

Australian CHERRIES

April 2013 - No 10



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- R&D Article from TIA

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- State Reports and more



Cover Photo: Pictures from the Victorian Cherry Association Conference held in March 2013.

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Horticulture Australia

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Contact CGA office
for advertising & any other matters
relating to



**CGA 2012-13
Associate Members**

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

Agricultural Contracting Australia

BBC Technologies

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.



Hello all. Since the last report we have seen our key industry groups hold their post season meetings. These are the Research & Development Sub-Committee, the Marketing and Promotion Sub-Committee, our Industry Advisory Committee and also the CGA Board.

All these groups are heavily represented by growers on a skills and needs basis. These groups are pivotal in both the operation of the Board and help set a forward thinking direction for the industry.

I would like to take this opportunity to thank those grower representatives for their time and participation at these meetings. The time taken by these growers and industry representatives out of their own business time to help contribute for the benefit of the industry, needs to be recognised and applauded at this time.

At the recent Board meeting one of the main subjects discussed was the hot topic of Market Access. In particular the discussion was based around how to move it forward in a timely manner that benefits all stakeholders.

As everyone would remember there was a grower based export meeting held in Melbourne in February. With the recommendations that were passed on as key outcomes from this export grower meeting, the Board resolved to set up an export working group. This group has been put in place to work on current and future cherry export matters and to subsequently report back to the CGA. The criteria for this board was to consist of 5 or more panel members and a Chair and to be made up of skills based individuals to ensure all aspects of export were competently covered. The export working group was given the authority to co-opt further members at their discretion, if they felt the need to further add expertise to the group. After board discussion the individuals who will make up this group are:

- Hugh Molloy as an elected Chair for the export working group

- Michael Rouget as the Vice Chair
- Scott Coupland
- Tim Reid
- Jonathan Eccles
- Jon Gaudion
- Trevor Hall
- Michael Batinich
- Tim Jones

Since the inception of this group they have already met twice. Their discussions and actions will be reported and forwarded to the state bodies to ensure open and transparent communication to the grower base.

Simon and I went to Canberra in recent weeks and met with the shadow Minister Mr John Cobb and also Senator Fiona Nash. This was a positive meeting where we were able to give a comprehensive overview of the current state of the Australian Cherry Industry and some of the issues surrounding Australian Exports. We were assured that working through the market access issues in agriculture was high on the priority list if they were elected to government.

I would like congratulate the Victorians on the Post-Harvest Cherry Conference in Cobram. It was a well-attended day with excellent content and I certainly gained some valuable knowledge from networking with both growers and sponsors alike. A special thanks to both Cherry Hill and Koala Country Orchards for their participation in allowing delegates to inspect their respective Orchard Management Systems.

We are currently looking forward to the May FGT Conference in Hobart, as they have a track record of putting on an excellent couple of days.

We also look forward to the National Conference that NSW CGA is kindly hosting in Canberra in August.

Thanks Again.

Andrew Smith

President - Cherry Growers Australia



***Welcome to the tenth Edition of "Australian Cherries"
Newsletter.***

The finish of the 2012/13 Cherry season has left the industry with a few challenges both on the domestic and export market levels. The overall crop was around 16,000 tonnes with about 3000 tonnes exported so around 20%. This has highlighted the need to expand our export markets and to look at the domestic markets to increase consumption and to expand our marketing activities across the domestic and international levels.

Key Activities since the last newsletter include:

CGA Website

We continue to update the 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

The CGA Board at its meeting on 1 March 2013, resolved to set up the Export Working Group to be formed as an independent sub-committee of CGA, with a membership of:

- Independent Chair
- 5 or more skills based members; and
- To co-opt in specialist advice as required.

It will provide advice and seek feedback on market access, market maintenance and other matters linked to export of Cherries from Australia in conjunction with:

- CGA Board, the Cherry IAC, R&D and M&P Sub Committees, DAFF, OHMA, HAL;
- The 5 members Associations (NSW, SA, TAS,

VIC and WA) and

- Stakeholders who attended the Market Access Workshop on 20 February 2013 and other relevant parties.

This information will be communicated to the Australian Cherry Industry and in particular to those companies that export cherry fruit to all markets across the globe.

The initial membership was discussed at the CGA Board meeting and the following members are currently on the Cherry Export Working Group:

- Chair: Hugh Molloy - Antico, CGA Board Member and OHMA Board Member.
- Deputy Chair: Michael Rouget - Grower and Exporter, Marketing Sub Committee
- Tim Reid - Grower and exporter.
- Scott Coupland - Grower, NSW CGA President, Cherry IAC member.
- Jonathan Eccles - Executive Director, AHEA and former CEO with Bananas Australia.
- Jon Gaudion - Managing Director of Cherry King in NSW.
- Michael Batinich - Grower from Young region NSW
- Trevor Hall - Grower from Young region NSW
- Tim Jones - Grower from Wangaratta VIC
- Simon Boughey - CGA CEO and Secretary to the Committee.

The CEWG as indicated can co-opt in advice as required.

Key Issues:

China

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. Over 73 tonnes of cherries were sent to China from Tasmania

this season.

CGA is still pushing hard for a range of technical issues needing 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 May 2013. This is part of a broad approach, then a separate review of the cherry protocol after that in June or July for improved mainland access in 2013/14 and beyond. These issues include:

- 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. ie: 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 temperature 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

We received the new version of the draft protocol from Thailand following the audit in late 2012 and provided comment back to DAFF on 11 April 2013. The key points of our feedback were the need for an airfreight protocol with MB and Irradiation options and also 3 degrees for 14 days for in transit or onshore cold treatment for areas outside the PFA's. We hope to have this finalised in time for next season.

We need to strive to continue to raise domestic consumer demand for cherries over the full season

and also build on the export markets, such as gaining access back into Thailand for 2013/14 and access for all of Australia into China. However let us not forget the other 20 markets currently exported to and opportunities that exist in these markets and build on our success there and look to another 40 markets we could export to globally. I recommend you read Wayne Prowse's report in the "Export Insights" section of this newsletter.

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, which continued to push out key messages and branding as we did in 2011/12 and our consumer research. Other projects included:

- State promotional events and activities that from all accounts went very well.
- Distribution of 1000 promotional kits via the States for retail collaboration and POS merchandising through IGA stores and independents. Some kits were also sent to each State body for distribution and they were well received.
- A radio campaign from a consortium of growers using both their own 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.
- 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. Discussions with them and ALDI will be held for feedback and for the 2013/14 season.
- Export Point of Sale (POS) and Instore Tastings Projects using a combination of participants own funds along with levy funds.
- 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 ran a national survey in

Simon Boughey - CEO

March 2013. From this a new consumer report has been made available to industry in April that will be used for the 2013/14 and 2014/15 season campaigns and any repositioning we need to do. This could also be used for the way you look at your business opportunities and marketing of your product. See the member login section of the CGA website for this report.

The Cherry Marketing and Promotion Sub-Committee had a meeting in late February to review the season and begin to plan for 2013/14. They will be looking to develop an integrated package and leverage some extra funds to boost the program. Part of this will be an expanded Export POS program.

Research and Development

The call for projects for 2013/14 was reviewed by the Cherry R&D Sub-Committee and Cherry IAC in late February.

Project applications using both levies and Voluntary Contributions were reviewed (about 15 in total). The successful projects will be announced in June. We will publish the successful new projects and the ongoing funded projects in the next newsletter.

National Conference

Just a reminder that NSW CGA are organising the national conference in Canberra this year from 5-8 August:

- 5 August is the CGA Board meeting and IAC meeting
- 6 August is the CGA AGM and Levy Payers meeting and preconference drinks
- 7-8 August is the Conference

It should be a great event so mark it in your diary.

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

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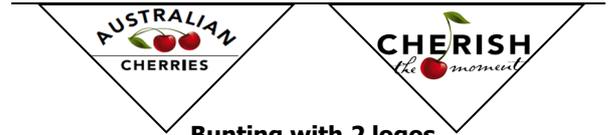
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CHERRY GROWERS AUSTRALIA

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

How well do fruit from highly irrigated trees perform post-harvest?

Consistent results over two seasons have shown that cherry fruit from trees under high irrigation volumes were bigger and showed significantly reduced cracking levels compared to fruit from trees under lower volumes. This has a two-fold effect in that yield is both increased and improved. However, there was no difference in calcium levels in fruit from high and low-irrigated trees. So - at harvest, the quality of fruit from trees without any water stress was higher, but given they contained no extra calcium questions were asked;

- Did fruit from highly irrigated trees perform any better or worse during storage than fruit from trees with less irrigation?
- Was the increased size purely a function of water content that would result in a faster decline in quality post-harvest?

During the second season of the irrigation trials post-harvest fruit quality assessments were included. Sweet cherry trees, variety 'Sylvia' on F12/1 rootstock, pruned to a bush system, in a commercial orchard in Southern Tasmania were used. 'Sylvia' was chosen due to previous findings that when rainfall occurred, side cracks (resulting from water movement from the ground through the tree and into the fruit) made up over 50% of all cracks in that variety (Figure 1). The trial site received 33.4 mm of rainfall in the three weeks prior to harvest, sufficient to cause fruit cracking in all of the irrigation treatments.

Figure 1. Side-cracked fruit



Calcium (total equivalent 11 kg.ha⁻¹) was applied through fertigation on four occasions during early fruit development. In addition, irrigation treatments (high and low volumes) were applied throughout the growing season. Irrigation treatments were applied for the same duration for all plots and different volumes were achieved by either increasing (high) or decreasing (low) by 50% the volume of the standard irrigation (medium) set by the orchard. This occurred at a minimum soil moisture refill level of -40 kPa. Soil moisture was monitored by gypsum blocks at 15cm and 30cm soil depths of each treatment, with measurements taken 2-hourly during the season. This method resulted in a refill point for the high irrigation volume treatment of between -20-30 kPa, while the low irrigation volume treatment reached levels of -100kPa or more before irrigation occurred.

At harvest, trees from the low irrigation treatment exhibited significantly more side-cracked fruit. Furthermore, low irrigation volumes resulted in fruit with a higher cracking index (which is used to determine susceptibility to cracking but can be different depending on season or management). There were no significant differences in fruit calcium levels in response to irrigation treatments. Calcium levels were determined using an ELEMENT 2 High Resolution Inductively Coupled Plasma Mass Spectrometer (ICP-MS), after wet digestion (conc. HNO₃ and H₂O₂) of aggregated samples.

Blemish free fruit from each tree in the trial were separated and fruit and skin characteristics assessed at harvest, 28 days post-harvest (28DPH) and 42 days post-harvest (42DPH) after storage at 0°C. At each assessment time weight, size, sugars and acidity were recorded, along with skin puncture force (determined using a GUSS texture analyser), fruit firmness (using a Firm Tech 2 firmness analyser) and stem retention (as indicated by the pull force to remove the stem using a stand mounted Mark 10 force gauge).

The results were surprisingly good. The highly irrigated trees produced bigger fruit, with no impact on other fruit quality factors. This size advantage remained at both 28DPH and 42DPH (Figure 2); there was no extra loss in size or weight. At harvest there were no significant differences between fruit from high or low irrigation volumes in sugars, firmness, skin puncture force or stem retention. Also, at both post-harvest testing times no differences were detected. However, over time there was a trend in fruit from both treatments to increase in firmness (Figure 3) and decrease in stem retention (Figure 4).

Figure 2. Size of fruit from trees under High or Low irrigation volumes, at Harvest and 28 days post-harvest (28DPH) and 42 days post-harvest (42DPH). There was a significant difference in size between irrigation treatments at each time of assessment.

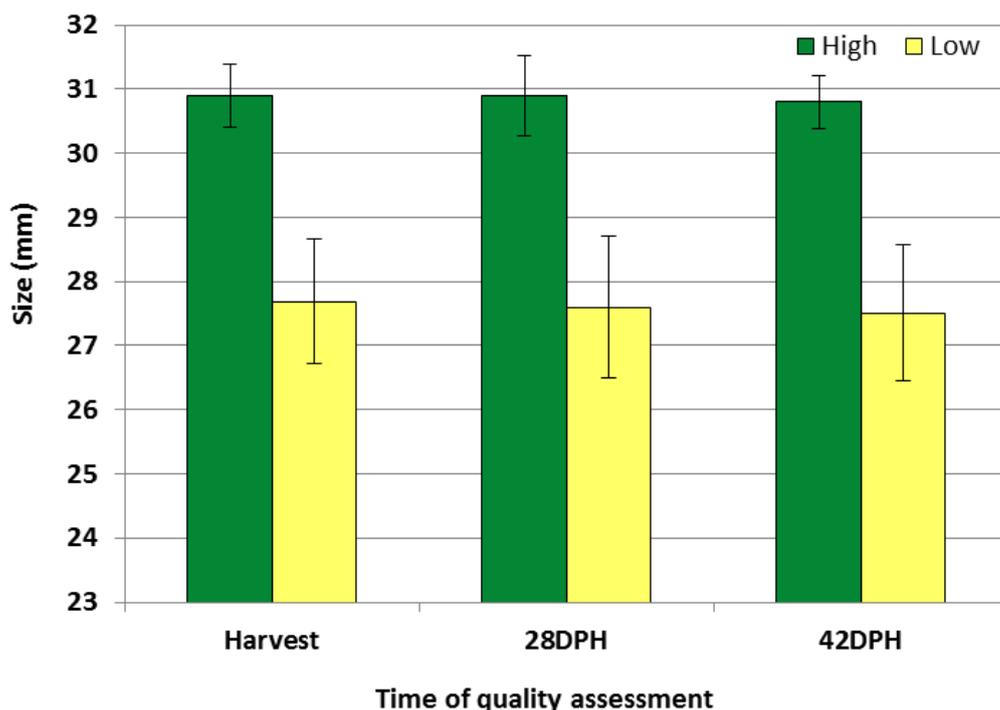


Figure 3. Firmness of fruit from trees under High or Low irrigation volumes, at Harvest and 28 days post-harvest (28DPH) and 42 days post-harvest (42DPH).

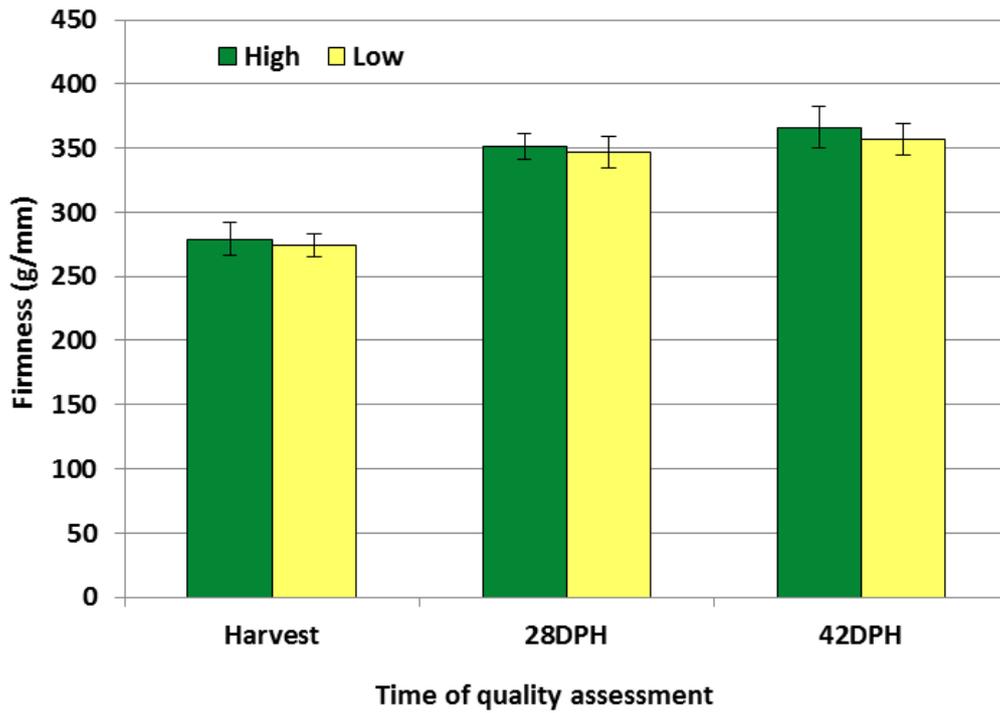
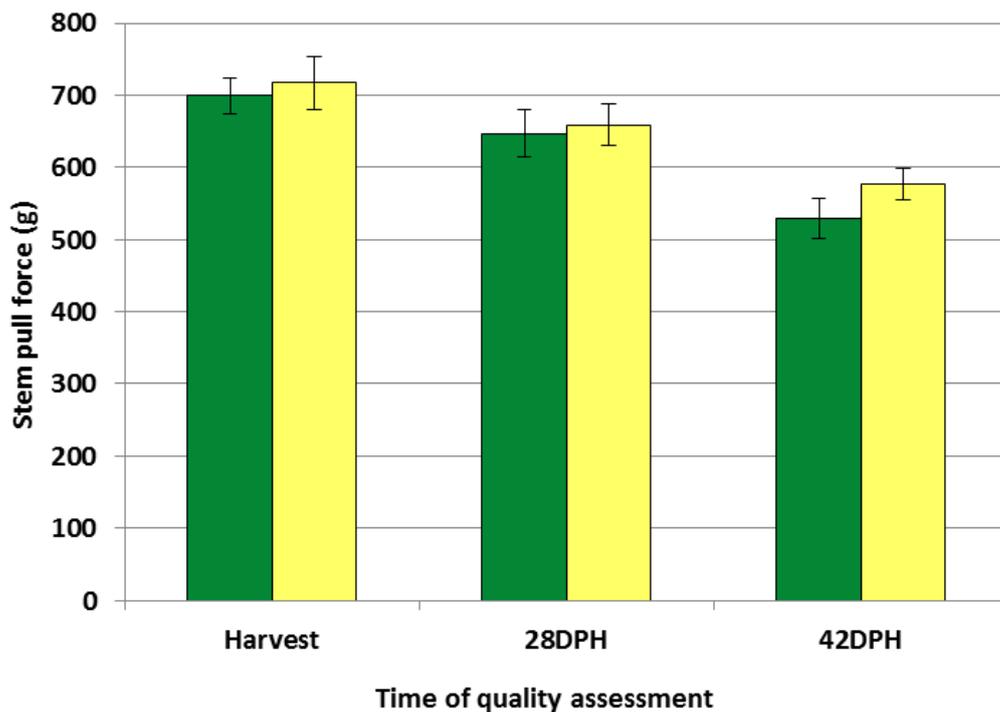


Figure 4. Force required to pull the stem away from the fruit from trees under High or Low irrigation volumes, at Harvest and 28 days post-harvest (28DPH) and 42 days post-harvest (42DPH).



This means that the larger fruit and higher yields produced from highly irrigated trees performed in line with other fruit during storage, not better, not worse. The larger fruit did not experience a faster decline in quality during post-harvest storage for up to 42 days. Fruit from both the high and low volume irrigations showed similar trends. After 42 days of storage, the fruit from high irrigation volume trees were still significantly larger than fruit from low volume irrigation trees. No other quality differences were noted. The force required to remove the stem decreased slightly more in the high irrigated compared to low irrigated fruit, but the difference after storage was not significant.



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This project has been funded by HAL using the cherry industry levy and matched funds from the Australian Government. Thanks also to the Perennial Horticulture Centre team, TIA.

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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: -----
Fax: -----
Email: -----

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.

2013 Victorian Cherry Conference Thursday 7th - Friday 8th March

“2020 Vision - Where will the industry be in 7 years”

The Victorian Cherry Conference was again highly successful. Nearly 100 people attended the event, held this year in the Murray River town of Cobram. Unlike the previous year the weather was extremely kind.

Attendees from all regions of Victoria and interstate were welcomed by the Victorian Cherry Association President, Ken Gaudion.

This year renowned international speaker Mr Hugh Dendy presented the keynote address.

Hugh is known throughout the world and his experience comes from growing cherries in both the northern and southern hemispheres. Hugh emphasised the need for “Profits compared to costs” as imperative to the running of a successful cherry operation.

Part 2 of his address focused on future technology, new varieties and also the positives and negatives associated of viruses. He spoke about the necessity for electronic sorting and indicated that it was now a challenge to command a reasonable price if either the size or colour were not uniform. Uniformity and consistency meant that the product is sold at a lower risk as the consumer was aware of what they were getting.

Whilst discussing fruit damage caused by rain Hugh questioned whether the varieties of split resistant cherries, soon to be available, were a good thing for the industry. Would this mean increased tonnage but lower returns?

The conference was officially opened by Ms Sophie Mirabella MP, Shadow Minister for Industry, Innovation & Science.

Ms Mirabella outlined her concern that there is a major disconnect between city and rural areas. She spoke about the difference between sympathy and taking an active interest in the issues, policies and regulations that farmers have to navigate every single day. Of concern to her is the fact the 1/3 of politicians comes from a rural seat but not one is currently in cabinet.

In closing Ms Mirabella highlighted the fact that there are serious and exciting opportunities for the cherry growing industry and Australian agriculture as a whole, but without the right policy settings, the industry was at risk of missing out.

The topic of Future Technology was covered by several presenters. Pertinent to the topic one of the presenters came to the conference via Skype. Salah Sukkarieh, Professor of Robotics and Intelligent Systems, from Sydney University spoke about the use of robotic technology in the orchard.

Will Fialla from Alfa-Tek created a lot of interest with technology that enables growers to track product literally from producer to seller and all stops in between. Alfa-Tek have remote sensors that allow growers to monitor the temperature of their product.

Adrian Orloff from MAIT Industries showed there are better ways than using the end of your boot to monitor soil moisture in the orchard. Along with moisture monitoring technology he stressed it is necessary to have agronomy support to best use the information you are able to glean from soil monitoring eg. How much water and when?

Issues regarding social media, use of cloud technology, smart phones, apps and websites was expanded on by Carlos Lora (Vic DPI HIN) and Michael Crisera from Fruit Growers Victoria. Both outlined exciting possibilities for farmers in using effective technology integrated into their businesses. Marketing via Facebook is now commonly used and DPI HIN encourages farmers to take advantage of these tools. Michael Crisera demonstrated the "GrowFruit App" which was specifically designed for orchardists. An example of its use is with input of data via this app growers can be given accurate biofix dates specific to their orchard situation.

As a follow on from the information provided by Hugh Dendy, Michael Rouget, a local cherry grower gave a rundown on his experience with the GP Airjet grader. He reported that all expectations of the 10 lane machine had been met and that on average the labour cost had reduced by 30% with the potential to increase to 40%. There was a capacity of 5 tonnes per hour in small fruit and 6.5 tonnes per hour in good size fruit. The packing staff had been reduced by 1/3rd and Michael reported the business was able to pack 250 bins per day. Constant manipulation by a precise operator was essential to the success of the grader. When used to its full potential there was excellent accuracy with the colour and defect sorting. The cost was \$100,000 per lane and Michael advised that it was worth the money as the payback time was approximately 2-4 years.



At the afternoon forum growers reported on the 2012/13 season as follows:

North East

- Good rain and chill factor
- Good flowering, strong flowers = reasonable fruit set
- Pollination ensured a good crop
- Most varieties were harvested
- Heat impacted fruit size and firmness

North

- Expected good crop after chilly weather but was down 20%, possibly due to cold weather when flowering. Virtually no rain.
- Pack out was 80-90%
- Larger and better quality from did not make up for low prices and decreased production. Down overall

Yarra Valley

- Good crop this year
- Fruit to leaf ratio good
- Some stress to trees from heat
- Wet winter – rain covers 100% effective

Cobram

- Down 20-30%
- Worst variety was Bing. All other varieties were good.
- Following high temperatures the fruit didn't recover.

Tolmie

- Lapin – won't perform unless elevated 300m and the climate is cool.

Yarck

- Average size due to heat
- Sweetheart exceptional
- Lapin good but needs to be managed

Boho

- No heat damage but dry. Very good quality
- Sweetheart exceptional.

Mornington Peninsula

- Fruit sales are tourism based. All sold at farm gate. Farm gate price \$12.00 per kg Pick your own and \$14.00 per kg already picked. 6 million visitors wanting to pick cherries.
- 95-98% pack out
- Pollination not great due to cold snaps
- Season started off wet but dried off quickly
- Downside – cost of a 10 acre block is \$2-3 million to purchase.

The Q & A forum was facilitated by Tim Jones and forum speakers were Steve Chapman, Bill Ashcroft (DPI), Michael Aumann, Michael Rouget, Steven Riseborough and Trevor Holmes.

Issues raised included;

- Grower Levies
- Management of Fruit Fly Outbreaks
- National Marketing Campaign and Strategies – including grower funded radio campaign.
- Melbourne Market Report
- Market Access
- Integrated Pest Management

Day 2 once again provided perfect weather in travelling to Cherry Hill Orchards and Koala Country Orchards for orchard tours and on farm demonstrations.

Further information is provided on Victorian Cherry Association website, www.cherries.org.au

HORTICULTURE AUSTRALIA

Investment in the future of Australian horticulture

Sometimes it's useful to gain an understanding of the environment in which your research and marketing investments take place. In the case of cherries within the broader horticulture family the following might be of interest.

Horticulture Australia Limited (HAL) is the third-largest of 15 Australian Research and Development Corporations (RDCs). HAL works in collaboration with its members (industry) to identify their research and development (R&D) and marketing needs, and commissions R&D and marketing projects to meet those needs. HAL currently has over 40 members of which cherries is 1, covering 43 separate industries and more than 80 commodities, including fruits, nuts, vegetables, mushrooms, nursery, turf and cut flowers.

The gross value of production of the Australian horticulture sector is in excess of A\$9 billion per annum. HAL's investments are funded by levies and voluntary contributions from industry that are matched dollar-for-dollar by the Australian Government. Total investments exceed A\$100 million per annum. Of this, approximately A\$80 million is invested in industry-aligned R&D projects, A\$17 million (unmatched) in marketing projects, and A\$2.5 million in broader strategic and transformational R&D.

Each member industry is represented by an Industry Advisory Committee (IAC). IACs are skills-based and are HAL's key industry advisory/investment mechanisms. HAL has 32 IACs across its membership that consult with industry and provide expert advice on R&D and marketing issues. In the case of the cherry industry there are 2 formal sub-committees, namely R&D and Marketing, both of which sit under the overarching Cherry IAC, that provide advice to HAL.

HAL works in collaboration with its members, which are the peak industry bodies (Cherry Growers Australia (CGA) in the case of the cherry industry) that represent the various sectors of Australian horticulture.

The investment of R&D and marketing funds is based around three primary strategic priorities, as outlined in the HAL Strategic Plan 2012-2015:

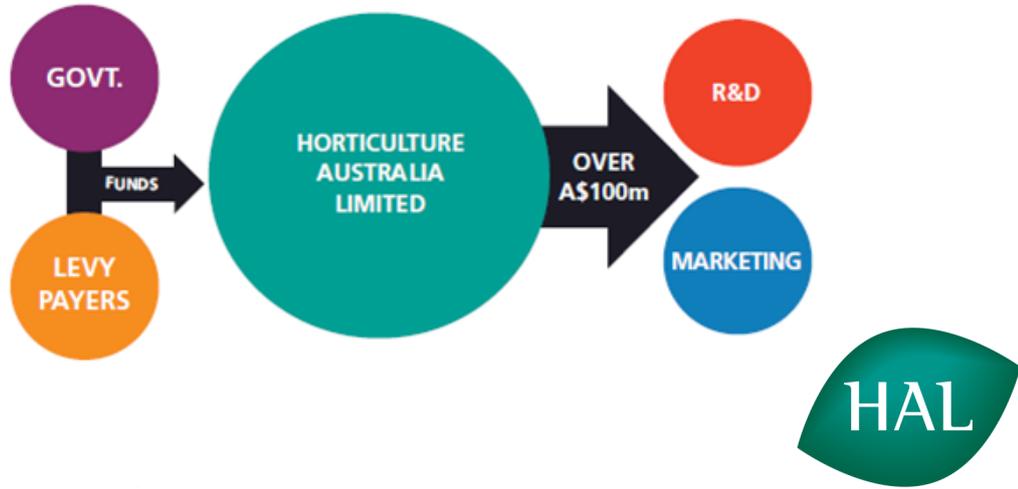
- Deliver new information and knowledge,
- Build consumer demand, and
- Enhance industry skills.

HAL's top five areas of R&D investment in the past 12 months were:

1. Plant health: pathology / virology / nematodes
2. Breeding and biotechnology

- 3. Biosecurity & market access R&D
- 4. Industry Development Services (extension)
- 5. Industry communication

If you have any specific questions regarding HAL or more specifically the investments made on behalf of the cherry industry contact Stuart Burgess on 0417 536 300 or by email at stuart.burgess@horticulture.com.au.



Stuart Burgess
 Cherry Industry Services Manager
Stuart.Burgess@horticulture.com.au



Horticulture Australia Cherry IAC and sub-committee Members

IAC	R&D Sub-committee	Marketing Sub-committee
Bob Granger - Chair	Kym Green - Chair	Lucy Gregg - Chair
Scott Coupland	Steve Chapman	Viny Byrne
Gary Fergusson	Dugald Close	Gary Fergusson
Kym Green	Geoff Hall	Glyndon Flavell
Lucy Gregg	Nick Owens	Fiona Hall
Andrew Smith	Ian Sparnon	Michael Rouget
Peter Smith		
Ian Sparnon		
<u>Officials</u>	<u>Officials</u>	<u>Officials</u>
Simon Boughey (CGA)	Simon Boughey (CGA)	Simon Boughey (CGA)
Stuart Burgess (HAL)	Stuart Burgess (HAL)	Elisa Tseng (HAL)
Elisa Tseng (HAL)		



[CGA Website and Members Area Updates](#)



Have you visited the CGA Website recently? Go to www.cherrygrowers.org.au for the latest industry news, R&D Articles, to download previous editions of “Australian Cherries” newsletter and much more.

There is also a members area for levy payers only requiring a password to access, containing documents including HAL levy funded project reports and Consumer Research reports. If you don't have access to the members area please email office@cherrygrowers.org.au Please note that any documents in the members section can be used by you but should not be circulated. Recently uploaded reports include the following:

[HAL Final Report for Project: CY11012 - “Brown Rot in Cherry Fruit: Literature Review and Research Project”](#)

[Research provider - Tasmanian Institute of Agriculture](#)

[Project Media Summary:](#)

Optimal yield of high quality fruit is the key goal of cherry growers, and fungal disease is one factor that is important to manage. Fungal rot of cherry fruit leads to reduce yield and quality at harvest.

This preliminary study investigated a range of host factors related to cherry rot and found that:

- There was a significant effect of tree variety on total rot found at harvest, with the variety “Sweetheart” associated with approximately double the amount of rotten fruit compared to “Regina” and “Simone”. Harvest date may have had some influence on this result, as Sweetheart fruit were harvested 2 weeks later than the other varieties, and there was a large rainfall event just before Sweetheart harvest (rainfall can increase disease spread and infection).
- Crop load did not influence the amount of rotten fruit found at harvest for any variety, although crop load was low in this season at this site.
- Removing fungicide application during the last 53 days of fruit growth did not significantly alter disease incidence.
- The role of fruit phenolic compounds and sugars are likely to be involved in determining the timing of disease expression, and results found here need to be further investigated before conclusions can be made as to their roles in different varieties.

This study also investigated the causal pathogens in developing fruit and rotten fruit at harvest. The study found that *Botrytis cinerea* had a major presence in cherry fruit at this site and season. No evidence of *Monilinia* species was found in this study with the methods used, but additional tests should be conducted to confirm this.



HAL Final Report for Project: CY09002 - “Improving marketable yield of premium quality cherries”

Research provider - **Tasmanian Institute of Agriculture**

Project Media Summary:

“Improving marketable yield of premium quality fruit” is possible. Two successful seasons of this HAL funded project run by the Tasmanian Institute of Agriculture have shown it is possible to reduce cracking and improve yields without losing quality. The 2010/2011 season showed that spray applications, high crop loads, high volumes of irrigation and removing extension growth during a rainfall event all reduced cracking significantly. Cracks at the top and the base of the fruit were reduced with sprays and high crop loads, and large side cracks in the flesh of the fruit were reduced under high irrigation, and with extension pruning.

Using sprays and maintaining crop load were shown as viable techniques to reduce cracking. Without spray treatments the equivalent of 2.3 tonnes of fruit per hectare was lost due to cracking. The best performing spray treatment reduced this loss to 1.9 t/ha. Furthermore, fruit quality does not seem to suffer under these treatments – marketable yield can be improved by reducing cracking. In fact, some sprays significantly increased the average fruit size. More importantly, the increase in size is not just significant on paper, but actually increased the number of trees with fruit in the larger class sizes therefore having the potential to increase margins.

This project, combined with previous research undertaken in the last few years is now leading towards a more comprehensive understanding of management of cracking in Australia.

www.cherrygrowers.org.au



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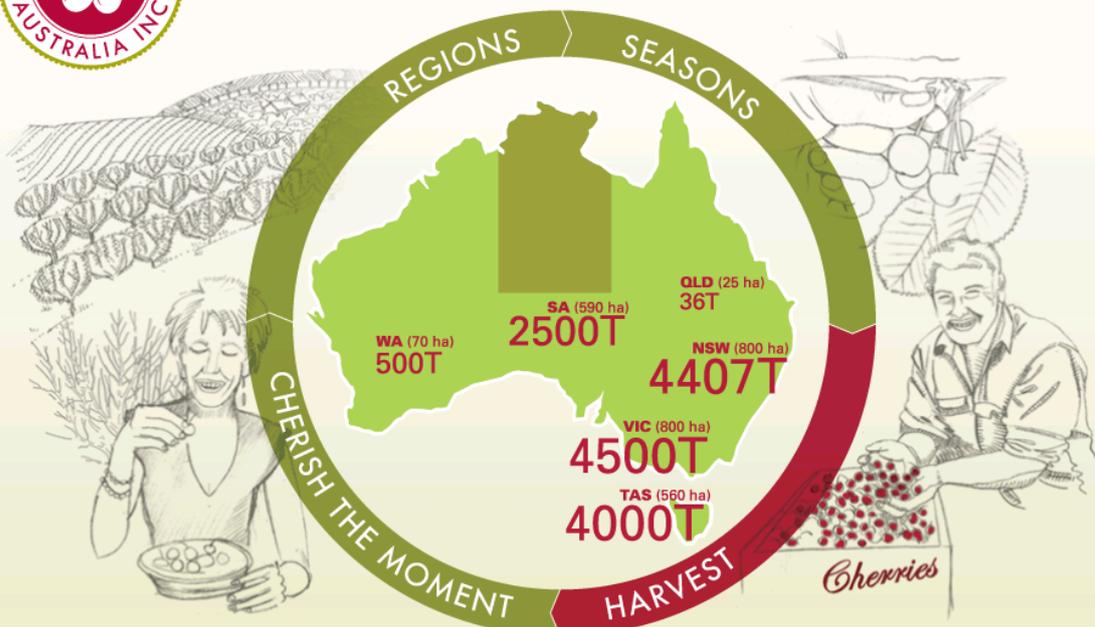
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EXPORT INSIGHTS

By Wayne Prowse – Export consultant

2,890 tonnes – is the recorded export statistic for 2012/13 cherry season that ended in February.

This result is 139 per cent above last season and 40 per cent higher than the previous record in 2008/09.

2012/13 SEASON EXPORT RESULTS

The Australian cherry industry has recorded its largest ever export results in 2012/13 with 2,890 tonnes exported to end of February. By value the Australian cherry exports were \$32.51 million for the season to February 2013 reflecting a price point \$10.90 per kg.

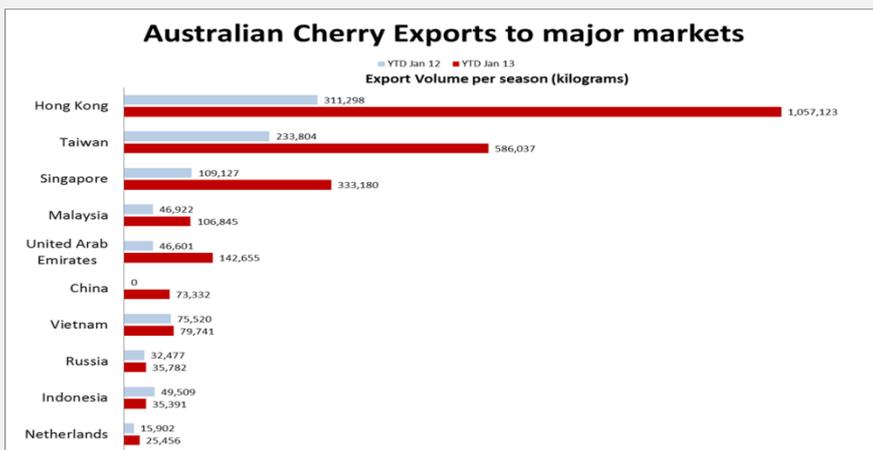
Key Australian cherry export results

October to February 2013 vs 2012

Volume	2,890 MT	+139%
Value	32.31m	+100%
\$ per kg	\$10.90	-16% (-\$2.02)

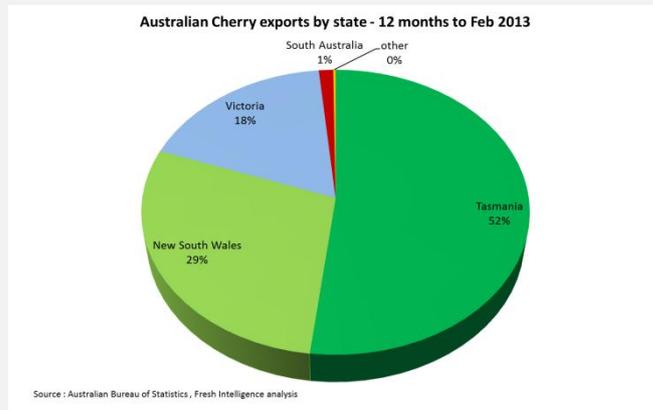
The first exports direct to China, albeit small, were a highly significant 66 tonnes which should expand in coming years as buyers and consumers get to know the Australian cherries.

Non phyto markets of Hong Kong and Singapore were the main drivers along with Taiwan (mostly from Tasmania). Exports to Hong Kong were 1,117 tonnes and Singapore 359 tonnes which have no tariffs or other trade barriers though Hong Kong is influenced by re exports to China. Taiwan recorded 629 tonnes and mostly from Tasmania as the cold treatment



protocol was a disincentive for mainland exporters.

Japan and United Kingdom increased substantially off small bases to 22 tonnes and 72 tonnes resp. While Japan imports more than 10,000 tonnes of cherries from United States to supplement their own cherry



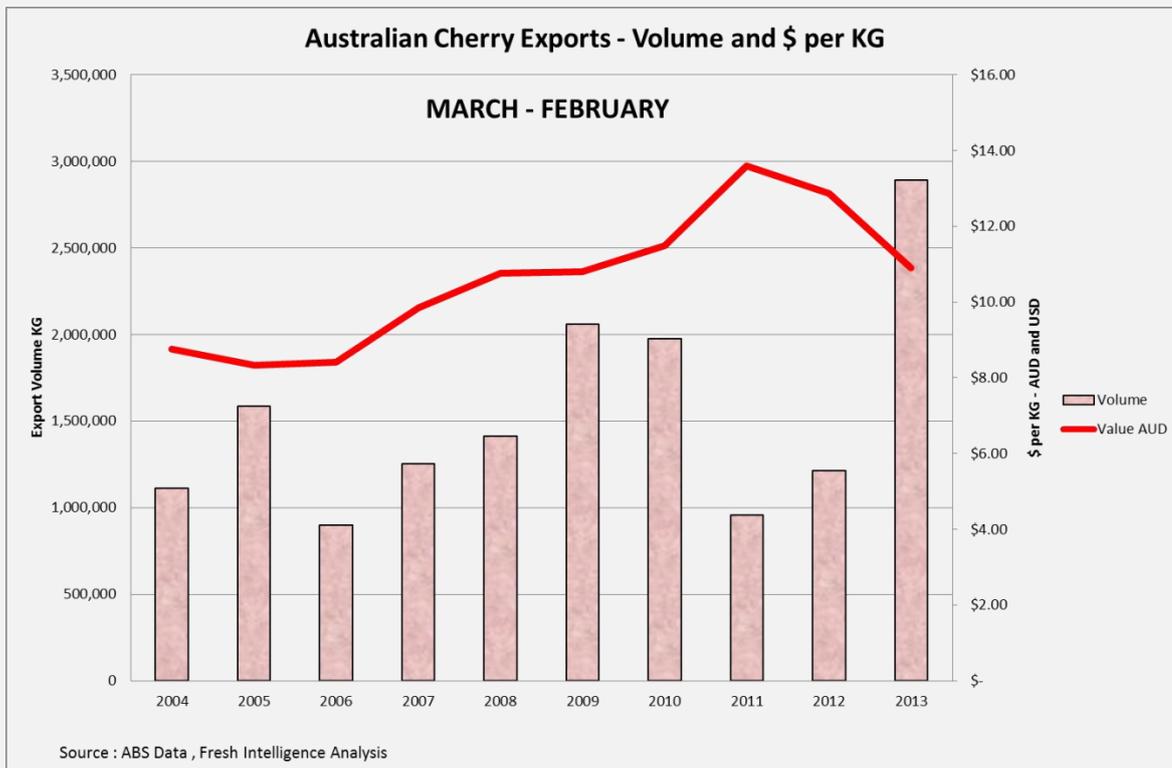
season they have no apparent appetite for out of season cherries with the combined demand from Australia, Chile and New Zealand less than 60 tonnes. The United Kingdom does provide some stronger opportunities during the southern season.

Tasmania was the largest export state accounting for 52 per cent of the Australian exports and lifted 195% on last year, New South Wales lifted + 153% with 858 tonnes and Victoria gained 48% to 516 tonnes together accounted for 98% of the national exports.

Cherry Exports by State		
State	Oct - Feb 13	% change LY
	tonnes	
Tasmania	1,500	195%
New South Wales	828	153%
Victoria	516	48%
South Australia	38	144%
other	6	-30%
TOTAL Exports	2,890	139%

Source : World Trade Atlas, Fresh Intelligence analysis

Although the result is strong compared to last year the returns per kilogram were lower by 16 per cent which is felt more by growers. Unfortunately the high exchange rate and Australia's position as a small player in the market means that it is not possible to achieve high price points when our 2,890 tonnes is barely 2 per cent of the cherry import market in Asia and efficiency and service consistencies is as important as quality.



This chart shows the growth of Australian cherry exports over 10 years relative to the average recorded \$ per kilogram measured as the point of export.

As if defying the laws of supply and demand the priced increased with increased volume even with the increasing AUD which meant that buyers were paying even more for Australian cherries. The weather impacts of 2010/11 and 2011/12 disrupted export supplies and Chile made large inroads to the Asian market. The dip in value in 2012/13 is evident here with the increased volume though Australian trade was a fraction of the Chilean supply of 63,000 tonnes in 2012. In 2012 Chile and United States accounted for 93 per cent of the cherries imported by Asian markets.

THE GLOBAL CHERRY MARKET

Recently I summarised the global cherry market which last year imported 413,000 tonnes of cherries from all sources – excluding cherries produced and consumed in markets such as Australia and United States.

Leading import markets are Russia and Germany though China and Hong Kong are also in the top 5.

Overall cherry imports increased 14 per cent in 2011 and indications are that the trend will continue in 2012 when the results are available. Australia’s production of 12,000 tonnes and exports even with

this year’s increase at 2,890 tonnes represents around 0.7% of global trade.

Global Cherry Imports		
Import Country	2011	Chg
Russia	80,255	3%
Germany	58,662	51%
Canada	32,548	19%
Hong Kong	31,859	55%
China	23,773	112%
United States	20,395	1%
Austria	19,563	-12%
United Kingdom	18,482	17%
Taiwan	15,372	42%
France	10,584	63%
Japan	10,351	-6%
South Korea	4,982	31%
Australia	3,887	35%
Singapore	1,585	28%
Thailand	1,496	23%
UAE	741	-62%
all other *	78,496	-12%
Global Imports (Tonnes)	413,031	14%

Source: ITC Comtrade, Fresh Intelligence analysis
* all other includes European intra trade

The data provides a global perspective and is interesting to review the markets in which Australia trades. For example apart from China and Hong Kong,

Australia has a stronger position in Singapore where 300 tonnes is a stronger share of a total 1500 tonnes than our 600 tonnes in Taiwan where 15,000 tonnes are imported. Even Australia's import of 3,887 tonnes from USA is significant as this is now around 30% of total domestic consumption. With some strategic analysis of markets it is possible to identify opportunities which are out of balance between winter and summer suppliers. Japan and Korea for example import almost all cherries in northern summer.

The balance between northern and southern supply seasons can be seen clearly in the UK market outlined below and while southern supplies may reach northern markets at higher prices, the trend for supermarkets wanting year round supplies provides on going opportunities.



The United Kingdom is one of the largest importers of cherries in Europe and Australia has enjoyed niche player success from time to time. Some reliable trade was being developed in early 2000's with ability to have Victorian fruit in the market for Christmas using air freight.

Unfortunately the food miles movement gathered momentum at the time and then the impact of the global financial crisis (GFC) evaporated much of the demand for Australian cherries though in 2012/13 there were signs of new trade developing again with 72 tonnes of Australian cherries exported.

United Kingdom Cherry Imports by Quarter

(average 2011 and 2012)

Exporters	March Qtr tonnes	June Qtr tonnes	Sept Qtr tonnes	Dec Qtr tonnes
Europe	270	6,011	3,914	71
North America	-	212	3,083	19
Turkey	-	260	1,538	-
Chile	1,939	16	-	510
Argentina	225	-	-	156
Australia	-	-	-	16
Other	11	207	213	39
UK Imports -	2,444	6,705	8,748	810

Source : ITC Comtrade, Fresh Intelligence analysis

While the table shows cherry imports are strongest in the warmer months there are opportunities in the 4th Quarter in the lead up to Christmas which could advantage the mainland growers. Chile is strong in January though well below the mid-year peaks.

The UK market is a highly sophisticated market where the import trade is largely controlled by a category manager or companies that work on behalf of retail customers to keep stores supplied year round with fruit from wherever it is in season. The benefit for this is that category importers plan ahead and know what they can sell at a particular price point and negotiate trade accordingly. Fruit is usually bought in bulk and re packaged in their special facilities for the retailers with retail branded packaging. Attention to specific quality specifications is paramount and can lead to loss of business if the agreed specifications are not met.



Category managers are appointed by the major supermarket chains such as Sainsbury, Tesco, Asda, Waitrose and Morrisons to manage the source and supply of fruit to meet year round supply programs. It is a coveted role and they will do everything possible to meet the supermarket needs for consistency of supply at the best value price.

There are various category managers for cherries and each will supply one or two supermarket chains. In some cases the supermarkets will involve more than one category manager as back up and they must communicate and work together. It is very much customer focussed marketing and a sign of things to come in other 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

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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STATE REPORTS



Cherries

The Victorian Cherry Association

A successful and well attended conference took place in early March; some of the detail is included elsewhere in this newsletter.

Weather conditions across the State have remained mostly dry with above average temperatures as we head into autumn. There has just been enough rain to germinate some green growth; some rain came with the tornados that ripped through along the Murray region and north central Victoria. This left a path of destruction rarely seen in Australia, including huge gum tree snapped off or ripped out of the ground. (Some orchards were also impacted).

Heavy cropping of cherries last season gives rise to serious thinking about the future. It is interesting to note that in USA where a big crop took place last

season that advice is given to growers to leave behind the fruit on weak trees, or small cherries on trees that if picked will not return a profit.

The next move might be to consider if those particular trees be marked for removal so to not be a problem in future.

We might all start looking at the orchard in a different light and remove some varieties that the consumer could easily ignore in favour of flavour and firmness of improved varieties at a time slot that suits the market.

Ken Gaudion
President VCA

New South Wales
CHERRY GROWERS ASSOCIATION



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



The annual end-of-season de-brief was held in Tasmania in late March and about 50 growers and stakeholders attended the evening event. The overall analysis of the season was positive although it was once again evident that regional variability (timing) and varietal selection does offer different windows of opportunity in relation to accessing mainland and overseas markets and opportunities such as Christmas and Chinese New Year.

In summary the Tasmanian industry had its largest crop tonnage with 5000T presented to shed door with a nett packout of 4350T which was approximately a 60% increase on Tasmania's best previous season in 2009-2010. Of the 4350T packed, the Tasmanian industry exported 1920T or 45% of the crop with a majority of the crop going to Hong Kong, Taiwan, Singapore and Malaysia. 4 Tasmanian grower/packers also sent 75T of cherries to the newly accessed Chinese market which was a great achievement given the very tight timeframes.

The May Conference (23rd-26th May) is only 6 weeks away and the key note speakers are Mekjell Meland from Norway and Matthew Whiting from USA. Mekjell is both a cherry & plum grower and researcher and therefore his



**Fruit
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research work is driven by achieving tangible outcomes for growers. The theme of the conference for this year is "Growing with Knowledge" and explores the need to keep expanding our knowledge base by exploring new ideas, concepts and technologies. The Conference will also feature a Trade Display with over 24 exhibitors from a diverse supply and service base.

The FGT Annual Awards will also be held at the Conference Dinner. The Award for Excellence and the Young Fruit Grower Award will be presented on the night and the industry will induct a further 4 growers into the Honour Roll for the Tasmanian Fruit Industry. The Honour Roll recognises the significant contribution of some of our past industry growers and stakeholders.

Lucy Gregg

Business Development Manager
Fruit Growers Tasmania



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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.

	<u>Associate Member Rate</u>	<u>Non Member Rate</u>
Quarter Page	\$220	\$250
Half Page	\$330	\$360
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