Australia being included into future protocol.
- Sea freight packaging for PFA and non PFA areas, the use of mesh bags and potential issues of bags being broken;
- Issues related to probes;
- Recognition of separate grower consignments in one container ie: if protocol is breached, not having whole container knocked out if problem is found only in one grower's consignment; and
- Other issues that could arise over time.

Thailand

Two Officers from the Department of Agriculture from Thailand were out here from 25 November to 6 December 2012, doing the biosecurity audit as required under the draft protocol sign off requirements. We await their final report and a new draft from Thailand, so we can work toward regaining access in there in 2013/14.

Korea

The South Koreans were out here for bilateral talks. Scott Coupland and NSWCGA organised a one day visit to Young to discuss access issues. CGA will be in contact with DAFF to discuss a time-frame for mainland cherries to get access into Korea in 2013/14 or 2014/15.

Marketing and Promotion

The 2012/13 Marketing and Promotions campaign has been completed with a number of key projects for the season that were run through Crossman Communications in Sydney and continued to push out key messages and branding as we did in 2011/12 and our consumer research. Other projects include:

- State promotional events and activities that from all accounts went very well and I would like to boost funding for them for the 2013/14 season.
- Distribution of 1000 promotional kits via the States for retail collaboration and POS merchandising through IGA stores and independents and some for each State body that were well received.
- A radio campaign from a consortium of growers and some levy funds focusing in on Adelaide, ACT, Sydney, Melbourne and Brisbane that ran from mid/late November to mid December to cover the period just before Christmas. We are awaiting the final reports on how effective this was and I will report in the next newsletter.
- Woolworths, Coles IGA and Harris Farms gave Cherries a high profile in their magazines and marketing in the lead up to Christmas and into 2013. We await getting their feedback on the season too.
- Sprout Research held focus groups in Brisbane, Sydney and Melbourne in December 2012 and February 2013 to obtain qualitative data on consumer perceptions in relation to cherries and will again run a national survey in late February 2013. From this a new consumer report will be made available to industry that will be used for the 2013/14 and 2014/15 season campaigns and any repositioning we

Simon Boughey - Chief Executive Officer

need to do and could be used for the way you look at your business opportunities and marketing of your product.

Finally I hope as many of you can provide feedback to CGA on the 2012/13 season. I realise that with such a strong growing season the crop was the best for years in all States and this has had a mixed effect on prices across the country.

We need to strive to continue to raise domestic consumer demand for Cherries over the full season and also build on the export markets and ensure we gain access back into Thailand for 2013/14 and into China for mainland Australia

for 2013/14, but let us not forget the other 20 markets we export to and opportunities that exist in these markets and build on our success there.

I look forward to coming to visit each State Association in the next couple of months to talk with you and get your feedback.

Simon Boughey
CEO - Cherry Growers Australia

Telephone: 03 6231 1229
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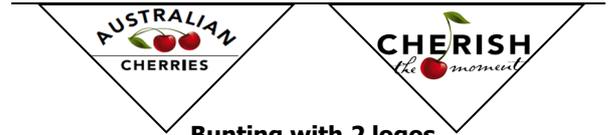


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CHERRY GROWERS AUSTRALIA

NEW RELEASE CHERRY COLOUR GUIDE & SIZER



Cherry Growers Australia and Graham's Factree have just released a new edition of the Australian Cherry Colour Guide & Sizer. The Guides are made from plastic, are durable and waterproof. The cost of the Guide is \$10 each plus GST, postage & handling.

Contact CGA Office to place your order
office@cherrygrowers.org.au



LATEST CHERRY RESEARCH

Fruit abscission or shedding is an issue impacting the profitability of the cherry industry. A study being conducted by the Tasmanian Institute of Agriculture, will examine the role of carbohydrates in fruit abscission.

“The study manipulates carbohydrate production and transportation within the tree” explains researcher Dr Jo Jones.

Using Kordia (low fruit-setting) and Lapin (high fruit-setting), the trial is monitoring the levels of carbohydrates in different organs within the tree, particularly the roots, trunk and shoots throughout the season.

By manipulating the incoming carbohydrates via photosynthesis, as well as the transport of carbohydrates to and from storage organs, a better understanding of the role of carbohydrates in preventing fruit abscission will be gained.

Dr Jones says that “by defoliating and girdling at key times within the season we are disrupting the normal transport of carbohydrates within the tree. It is hoped that by decreasing the competition between the developing fruit and growing roots we will get a better picture of the importance of carbohydrates for retaining fruitlets during the sensitive period.”

The trial is building on initial findings by the research team: whilst fruit set was only marginally lower in Kordia than Lapin, fruitlet abscission was 70% in Kordia relative to just over 30% in Lapin (Figure 1). Photosynthesis throughout the season was relatively similar between Kordia and Lapin, except post-harvest when it was significantly lower in Kordia than Lapin. This has led to the hypothesis that Kordia sets down inadequate stores of carbohydrates post-harvest for the subsequent season’s fruitlets – leading to high fruitlet abscission. Measurements in the 2012/13 study include wood carbohydrate concentration, fruit set, fruitlet abscission, crop load, leaf area, photosynthetic rate, and fruit quality measures including fruit size, firmness, colour, stem retention.

“If we confirm that there is inadequate carbohydrate storage post-harvest the logical question is how can we manage trees to improve their building of reserves in the post-harvest period” says Dr Dugald Close.

The TIA team look forward to presenting the results of this trial to industry later in 2013.

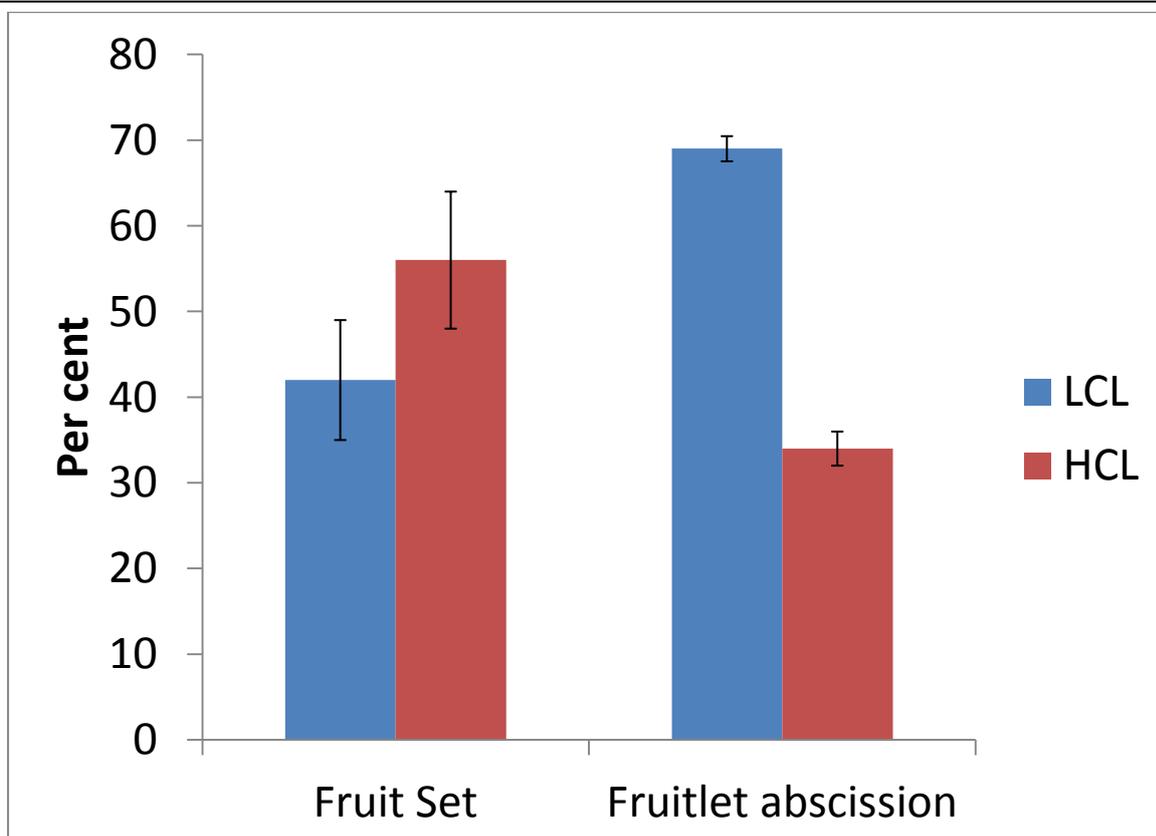
Dr Jo Jones (Research Fellow), Dr Dugald Close (Centre Leader) and Dr Audrey Quentin (ex-Junior Research Fellow)

Perennial Horticulture Centre
Tasmanian Institute of Agriculture

Acknowledgements – 

We thank Nic Hansen (2011/12 season) and Howard Hansen (2012/13 season) for generous access to orchard trees, donated fruit and discussion and advice throughout the project. This work is part of a larger project (CY10002 Optimising Cherry Fruit Set, Crop Load and Fruit Nutrition and Size) that has been funded by HAL using the cherry industry levy, voluntary contribution from the Washington Tree Fruit Commission and matched funds from the Australian Government. Dugald Close received additional funding for this project through a UTAS Rising Stars grant. Dr Audrey Quentin managed this sub-project in the 2011/12 season. Dr Erik Smith (Washington State University), Lieke Hennen (Wageningen University), Eric Mertes (current TIA PhD student) and Justin Direen and Steve Paterson (technicians) provided field and laboratory assistance. Advice from Dr Penny Measham is gratefully acknowledged.

Figure 1. Percent fruit set and fruitlet abscission of Kordia (low crop-load; LCL) and Lapin (high crop-load; HCL) in 2011/12 at Tasmanian Cherries orchard, Old Beach, Tasmania.





Information on Cherry Levy and Export Charge

****IMPORTANT—You can now lodge your cherry return online****

Lodge your return online at www.leviesonline.daff.gov.au/LRSONLINE. DAFF Levies can process your return quickly and accurately, and you can access your online return history at any time. To find out more about Levies Online, contact your state DAFF Levies office (details below).

Why is there a levy/charge on cherries?

The Australian Government introduces and administers levies and export charges at the request of industry. The cherry levy and export charge funds Horticulture Australia Limited (HAL) cherry research and development (R&D) and marketing and Plant Health Australia (PHA) membership. DAFF Levies collects the levies and distributes them to HAL and PHA. It also distributes the Australian Government's matching R&D contributions. To find out more, visit www.horticulture.com.au and www.planthealthaustralia.com.au.

What is the levy/charge payable on?

Levy is payable on fresh cherries produced and sold in Australia.

Export charge is payable on fresh cherries produced in and exported from Australia. No export charge is payable if domestic levy has already been paid on the product prior to export.

Who pays the levy/charge and who submits returns?

The producer (the person who owns the cherries immediately after harvest) is liable to pay the levy.

If the producer sells their produce through an intermediary, such as a first purchaser, buying agent, selling agent or merchant, the intermediary must pay levy and submit all return forms on behalf of the producer. The intermediary can recover from the producer the amount of levy paid, by offset or otherwise.

If the producer sells cherries by retail sale—for example, direct to the consumer at roadside stalls, shed sales, farm gate—they must pay levy and submit all return forms directly to DAFF Levies.

For the export charge, the producer is the person who owns the product at the time of export from Australia. That person is liable to pay the export charge and submit return forms to DAFF Levies.

If the producer exports the product through an exporting agent, the agent must pay the charge and submit all return forms to DAFF Levies on behalf of the producer. The agent can recover from the producer the amount of charge paid from the producer (the owner of the product at the time of export).

Download a return form at www.daff.gov.au/levies.

What is the rate of levy/charge on cherries?

The levy and export charge rates are:

cherries: 7 cents per kilogram

Rates are current as at 1 January 2012.

Australian Government levies exclude GST.

Are there any exemptions associated with this levy/charge?

Levy is not payable on cherries sold or used in a levy year* by a producer for processing.

When is levy/charge due for payment?

Annual returns

The cherry levy year begins on 1 April and ends on 31 March the next year. The return together with payment must be submitted to DAFF Levies on or before 28 April in the next levy year. For example, the return and payment for 1 April 2012 to 31 March 2013 must be lodged by 28 April 2013.

General information and definitions

The levy and export charge rate is calculated on a per kilogram basis.

'Retail sale' means a sale of cherries by the producer other than a sale to a first purchaser or through an agent e.g. sales by the producer direct to the consumer such as at roadside stalls, shed sales, farm gate etc.

* A levy year for cherries is a period of 12 months beginning on 1 April in a year and concluding on 31 March in the following year.

What records must be kept, who should keep them and for how long?

People who lodge returns to DAFF Levies and people who pay levy/charge to intermediaries are required to keep records supporting the information supplied in returns or information relating to payments made to intermediaries. These records are to be kept for a period of five (5) years and are to be made available to DAFF Levies officers.

For further information or clarification on what records must be kept, who should keep them and for how long please contact your nearest DAFF Levies office.

Are there any penalties for late payments or other offences?

If you pay your levy late, you will be penalised at the rate of 2% per month. This will compound on the total of the unpaid amounts, including any penalties you have already accrued, until you have paid the outstanding levy in full.

There are also penalties for other breaches of the legislation. For more information, please contact your nearest DAFF Levies office.

Giving false or misleading information is a serious offence.

How do I lodge my return?

Our preferred method of lodgement is through our Levies Online System.

Lodge Online by going to www.leviesonline.daff.gov.au/LRSONLINE or

 **Scan and email** a copy of your completed and signed return form to levies.management@daff.gov.au or

 **Fax** a copy of your completed and signed return form to free fax 1800 609 150 or

 **Mail** your completed and signed return form to:

DAFF Levies
Department of Agriculture, Fisheries and Forestry
Locked Bag 4488
KINGSTON ACT 2604

If you would like to receive information and reminder notices electronically in the future, please write your business email address on your return form.

How do I pay?

DAFF Levies prefers to receive payments by electronic funds transfer (EFT). Payments by EFT are secure and assist Levies to reduce processing time and minimise errors.

EFT **Electronic Funds Transfer (preferred method of payment)**

Transfer your payment to:

Bank	Reserve Bank of Australia
BSB	092009
Account Number	111700
Account Name	AFFA Official Administered Receipts
Reference	Please enter the prefix 'LRS' followed by your LRS account number and your business name. (e.g. LRS12345 AZ Wholesale)

Alternatively, mail a cheque or money order (made payable to DAFF Levies) along with your return form to:

 DAFF Levies
Department of Agriculture, Fisheries and Forestry
Locked Bag 4488
KINGSTON ACT 2604

What is DAFF Levies?

DAFF Levies is part of the Australian Government Department of Agriculture, Fisheries and Forestry (DAFF) and under Commonwealth legislation is responsible for the effective administration, collection and disbursement of levies and charges on a range of rural commodities and products. DAFF Levies also distributes the Australian Government's matching funds for research and development, as

determined by legislation. Funds are disbursed to the relevant research and development (R&D) and marketing bodies as well as to Animal Health Australia, Plant Health Australia and the National Residue Survey.

DAFF Levies collects over 70 different levies and charges from a client base of over 9 000 levy payers. For more information about DAFF Levies, please visit www.daff.gov.au/agriculture-food/levies.

What are Horticulture Australia Limited and Plant Health Australia?

Horticulture Australia Limited is a national research, development and marketing organisation working in partnership with the horticulture sector to invest in programs that provide benefit to the Australian horticultural industry.

HAL is an industry owned company that the Australian Government has contracted to deliver marketing and R&D services for the horticulture industry. For more information on HAL telephone 02 8295 2300 or visit their website www.horticulture.com.au.

Plant Health Australia (PHA) is the peak body responsible for working with its members to manage projects and coordinate development of national plant health policy and capability in Australia. PHA was formed in recognition that, in global terms, Australia is fortunate to experience a relative freedom from pests, weeds and diseases that can affect plant industries. PHA works to develop a shared vision and communicate an understanding of a more coordinated and effective plant health management system. For more information on PHA visit their website at www.planthealthaustralia.com.au.

What legislation is associated with this levy/charge?

The levy is imposed and collected under this legislation:

Primary Industries (Excise) Levies Act 1999

Primary Industries (Customs) Charges Act 1999

Primary Industries Levies and Charges Collection Act 1991

and associated legislation.

Please note that under section 27 of the *Primary Industries Levies and Charges Collection Act 1991* (PILCC Act 1991) an authorised DAFF officer can release the names and addresses of levy payers to industry bodies and levy recipient organisations.

You can download the legislation at www.comlaw.gov.au or purchase a copy from Canprint Information Services (1300 656 863).

This information sheet is a guide only and does not substitute for the relevant legislation.

Who can I contact about levies?

DAFF Levies contact information	
Levies Online Helpdesk (for technical assistance only):  Telephone 1800 022 384	Canberra Central Office:  Fax 1800 609 150  Locked Bag 4488 Kingston ACT 260
Adelaide (SA & WA)  Telephone 1800 814 961  Fax 08 8201 6099	Melbourne (VIC)  Telephone 1800 683 839  Fax 03 9322 5500
Brisbane (QLD, TAS & NT)  Telephone 1800 647 801  Fax 07 3716 9177	Sydney (NSW & ACT)  Telephone 1800 625 103  Fax 02 8334 7135
 E-mail: levies.management@daff.gov.au	 Website: www.daff.gov.au/levies

February 2012



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LATEST CHERRY RESEARCH



Penny Measham and Nick MacNair
Perennial Horticulture Centre
Tasmanian Institute of Agriculture

Chill; time to relax?

Fruit trees enter a dormant state during winter in order to protect vegetative and reproductive organs from harmful conditions such as cold temperatures, and an important factor in the release of dormancy is the accumulation of winter chill. Deciduous fruit trees such as cherries require exposure to cold temperatures over winter to achieve chilling requirement and allow normal bud development. There is limited knowledge in both physiological and genetic processes during this period for cherry trees; fruit production relies heavily on general observations and grower's perception. In general, cherry requirement for chill ranges from 20 to 80 Dynamic Chill Portions (CP) or from 300 to 1500 Chill Hours (CH) (depending on model used and variety). However, as different varieties require different amounts of chill, and this amount has not always been quantified, greater knowledge of winter chill is needed. Without this decision making about variety selection becomes difficult, especially in a time of a changing climate.

Growers naturally adapt and manage production for unpredictable and variable seasonal climate; however the predicted changes in climate introduce a new concern with an increased variability in the frequency and severity of extreme climatic events. Extreme high-temperature events are expected to rise greatly in frequency, and while frosts are likely to lessen in frequency the impact of frost may increase due to timing. Predictive models of global climate suggest that global mean surface air temperature will rise by 2.0 - 4.5°C by the middle of 21st century. This level of temperature increase would change the level of winter chill achieved. For example, under a 2°C increase in mean temperature in Western Australian growing regions available chill would reduce from 30-40CP to potentially less than 20CP or from 300-400CH to 80-200CH. This would impact greatly on cherry production under current management options. On the other hand Victorian growing regions would only change from 45-55CP to 40-55CP or from 650-1000CH to 450-700CH. More climate information can be found in "Understanding and managing the risks and opportunities from

climate change on cherry production”. Some regions may change only a little, but this may still impact on variety choice.

A small project, funded through Horticulture Australia, has begun to investigate some of the requirements for chill in two varieties; Sweetheart and Kordia. Chilling requirements for both varieties was established in the lab (Figure 1), and in the field, from 100% leaf fall to maximum bud burst. Bud burst (as indicated by ‘side green’; Figure 2) was recorded every second day by visually assessing each bud on each sample.

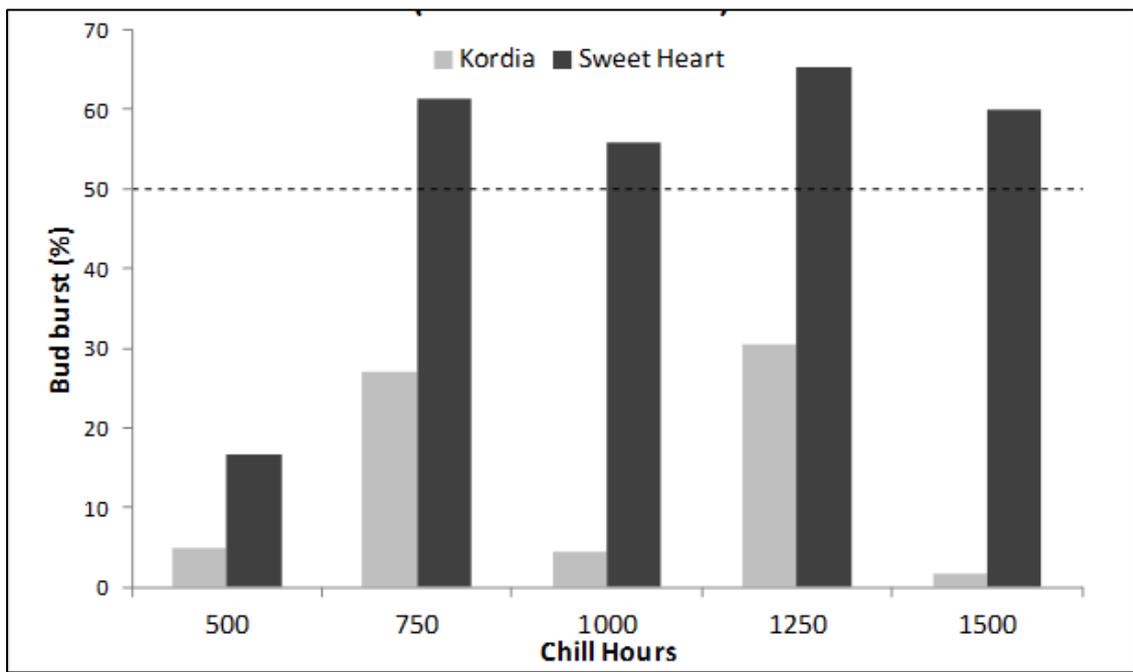
Figure 1: Bud burst material for counting.



Figure 2: Sweetheart buds at 'side-green' stage.

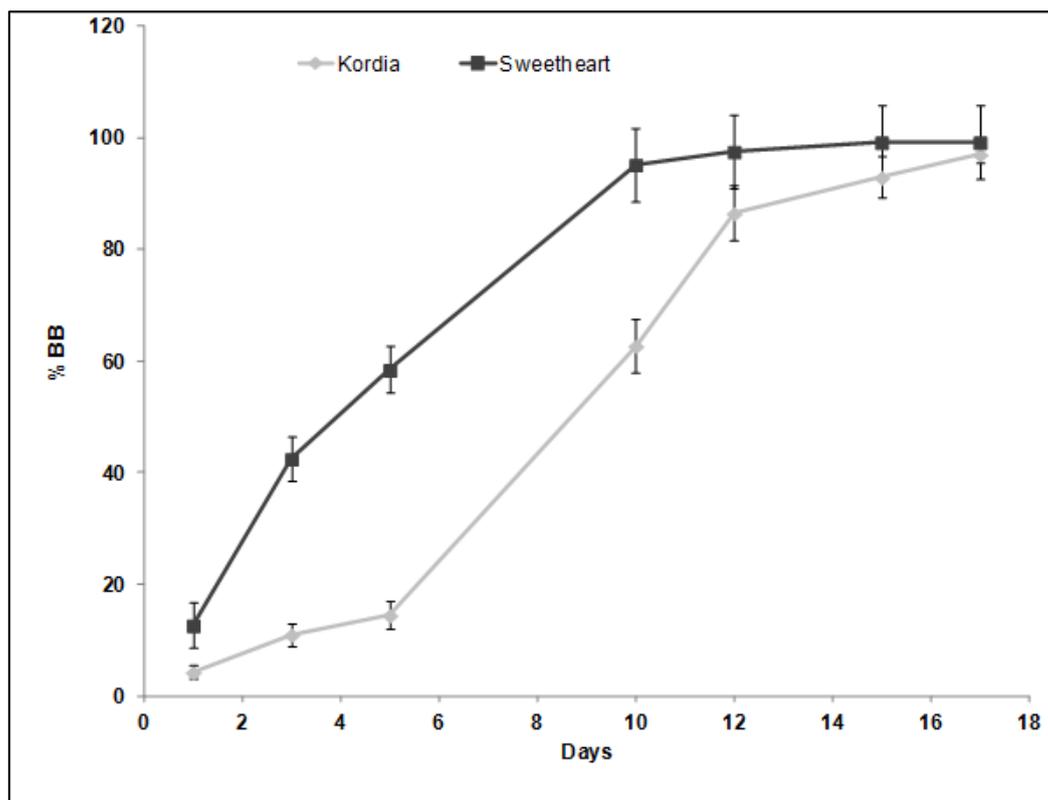
Winter chill for each of the dormancy treatments, and the natural conditions in the field, were calculated for chill portions and chill hours. Varieties exhibited significant differences in bud burst and chill requirement. At 750CH Sweetheart achieved over 50% bud burst and remained over the 50% mark with increasing chill hours. In contrast, Kordia did not reach 50% bud burst, with the highest level of 30% achieved at 1250CH (Figure 3). Sweetheart achieved over 50% bud burst at 19.7 CP and remained around 50% with increasing chill portions. Kordia did not reach over 50% budburst when exposed to any number of chill portions. The highest bud burst percentage reached 43% at 33.3 chill portions. This confirmed that Kordia has a much higher chill requirement than Sweetheart.

Figure 3: Percentage of bud burst exposed to different chill hours



Winter chill accumulated in the field was approximately 1200CH or 56CP for 50% bud burst. There was also a significant difference between varieties in maximum bud burst achieved in the field ($P < 0.05$). Sweetheart needed on average 10.4 ± 0.4 days to reach 100% bud burst, whereas Kordia required 16.0 ± 1.3 days to reach a maximum of just less than 100% (Figure 4). Some Kordia buds did not burst at all; these were examined microscopically and no anatomical differences noticed; this implies a climate response (Figure 5).

Figure 4: Percentage of bud burst (%BB) in Sweetheart and Kordia from initial bud break recorded in the field over 20 days. Error bars represent the standard error of mean.



Varieties also significantly differed in MTB (mean time to bud burst 50%) ($P < 0.001$); Sweetheart had a significantly lower MTB of 5.3 ± 5.46 days than Kordia with 10.2 ± 2.94 days. This indicates that not only did Sweetheart have a lower requirement for chill, once dormancy had broken Sweetheart bud burst occurred faster than that of Kordia. This is another important consideration in budburst. Uniformity of burst and subsequent flowering will impact on management practices.

Carbohydrates (Starch and sugars) also play numerous roles in supporting and sustaining growth over stressful conditions, dormancy and breaking of dormancy. Throughout the growing season carbohydrate levels continuously vary within the tree, following a seasonal pattern. Spurs and buds should have enough stored carbohydrate reserves to provide energy and support the initial growth stages (budburst) until the developed leaves can substantially support tree growth and fruit development via photosynthetic process, but carbohydrates can be remobilised from other storage organs (trunk, roots) if needed. The level of carbohydrates changing from leaf fall to dormancy was monitored, and trunk size recorded. Overall, bud sucrose concentration increased between summer and winter in

both varieties. Sweetheart trees had potentially more reserves as trunk size was larger, decreasing sucrose levels in buds were seen with decreasing trunk size in Kordia. Bud starch levels decreased in Kordia, while it increased in Sweetheart.

In summary; Sweetheart had lower chill requirement both in the lab and in the field, a faster bud burst and more carbohydrate reserves. With possible climate changes and winter chill exposure reductions, further understanding and aid in ensuring that cherry trees meet their chill requirements is needed. Chemical dormancy breakers have shown to be effective, however they require significant inputs and increased costs. Assessing the effects of low input orchard practices such as tree pruning or training to manipulate bud carbohydrates and responses to climate warrant investigation. Improved rate of bud burst and bud burst uniformity may also aid management, however depending on region increased uniformity may not surpass the risk of yield loss to frost.



Figure 5: Kordia bud

For more Information please contact;
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0437 454 622
Penelope.Measham@utas.edu.au

CGA-HAL Projects for 2012-2013

CY11026 — Maintenance and ongoing Development of Communications across the Australian Cherry Industry

CY11026 is a 3 year funded project with the key objective to provide strong communication amongst all stakeholders in the Australian Cherry Industry. It is vital for the major stakeholders and in particular growers, to be able to make informed decisions when facing future challenges and opportunities.

The aim of this project is to maintain and build on progress made with project CY11018.

Proposed key objectives of this project include:

1. Ongoing publication of Industry magazine "Australian Cherries" to be distributed 5-6 times annually.
2. Other mailouts of relevant information as required.
3. To deliver information to growers and other industry stakeholders, through facilitation with State Associations.
4. Ongoing maintenance and development of industry website, to include updated and relevant information and links.
5. Ongoing collection and evaluation of feedback from stakeholders to gain a better understanding of which communications media are most effective, plus evaluation of emerging and future communications technologies.
6. Keeping growers informed of and encouraging their participation in National marketing campaigns.
7. Promote strong communication with State Associations to facilitate effective planning and marketing projects.
8. Development of a strong export focus amongst growers and State Associations.

CY12007 — Export Development for Australian Cherries

CY12007 is a 3 year funded project and is a continuation of Projects CY11014 and CY11017 to ensure that market access and development work on behalf of the Australian Cherry industry continues. This is particularly important in regard to maintenance of existing markets and ensuring opportunities for further development in those markets are taken up.

A key focus of the project will be to build on the export culture already being developed amongst Australian Cherry growers across the growing regions, with a focus on key export markets such as regaining access to Thailand and accessing new markets like China.



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EXPORT



Insights

United Arab Emirates

Country Facts - (From Austrade website: www.austrade.gov.au)

Capital city:	Abu Dhabi
Surface area:	84,000 sq km
Population:	5.4 million
Official language(s):	Arabic
Head of State	President HH Sheikh Khalifa Bin Zayed
Head of Government:	Prime Minister HH Sheikh Mohammed Bin
Australian exports to region:	A\$2,244 million
Australian imports from region:	A\$4,133 million
Principal export destinations:	India, Iran, Iraq
Principal import sources:	India, China, USA

Economic climate

The United Arab Emirates (UAE) economy is mainly dependent on oil and natural gas, which accounts for around 36 per cent of GDP. The UAE is currently the fourth largest producer of oil in the Organization of Exporting Petroleum Countries (OPEC) with reserves estimated at 98 billion barrels (10 per cent of the world reserves).

The capital, Abu Dhabi contributes as much as 93 per cent of the country's total output and is heavily oil revenue dependent. Dubai on the other hand has, over the years, diversified into trading and has emerged as the leading trading entry point of the Gulf and Middle East.

Since the early 1980s, the two main economic aims of the UAE authorities have been to reduce the dependence on hydrocarbons and to boost private sector activity. This strategy has been developed in a bid to balance the country's vulnerability to changes in the world oil prices and to plan for the economy in the event of the depletion of oil resources. The UAE is one of the world's richest nations with per capita GDP reported at US\$17,547 by the Economist Intelligence Unit.

Due to the lack of highly developed industrial and agricultural sectors, the UAE is heavily reliant on imports of goods and services. For this reason opportunities exist in a number of industry sectors including building and construction, education, food, beverages and agribusiness, health services and pharmaceuticals, consumer goods, education, financial services and ICT.

EXPORT INSIGHTS

By Wayne Prowse – Export consultant

This week I write from **Fruit Logistica Berlin** – the world’s largest exhibition for fresh products. With almost 3,000 exhibitors from 120 countries and 60,000 visitors from throughout the world this exhibition is the meeting place for the global fresh produce industry. This is my twelfth visit and it has grown enormously. The exhibition is a great place to check out what competitors are doing, meet overseas buyers, pick up on trends and gain insights into marketing fresh produce. Although Europe is a small market for Australia it is the destination for 40 per cent of the southern hemisphere fruit export market. North America has 24 per cent and Asia 16 per cent. On this scale it is hard to ignore the trends in this market and realise that many western trends are being adopted in Asia which is why this exhibition is so important for global exporters to attend.



Our competitors such as Chile, Peru and Argentina have impressive exhibition stands and are abuzz with activity. A feature of this exhibition is the way that buyers also operate from lavish stands with entertainment and cocktail parties network and actively seek exporters to visit them where trade deals happen



Many stands were abuzz with activity to woo customers - as it snowed outside



The Australian cherry industry has participated at Fruit Logistica in previous years and of course the smaller though expanding Asia Fruit Logistica in Hong Kong. More about Fruit Logistica in my next column though check it out at www.fruitlogistica.com

UNITED ARAB EMIRATES

The United Arab Emirates has been an emerging market for Australian horticulture for several years due to its insatiable economic growth and demand for fresh produce that is essentially 100% imported. It is the largest importer in the Middle East region which last year imported 237 tonnes of cherries from the southern hemisphere of which 59 tonnes were from Australia and the remainder from Chile and Argentina.

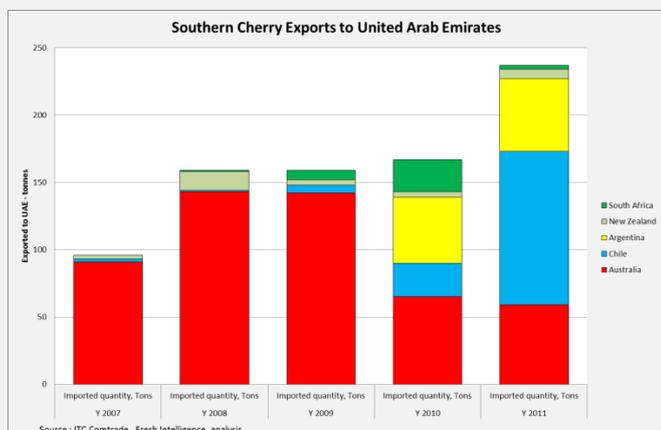
The UAE has an open economy with a high per capita income and a sizable annual trade surplus. Successful efforts at economic diversification have reduced their reliance on oil and gas and it has become a tourism and economic growth centre in the region. Since the discovery of oil in the UAE more than 30 years ago, the country has undergone a profound transformation

from an impoverished region of small desert principalities to a modern state with a high standard of living.



Fresh produce trade is often considered polarised between low value produce for the supermarket trade and higher value trade for the food service sector. Whilst these volumes are small in comparison to other markets importers will pay good prices for high quality fruit that can be supplied by air freight from Australia.

As the graph demonstrates Australian cherry exporters were driving growth into the market until the two seasons we would prefer to forget reduced supply and opened opportunities for Chile and Argentina to fill the gap. With higher volumes this season we have been able to claw back some of the lost share though at lower price points as the market has now gained a taste of Chilean cherries that have offered good value.



I know that I have said this before in many forums, it is much harder to get export markets back after a low production year than the domestic market and cherries are no exception. Australia is renowned for quality though Chile, Argentina and New Zealand are

lifting their game and a walk around Fruit Logistica sends this message to global buyers.

Air Freight opportunities

With Qantas linking up with Emirates there will be at least 4 x A380 flights from Australia to Dubai from April along with other direct flight to the region that will bring more opportunities for direct air freight for high value products such as cherries to be in supermarkets within 48 hours of harvest.

Dubai has a massive airfreight terminal with state of art perishables handling. The Dubai Airports' Cargo Mega Terminal is built on a 43,600 square metre site and with a capacity of 1.2 million tonnes per year and handles all types of cargo from one central location.

The terminal is one of the most technologically advanced cargo terminals in the world. For perishable products there are 4623 square metres floor space, with 3927 square metres of 218 individual cells of temperature zones. Dubai is becoming a hub for perishable fruit distribution to other Middle East countries and further afield into Europe and Russia such that it should not be over looked.

Regulatory trade barriers are low with a phytosanitary certificate required and no additional endorsements.

2012/13 SEASON UPDATE

Export data is showing 17 per cent higher than the season to December last year with around 750 tonnes exported. Hong Kong is the main destination. If the Thailand market was not closed the trade could have been tracking 50 per cent higher

The first consignments of Australian cherries to China under the new market access protocol have started with more than 100 tonnes expected to be sent from Tasmania to markets in northern China.

Chile has had an unusual rain affected crop which has reduced their volumes however in perspective if they drop from 30,000 tonnes to 20,000 tonnes they remain a dominant player in the Asian markets.

Fresh Intelligence Consulting is providing market and trade information to the fresh produce industry including analysis of import at export trade statistics, market share and strategic market intelligence. For more information contact:

wayne.prowse@bigpond.com

Point of View

This page is available for contributions by all readers for news items from their region, comments on issues of concern, new ideas etc. If you have anything you would like to contribute, please email to office@cherrygrowers.org.au



Do we have your email address??

Cherry Growers Australia are updating our database and would like to ensure we have your email address, so that we can more readily communicate with you regarding important industry relevant issues. If we don't have an email address on file for you, then the covering sheet that came in the post with your copy of this newsletter will contain the message highlighted below:

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We do not have a current email address in our database for you. Could you please either email CGA (office@cherrygrowers.org.au) with your name and company name, or otherwise fill in your email address below and fax or mail this form to the CGA Office.

Office if your contact details have changed

Phone: -----
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If you do have this message on your covering sheet, please return the sheet to CGA office by email, fax or mail. CGA's contact details are on the top left of the covering sheet.

STATE REPORTS



The season in NSW has come to an end and sadly the season has finished poorly for many growers. After the previous two seasons where growers lost the majority of their crops, they were after a good season to get things back on track. The crop for early season fruit was light and returns were modest but as the season progressed and there were heavier crops the market crashed.

It is estimated that 30% of the state's cherries were not harvested due to market failure and the fruit left behind was good fruit that was suitable for any market. Some of the prices received were below the cost of production and growers were left no choice but to leave their fruit behind unharvested.

Audits by the Thai officials and a field visit by the South Koreans to NSW give some hope to growers. The main things that the Koreans are interested in are Codling moth, good agricultural practises and fruit fly. It was made perfectly clear to the Thais that a workable airfreight protocol is required. Growers are waiting for the results of the audit but are not optimistic for suitable access.

Access to China remains a hot topic and growers

are waiting for the upcoming technical talks in China in hope that something suitable will be offered for the mainland. Growers are expecting that CGA drive BA to honour their word and ensure that these meetings will take place and a suitable outcome will come of it. However growers are now expecting the worst that they will have limited opportunity to send to China next year.

Fruit fly numbers this year are down mainly as we have had a hot and dry summer but it is not a reason to do nothing. Growers must keep up with their management and make sure that there is very few fly as we go into winter. There seems to be some positive results from the mass trapping trials around the state. There is a lot of concern over the loss of Fenthion especially the north coast of NSW.

The NSW conference in Canberra is coming along well and details will be sent out to growers soon. There is a good range of speakers, a central location and plenty of sponsors plus plenty to see and do after the conference.

Scott Coupland



44th Australian Cherry Industry Conference

Please contact us for further information:
NSW Cherry Growers Association
E: info@nswcga.com.au
P: (02) 6362 8170
W: www.nswcga.com.au



Canberra, Australian Capital Territory

Save the Date!!!

The NSW Cherry Growers Association in conjunction with Cherry Growers Australia and HAL will be hosting the 44th Australian Cherry Industry Conference in the Australian Capital Territory from August 5-8 2013. We hope you can attend!

August 5-8 2013

Please join us and some of the leading industry experts from Australia and around the world

STATE REPORTS



Food producers are the most important people in the world today; Where do cherry producers fit in?

Food producers are the most important people in the world today. Not my statement but one that needs to be believed by food producers, governments and government agency staff.

The Federal and State Governments have been very vocal about their plans to double food production over the next decade or two. This proposal brings into question some related issues.

Firstly it seems that educational agencies have driven the requirement for future agricultural science graduates on the advertisements for graduate positions from the daily newspapers in capital cities. This ignored those advertisements in the rural press and electronic media, in which candidates were not taken into consideration and consequently demand for agricultural science graduate positions exceeded the number of actual graduates by three to four times, as a result, the educational agencies got it wrong and there were not enough graduates to fill the positions advertised in all media.

For food production to double, and to help feed Asia, there must be put in place enough support by governments and relevant agency staff to assist this to take place.

There must be a philosophy within governments and agencies that should address the question; “What are the issues that need to be resolved to allow this to happen?”

To identify the issues and address how they might be resolved, to assist in providing the relevant science required in gaining market access and maintaining market access for Australian exports.

It is indeed unfortunate that the era of the so-called “celebrity chef” has heightened awareness of people who prepare food to eat, but has done so in many cases ignoring where our food comes from and how cleanly it is produced, ignoring also our rigid quality assurance programs and efficient use of water.

Cherry producers alone will not be able to drive change. However change will not take place by itself, so perhaps it is time that Australian horticultural producers joined forces to help make change happen.

What do you think? Food for Thought!

All this drives me to think that the cherry industry is too important not to have an interactive annual conference. There is a perception that too much can take place without due consultation of the members and an annual conference would lessen the risk of that taking place. Many of the Victorian Cherry Association members think the same, I for one would be happy to put forward the concept.

Ken Gaudion
President VCA

STATE REPORTS



The season just gone has been a bit unique in the fact that there was no significant rain throughout the growing season. This served to compact the season and some of South Aus-

tralia's early areas were finished by or soon after Christmas. It also meant that there were plenty of cherries in the market and this saw lower prices. In saying this, firm, large cherries still brought 'ok' returns.

The CGSA promotions committee once again worked hard and organised media drops which helped to stimulate more local media. With radio, print & television coverage, combined with no fruit splitting, this assisted to promote the season and the availability of good fruit.

The Cherry Map was once again distributed around the state and proved to be very popu-

lar with map participants reporting good sales. Thanks go to the committee for their efforts.

A season like this shows us what our crop potential is and reinforces the need to access new markets and also get a bigger share of those we already have!

The Daff Levies Cherry Project (Direct Retail Sales / South Australia)

This was a spot check of farm gate outlets with 2 new accounts created. This was a good result.

Our congratulations must go to Vickie Chapman with her appointment as Deputy Leader of the South Australian Liberal Party. She has been a long term supporter of our state's industry.

Andrew Flavell
President CGSA



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Australian CHERRIES

Australian Cherries is published in February, April, June, August, October and December annually.

Closing dates for lodgement will be -
1st day of each publication month, ie 1st October and so on.

2012-13 Advertising Rates

All advertising will be in colour & page sizes based on A4 page.

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