

# Australian CHERRIES

June 2013 - No 11



#### INCLUDED IN THIS ISSUE:

- President and CEO Reports
- Bureau of Meteorology
- R&D Article from TIA
- Plant Health Australia
- Horticulture Australia
- Export Insights
- State Reports and more



Cover: Pictures taken from the Fruit Growers Tasmania May Conference field trip visit to Cherries Tasmania Orchards in Old Beach, Tasmania.

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Horticulture Australia

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Contact CGA office  
for advertising & any other matters  
relating to

*Australian*  
**CHERRIES**



**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](http://www.cherrygrowers.org.au) for links to our Associate Members websites and for more information on becoming an Associate Member of CGA.*



**In beginning this report, I have just received news of the passing of George Riseborough who passed away peacefully at an aged care facility. I would like to pass on our condolences to Cliff, Sylvia and family. George was an industry pioneer based in the Yarra Valley and was still actively working on the family property until his later years.**

The past month has seen Fruit Growers Tasmania hold their May Conference. Many delegates attended to hear a large list of speakers deliver some very interesting presentations on many aspects of fruit production. The highlight of the Conference was the Annual Awards Dinner where past trail blazers of the Tasmanian Fruit Industry were recognised for their contribution over many years and were inducted to the Fruit Growers Tasmania Roll of Honour. Well done to all those who attended.

Since the last report we have seen the CGA key R&D, Market & Promotion and Export Working Groups all meeting and providing input and guidance in these key CGA areas. We look forward to their activities and outcomes. I must thank the Chairs of these committees for their time and support to these important groups that drive many of the CGA activities.

Looking forward we have the National Conference to be held in Canberra hosted by the NSW Cherry Growers. This will be a very important forum for all cherry growers to attend, with the 2013 Annual General Meeting & Levy Payers meeting where all growers can see the latest reporting on many major projects carried out over the past year. The main activity will be the Conference with many leading speakers covering many topics of cherry production. This will be a great opportunity for information and networking all combined in the Nation's Capital. Let's hope we see you there to participate in all aspects of the 2013 Conference.

Last week Simon Boughey, Hugh Molloy and myself went to Canberra where we met with the head of DAFF, Andrew Metcalfe. This gave us the opportunity

to speak about some of the market access issues we are currently facing. We were also able to talk on key areas where we thought that with some changes there could be beneficial outcomes for many Industries looking for new markets. This was a very good meeting with some fresh ideas tabled for consideration by the DAFF department.

As we look forward to next season we need to consider things such as:

- how many buds do I have for the next crop?
- are there too many?
- should I prune some off for better fruit size?
- is this variety what the market wants?
- is it best to remove this block now or later?

**If we all ask these questions as we look towards not only next season but into the future, I am sure it can only help us all as cherry growers.**

***It's still not too late to make these decisions.***

With the Cherry Symposium in Spain at the end of June we will see some of our growers and researchers in attendance. May you all have a safe trip and bring back some of the latest world-wide cherry information. This really is the largest gathering of Cherry Researchers in the world at the one time and is only held every 4 years. Good luck to those attending.

As we approach another AGM, I must thank the Board for their input & support throughout the past year. To FGT for their admin work for the CGA which is always up to date and on time for HAL reporting purposes. A big thank you to our CEO, Simon Boughey for all his dedicated day to day activities on behalf of the CGA, its members and growers, which is always of a high standard and his professional manner.

See you all at the 2013 AGM & Levy Payer Meeting and National Conference in Canberra!!

*Andrew Smith*

**President - Cherry Growers Australia**

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## *Welcome to the eleventh 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 levied crop will be close to 14,500 tonnes with over 3000 tonnes exported (around 20%). Final levied figures will be available in early July 2013.

As I said in my April report, 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](http://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 Cherry Export Working Group has had 4 teleconferences and is developing a matrix for work to be done over the next 12 months

The current membership is

- Chair: Hugh Molloy - Antico, CGA Board Member and OHMA Board Member.
- Deputy Chair: Michael Rouget - Grower and Exporter, Marketing Sub Committee
- Scott Coupland: Grower, NSW CGA President, Cherry IAC member.
- Jonathan Eccles: Executive Director, AHEA and

former CEO with Bananas Australia.

- Jon Gaudion, Trevor Hall, Tim Reid, Michael Batinich and Tim Jones, all growers and exporters
- Simon Boughey: CGA CEO and Secretary to the Committee.

The CEWG can co-opt in advice as required and is looking to employ a consultant to assist in this process. It is also looking to apply for funding for additional research to increase the amount of market access data that is available to DAFF to negotiate for us now and into the future in the area of MB and other fumigants.

### **Key Issues:**

#### **China**

CGA is still pushing hard for a separate review of the cherry protocol in July for improved mainland access in 2013/14 and beyond. The issues we would like addressed 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;
- Seafreight 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**

The CEWG and CGA Board put back a response to the draft protocol from Thailand following their audit in late 2012 and provided comment back to DAFF on 11 April 2013.

The key aspects 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.

Further discussions have taken place with DAFF on our response with some matters clarified, but issues relating to MB and Irradiation are still to be resolved.

## **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. Go to the CGA website to view the consumer report in the members only section.

Following a wrap-up meeting, a new brief was put out and three companies pitched for the 2013/14 and 2014/15 National Marketing Campaigns. I am pleased to announce that a company called The Hallway won the contract and they will be presenting their campaign to the Annual Levy Payers meeting in Canberra on 6 August 2013. They will also be having meetings in all States to discuss the campaign and tailor it to local matters and events. This is part of an integrated package which leverages some extra funds to boost the marketing program. Another 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 have just been approved by the HAL Board and are summarised later in this newsletter in the Horticulture Australia section.

## **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; and
- 7-8 August is the Conference.

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

We need to strive to continue to raise domestic consumer demand for cherries over the full season and also build on 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.

See you in Canberra.

*Simon Boughey*

**CEO - Cherry Growers Australia**

Telephone: 03 6231 1229

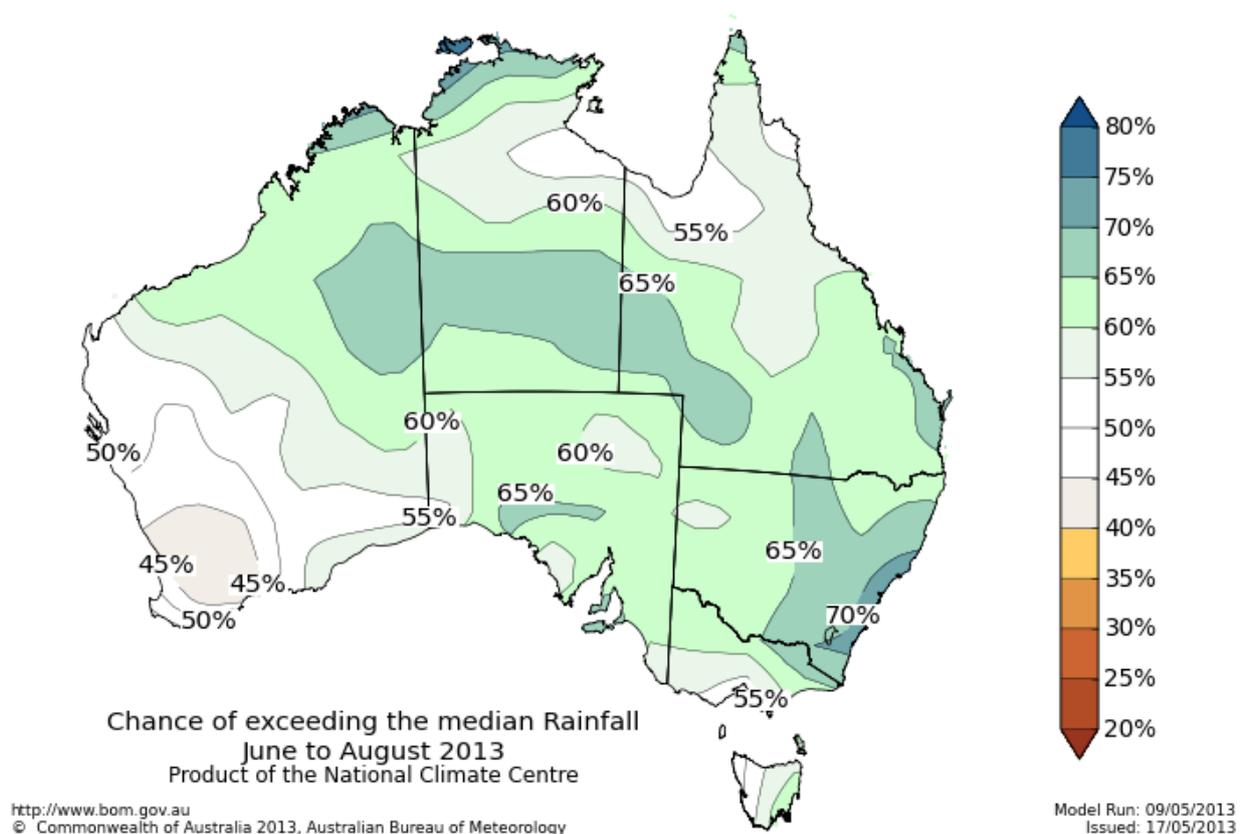
Email: ceo@cherrygrowers.org.au

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## Updating the Bureau of Meteorology's Seasonal Climate Outlook Model

The Bureau of Meteorology's seasonal climate outlooks, which indicate the likelihood of temperatures and rainfall exceeding the long term median over the next 3 months, were updated on 22 May 2013. This update sees the Bureau switch to using a dynamical model to produce the outlooks – the Predictive Ocean Atmosphere Model for Australia (POAMA). Statistical models have been used to produce the outlooks since 1989, the previous model using past observations of sea surface temperatures in the Pacific and Indian oceans and relating those observations to past Australian rainfall and temperature patterns. This relationship was then used to suggest the most likely climate patterns over the next three months.



POAMA uses the physics of the oceans, atmosphere, land and ice and their multiple complex interactions to estimate the most likely climate state for several months ahead, and does not make assumptions based purely upon what has happened in the past. Testing of POAMA has shown more forecasting accuracy and reliability for Australia than the traditional statistical model. The biggest improvement over the statistical model has been during the autumn period, a time when the previous model frequently struggled due to the rapid changes in Pacific Ocean temperatures as El Niño and La Niña events often emerged.

POAMA has been evaluated and refined over more than ten years of research and development at the Bureau of Meteorology and CSIRO. As the science, computing power

and satellite observations fed into it have improved, there has been a corresponding steady increase in the model's accuracy. While the increase in accuracy of the new model over the statistical scheme is relatively modest, it lays the foundation for further increases in forecast accuracy over the coming decades as these factors improve even further.

Successful seasonal forecasts are often related to a model's ability to reproduce and predict the slowly changing ocean state (e.g. the El Niño and La Niña patterns in the ocean) and how this interacts with the atmosphere. Models that do this, such as POAMA, use the latest observations from ships, satellites, ground stations etc. to construct a picture of what the ocean, land, ice and atmosphere look like today. A picture of how the state of the ocean, land and atmosphere will evolve is then generated using mathematical equations representing the laws of physics.

To get the best out of these models, multiple forecasts (called an ensemble) are generated, each with slightly different initial conditions to simulate the small errors that there may be in this initial data. If all these outlooks are showing a similar outcome then we can have confidence in the forecast. If they all differ significantly they can tell us that there is considerable uncertainty in the future, with the ensemble members giving us a range of possibilities.

Once every week, POAMA produces 33 forecast scenarios (the ensemble) out for the next 9 months. The new POAMA-based seasonal climate outlooks use the 33-member ensemble from each of the previous three weeks to give a 99-member super-ensemble, used to determine the likelihood of whether wet or dry, or warm or cool conditions will occur over Australia over the next 3 months. For example, if two-thirds of the scenarios suggest wetter than average conditions for an area, that area is given a probability of 66% for wetter than average.

One of the big benefits of using a dynamical model is that many more forecast variables become possible – humidity, pressure, ocean temperatures and even solar being just some of the examples of what could be developed.

Another of POAMA's benefits is that forecasts can span time scales from weeks through to months and seasons, potentially filling the forecast gap between weather forecasts and seasonal outlooks. These multi-week POAMA forecasts are still experimental, but testing suggests they are starting to produce outlooks that have enough accuracy to be useful to decision making. It is hoped that these multi-week outlooks will become publicly available in the next one to two years.

We'd love to hear your thoughts on the new system. Please feel free to leave your feedback at [http://www.bom.gov.au/climate/surveys/rain\\_temp\\_outlook.shtml](http://www.bom.gov.au/climate/surveys/rain_temp_outlook.shtml)

For more information:

For the seasonal outlooks go to [www.bom.gov.au/climate/ahead/](http://www.bom.gov.au/climate/ahead/)

For POAMA go to [poama.bom.gov.au](http://poama.bom.gov.au)



## Do your farm management practises influence green house gas emissions?

In perennial tree crop orchards, techniques such as fertiliser application and irrigation can influence the amount of Green House Gas (GHG) released into the atmosphere. Green house gasses include carbon dioxide (CO<sub>2</sub>), nitrous oxide (N<sub>2</sub>O) and methane (CH<sub>4</sub>). They contribute to global warming by allowing light energy from the sun to reach the earth whilst preventing the longer wavelength heat energy from the earth from escaping, just like a greenhouse. Losing GHG to the atmosphere is a direct loss to the orchard of valuable nitrogen and carbon. Implementing farm management practices that reduce GHG emissions is a win-win for both the atmosphere and the orchard.

### How much GHG is being lost?

Most GHG emission estimates currently available relate to broad-acre cropping and livestock enterprises. We know less about GHG emissions from perennial tree crops such as cherries.

The Perennial Horticulture team at TIA have secured funding from the Federal Department of Agriculture, Fisheries and Forestry to commence a three year project investigating greenhouse gas emissions from cherry and apple orchards. In this project, TIA will collaborate with Dr Gordon Rogers from Applied Horticulture Research in New South Wales, providing a valuable warm temperate climate perspective to GHG emissions research.

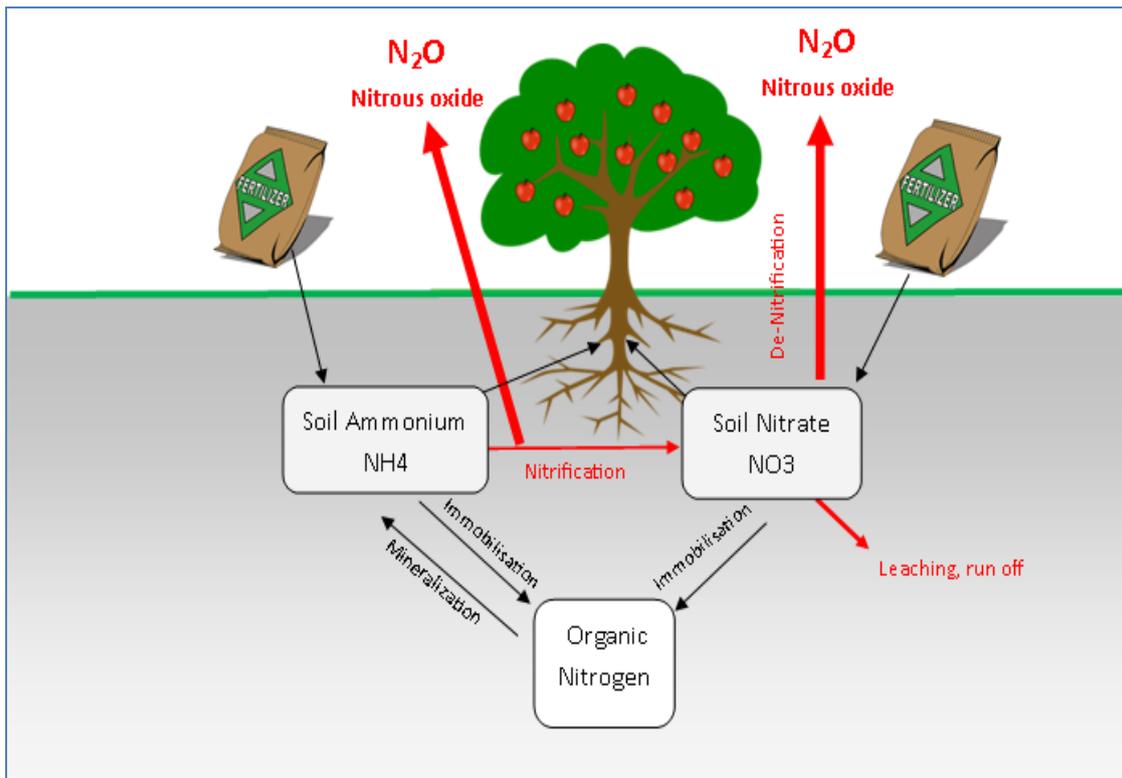
This work builds on two current TIA led, HAL funded projects investigating the relation between nitrogen use and the productivity of apple and cherry orchards. Whilst the HAL funded projects address the complex interactions and fate of nitrogen in the tree and soil, this project addresses GHG emissions resulting from fertigation and soil management practices.

### The greenhouse gases:

Carbon dioxide (CO<sub>2</sub>) is the most prevalent greenhouse gas in the atmosphere. It is well known that organic carbon (C) provides physical, chemical and biological benefits to soil health. Storing carbon in orchard soils is great way of reducing CO<sub>2</sub> emissions and looking after the health of orchard soils.

Nitrous oxide (N<sub>2</sub>O) is the less talked about greenhouse gas. It punches above its weight being over 300 times more potent than carbon dioxide over a 100 year period, partly due to its long life. Nitrous Oxide (N<sub>2</sub>O) emissions from soils occur largely due to soil microbial activity. Two significant chemical processes produce N<sub>2</sub>O emissions:

- Nitrification: an aerobic (oxygen present) process that converts ammonium (NH<sub>4</sub>) into nitrate (NO<sub>3</sub>) with N<sub>2</sub>O as a by-product.
- Denitrification: an anaerobic (oxygen absent) process that converts nitrate (NO<sub>3</sub>) into nitrogen gas (N<sub>2</sub>) with N<sub>2</sub>O being produced as an intermediate product.



There are numerous ways growers can reduce greenhouse gas emissions:

- matching N application to crop requirements and using fertigation to reduce spikes in nitrogen and excessive N being lost as  $N_2O$ .
- the use of local commercially available soil amendments such as mulches and composts to minimise nitrification.
- the use of nitrification inhibitors in orchard situations during N-fertigation events to reduce nitrification.

This project will investigate each of these strategies in a series of research trials.

### **Trial 1: What is the impact of commercial orchards on GHG emissions?**

Most of the GHG emissions estimates currently available relate to broad-acre cropping and livestock. But how much GHG do cherry and apple orchards emit? Is this affected by location (Tasmania vs. New South Wales), management practices or season? This trial will establish baseline data for GHG emissions from apple and cherry orchards.

### **Trial 2: How does nitrogen and irrigation management affect GHG emissions and orchard productivity?**

Nitrogen fertiliser is essential in horticultural production systems but is also a significant source of the greenhouse gas  $N_2O$  when applied to the soil. Overuse and poor timing of N-fertiliser application can occur in perennial tree crop systems. There is potential to reduce emissions by managing how nitrogen is applied. This can be by altering the form in which nitrogen is applied (eg solid, slow release, fertigated or organic etc) and through modifying the time and rate of application. This trial will measure GHG emissions from fertigation trials in apple and cherry

orchards in Tasmania. We will compare GHG emissions from orchards that receive different rates of nitrogen under high medium and low irrigation treatments. This project will demonstrate management practices that reduce GHG emissions whilst maintaining or increasing production.

### **Trial 3: How does soil management affect GHG emissions?**

Orchards are long-term operations and so have the potential to make lasting impacts on GHG emissions. In particular, the tree inter row area can be managed without cultivation and the principles of no-till agriculture can be applied, allowing soil carbon levels to increase over time. In addition, better management of soil health of the tree row can improve nitrogen use efficiencies, further reducing orchard GHG emissions. Improvements to soil health through increased soil organic matter provides another potential for reducing emissions. Research in New Zealand orchards suggests that organic matter increases the number, size and connections of macropores in the soil, helping store more GHG. In apple and cherry orchards in New South Wales, soil amendment treatments will be compared to test the influence of sod cultures on mitigating GHG emissions and better understand the relationship between soil carbon and GHG emissions.

### **Trial 4: What is the effect of nitrification inhibitors?**

The greenhouse gas nitrous oxide is a by-product of the nitrification process. Nitrification inhibitors do just that, inhibit nitrification. Different nitrification inhibitors work in different ways but retard at least one or more of the steps in the process that reduces ammonium ( $\text{NH}_4$ ) to nitrate ( $\text{NO}_3$ ) and releases nitrous oxide ( $\text{N}_2\text{O}$ ). Nitrification inhibitors have the potential to reduce leaching of nitrates in soils, and reduce the potential for high nitrate concentrations in fruit. Fruits high in nitrate have lower fruit quality and shelf life. In NSW and TAS, nitrification inhibitor treatments will be applied with standard fertilisers to investigate their effect on nitrogen uptake and GHG emissions. These products will be compared to reveal the most effective treatment for mitigating  $\text{N}_2\text{O}$  emissions in apple and cherry orchards

The outcome from these trials will include:

- estimates of GHG emissions from apple and cherry orchards in different climates and soil types.
- better understanding of the relationship between soil amendments and GHG emissions in cherry and apple orchards.
- management strategies for reducing GHG emissions and increased productivity of intensive cherry and apple production.

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TIA is a joint venture between the University of Tasmania and the Tasmanian Government.



## Optimising cherry fruit set, crop load, fruit nutrition and size - Phase 2

TIA is very pleased to announce that our successful collaboration with Associate Professor Matt Whiting of Washington State University is set to continue with support from the Cherry Industry R&D and IAC committees and recent contracting with HAL.

The project will ensure a continuation of significant advantage for the Australian cherry industry: collaboration with world leading researchers; counter-seasonal research that doubles the rate of output and; significant capability development for staff within TIA's tree crops group – the national lead agency through the RD&E Framework. Further, as evidenced in reporting at the 2011 and 2012 national levy payers meeting presentations, TIA will ensure full integration of cherry activity with cherry splitting research (lead: Dr Penny Measham) and soil health research (lead: Dr Sally Bound), to maximise efficiencies and deliver extension outputs relevant at the whole-of-orchard level.

The projects that form this program have been developed through close consultation with cherry industry; two of the top six priorities identified through survey of growers at the national conference included 'fertigation' and 'crop load management' and feedback on the interest in fruit set, fruit nutrition and stem retention results gathered and extended for Stage 1 of the project was strong. The project areas and questions, arising from the findings of CY10002 and from grower priorities that form this proposal are:

1. Fruit set
  - Can we manipulate fruit set in under cropping varieties such as Regina and Kordia with PGRs (Retain, paclobutrazol)?
2. Crop load management
  - Is ethephon a superior agent, relative to ATS, for post-bloom thinning?
3. Tree and fruit carbohydrate and nutrient dynamics
  - Is fruitlet abscission related to carbohydrate or nutrient availability/partitioning and can we manipulate this with PGRs?
  - What is the influence of application rate and timing of application on tree N uptake and how does this influence tree storage, fruit yield and quality?
4. Post-harvest shelf life
  - How does fruit nutrient matrix affect post-harvest shelf life?
  - Is firmness post-harvest related to carbohydrate availability/partitioning?
  - What do consumers think of quality of fruit produced under different nutrient and carbohydrate availability regimes?
5. Can we synthesise climatic, tree crop load, nutrition and fruit quality information to predict shelf life?

Dr Dugald Close (TIA Centre Leader, Perennial Horticulture) and Associate Professor Matthew Whiting (WSU Program Leader, Cherry Physiology) will be responsible for the management of the program as a continuation of the working relationship established during the very successful CY10002 project. Drs Nigel Swarts (fertigation), Jo Jones (carbohydrate availability) and Ross Corkrey (statistical modelling) and PhD student Eric Mertes (postharvest and consumer studies; fully funded by TIA, not the project) will work on this exciting project in partnership with industry.

# New Farm Biosecurity website a one-stop shop for biosecurity information



Every cherry producer can now find practical farm-based biosecurity information that's tailored to their specific needs on the new Farm Biosecurity website - [www.farmbiosecurity.com.au](http://www.farmbiosecurity.com.au).

Mr Brad Siebert, Program Manager for Biosecurity Planning and Implementation at Plant Health Australia (PHA), said that the website is the face of the Farm Biosecurity Program - a joint initiative between PHA and Animal Health Australia (AHA)

"Recognising that people often run mixed enterprises, we got together with AHA to formulate biosecurity advice for both plant and animal producers," Mr Siebert said. "That's in the Essentials part of the site. In addition, the new site lets you create a tailored farm profile that gives you all the information you need that is specific to your operation.

"So if you are a cherry grower with some beef cattle and egg production, all the relevant information on safeguarding each of those aspects of your farm is presented to you on a single page."

Mr Siebert said that the new site is a one stop shop for on-farm biosecurity. "The customised page you are able to create also links to all the other available resources that may be of use to you," he said. "YouTube videos, national codes of practice, and relevant industry resources."

The site also holds cherry industry information including the *Orchard Biosecurity Manual for the Cherry Industry* which shows the pests that pose the greatest threat and suggests simple measures that a producer can take to safeguard their business.

"It also contains fact sheets on the high priority exotic pests for cherry growers such as Plum curculio and Spotted winged drosophila, which everyone needs to keep an eye out for," Mr Siebert said.

Other useful features include self-assessment checklists to assess current biosecurity practices, templates for biosecurity record keeping and the declarations that producers need when offering animals for sale or when they want to move livestock interstate.

Mr Siebert said that PHA was proud to have worked in partnership with AHA to produce such a valuable resource for Australian producers. "The site is designed for ease of use and all producers, whether they run large or small enterprises, should take advantage of this great resource to protect themselves, their industry, and the environment."

**Farm biosecurity – secure your farm, secure your future.**

## "WAKING UP THE BUDS"



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Horticulture Australia

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## Your opportunity to contribute to one of the largest, and growing, agricultural industries in Australia

Horticulture Australia Limited (HAL) is a national research, development and marketing organisation that works in partnership with the horticulture sector to invest in programs that provide benefit to Australian horticulture industries. HAL is an industry owned company that invests more than \$100 million annually in a wide range of areas including production, marketing, quality assurance, food safety, biotechnology, sustainability and industry communication.

HAL is funded by statutory levies in Marketing and Research & Development from its member industries and also voluntary contributions received from grower associations, commercial enterprises and individuals. The Australian Government also contributes funds on a dollar for dollar basis for expenditure on Research & Development.

The Board is responsible for HAL's strategic direction, investment framework and performance outcomes.

HAL is seeking expressions of interest from qualified candidates for three board positions. While previous board experience would be highly regarded, it is not essential. This year, the successful candidates ideally will have knowledge of, and experience in, the horticulture or broader agribusiness sectors as well as skills and experience in one or more of the following areas:

- Horticultural production
- Environmental management; and
- Public policy and administration

**For further information about HAL, please visit [www.horticulture.com.au](http://www.horticulture.com.au)**

**Applications addressing the relevant criteria above, plus a brief CV should be sent to the consultant assisting HAL: Fiona Lavan, Director, Stanton Chase International. Tel: 02 9251 7188 Email: [f.lavan@stantonchase.com](mailto:f.lavan@stantonchase.com). Information packages will be forwarded by Stanton Chase by email upon request.**

Applications close Friday 16 August, 2013

**STANTON CHASE**  
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*Executive Search Consultants*

# HORTICULTURE AUSTRALIA

## Cherry Investment Program for 2013-14 – how it came about

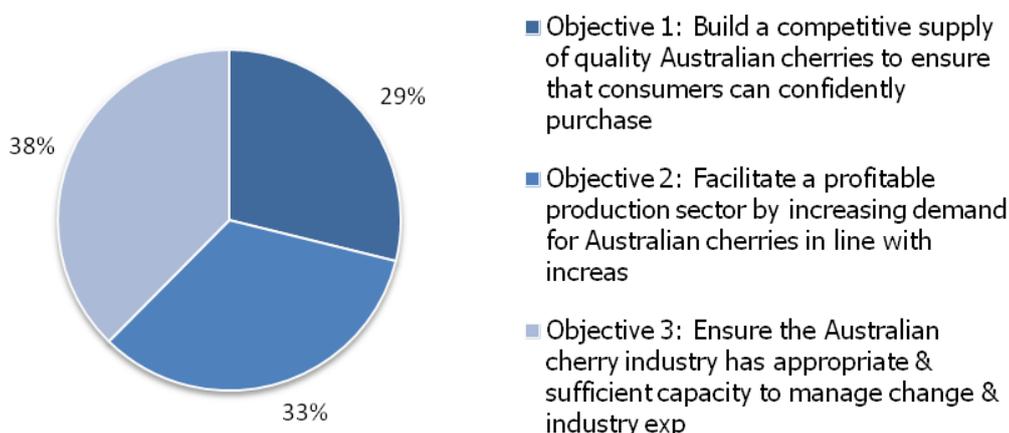
The IAC and its sub-committees met to review the cherry program and set priorities in August 2012 in Melbourne. They subsequently met in February 2013 to agree on the budget and annual investment plan for 2013/14, with both the Cherry Research & Development (R&D) and Marketing sub-committees meeting to provide expert advice in addition to the IAC having input into the program.

The annual investment plan prepared by the cherry IAC documents the planned projects and financial commitments for 2013/14. It is informed by and should be considered in conjunction with the industry's Strategic Investment Plan which has recently been signed off. It contains projects identified to address the strategies outlined in that plan.

The investment decisions have been premised on a number of key issues;

- anticipated national crop of 14,000Mt+ in the coming seasons. This was evidenced in 2012/13 with a large healthy crop that in some regions led to short term oversupply and accompanying poor returns,
- market access being an extremely important issue from a marketing perspective (especially to enable more product to be taken off the domestic market therefore increasing profits). Specific additional investments have been allocated in this critically important area,
- whilst not a major issue in the 2012/13 season, high production losses at harvest through excess rainfall affecting quality and yield remains a key issue for industry,
- with 70% of consumer decisions occurring at the Point of Sale (POS), maintaining a consistent level of quality at the retail POS continues to be a major focus.

The proportion of R&D and marketing project expenditure against industry objectives is spread relatively evenly for 2013/14 as indicated in the chart below.



The 2013/14 Cherry Program is summarised against the respective strategic objectives below;

<b>Objective 1: Build a competitive supply of quality Australian cherries to ensure that consumers can confidently purchase consistently high quality fresh cherries at the retail level</b>			
CY11016	Evaluation of high quality Australian bred sweet cherries for export and domestic markets	R&D	\$80,000
CY12000	Reducing the impact of late season rainfall	R&D/VC	\$50,000
CY12002	Improving fruit quality and consistency in cherries through maximised nutrient availability	R&D	\$40,000
CY12003	Optimising cherry fruit set, crop load, fruit nutrition and size - Phase 2	R&D/VC	\$123,375
CY12010	Comparing the performance of new cherry rootstocks soon to be available to industry.	VC	\$39,012
CY13000	National Cherry Development Program	R&D	\$60,000
CY13001	Optimal management of pre-harvest rot in sweet cherry - identification of key pathogens and infection pathways	R&D	\$40,000
<b>Objective 2: Facilitate a profitable production sector by increasing demand for Australian cherries in line with increasing supply</b>			
CY12007	Export Development for Australian Cherries	R&D	\$158,000
CY13010	Australian cherry evaluation utilising precocious rootstocks	R&D	\$13,040
CY13011	Strategic development for market access	R&D	\$50,000
MT12009	Export-Import Market Intelligence 2012 - 2014	R&D	\$8,642
MT12028	OHMA Operational Support 2012 to 2015	R&D	\$2,053
MT12029	Horticultural Market Access Manager 2012 - 2015	R&D	\$13,772
MT13000	Combination disinfection treatments with low pressure to improve Australian horticultural exports	R&D	\$20,000
<b>Objective 3: Ensure the Australian cherry industry has appropriate &amp; sufficient capacity to manage change &amp; industry expansion</b>			
CY11004	Extension of Improved Communication with the Victorian Cherry Industry	VC	\$4,241
CY11023	Cherry Industry Research Plan 2011~2014	R&D	\$70,000
CY11026	Maintenance and ongoing Development of Communications across the Australian Cherry Industry	R&D	\$80,000
CY13701	Australian Cherry Industry Conference 2013	VC	\$161,802
CY13702	Expanding Cherry Exports for NSW Cherry Growers through the attendance and participation at 2013 Asia Fruit Logistica	VC	\$56,000
CY13800	Cherry Industry Annual Report 2012/13	R&D	\$7,815
CY13910	Cherry Consultation Funding Agreement 2012-13	MK/R&D	\$117,645
MT13002	Protecting pollination for the Australian horticultural industry Stage 3	R&D	\$10,000
<b>Total R&amp;D 2013/14</b>			<b>\$1,205,397</b>

<b>Marketing Program</b>			
<b>Objective 2: Facilitate a profitable production sector by increasing demand for Australian cherries in line with increasing supply</b>			
CY13500	2013/14 Marketing Parent	MK	\$250,000
<b>Objective 3: Ensure the Australian cherry industry has appropriate &amp; sufficient capacity to manage change &amp; industry expansion</b>			
CY13910	Cherry Consultation Funding Agreement 2012-13	MK/R&D	\$39,216
<b>Total Marketing 2013/14</b>			<b>\$289,216</b>

Key:

CY – code for cherry industry in HAL  
R&D – Research & Development Levy  
MK – Marketing Levy

11, 12 or 13 – year project commences  
VC – Voluntary Contribution (source of funds)

## Horticulture Australia - Continued

The R&D and Marketing sub-committees have both met since the February meetings to ensure the annual investment plan is delivered as planned and more particularly to provide continued direction to projects prior to contracting by HAL. One such project for the R&D committee has been the National Cherry Development Program (CY13000) which has required considerable input from the various regional groups prior to its implementation. In addition, discussions are ongoing regarding the direction of any future variety evaluation program linked to the project CY13010. The Marketing sub-committee has been developing the new Cherry Public Relations program with tenders received and reviewed prior to endorsement of a new service provider for 2013/14 onwards. Watch this space for some exciting and innovative new PR approaches.

As always, the investment program is only as successful as the information and collaboration that goes into driving it in the first place. Input and feedback from levy payers is encouraged at all times including at the upcoming Annual Levy Payers Meeting being held in Canberra on 6 August.

We look forward to hearing from you.



*Horticulture Australia*

Stuart Burgess  
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Elisa Tseng  
Cherry Marketing Manager  
[Elisa.Tseng@horticulture.com.au](mailto:Elisa.Tseng@horticulture.com.au)

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### **For Sale - *Cherry* and Small Fruits Size Grader**

- Receiving Tank and Elevator
- Sorting Table with elevated Operator Platforms
- Singulator and Size Grader with Adjustable Rollers
- 4 lanes plus independent undersize waste chute

**Ease of use at 0.5 to 1.0 tonne per hour (staff number dependent)**

**\$40,000 + GST**

**Fits within 10 M X 8 M Floor Space – easily demounted for transported**

**For details including photos please phone : 0417 880 968**

## **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.

## **FOR SALE**

### **Frost protection machines, SIS model M3.5**

- Portable, had very little use.
- Located central Tasmania.



**\$7,700 each incl GST**

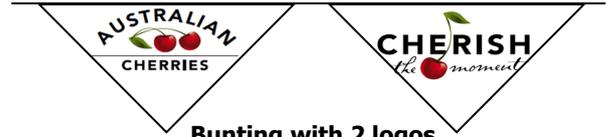
**Ph: Paul Badcock 0417 143 193 or email: [paul@thecherrshed.com.au](mailto:paul@thecherrshed.com.au)**

# "CHERISH THE MOMENT" — PROMOTIONAL MATERIAL



T-Shirts (white) with "Cherish the Moment" logo on front  
Each @ \$12.20 inc GST

**\*\* Only 7 x XL size remaining \*\***

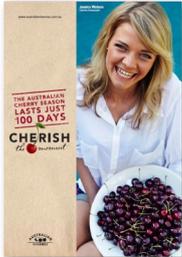


**Bunting with 2 logos**  
6m plastic synthetic bunting  
\$15.00 each

**\*\* New for season 2012/13 \*\***



Side A



Side B

**A2 Posters — Double Sided**

Lots of 20  
\$33.00 inc GST



Front

Back

T-Shirts (stone) with "Cherish the Moment" slogans on front and back  
Each @ \$15.00 inc GST

Sizes - Small & Medium

**\*\* Please note that postage is not included in the prices above \*\***



## 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](mailto:office@cherrygrowers.org.au)

# 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](mailto: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:

Cherry Grower  
No email address  
PO Box 0  
MELBOURNE VIC 3000

*We do not have a current email address in our database for you. Could you please either email CGA ([office@cherrygrowers.org.au](mailto: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.

# EXPORT



## Insights

### Singapore

**Country Facts** - (From Austrade website: [www.austrade.gov.au](http://www.austrade.gov.au))

<b>Capital city:</b>	Singapore
<b>Surface area:</b>	1,000 sq km
<b>Population:</b>	5.4 million
<b>Official language(s):</b>	Malay; Chinese (Mandarin); Tamil; English
<b>Head of State</b>	President Dr Tony Tan Keng Yam
<b>Head of Government:</b>	Prime Minister Mr Lee Hsien Loong
<b>Australian exports to region:</b>	A\$7,080 million
<b>Australian imports from region:</b>	A\$14,496 million
<b>Principal export destinations:</b>	Malaysia, Hong Kong, China, Australia
<b>Principal import sources:</b>	Malaysia, China, USA, Australia

#### **Economic climate**

Singapore is an important hub for the South-East Asian region. It has traditionally had a dynamic economy, with strong service and manufacturing sectors, and one of the highest per capita gross domestic products (GDP) in the world. Its airport, port and road systems are among the best in the world. Singapore's economy has always depended on international trade. Its major industries include electronics, financial services, oil drilling equipment, petroleum refining, pharmaceutical manufacturing, processed food and beverages, rubber products and ship repair. In recent years, the Government has moved to reduce reliance on the manufacture and export of electronics by developing its services sector, as well as its biotechnology, chemical and petrochemical industries.

Singapore's small population and dependence on external markets and suppliers has pushed it towards economic openness, free trade and free markets. This, as well as government policies that foster economic development, have been key factors in Singapore's historically strong economic performance. The Government has pursued an outward-looking, export-oriented economic policy that encourages two-way flows of trade and investment. Singapore's trade policy approach has been to work with like-minded countries such as Australia to advance the cause of free trade within international fora, particularly through the World Trade Organization (WTO), as well as through regional fora such as ASEAN and APEC. Another integral part of Singapore's trade policy is its bilateral approach to developing FTAs with a range of states, including the FTA signed with Australia in 2003.

# EXPORT INSIGHTS

By Wayne Prowse

Understanding competitors provides insights to our own performance. The Australian cherry industry recorded its highest ever export result in 2012/13 thanks to a good productive season and strong export demand. 2890 tonnes were exported.

**Chile**, our largest direct competitor, recorded 28 per cent less exports in the October to March period compared to the previous season according to international trade data. They exported 58,000 tonnes or 20 times our volume. Of this 64 per cent was exported to Hong Kong and China. Interesting though was that the split was 33,000 tonnes to China (+16 per cent) and 4,600 tonnes to Hong Kong (-70 per cent). This important message shows the increase share that is now exported direct to China.

Their other large market, United States, dipped 48 per cent to 9,000 tonnes while two markets of interest to Australia were Taiwan and Singapore which both recorded declines of around 50 per cent (2,500 and 100 tonnes resp.)

In contrast Australian exports to these markets lifted:

Hong Kong	1,117 tonnes	+ 252%
China	66 tonnes	++ new access
Taiwan	629 tonnes	+166%
Singapore	359 tonnes	+ 221%

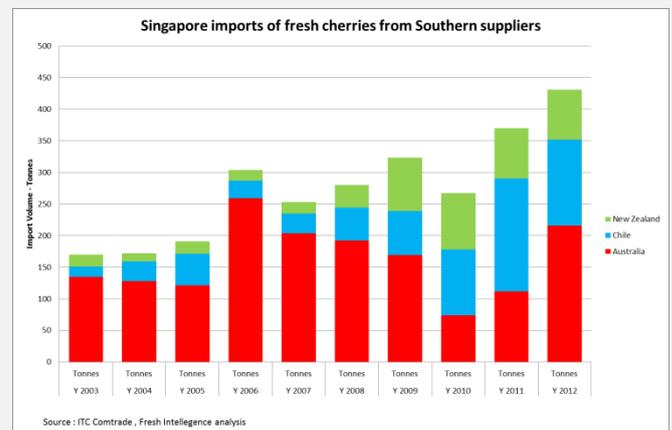
With the strong result and Chile’s decline it is vital to understand the impact that competitor performance has on export results.

Singapore, population 5.3 million, may be small by other market comparisons though is one of Asia’s most retail focussed markets with no trade distorting tariff or quarantine barriers and a major trading destination for Australian fruit.

Although many traditional wet markets exist, a high proportion of retail trade is concentrated through NTUC Fairprice and Cold Storage, retailers which have

cold chain facilities to manage cherries in the tropical Singapore climate.

The strong result for Australia’s cherry trade to Singapore in 2012/13 should be seen in perspective of the total southern hemisphere trade as shown in the graph. Looking only at the southern hemisphere supply season where Australia competes, the import demand for cherries has been growing consistently for 10 years. Until 2006 Australia was a strong market leader. Since 2006 New Zealand and Chile have been eroding the share and taking the growth as Australia declined. Our worst performance in 2010 and 2011 which was weather related allowed Chile to become the market leader.



Although the graph uses calendar year import data, the 359 tonnes from Australia, 101 tonnes from Chile plus any New Zealand trade should take the 2012/13 southern season in Singapore to exceed 500 tonnes continuing the growth trend and with a significant shift in market shares. Australia is the leader again.

As the closest southern supplier with good air and sea connections and other competitive advantages we should be able to maintain market leadership in this market though with realistic volume expectations. Australia though cannot rest on product supply only – the modern retailers expect promotion support along with competitive price and quality that make up the overall value offer otherwise it is easy to see how the buyers can switch suppliers. The message here is not to lose sight of the importance that Singapore is in the export market mix for all growing regions – Australia can keep Singapore supplied longer than competitors.

**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.

# STATE REPORTS



Good rains have fallen across the state recently and this all goes well to setting up next year's crop. Early indications are that there could be an increase in yields especially if the early season fruit sets well. Some trees have been removed but this will not have any impact at the moment.

As access to China and Thailand remain a hot topic, the NSW committee has organised to have some speakers to cover the important issues of the moment at the National Cherry Conference which runs from August 5-8 in Canberra. Our two international guest speakers are Juan Pablo Zoffoli of Chile and James Christie from the US. Both speakers have vast knowledge on market access and the importance of delivering the right products to the market. If any growers have issues with market access these speakers are a must to listen to.

Juan Pablo is a leading researcher for the Chilean industry and has helped Chile achieve good out turns of cherries into the Asian market. Juan is a leading researcher in post-harvest physiology and technology and has worked on many post-harvest problems to overcome the challenges of long distance and time. One such project is a cherry matrix that makes sure that when cherries arrive after a 30-60 day sea voyage the cherries are still in good condition. This has helped Chile to grow their market in China and their fruit is now sought after by Chinese importers.

James Christie has worked with the US industry to achieve and maintain market access into many of

the markets that we are currently trying to enter or re-enter. The US industry has much the same problems as ours, but James has worked with industry and Government to speed up the process. His talk should give plenty of insight to all as growers, researchers or government officials. Market access is a long term approach and can not be achieved in short periods of time. Continual improvements need to be worked on once we have entered into these markets and needs to continue over many years.

Fruit fly numbers this year are down mainly as we have had a hot and dry summer but it is not a reason for growers to do nothing. Growers must keep up with their management and make sure that there are very few flies as we go into winter. There seems to be some positive results from the mass trapping trials around the state and further work will be continued next year. New strategies need to be adopted if we are to control this pest and this will incorporate whole communities. There is a lot of concern over the loss of Fenthion especially the north coast of NSW as they struggle to control fruit flies.

The NSWCGA AGM will be held this year in Orange on the 1st of July. More information will be sent to members in the coming weeks. We will be seeking motions for conference, appoint delegates and report on any current issues.

**Scott Coupland**

## **National Cherry Conference - Canberra 5-8 August 2013**

***A program and registration form for the National Cherry Conference has been posted along with this edition of Australian Cherries. You can also download the forms from the news section of the CGA Website. Some general information on things to do in Canberra is on the next page.***

# 2013 Australian Cherry Industry Conference

## Making The Most Of Your Stay In Canberra

With so much to see and do in Australia's beautiful capital, why not make the most out of your stay? Bring the family and stay a day, a week or even longer and help Canberra celebrate a major milestone. 2013 is Canberra's Centenary so come and explore...

### 100 years of Canberra

#### MUST SEE



NATIONAL FILM & SOUND ARCHIVES  
(8min walk from Rydges)

NATIONAL MUSEUM OF AUSTRALIA  
(Acton)

CSIRO DISCOVERY CENTRE  
(Acton) *Pictured left*

NATIONAL AUSTRALIAN BOTANIC GARDENS  
(Acton)

TELSTRA TOWER & BLACK MOUNTAIN  
(Acton) *Pictured right*

AUSTRALIAN WAR MEMORIAL  
(Campbell)

NATIONAL ZOO & AQUARIUM  
(Weston Creek)



NATIONAL GALLERY OF AUSTRALIA  
(Parkes)

NATIONAL PORTRAIT GALLERY  
(Parkes)

QUESTACON  
(Parkes) *Pictured left*

PARLIAMENT HOUSE  
(Canberra)

AUSTRALIAN INSTITUTE OF SPORT  
(Bruce) *Pictured right*

ROYAL AUSTRALIAN MINT  
(Deakin)



CANBERRA REPTILE ZOO  
(Nicholls)

GOLD CREEK VILLAGE  
(Nicholls)

COCKINGTON GREEN GARDENS  
(Nicholls) *Pictured left*

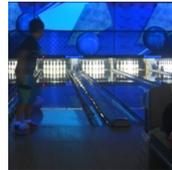
NATIONAL DINOSAUR MUSEUM  
(Nicholls)

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#### JUST FOR FUN



CANBERRA INTERNATIONAL SPORTS  
AND AQUATIC CENTRE  
(Belconnen)

AMF BELCONNEN TEN PIN BOWLING  
(Belconnen) *Pictured left*

TUNZAFUN  
(Belconnen)

CANBERRA INDOOR ROCK CLIMBING  
(Mitchell) *Pictured right*

THE FUN FACTORY  
(Kambah)



#### SHOPPING



GORMAN HOUSE MARKETS  
(20min walk from Rydges)

CITY WALK  
(13min walk from Rydges) *Pictured left*

CANBERRA CENTRE  
(15min walk from Rydges)

GAREMA PLACE  
(15 min walk from Rydges)

OLD BUS DEPOT MARKETS  
(Kingston)

DFO CANBERRA  
(Fyshwick) *Pictured right*

WESTFIELD  
(Belconnen)



There are hundreds of events happening all around  
Canberra in the Centenary year!  
So many amazing restaurants, activities and  
landmarks, don't miss your chance to see Canberra at  
it's finest

Parliament House



For more information on all of the events being held in  
Canberra including Canberra's Centenary celebrations,  
please phone The Canberra Visitors Information Centre  
on: 1300 554 114 or go to their website:  
[www.visitcanberra.com.au](http://www.visitcanberra.com.au). For events relating to the  
Canberra Centenary go to [www.canberra100.com.au](http://www.canberra100.com.au)

## CENTENARY LOOP (ROUTE 100) FREE BUS SERVICE

To celebrate Canberra's Centenary, take a ride on the  
**FREE** Centenary Loop bus service.

Departing daily from Platform 10, City Bus Station (10 minute  
walk from Rydges Lakeside) every 30 minutes between the hours  
of 9am & 4.30pm. The bus stops in very close proximity to some  
of Canberra's most famous attractions and is pram and wheel-  
chair accessible. Visit [http://www.canberra100.com.au/calendar/  
view/1612/centenary-loop-route-100/](http://www.canberra100.com.au/calendar/view/1612/centenary-loop-route-100/) for more information.

# STATE REPORTS



## Cherries

The Victorian Cherry Association

With the end of the financial year fast approaching the mind set for growers will tend to focus on the bottom line and what are the decisions that could have been made that could have made an improvement. Plenty of information for growers has been available at both the Victorian and Tasmanian conferences with speakers with positive messages.

We can look forward to the Cherry Growers of Australia Conference in Canberra in August for some high quality keynote speakers and exchange of information.

The ISHS Cherry Symposium held every four years, this year in Spain will be a highlight of the scientific and cherry growing year.

We all anticipate useful information will come back with those attending the Symposium, with the tour led by Penny Measham.

We in the V.C.A. believe that the move to a bi-annual conference for Cherry Growers of Australia loses much for the National perspective and the industry is too important to have an AGM with few attendees, as instanced in Melbourne last August. With that in mind VCA is pushing CGA to get back to a more annual focus. The annual conference does not have to be a week-long affair but needs to give growers the opportunity to come together, discuss the issues, feel and be involved and informed.

**Ken Gaudion**  
**President VCA**



In October I wrote about how our Adelaide Hills region experienced snow and this was a new experience for most of us. In May,

a number of our growers faced the threat of bushfire! We really did experience a season of extremes. Perfect growing conditions in between the two 'out of character' events meant we had a large supply of top quality fruit, again highlighting the need to continue to expand our market share in both local and export areas.

After many years of representing our State and serving as Honourable Treasurer on the Board of CGA, Ian Sparnon has stepped down from the Board but continues to represent South Australia on the IAC and the R&D committees. I would like to thank Ian for the considerable amount of time

and effort he has put in to improve our industry. I realise I have some very large boots to fill but I look forward to the challenge.

I would also like to thank Ian Daynes (Agronomist at Lenswood Rural) for his support of CGA-SA. He always went out of his way to help our association and growers. Ian has decided to retire so we would all like to say "thanks" while wishing him all the best and "happy sailing"!

Last month Ian Sparnon took part in a mock fruit fly outbreak in the Riverland. This was to test the Bio Security SA's response if and when a fruit fly outbreak occurs. We are happy to report that the response plan worked well.

Happy pruning!

**Andrew Flavell**  
**President CGSA**

# STATE REPORTS



Fruit Growers Tasmania held its Annual Conference in May and attracted over 260 delegates over the 4 days. The conference included a berry field trip, 2 plenary day sessions including a trade exhibition, and a specialised cherry workshop with Dr Matthew Whiting. The theme of the conference was "Growing with Knowledge" and a wide range of topics were covered from production issues, to marketing and population health research. Key note speakers were Dr Mekjell Meland from Norway (a cherry grower and researcher) and Dr Matthew Whiting from the USA, however the depth of speakers covered other overseas speakers as well as national and local speakers. Fruit Growers Tasmania would like to take the opportunity to thank all delegates, speakers and sponsors of this very successful event.

A further four fruit industry forefathers were inducted into the Tasmanian Fruit Industry Roll of Honour: Eric Benjafield (1886-1975), George Hansen (1900-1969), John Shield (1930-1994) and Reg Walker (1923-2000).

The Award for Excellence went to Nathalie Norris, a former female orchardist from Castle



**Fruit  
Growers  
Tasmania Inc**

Forbes Bay, and the Mark Miller Young Grower Award was awarded to Lucaston orchardist Matthew Griggs. Barry Bass from Toll/Edwards was also recognised for his Outstanding Service to the Tasmanian Fruit Industry.

With winter underway it is great to see many Tasmanian growers travelling or planning to travel overseas over the next couple of months, with the International Cherry Symposium, harvest in the northern hemisphere and Asian trade opportunities on the agenda: the value of these trips should never be underestimated.

### **Lucy Gregg**

Business Development Manager  
Fruit Growers Tasmania



## ***REFRACTOMETERS FOR SALE***

Check the brix of your cherries  
before harvest

0-32 Brix \$89.95 plus postage

0-80 Brix Jam Refractometers \$134.00 plus postage

Now in stock - phone CGA/FGT to place an order.

**03 62 311 229**

# 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
Full Page	\$440	\$470

## Classified Advertisements

(buy, sell, positions vacant)

\$66 per quarter page

## Newsletter Inserts

\$220 (600 copies required)

\*all prices inclusive of GST

*Associate Member  
Special Offer*

*Associate Members who book an  
annual advertising placement (6 issues)  
in advance, will receive  
a full page editorial for their organisation  
in the publication month of their choice.*

