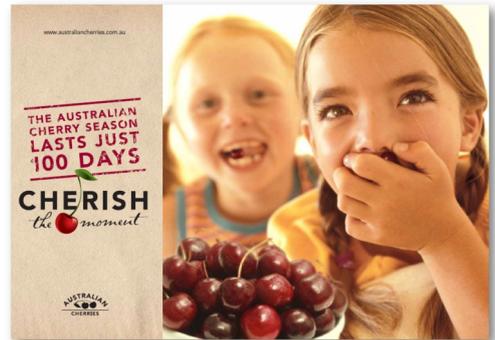


Australian CHERRIES

August 2013 - No 12



INCLUDED IN THIS ISSUE:

- President and CEO Reports
- R&D Articles from TIA
- Bureau of Meteorology
- Horticulture Australia
- New Life Member
- Export Insights
- State Reports and more



Cover - Various pictures from Australian Cherries newsletter 2012/13 editions.

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CGA Chief Executive Officer

Research & Development (TIA)

- The Role of Extension Growth in Fruit Quality
- The National Cherry Industry Development Program
- The Seventh International Cherry Symposium, held in Spain

Bureau of Meteorology

Horticulture Australia

New CGA Life Member

Export Insights - China

State Reports



Horticulture Australia

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Contact CGA office
for advertising & any other matters
relating to

Australian
CHERRIES



CGA 2013-14

Associate Members

We are very pleased to acknowledge the support from the following organisations who have now taken up Associate membership with CGA for 2013/14

BBC Technologies

Campbell Chemicals

Favco

Glamapak

Graham's Factree

Melpat International

NetPro

OakSun Consulting

Plant & Food Research

Sustainable Liquid Technology (SLTEC)

Sumitomo Chemical Australia

Tasmanian Institute of Agriculture

Wobelea

YV Packaging Pty Ltd

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



Andrew Smith - President CGA: 2012/13 Season Summary

Andrew Smith's President's Report as presented at the 44th CGA AGM in Canberra 6/8/13.

The past season has seen one of the largest cherry crops harvested around all major growing districts throughout Australia. We have all seen large amounts of price pressure around the domestic market places throughout the 2013 season. With a dryer harvest period, we saw around 15,000 tonnes of cherries picked, packed & sent to the market place. The low returns have left many growers pondering their future in the industry. Like many other commodity groups around the country, growing horticultural products for consumption has become a very tough vocation and life-style, to say the least.

Over the past year we have seen a high amount of activity around market access for our cherry industry's future international trade. Throughout our season we had an audit from Thailand officials and a tour visit from some Korean officials as well. I must extend the Board's sincere thanks to the entire grower group who gave up their valuable time throughout the harvest to answer the many questions asked and to show the visitors our industry region by region. These market assess activities are very important for our potential new trading partners to get a better understanding of our growing and packing techniques, the food safety issues and the quality aspects of our product. Building a strong relationship with these visiting countries is vital for our industry's future negotiations in these areas.

In early November I travelled to China with the Victorian DPI's Horticulture Industry Associations visit program to Shanghai and Beijing. The participating industries were Apple & Pear Australia, Citrus Australia, Summerfruit Australia, Australian Table Grapes and Cherry Growers Australia. The tour group was led by Bryan Balmer, Market Manager of Thailand and China, Vic DPI and Stephen Baud, Senior Market Access and Competitiveness Officer, Vic DPI.

The highlight of the trip was the visit to the Yangshan Deep Water Port. This port is twenty miles out to sea

via a six lane bridge crowded with container trucks, moving goods in both directions. The port is currently at stage one and unloads 20 large containerships daily and by 2020 will double in size making it the biggest port in the world. This port has been built to keep up with the explosive growth of exports in the Yangtze River Delta Region, which has grown into a strong rival to China's long dominant Pearl River Delta Region. In the future it is expected that all fruit imports to Shanghai and Central China will be directed to this port. Stage one, was constructed in a three year period from start to finish. You truly have to see it to believe it. The whole tour group was amazed with both the scale of this port and the speed that the bridge and port was built.



Our competitors in Chile have a strong presence in the Chinese market with early season fruit being air-freighted into Beijing.



Andrew Smith - President CGA: 2012/13 Season Summary

The last Function that we all attended was the Australia Fresh & AQSISQ / CIQA friendship Banquet; this was for all the Australian Industries present to attend.

It was a very good opportunity to meet and talk with the Chinese Officials from both their government bodies and continue to build our relations for future benefits. I was lucky enough to have the honour of hosting the Banquet on behalf of all the Australian Industries present.

Australia Fresh Horticulture Industries & AQSISQ / CIQA at the Friendship Banquet



During the trade show we had a lot of enquiries about Australian cherries and many questions asked of the seasonal timings, growing regions, and mostly, “when can we get them”?

Cherry Growers Australia Trade Booth at the China FVF Trade Show / Australia Fresh Stand



It's very clear that there is a strong demand for cherries in China and they are after high quality fruit, but they are also looking for competitive prices. With large expanding supermarkets and growing online & TV sales this country is looking for a safe, quality product, and with the population of 1.3 Billion, the possible opportunities are only limited by your imagination.

I would like to thank the Vic DPI for the Horticulture Visit Program to Shanghai & Beijing and Australia Fresh for the trade stand at the China World Fruit & Vegetable Trade Fair. All the Australian Industries that attended over the 5 days would have gained a lot out of both events.

The signing of the Protocol for Australian Cherry Exports into the People's Republic of China has been a major step forward for the industry. It has taken some considerable time and effort by many people past and present in the CGA. I must thank the many people involved for their input over many years of trade negotiations.

This year we have seen fruit exported from Tasmania to China with some mixed results, but overall it has shown what opportunities exist for cherries in China and what their markets desire. We look towards future technical meetings with China to work on some of the mainland problems based around Q-Fly & Med-Fly within the current protocol. These technical meetings will work on the science which will form part of the protocol review process in the next round of bilateral talks between both countries before next coming cherry season. This will form a critical part of the review process after the first the year of trade in the Chinese market to improve the mainland access problems currently faced. We all look forward to this review process, hopefully, with positive outcomes.

As part of current and future International Market Access activities, the CGA held an open forum on 20th February to discuss the future direction and needs of our Industry in this area. This was an export grower group meeting with many topics discussed. With the recommendations that were passed on as key out-

Andrew Smith - President CGA: 2012/13 Season Summary

comes from this meeting, the CGA 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 subsequently will report back to the CGA Board with recommendations. The criteria of this Export Working Group, was to consist of 5 panel members with a Chair and be made up of skills based individuals to ensure all aspects of exports 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 add further expertise to the group.

After CGA Board discussions the individuals who sit on this group are:

- Hugh Molloy: elected as Chair by the Export Working Group members.
- Michael Rouget: elected as Vice Chair by the Export Working Group members.
- Scott Coupland
- Tim Reid
- Jonathan Eccles

After further discussions within the Export Working Group a further 4 members were added;

- John Guadion
- Trevor Hall
- Michael Batinich
- Tim Jones

Since the inception of this group they have already held lengthy market access discussions. Actions will be reported on and forwarded to the State bodies to ensure open and transparent communication to the grower base.

We must continue to work closely with DAFF in order to continue our market access negotiations for commercial trade into all markets. The CGA Board is extremely determined to gain entry into new markets, with workable protocols for those growers who are looking to export fruit from within the Australian

Cherry Industry. We must also look at working on the market maintenance of protocols that are already in place with all current export markets.

State Conferences

I would like congratulate both the Victorian Cherry Growers Association on the Post-Harvest Cherry Conference held in Cobram, and Fruit Growers Tasmania on their May Conference held in Hobart. Both conferences were very well-attended. All delegates certainly gained some valuable knowledge from the speakers and the networking with the Growers and Sponsors during the breaks proved to be advantageous. A special thanks to the growers who participated in allowing delegates to inspect their respective orchards and management systems in both States.



The CGA Industry Groups

- CGA Board of Management
 - CGA Export Working Group
 - The Cherry Industry Advisory Committee
 - R & D Committee
 - Marketing and Promotion Committee
-

Andrew Smith - President

All these groups are heavily represented by growers on a skills and needs basis. These groups are pivotal in the operation of the Industry and in helping set the forward thinking direction of the Cherry Industry.

I would like to take this opportunity to thank the grower Representatives on each of these groups for their time and participation at many of the CGA meetings.

The considerable time taken by all grower industry representatives outside of their own business operations, contributes to the benefit of the whole Australian Cherry Industry. They all need to be recognised and applauded for their individual efforts.

To the Board and the State grower bodies, I thank you for the support I have received in my role as President and I thank you for the chance to have worked together as a formidable team to improve our Industry's needs. The strength of the CGA Board of Management is only a reflection of our grower based state organisations. It is the aim of the Board to maintain and increase all State Bodies, in order for us to remain one of the leading horticultural Industry groups.

In closing, I must extend the Board's thanks to Simon Boughey for the way he conducts himself in the role of CEO of the CGA. Simon's dealings with the day to day operations, project management, meeting attendances and teleconferences on our behalf is always highly efficient and very professional. Well done Simon.

I must also thank FGT for the management of the CGA's administration. They do a great job in maintaining all of the CGA project accounts and all of the general accounting requirements as well as reporting back to HAL on all financial matters. A big thank you must also go to Nick Featherstone for all his support in these areas.

Andrew Smith

President - Cherry Growers Australia

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Welcome to the twelfth edition of "Australian Cherries" Newsletter.

I have great pleasure in giving my report, which was included in CGA's Annual Report, distributed at the 44th Annual General Meeting of Cherry Growers Australia Inc in Canberra on August 6th 2013.

I have now been in the role of CEO for 2 ½ years and over that period the Board and I have pushed the industry in new directions but there is more to do over the next 5 years.

The 2012/13 financial year has been a time of change for CGA, its operations and the Cherry Industry and there are some great opportunities ahead for the industry in the next 5 years. I will go into that in more detail.

However I would like to begin my report by thanking a few people:

- You, the growers across the country no matter the size of your operation for your feedback and input on a range of issues and projects and we move the industry forward to 2020.
- Andrew Smith, the National President, the CGA Executive and all members of Cherry Growers Australia Inc Board, for their governance and fiduciary decisions over the past year to put the organisation in a much more stable situation and maintaining a surplus following on from 2011/12.
- The members of the Cherry IAC, chaired by Bob Granger, who have encompassed a new way of looking at the Levy funds available and developing projects that will benefit the industry in the longer term. This will be enhanced with the new Cherry Industry 5 Year Strategic Plan 2012-17 that will be available to all members.
- All members of the new Cherry Export Working Group, the Cherry Marketing and Promo-

tions Committee and the Cherry Research and Development Committee for all the work they have done in assessing and approving projects for the 2013/14 financial year, both for the benefit of the national industry and their own regional requirements.

- Nick Featherstone who has made the functioning of the national office to being a smooth operation over the past 2 ½ years.
- The State Cherry Association Boards and staff in NSW, VIC, SA, WA and TAS who have been great to work with and I am sure this relationship will only strengthen in the next few years.
- The only area of concern to this has been the lack of a NSW CGA Member on the national board since 1 March 2013 until now. A national board needs all its members represented on it and the CGA looks forward to resolving this with NSW CGA soon.
- Stuart Burgess, the HAL Cherry Industry Services Manager and Elisa Tseng the HAL Marketing Manager for the Cherry Industry, who have provided me with all the advice I need coming into the industry on Research & Development and Marketing & Promotional matters.
- The HAL Board, John Lloyd (CEO) and all the General Managers at HAL, who have been open to the ideas and change we have had to implement over the past 2 ½ years and for giving us the all clear after the Audit they did on CGA in February 2012 in December 2012.
- A number of other staff and CEO's in the other horticulture industries, OHMA, DAFF, Plant Health Australia, the Tasmanian Institute of Agriculture and other agencies around Australia.

The last 12 months has built on the work done in the previous 18 months and the CGA Board deciding

Simon Boughey - Chief Executive Officer

that we needed change to occur for the long term benefit of the industry on a number of fronts. These included:

Developing a new 5 Year Strategic Plan for the Cherry Industry which includes modules linked to:

- A new investment strategy for industry Research and Development Levy funds from 2011/12 to 2016/17;
- A new Marketing and Promotions strategy using Levy funds from 2011/12 to 2016/17;
- A new Communications and Extension strategy for the industry, both externally and internally;
- A new Export Roadmap for the next 5 years.

Looking to consolidate funding of the Industry in larger projects including:

- Managing the 3 year partnership with HAL;
- Managing the 3 year project on Market Access and Biosecurity preparedness; and
- Managing the 3 year project on Communications, Engagement and Capacity.

These larger projects give CGA and the Industry the opportunity to be much more proactive and not be reactive to the ongoing change in the industry in relation to market access across global markets, the issue of biosecurity here in Australia and the chance to work with the State bodies to see what their needs are for the next 5 years for capacity and communications and engagement at local regional, state and national levels.

A strong national industry is only as good as its parts and that includes strong State Associations and the networks and partnerships they have. There is such a variation across Australia in the models used by the State Cherry Associations and the challenge is to harness all the opportunities, to build the industry in each State and deal with issues that occur in them by creating better linkages with all stakeholders in the industry and to share knowledge in research and production, processing and marketing.

The new CGA Website launched in August 2012 has provided a wide range of information from technical information through to information consumers of our products might like to access.

The Australian Cherries Newsletter has had 11 editions and is always being refined to cater for the needs of the industry. It is a mix of news from around the country, international news, technical advice, research results and marketing tips and I am keen to case study growers around the country and see what they are doing.

I have also been working on a number of other projects including:

- Breeding and Evaluation with the Australian Cherry Breeding Business Plan, developed and released in August 2012. We have had a follow up workshop on this and will get a report out to the industry later this year.
- We have successfully asked for the collection period of the Levy to be put back to 31st March each year to be in by end of April each year to suit the needs of the industry and when crops are picked and processed. We have had some discussions with LRS about the costs of collection of the levies that have increased over the last 12 months on a cost recovery basis.
- The third year of the consumer research project from Sprout Research was carried out and the report is up on the CGA Website. Heath Adams from Sprout research will present this afternoon at the Levy payers meeting.
- A number of meetings with the National Produce Managers at Coles, Woolworths and IGA and our public relations company Crossman Communications on marketing and promotion for the cherry Industry on 2 occasions, the first being a wash up from the 2012/13 season and second being planning for the 2013/14 and 2014/15 seasons. We have appointed a new company called The Hallway and Louise Pogmore will present the

Simon Boughey - Chief Executive Officer

new campaign this afternoon at the Levy payers meeting.

- Working with CGA Board and the newly formed Cherry Export Working Group, OHMA and DAFF to gain access and maintain access into key markets, for example:
 - Mainland China: The protocol was signed by AQSIQ and DAFF on 7 January 2013.
 - CGA and CEWG are seeking a more commercial protocol for growers in other regions of Australia over the current conditions for in transit and onshore cold treatment. They are pushing for 3 degrees for 14 days for cold treatment, plus fumigation and irradiation options for airfreight.
 - Pushing hard to regain access to Thailand for 2013/14 after they suspended trade on 1 January 2012. We are seeking 3 degrees for 14 days for cold treatment, plus fumigation and irradiation options for airfreight.
 - Maintaining the Taiwan protocol for 2013/14 and putting forward some new options for fumigation and irradiation via OHMA;
 - Maintaining the newly updated Philippines protocol for 2013/14 for onshore and in transit cold storage and putting forward some new options for fumigation and irradiation via OHMA;

We have also provided information on a range of other protocols as this seems to be an ever-changing area we need to keep an eye on.

The Australian Cherry Industry must continue to look to increasing exports and tonnes sent out to markets that are non-protocol and build on the exports we currently send to such markets as HongKong, Singapore and the Middle East. There are over 70 countries globally, that import cherries and we currently export to only 25-30!

I have also been working on a range of other committees and issues such as:

- Asian Honeybee project;
- Dimethoate and Fenthion Response Committee;
- Horticultural Taskforce;
- Plant Health Australia issues;
- OHMA with our OHMA representative, Hugh Molloy;
- Meetings with Federal Ministers Ludwig and Emerson on funding and needs for the industry relating to market access and sending Minister Fitzgibbon and update on issues in early July;
- Meeting with John Cobb and Fiona Nash to discuss a range of issues mainly market access;
- Meeting with Andrew Metcalfe, the new Secretary of DAFF on market access issues and looking to improve the processes. Andrew is talking at the National conference tomorrow.

The past 2 ½ years has been a phase of transition moving to a phase of consolidation and planning, so the industry can move to a new level in the way it operates both externally and internally.

In the end it is you the growers that needs to benefit commercially from quality and much sought after product we produce and sell locally at the farm gate, in local, regional, intrastate and interstate markets and of course for those in the export market area to non-protocol and protocol countries.

I look forward to the challenges that await over the next 12 months and what the CGA Board and I can do to help the industry continue to expand and develop across the country, especially in lifting our domestic consumption per capita and increasing our exports of Australian cherries to the global market.

Simon Boughey

CEO - Cherry Growers Australia

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To Cut or Not To Cut: The Role of Extension Growth in Fruit Quality

Penelope Measham¹, Nicholas MacNair¹, Audrey Quentin² and Sally Bound¹



Extension growth (current season leaf growth) occurs throughout the fruit growing season and can be a strong source of **assimilates**. However, while growing they can also be a **strong sink**; hence the question; **to cut or not to cut?** Summer pruning can be used to reduce vigour, or promote light interception but can it also be used to reduce competition for assimilates between growing fruit and extension growth?

What is the role of extension growth on fruit quality?

This study aims to elucidate the role of extension growth to current season fruit quality, and on buds into the following season. To achieve this leaf (and therefore potential phloem-supplied water) was removed at different times in relation to both climate, and stage of fruit growth.

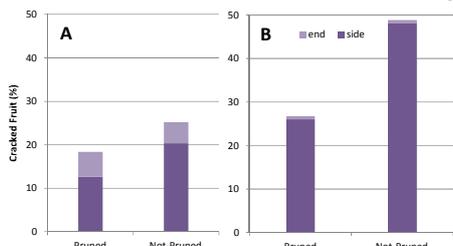


Figure 1 Percentage of cracked fruit (divided into side and end cracks) at harvest from trees in Trial 1 (A) and Trial 2 (B) which had been pruned or not-pruned 1WBH. There was a significant effect of level on end cracks (Sid = 3, 2 and 10 respectively)

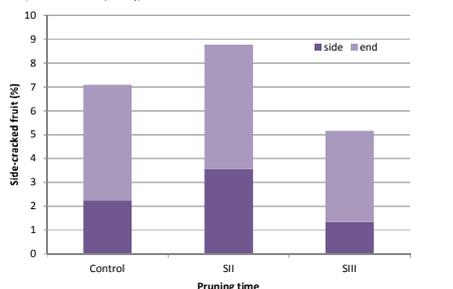


Figure 2 Percentage of cracked fruit (divided into side and end cracks) at harvest from trees in Trial 5 pruned at different growth stages. There was a significant effect of level on side cracks (Sid = 1, 3)

Variety 'Sweetheart', 'Satonishiki' and 'Kordia' were used in five trials in southern Tasmania. Extension growth was removed at various growth stages during the summer. At harvest maturity fruit were sorted into side-cracked, end-cracked (apical and stem-end) and non-cracked fruit and a subsample assessed for quality parameters (size, diameter, firmness, TSS and TA) as per Measham et al. (2009). Bud burst (as indicated by 'side green') in the following season was calculated by visually assessing each bud on two-year old wood samples. Buds were collected during the summer period (early February) and during the following dormancy then analysed for sugars using UPLC.

There was a significant effect of pruning during rainfall 1 week before harvest (WBH) on total and side ($P=0.001$ and $P<0.001$) cracks in Trials 1 and 2 (Figure 1). In Trial 2 cracking was reduced by nearly 50%. In Trial 3, without rainfall there was no significant effect of pruning 3WBH on cracking. In Trial 4, prior to rainfall there was no significant effect of pruning 1WBH, and in Trial 5 there was a significant effect ($P<0.001$) in side cracks was found between pruning times; pruning at Stage II increased cracking, while pruning at Stage III (1WBH) decreased cracking (Figure 2).

Trials 1 and 2 both showed that pruning at Stage III resulted in significantly ($P<0.001$) increased sugar levels in fruit, however no differences in size or weight were seen. In Trial 3, a significant ($P<0.001$) increase in sugars was also seen in fruit from trees which had been pruned during SIII (Figure 3). This treatment did not result in any differences in firmness, size or weight. Trial 5 again showed a significant ($P=0.03$) increase in sugars in fruit from trees pruned at Stage III, but not in fruit pruned at Stage II (Figure 4).

Bud sucrose concentration increased over time, irrespective of the variety and sucrose was present in the highest concentration by the onset of dormancy. There was no significant effect of pruning on sucrose in developing buds, or on the time taken to reach bud burst (data not shown).

The increase in fruit soluble solids is consistent with studies investigating carbohydrate allocation. Demand from various organs can occur simultaneously as would be the case with both developing fruit and developing extension growth. Strategic shoot pruning alters the allocation of resources sourced through photosynthesis as influenced by leaf area. It should also be noted however, that leaf area influences the level of carbohydrates available during the growing season, and removal of leaf area during some periods may result in insufficient allocation to the fruit, and lowered fruit quality.

This study showed that **strategic pruning in Stage III can reduce cracking**. Good results were seen when this occurred **during a rainfall event**. **Pruning earlier in fruit development however negatively impacted on fruit quality**. Pruning at Stage II allowed for extension growth to be renewed and present by the time the critical cracking susceptibility period occurred. This study also showed that **any beneficial effects of pruning on current season fruit quality will not impact on future seasons**.

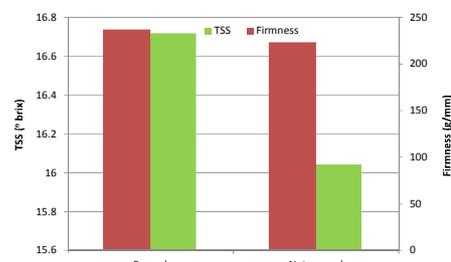


Figure 3 The total soluble solids levels (A) and percentage of side-cracked fruit (B) from trees not pruned (control) - pruned at Stage III of fruit development in Trial 3. A significant effect (*) of pruning was seen on TSS.

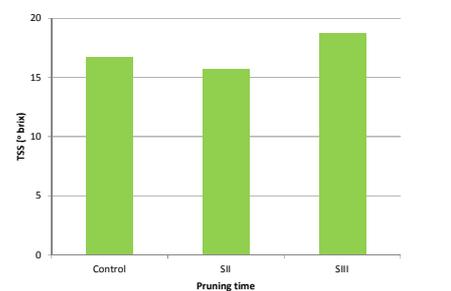


Figure 4 The level of soluble sugars in fruit from trees not pruned (control) and pruned at either Stage II (SII) or Stage III (SIII) of fruit in Trial 5. A significant (*) difference was seen in fruit pruned at Stage III.

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



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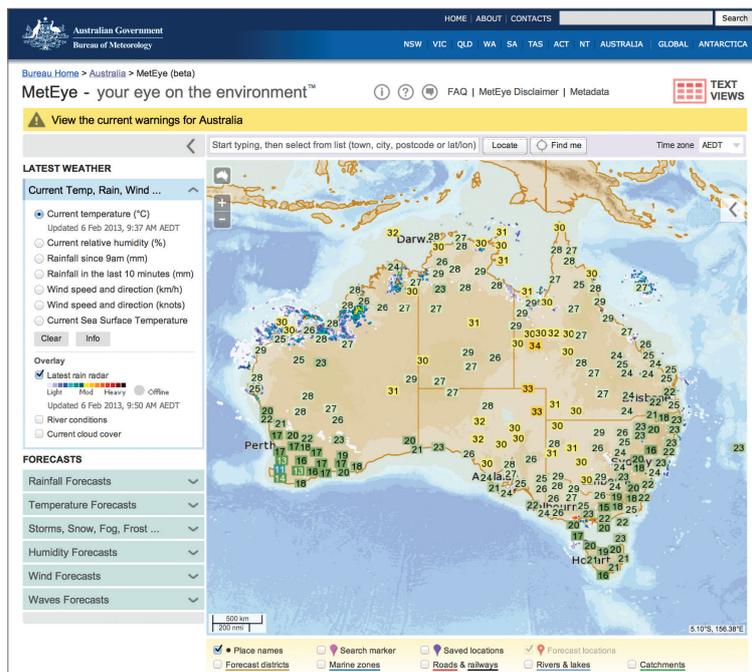
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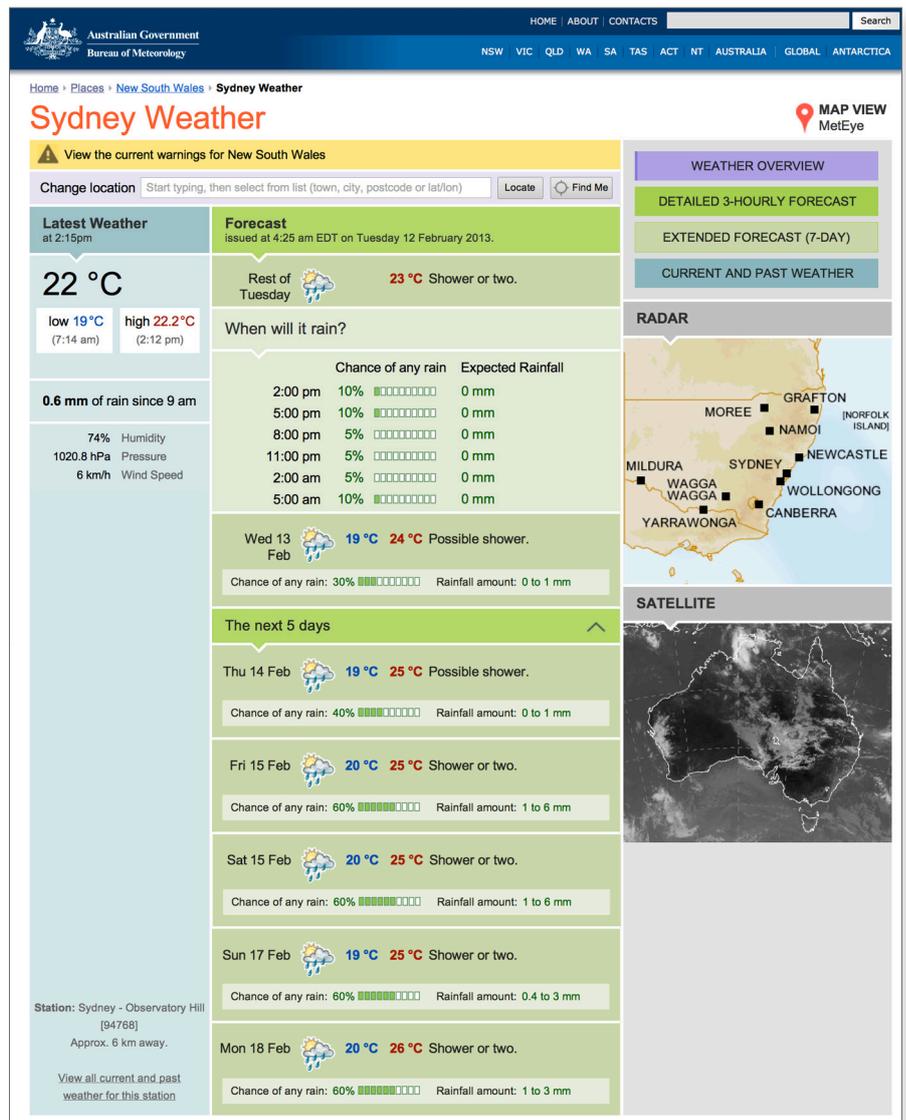
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Further information

www.bom.gov.au/australia/meteye



MetEye™ computer screen image displaying the latest weather conditions and the 7-day forecast for Sydney.



National Cherry Industry Development Program

The National Cherry Industry Development Program is a new extension program set to deliver to the needs of Industry as determined by Industry. It arose in response to the CGA Communications and Extension Strategy Plan, taken to the CGA Board and was then developed over time with support and feedback from each of the States, and the R&D sub committee.

The cherry industry is continuing to expand and develop, there is a push for increased market access and a need for a consistent supply of quality fruit, and there is a need to provide opportunities for engagement and capacity building. This will ensure that the cherry industry can be responsive to changes, and have access to information and support networks required into the future.

The national cherry development program is just commencing and will address this need by providing opportunities for interaction at the regional level, by stimulating thinking that can lead to practise change, by making sure that industry members have a way to share knowledge and by providing a vehicle to deliver critical industry information. This information may vary but could include anything from understanding current economic/market conditions and new export requirements to practical demonstrations of new field techniques.

The program is designed to be flexible and adaptive to state needs and participation of all industry members is a critical aspect in its success. Prior to events each year consultation with growers and others within industry as to the 'topic of the day' will occur, responses will be considered and catered for wherever possible. Please voice your opinions about key topics!

The first event is scheduled to occur in September – your invitation to attend, and participate, in the program is open and on-going – we welcome your feedback. The program will run for several years so we hope that, with your help, the program will support and sustain excellence in cherry production into the future. In each state, the local regional coordinator should be your first point of contact (listed below);

Stephanie Faggetter (WA) stephanie@fruitwest.org.au
Darren Graetz (SA) Darren.Graetz@sa.gov.au
Kath Boast (VIC) info@cherries.org.au
Lucy Gregg (TAS) bdm@fruitgrowerstas.com.au
Kate Noller (NSW) secretary@nswcga.com.au
Penny Measham (Coordinator) Penelope.Measham@utas.edu.au

We look forward to seeing you soon.



This project has been funded by Horticulture Australia Ltd using the cherry industry levy and matched funds from the Australian Government.

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A hand is shown holding a smartphone. The screen displays a line graph with three data series (blue, green, and orange) showing soil moisture levels over time. The x-axis is labeled with dates: 6 May, 8 May, and 10 May. The y-axis is labeled 'Moisture' and has a 'Dry 0' marker. The graph shows fluctuations in moisture levels, with a notable dip on 8 May.

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MEA

HORTICULTURE AUSTRALIA

The IAC For those who attended the recent National Cherry Conference in Canberra, you will have already had the opportunity to view the Cherry Annual Report for 2012/13 that is included in this mail out from CGA. You will also have heard from numerous speakers including Dr Dugald Close and Dr Penny Measham from TIA speaking on the broader Research and Development program, the recent Spain trip to take part in the International Cherry Symposium, and the draft National Cherry Industry Extension program. Heath Adams from Sprout Research provided some fascinating insights into consumers' attitudes and actions regarding cherries and Louise Pogmore from The Hallway spoke on the new direction of the Cherry Marketing and Public Relations campaign in 2013/14.

As you will see, there has been significant progress on a number of fronts. Investment in our Research and Development program is now reasonably well committed and well underway with practical actions for use on farm and along the supply / cool chain stemming from a number of projects concluding in the past 12 months as well as those in their early stages.

The Industry Advisory Committee and industry leadership has identified that further work on the 'extension' component of the program is critical to ensure these actions can be applied to each grower's own situation. The Cherry communication program managed through CGA in close consultation with the state associations continues to deliver core activities such as the website, newsletters and general communication. There is a gap though in taking the actions to each of the cherry levy payers' own operations. Some great practical research has been delivered over the past few years and is continuing as we speak, but great and interesting research can only become fantastic practical research when it helps growers change practices and become more profitable and sustainable into the future. As we continue down this path it is exceptionally important that feedback comes through from all levy payers as occurred at the recent levy payer meeting held in Canberra on August 6th. Those who attended would no doubt agree that there was considerable discussion generated and direct feedback given throughout not only the levy payers meetings but throughout the conference itself.

The Industry Advisory Committee also met prior to the commencement of the conference to prioritise proposed investment into the future. There was general consensus that research into the delivery of quality product to market was well catered for at present but much more work is needed in activities around market access and market development. Whilst the current investment includes the project CY12007 'Export Development for Australian Cherries' and an additional seed funding amount of \$50k for

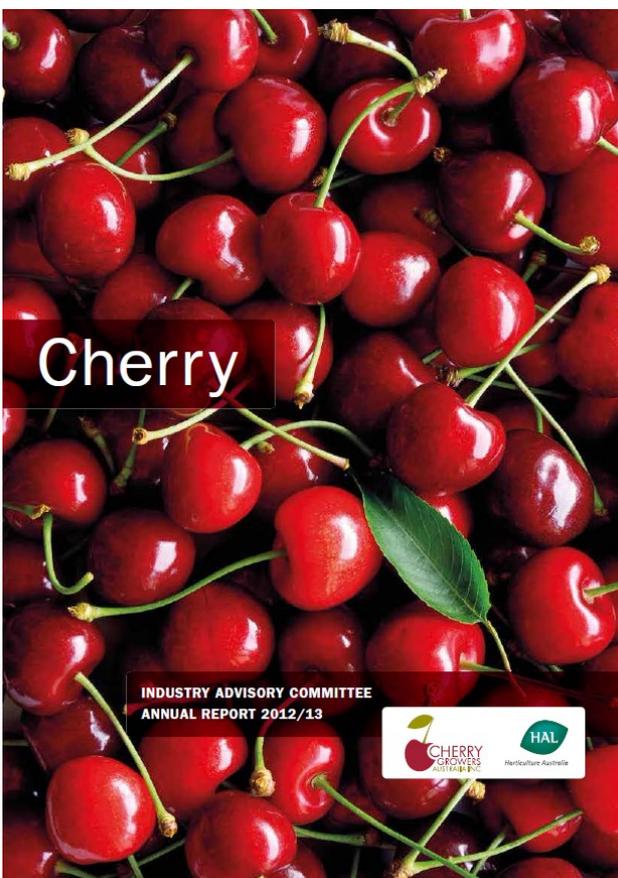
Horticulture Australia - Continued

practical market access projects in the current financial year, additional activities and data are required to ensure the growing production coming off Australian cherry trees can be profitably and sustainably managed for the benefit of all well into the future. As such, the core funding priority for the 2014/15 year will be investment in targeted market access activities. This was further supported by the clear feedback from those in attendance at the levy payer meeting and conference and as such the IAC and HAL are investigating ways in which a number of these activities can be fast tracked into the current year's program.

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



Horticulture Australia



Front cover of the 2012/13 Cherry Industry Advisory Committee Annual report for 2012/13 which has been sent with this edition of Australian Cherries.

7th cherry international SIMPOSIUM

The Seventh International Cherry Symposium was recently held in Plasencia, Spain. It was organised by the International Society for Horticultural Science (ISHS) and the Government of Extremadura, and the Department of Fruits and Vegetables of the Agrifood Technology Research Institute of Extremadura, in collaboration with the University of Extremadura. The symposium highlighted research focussed on cherries, and covered many topics of relevance to both the cherry industry in Australia, and cherry research undertaken in Australia.

The Symposium sessions were grouped as follows;

1. Breeding, Genetics and Biotechnology
2. Crop Production and Orchard Management
3. Rootstocks and Varieties Evaluation/Propagation
4. Tree Fruit Physiology, Plant Growth, and Floral Biology
5. Pest and Disease Management
6. Postharvest Technology, Fruit Quality, Health Related Issues

Over the coming months an overview of important outcomes from each of these sessions will be given. A visit to a local processing and packing facility was also undertaken during the symposium; a virtual tour will also follow. So – if you are keen to follow international research and trends in cherry production keep an eye out for the symposium logo!



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Crossing the threshold: Adaptation tipping points for Australian fruit trees

A new project 'Crossing the threshold: Adaptation tipping points for Australian fruit trees' is just starting, and will run for the next three years. This project will focus on the Australian fruit tree industry, specifically cherry and pome fruit, and field work will be undertaken in Western Australia, Victoria, Tasmania and Queensland; work is being conducted through a collaboration of agencies (Uni of Melb, DPI Vic, DAFF Qld, Uni of Tas, DAFWA).

Fruit production is dependent on favourable climate conditions throughout the year with future climate change likely to impact developmental processes. As such, decisions made now will likely persist into future climates. The key information gathered from this project will be used to provide a series of maps indicating what each region can expect regarding insufficient winter chill, spring frost risk, extreme heat exposure and potential yield. This is relevant information when making decisions about suitability of varieties and optimising production into the future. The results will identify the time needed to adapt current plantings and assess suitability of new production areas. This project not only aims to map future climates but also provide information on suitable adaptation strategies. Timely application of strategies is critical for Australian horticulture to secure future industry success. In order to reach these outcomes, the following aims have been identified;

- Assessments of how climate affects breaking dormancy, bloom timing; yield potential and fruit damage such a sunburn
- Alignment of tree responses to climate information in order to produce a timeline highlighting when climate may disrupt tree function, and practice change is required
- Evaluation of various adaptation strategies, such as dormancy breaking, netting and rootstocks, in order to prepare and respond to climate variability

Communication of progress and results to industry will be both formal (workshops, grower conference, magazine articles) and informal (direct email, phone and face-to-face contact). For further information please contact one of the team;

Project Leader – Rebecca Darbyshire (rebecca.darbyshire@unimelb.edu.au)

VIC - Ian Goodwin (ian.goodwin@depi.vic.gov.au)

QLD - Heidi Parkes (heidi.parkes@daff.qld.gov.au)

WA - Martine Combret (martine.combret@agric.wa.gov.au)

TAS – Penny Measham (Penelope.Measham@utas.edu.au)



Australian Government
Department of Agriculture,
Fisheries and Forestry

This project is being funded by the Commonwealth Department of Agriculture, Fisheries and Forestry's 'Carbon Farming Futures Filling the Research Gap Program'.

EXPORT

Insights



Australian Government
Department of Foreign Affairs and Trade

CHINA

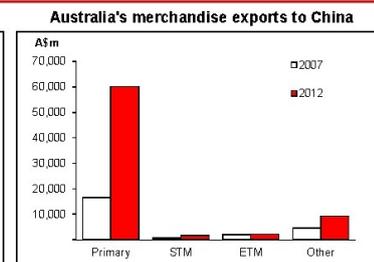
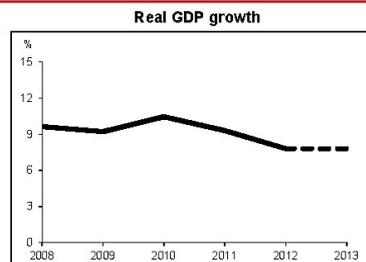
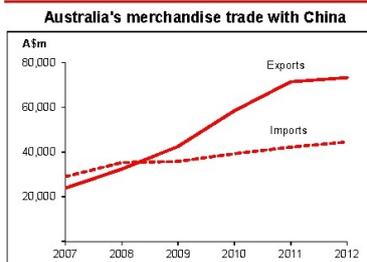


General information:

Fact sheets are updated biannually: June and December

Capital:	Beijing	Head of State:	President HE Mr Xi Jinping
Surface area:	9,561 thousand sq km		
Official language:	Mandarin		
Population:	1,354.0 million (2012)	Head of Government:	Premier of the State Council HE Mr Li Keqiang
Exchange rate:	A\$1 = 6.5942 Yuan (Jan 2013)		

Recent economic indicators:	2008	2009	2010	2011	2012(a)	2013(b)
GDP (US\$bn) (current prices):	4,520.0	4,990.5	5,930.4	7,322.0	8,227.0	9,020.3
GDP PPP (Int'l \$bn) (c):	8,214.4	9,049.5	10,128.4	11,305.8	12,405.7	13,623.3
GDP per capita (US\$):	3,404	3,740	4,423	5,434	6,076	6,629
GDP per capita PPP (Int'l \$) (c):	6,185	6,781	7,553	8,391	9,162	10,011
Real GDP growth (% change yoy):	9.6	9.2	10.4	9.3	7.8	7.8
Current account balance (US\$m):	420,569	243,257	237,623	201,720	213,700	238,499
Current account balance (% GDP):	9.3	4.9	4.0	2.8	2.6	2.6
Goods & services exports (% GDP):	33.0	25.3	27.8	27.3	27.5	26.7
Inflation (% change yoy):	5.9	-0.7	3.3	5.4	2.7	3.0



Australia's trade and investment relationship with China (d):

Australian merchandise trade with China, 2012:	Total share:	Rank:	Growth (yoy):	
Exports to China (A\$m):	73,251	29.5%	1st	2.5%
Imports from China (A\$m):	44,463	18.4%	1st	5.5%
Total trade (exports + imports) (A\$m):	117,714	24.0%	1st	3.6%

Major Australian exports, 2012 (A\$m):		Major Australian imports, 2012 (A\$m):	
Iron ores & concentrates	38,706	Telecom equipment & parts	4,584
Coal	6,781	Computers	4,385
Gold	5,528	Clothing	4,297
Crude petroleum	2,444	Furniture, mattresses & cushions	1,807

Australia's trade in services with China, 2012:	Total share:	
Exports of services to China (A\$m):	5,742	11.3%
Imports of services from China (A\$m):	1,873	3.0%

Major Australian service exports, 2012 (A\$m):		Major Australian service imports, 2012 (A\$m):	
Education-related travel	3,961	Personal travel excl education	734
Personal travel excl education	826	Transport	486

Australia's investment relationship with China, 2012 (e):	Total:	FDI:
Australia's investment in China (A\$m):	19,787	8,366
China's investment in Australia (A\$m):	22,947	16,741

China's global merchandise trade relationships:

China's principal export destinations, 2012:			China's principal import sources, 2012:		
1	United States	17.2%	1	Japan	9.8%
2	Hong Kong (SAR of China)	15.8%	2	Republic of Korea	9.2%
3	Japan	7.4%	3	Taiwan	7.3%
11	Australia	1.8%	6	Australia	4.3%

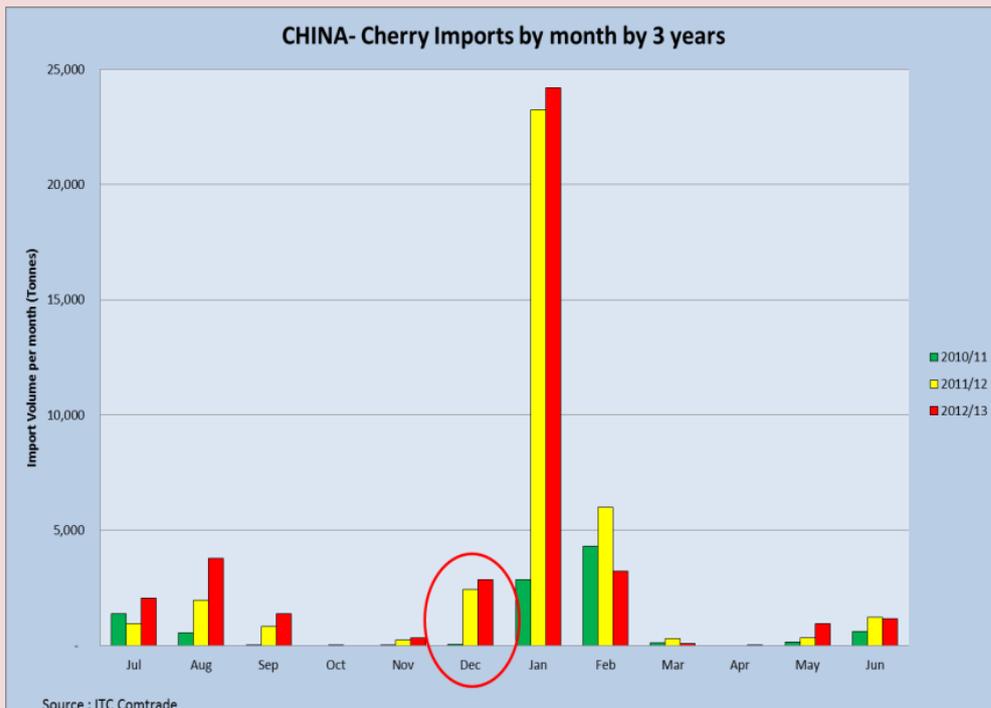
Compiled by the Trade Advocacy and Statistics Section, DFAT, using the latest data from the ABS, the IMF and various international sources.

(a) All recent data subject to revision; (b) IMF/EIU estimate (c) PPP is purchasing power parity; (d) Total may not add due to rounding; (e) Stock, as at 31 December. Released annually by the ABS. na Data not available. np Data not published. ... Data not meaningful.

CHINA – being prepared

CHINA is now formally a market for Australian cherries since January 2013.

Initially 66 tonnes of Australian cherries were exported to China in January 2013 from Tasmania and while this appears a small number exporters should start to make the most of full season availability in the Australian 2013 / 14 season. The graph below demonstrates the opportunities in November and December.



According to ITC Comtrade data based on the General Customs Administration of China statistics there were 24,217 tonnes of cherries imported by China during January 2013 of which Australia supplied 66 tonnes, New Zealand supplied 142 tonnes and Chile supplied 24,009 tonnes.

Looking closely at these monthly statistics there were 346 tonnes of cherries imported by China in November and 2,861 tonnes imported in December before 24,000 tonnes in January. There is a message of opportunity for early season suppliers in November and December to allocate an amount for China and work with the protocol to supply the new customers regardless of the demand in the domestic market. China will not be a market that fruit can be directed to at a moment's notice.

GETTING READY FOR CHINA

Orchards that grow fruit for export to China need to be **registered** and then mainland fruit must be subjected to **cold treatment** at 1°C for 14 days or 2.1°C

for 21 days either on shore or in transit. Tasmanian fruit does not need to be cold treated. More information is available on the DAFF website http://www.daff.gov.au/micor/plants/china_cn/cherries

It is important to make an effort to use the protocol and in time improve the efficiency and scale of the operation to generate real growth for trade into China. Sending all fruit to the domestic market may be easier however everyone knows how quickly the market can be flooded with over supply. Allocating some fruit for China and working with an exporter ready to service the China market and establish trade

before the January peak will be beneficial in the long run.

Mistakes will almost certainly be made however without trying Australia may lose the advantage of having access. As the trade is established a loyal customer base can be developed in a targeted area. Working with an exporter with capability to manage the process and protocol is very important as there is a complex set of paper work and permits to be collated that if incorrect would jeopardise consignments.

FOCUS ON MARKET SECTORS

China is a huge country not only in population though also in area and number of cities over 2 million. Rather than target the whole of China, a marketing strategy may be to identify a target area, be it a retail chain or high end market in area reasonably close to Shanghai market and service this well from late November to end January switching through various state suppliers from New South Wales, Victoria and Tasmania in a formal program with promotion and consistent quality fruit. Building confidence and trust with importers cannot be stressed highly enough.

UNDERSTANDING CULTURAL CONTEXT

Dealing with the various cultures of countries is often overlooked. Chinese cultures focus on long term business and relationships over many years in contrast to Australia with a more short term outlook that may look season to season. We all should be looking to understand the cultural context of the businesses in China and the expectation on long term commitment.

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

New CGA Life Member - Ian Sparnon

Cherry Growers Australia would like to congratulate Ian Sparnon, who was awarded with Life Membership to the Association at the National Cherry Conference dinner in Canberra on August 7th 2013. Life Membership nominations are provided to CGA by the State Associations, then nominees are voted for by existing Life Members.

CGA would like to thank Grant Wotton for this very fitting testimonial to Ian and his significant contribution to the cherry industry:

Ian started his cherry growing career on the family property at Montacute in the foothills of Adelaide in 1969 after finishing year 10. Sadly Ian's father passed away in 1977 when he was 23 years old. At the time he was doing the marketing, standing on the floor of the East End Market and then going home to work all day in the orchard and market garden.

Even with all the work at home he still made time to broaden his knowledge of cherry growing and the industry. Ian has been attending national cherry conferences for over 30 years, the majority with Cheryl and their children when they were young.

He has not missed a conference since he commenced attending and has made many life-long friends along the way across all Australian cherry growing areas.

Ian has been and is still actively involved with Cherry Growers of SA, for most of those years holding positions of committee member, Vice President and President.

He has been South Australia's representative on the National Board of CGA for many years and is still currently a member of the IAC and R&D committees.

Ian is considered by his peers as a level headed man who thoughtfully considers issues often thinking outside the square.

One of his first introductions to cherry growing would have been trips to Riseboroughs with his father to purchase new cherry trees.

Cherry varieties and cherry breeding have always interested him and he maintains that involvement, having an evaluation site on his property for the national program as well trialling varieties from other commercial nurseries. It is a passion of his and I am sure he will continue doing it for as long as possible and he is happy to share his knowledge with all who ask.

One of his most memorable highlights would have been the study tour that he and Cheryl along with a group of other Australians took to the USA and Canada. During this trip Ian had an unfortunate run-in with the law on the Border entering Canada, not noticing the sign saying “no pictures”, but he did eventually notice a burly border guard looking down the front of his video camera. He was marched into the gatehouse for interrogation and was asked to erase the 30 mins of video footage he had taken. He eventually managed to convince them that he was not an international drug courier and that he had erased the footage... We only know this because he was able to show us the entire event, on video when we were safely on our way!

Congratulations to Ian on his Life Membership of Cherry Growers of Australia and for what he has and will continue to do for the cherry industry.

As Cheryl Sparnon and many others of us say in South Australia “It’s a lifestyle as well as a business” and Ian is enjoying it immensely.



Ian Sparnon (left) being presented with his Life Membership certificate by CGA President Andrew Smith at the National Cherry Conference Dinner in Canberra 7th August 2013

STATE REPORTS - 2012/13 Season Summaries

From 44th CGA AGM 6th August 2013



After the two prior consecutive wet seasons NSW Cherry growers eagerly anticipated the warm, drier than average 2012 season signalling a hopeful return to profitability. Although the crop was quite light in some of the states, earlier regions such as Narromine, Wellington and Mudgee the perfect cherry growing conditions and high pack outs ensured that growers in the Orange and later regions of the Young district had large volumes of very good quality cherries available especially from the middle of December onwards.

Sadly this spike in cherry production was not matched by the Australian domestic markets capacity to absorb this increased volume and consequently wholesale prices crashed to levels in late December that were well below the cost of production. In the Orange district significant volumes of cherries were left unpicked as a direct consequence of this domestic market failure.

The acute domestic market failure in late December 2012 has strengthened the resolve of the state's growers to be more active in matters relating to market access and the development of an

export culture within the NSW cherry industry.

NSW cherry growers association welcomes the formation of the CEWG and remains hopeful that this group will resolve the outstanding matters of Thailand, Taiwan, Philippines and China workable market access protocols in the near future.

At this time the NSW cherry growers association does not have CGA board representation but feels confident that the outstanding dispute with CGA will be resolved soon as part of a mediation process between the parties.

I wish to take this opportunity on behalf of the NSW cherry industry to thank retiring NSW President Scott Coupland for his significant period of service as President. The industry has benefited greatly from his efforts and is looking forward to Scott's ongoing participation across cherry industry committees.

Andrew Gartrell

President

New South Wales Cherry Growers Association

Western Australia

2012/13 season reinforced the position of WA producers in the supply chain where substantial supply from the East throughout the season, combined with very light local crops meant that most growers concentrated on either farmgate sales or direct supply to smaller independents. Small amounts of local fruit did find their way to market and sold well during Christmas week. Crop volumes were well down on 2011/12.

South Australian fruit quality was better than previous years.

The WA Cherry Growers Association really needs

a big lift and we are talking with Fruit West about going in with them for 2013/14 and into the future.

The Manjimup festival continues to grow and looks to have a solid future with a local focus. We look forward to developments over the forthcoming months, and thank CGA for their unwavering support.

Gary Fergusson

President

WA Cherry Growers Association

STATE REPORTS - 2012/13 Season Summaries

From 44th CGA AGM 6th August 2013



The past season was one out of the box with little or no rain across the growing season. With lots of good quality fruit in the markets the prices suffered

across the board.

The National promotion along with our state promotion generated a good level of media interest in TV, Radio and Print.

There has been a level of certainty bought to the Adelaide Hills region with the water allocations finally being released to growers after many years of uncertainty and debate.

The CGASA is excited to have its project, CY12024 Australian cherry evaluation utilising precocious rootstocks, supported by HAL and the Executive Committee is continuing to work hard in getting in underway.

After a year in the role as State President, I have a much greater appreciation and respect for

those who have done it in the past. In saying this, I would like to thank Grant Wotton for his service as the past President, his ongoing support towards me in this role, his continued service to our state association both as a member of our Executive Committee and the National Board as Vice President. I would also like to thank Ian Sparnon for sitting on the National Board as our State Representative for most of the year. Thanks also to the National Board for allowing me to sit in as an observer to better understand the industry and its issues while I got my head around the job.

I want to also thank the South Australian Executive Committee for being a supportive and cohesive group and thank our Promotions Committee – they are an enthusiastic and passionate group and have run another successful Cherry Map.

Thanks go to Simon, Nick, Andrew and the rest of the Board for their support.

Andrew Flavell
President CGSA

South Australian Cherry Growers and Marketers

If you are receiving this newsletter and not currently receiving emails from CGSA, could you please contact us so we can include you?

Email: asflavell@adam.com.au

STATE REPORTS - 2012/13 Season Summaries

From 44th CGA AGM 6th August 2013



As my involvement as President began at the well attended Annual General Meeting I wish to acknowledge the leadership demonstrated by the previous President Stuart Pickworth. The orchard walk that followed at the orchard of Andrew and Gavin Corbett was met by some light rain and drizzle as Oak-Sun were installing rain covers. The rain problems during the season seemed to be few and lack of rain was more the issue.

The media launch breakfast and Biggest and Best 5kg Competition at Queen Victoria Market was a very positive affair with prominent food judges making comments about how they would each use cherries in a recipe or restaurant. All the judges made positive comments regarding the high quality of all of the entries. The morning session was ably compered by channel 10's Mike Larkin. The winner of the competition was the entry from Wandin Valley Farms.

A large crop of cherries came onto the market slowly at first but as the season progressed there were issues with high volumes of supply having an effect on the market. If large tree numbers of good quality late season varieties are planted that are harvested and packed and hit the domestic market at across a common time line, then it can be assumed that price pressure will play a role in the outcome. I want to seriously question the lack of usable data that the mainland states in particular have access to in order to predict a cherry crop for the season ahead. Then use that data to target increased domestic consumption of cherries.

The VCA Conference and dinner at Cobram in March was well attended with keynote speaker

Hugh Dendy being the standout attraction. The orchard walk went to Cherryhill Orchards and Koala Country Orchards where demonstrations and orchard discussions and interaction between delegates were most interesting.

On July 1st the Department of Environment and Primary Industries finally declared its hand on Queensland Fruit Fly, with implications for fruit movement and markets affecting many businesses. Management of this issue is complicated and may take time to progress to a satisfactory position for some regions, particularly those areas that have been growing canning fruit. (This is because of the impact of cannery quotas stopping intake of product for the future and the likelihood of derelict or unsprayed orchards in the neighbourhood.)

Finally a quote from my VCA report from last November; "Promotion is always important, with cherries as an impulse buy, and with so much competition for the consumer dollar. The health and nutrition benefits of cherries are a real plus and will greatly assist our marketing efforts." We just need to make it happen.

Thanks to the management committee and the secretariat at Fruit Growers Victoria, and the Corbett's, Riseborough's and Rouget's for making their orchards available during the year.

give growers the opportunity to come together, discuss the issues, feel and be involved and informed.

Ken Gaudion
President VCA

STATE REPORTS - 2012/13 Season Summaries

From 44th CGA AGM 6th August 2013

The trouble with state reports is that they reflect a generalised point in time – evened out by removing or moderating the highs and the lows of the individual growers which make up the industry. With a season that stretches from early December through to late February, and encompasses Christmas, a range public holidays, school holidays and Chinese New Year, there is a range of market variables. To complicate matters even more we have seasonal fluctuations, varietal idiosyncrasies, and of course...the weather. If we are exporting we can throw in the variations in the Australian dollar and the volume and power of our global competitors in our markets. But in summary, 2012-2013 was on average – an average year – but we know some had one of their worst seasons and others had one of their best!

Currently in Tasmania millions of dollars are being invested into irrigation schemes to develop and transform marginal agricultural regions, typically only suited to cereal crops and live-stock. Cherries and other fruit crops have been suggested as new crops for these areas. On paper these areas can stack up, particularly if you have the capital to install new infrastructure and attract and accommodate the hundreds of back packers required. However, as I have told many of those land holders that have enquired – “Growing cherries is easy, BUT growing, packing and marketing premium quality cherries (and



Fruit
Growers
Tasmania Inc

making a profit) is a totally different story – that’s difficult.”

Fruit Growers Tasmania recently undertook a survey as the first stage of developing their new strategic plan. Growers and stakeholders were asked to identify the strengths and weaknesses of the industry and there were few surprises. Freight access, freight costs, wages, salary on-costs and input costs were the 5 major weaknesses and barriers for the fruit industry. The 5 top strengths similarly were also predictable (area freedom from pests, climate, Tasmanian brand image, access to water), except for one: “a strong and professional industry”.

As global competition increases, as input costs rise, as compliance requirements increase and numerous other barriers are put in our way it is even more important that the industry remain strong and professional. As they say “the whole is greater than the sum of it’s parts”.

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.

2013-14 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

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