

Australian CHERRIES

October 2013 - No 13



INCLUDED IN THIS ISSUE:

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- R&D Articles from TIA
- 2013 Marketing Campaign Overview
- Australian Farmer of the Year Awards
- Export Insights
- State Reports and more



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CGA Chief Executive Officer

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- TIA – 7th International Cherry Symposium
- Investigating Post-Bloom Thinning of Sweet Cherry

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Farmer of the Year Awards

Export Insights - Taiwan

State Reports



Horticulture Australia

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CGA Office

262 Argyle Street
Hobart Tas 7000
Tel 03 62 311 229
Fax 03 62 311 929

Email office@cherrygrowers.org.au

www.cherrygrowers.org.au



www.facebook.com/cherrygrowers

Simon Boughey
Chief Executive Officer

Email ceo@cherrygrowers.org.au

Mob 0419 871 824

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

Martin Walker Marketing Pty Ltd

Melpat International

NetPro

OakSun Consulting

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.



Over the past month we have seen a good showing of bloom on many varieties. However, average weather around most of the growing regions during this blossom period has seen a medium fruit set. These signs indicate that we might expect to see smaller volumes of cherries to be harvested this coming 2013 season.

The AGM & National Conference was held in Canberra, I must thank the NSW Cherry Growers for hosting this event, this was well attended and had some great content for growers to embrace - Job well done NSWCGA. The trip to the AIS was different but very interesting, like cherry growers the athletes are very dedicated and passionate about what they do!

The Export Working Group led by Hugh Molloy has been working through all the market access issues and assessing all the latest information that has to be put forward. Grower registrations and work plans just are some of the activities undertaken. This has been done with face to face meetings, workshops, teleconferences and many emails. Gathering all the relevant information and keeping DOA up to date with our preferred direction has kept Simon, Hugh, Penny and the EWG very busy. With the next round of market access technical talks with China scheduled at the end of October, it has been a very important period for the CGA and we all look forward to some news in this area shortly.

November will see the World Fruit and Vegetable Fair in Beijing China. This will give the CGA continued exposure to our new potential Chinese customers by promoting the Australian Cherry Industry. It's very important that we continue to sell our industry and the key advantages we have over our trading competitors in this emerging market. This trade fair will give us another great platform to showcase our industry and continue relations with the Chinese. Those interested in a space on the CGA Stand, please contact Simon.

The new Marketing and Promotions Company "The Hallway" have all the marketing activities in place and

we await the start to the Cherry Season. These marketing messages and activities will form the basis of another strong media campaign to position cherries in the market place for our consumers.

Like any campaign it needs to be backed up with quality product, so return sales will be generated at retail level. Our consumer research work that has been done over the past years has stated overwhelmingly that this is an area that we as growers must all continue to work on throughout the whole growing season.

In closing I wish all our growers a good start to the season and let's hope that we can all achieve the results we are looking for over the harvest period.

Andrew Smith

President - Cherry Growers Australia

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Australian Cherry Quality Guide

The 'Ultimate Cherry'

01 'Ultimate Cherry'

Rot

02 Major Rot 03 Major Rot 04 Major Rot

Stem Cracks

05 Major Stem Crack 06 Major Stem Crack 07 Minor Stem Crack

Splits

08 Major Wet Split 09 Major Suture Split 10 Minor Dry Split

Nose Cracks

11 Major Nose Crack 12 Minor Nose Crack 13 Minor Nose Crack

Bird or Insect Damage

14 Major Insect Damage 15 Major Insect Damage 16 Major Insect Damage

Thrip Damage

17 Major Thrip 18 Minor Thrip 19 Minor Thrip

Scarring Rub Marks

20 Major Scarring 21 Minor Scarring 22 Minor Scarring

Pitting - Impact Damage

23 Major Pitting 24 Major Pitting 25 Major Pitting

Braising with Skin Damage

26 Major Braising 27 Minor Braising

Spur

28 Spur

Double

29 Double

Overmature and Heat Damage

30 Overmature and Heat Damage

Immature

31 Immature

Colour Relates to Ring outline

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

Since the August conference in Canberra and the AGM there has been a lot going on in the industry. I must say I was disappointed not to be in Canberra but the CGA Board sent me to Beijing for a meeting with DAFF and Chinese AQSIQ to look at better conditions for the growers from SA, VIC and NSW to access and export fruit into China, see below.

Also, Horticulture Australia has announced a review of its Statutory Funding Agreement with the Federal government and other issues facing the industry including a review of the levy processes across horticulture. This coincides with a call by some in our industry for a review of our levies so I will be sending information on that out to everyone soon to start the process.

I am also happy to announce that the conflict with NSW CGA over its Board member since March 2013 has been resolved and Geoff Clark from NSW CGA is now on the CGA Board.

Key Activities since the last newsletter include:

CGA Website

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

Market Access

The Cherry Export Working Group has continued to work very hard on key areas.

The current membership is:

- Chair: Hugh Molloy - Antico, CGA Board Mem-

ber and OHMA Board Member;

- Deputy Chair: Michael Rouget - Grower and Exporter, Marketing Sub Committee;
- Tim Reid, Scott Coupland, Jon Gaudion, Trevor Hall, 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 and to apply for funding for research to cover gaps in our market access data that is required by DAFF to negotiate for us now and into the future, particularly in the area of MB and other fumigants.

Key Issues: China

CGA is still pushing hard a separate review of the cherry protocol for improved mainland access in 2013/14 and beyond. These issues include:

- Pre export cold treatment;
- In transit cold treatment;
- A workable and commercial airfreight protocol to enable growers outside of pest free areas access to the markets within 48-72 hours of harvest. ie: Fumigation, Systems Approach, Irradiation etc;
- Fruit fly / med fly issues in relation to East - West Protocol acceptance;
- Current PFA's on mainland Australia being included into future protocol and also looking to smaller areas of low pest prevalence and also property freedom;
- Sea freight packaging for PFA and non PFA areas, the use of mesh bags and potential issues of bags being broken;
- Issues related to temperature probes; and
- 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.

Simon Boughey - Chief Executive Officer

From the meeting in Beijing in August there is another meeting at the end of October to look at the issues of cold treatment at 3 degrees for 14 days across a number of industries and if this can't be agreed to then the Chinese are looking to consider a trial season of cherries at this level.

A work plan for China is being finalised and growers who have registered to export fruit to China have attended workshops in Tasmania, Victoria, New South Wales and South Australia.

Penney Measham from TIA, myself and others have been busy putting the work plan together with DAFF (now the Department of Agriculture) and it will be up on the DOA MICoR site by time you read this newsletter.

Thailand

The CEWG and CGA Board put back a response to the draft protocol from Thailand following the audit in late 2012 and provided comment back to DAFF on 11 April 2013. We are still waiting for a the draft protocol to be gazetted by DOA in Thailand.

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.

A meeting was held in late September between DOA Thailand and DOA Australia in Brisbane with Industry invited to talk to both government delegations on their needs for access.

What is required for the cherry industry is:

- The draft protocol to be gazetted by DOA in Thailand with or without changes as DAFF/CGA and others have requested on several occasions, dating back to the Audit last year;
- If it is not going to be gazetted this year in time by the Thai DOA , then at least get them to tell the Aust DOA so we can inform our growers and exporters;
- However once gazetted, probably with no changes as we have been advised, then DAFF

can send a letter requesting amendments and for the 3 treatment options required by the industry to all be included. These options are not in order of priority, but we would like all three to be included, particularly 1 or 2 airfreight options:

- Irradiation option pre export and the knowledge that the fruit can be sold domestically on Thai market after irradiation;
- MB fumigation option 32g/m3 at 17 degrees for 2 hours;
- Cold treatment to go to 3 degrees for 14/15 days.

However, I am not even sure if the letter is sent from Aust DOA, that changes can be agreed to in time by the Thai DOA for the 2013/14 season. Once again we need to know this from Thai DOA so we can inform our growers and exporters!!

I have also requested due to the slowness of this process, that Aust DOA/CGA request transitional arrangements be reinstated for the 2013/14 season, as a gesture of good will and cooperation between the two countries whilst the protocol is finalised.

The sooner we get this sorted the better for our industry, so we can let stakeholders know what is happening, as we have critical time frames and windows for our growers in the different cherry growing regions. There is a clear demand for cherry fruit from Australia in Thailand if all the feedback we have received from various companies and Austrade is correct, over the past two years since trade was suspended.

Marketing and Promotion

The 2013/14 and 2014/15 National Marketing Campaign run by **The Hallway**, was presented to the Annual Levy Payers meeting in Canberra on 6 August 2013. We are also having meetings in all States to discuss the campaign and to tailor it to local matters and events.

This is part of an integrated package to leverage additional funds to boost the program. Part of this

Simon Boughey - Chief Executive Officer

will be an expanded Export POS program.

Research and Development

The call for projects for 2014/15 is now open until early November, with the key priority being **Market Access**. The projects will be reviewed by the Cherry R&D Sub-Committee and Cherry IAC in late February 2014.

The Australian Cherry Industry needs to strive to continue to raise domestic consumer demand for cherries over the full season and also build on the export markets, such as gaining access back into Thailand for 2013/14 and better 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, build on our success there and look to

another 50 markets we could export to globally.

Finally I would like to congratulate the ex national President of CGA, Tim Reid for being awarded the Australian Farmer of the Year 2013 in mid September, please see the article in this newsletter.

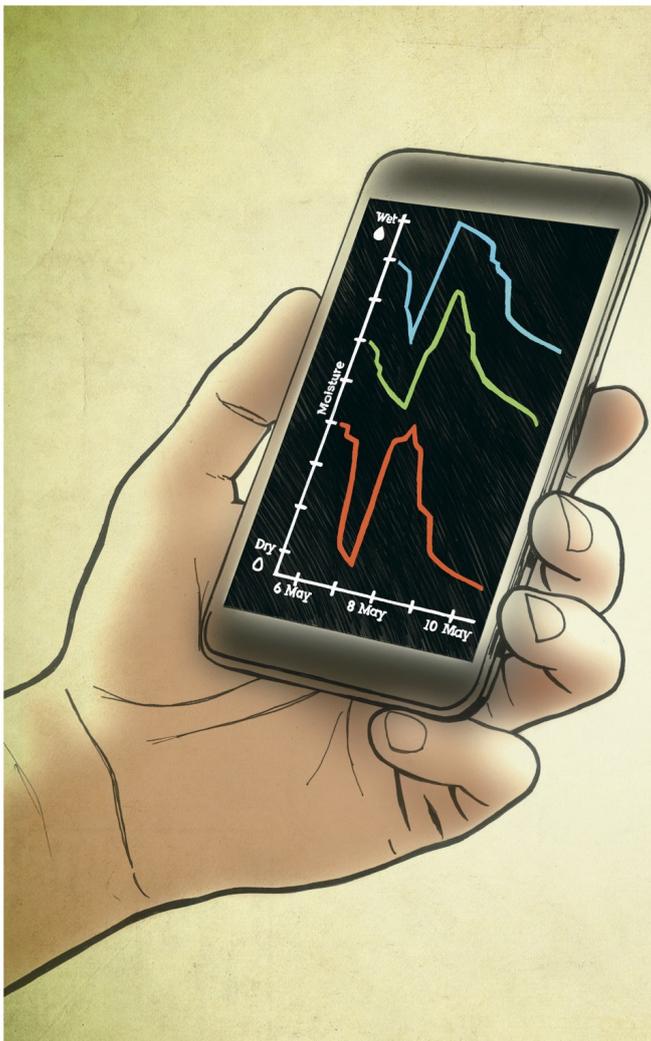
All the best for the coming season.

Simon Boughey

CEO - Cherry Growers Australia

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7th cherry international SIMPOSIUM

The 7th International Cherry Symposium in Spain earlier in the year provided an opportunity for the latest cherry research findings to be presented and discussed. All aspects of cherry production were included in over 100 oral and poster presentations from research all over the world. In this issue the first two of six sessions are summarised.

The opening speech was presented by Professor Greg Lang (US) entitled “Trends and Characteristics of Current, New, and Future Cherry Cultivars around the World”. He highlighted that commercial cherry production is dominated by relatively few varieties even though there are many genotypes available. This reliance on fewer varieties results from the combined expansion and intensification of production over the last 15 years with an associated flurry of breeding and genetics research activity. Breeding was the theme for the first session.

Professor Lang asked all participants to be forward thinking, and consider what new traits will become important into the future given the development of new training systems, new harvest technologies, and new markets requiring a greater focus on post-harvest. Apart from the foundational traits which are covered in all breeding programs (expanded ripening window, large fruit size, fruit with firm texture, high sugar, and good flavour, good productivity, tolerance to rain) Prof. Lang sought information from current breeding programs as to any other additional traits that were being incorporated into programs. Answers from Canada, US, Chile, Bulgaria, Czech Republic, Estonia, France, Germany, Hungary, Italy, Latvia, Russia, Spain, Turkey, Ukraine, United Kingdom, Australia, China and Japan showed that many additional traits have indeed been recently included. Traits such as resistance to disease (cherry leaf spot, powdery mildew and bacterial canker) low fruit pedicel retention for mechanical harvest, adaptation to low chilling, long postharvest performance and novelty fruit types were among the most common inclusions. Prof. Lang concluded with a challenge; for breeders and molecular geneticists to engage physiologists and horticulturists to identify visionary traits that should be included in breeding programs. He also asked; what unique traits will further advance your region’s cherry production? As the Australian Industry moves towards greater exports, this could be a timely opportunity for the industry to review the current match between traits and market requirements, and perhaps identify the desired traits required for the future?

Dr. Jose Quero-Garcia, from INRA in France, explained the progress made on breeding for tolerance to rain cracking. They started in 2000 and initially used crosses between tolerant (Regina, Fermina, Ferobri) and susceptible varieties (Lapins, Garnet, Brooks) to try and establish genetic maps for this trait. Some of this work was presented at the 6th International Cherry Symposium in Chile. They were successful in identifying markers for many other traits at this stage, but not for cracking. Work has since progressed, and by separating the types of cracking are now having more success. In collaboration with Elisabeth Dirlewanger, also from France, and Amy Iezzoni from Michigan State

University in the US and others in the RosBREED program, advances have been made regarding fruit size; identifying genes associated with higher cell numbers and subsequent size. Several recent breeds were also described in this session, with particular attention to size and crack tolerance. Tables 1 & 2 have a few selections from Summerland, Canada and Cornell, New York.

The second session focussed on production and orchard management, and of course – the highlight was a presentation by Dr. Dugald Close entitled ‘Crop load and time of thinning interact to affect fruit quality in Sweet Cherry’. Dr Close explained that bud thinning was an effective crop load regulation treatment, but that there was an interactive effect of crop load and timing of thinning on size. For example, in Sweetheart thinning later (6 & 8 weeks after full bloom) resulted in smaller fruit, even at lower loads than when thinned earlier. In contrast, Van showed a general decline in diameter with time of thinning and no effect of timing on firmness. Fruit from all the trials presented behaved in the same way as previous studies with regard to cracking (lower loads experienced higher cracking) (Figure 1) and all fruit behaved in a similar fashion with postharvest storage to 28 days (Figure 2).

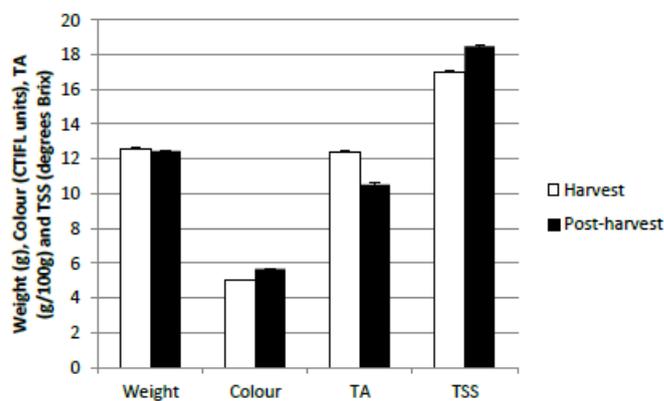


Figure 1. Fruit quality at harvest and after 28 days post-harvest storage.

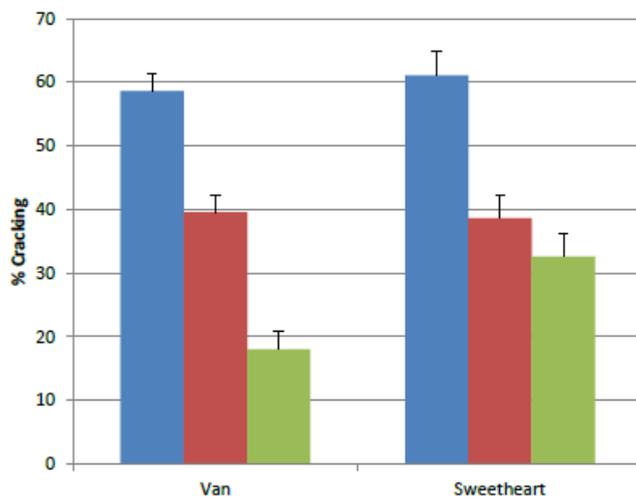


Figure 2. Cracking incidence of fruit from low (blue), medium (green) and high (green) crop loads.

Professor Matthew Whiting (WSU) and Professor Koumanov, of the Fruit Growing Institute, Bulgaria, echoed Prof. Lang’s comments regarding the increased intensification of cherry production. Prof. Whiting focussed on describing new training systems that allowed mechanical harvesting however, Prof. Koumanov focussed on the associated move towards dwarfing rootstocks and highlighted a

number of key issues when making the switch from vigorous rootstocks. He advised that dwarfing rootstocks had a tendency for overcropping and were not well-adapted to drought conditions or poor light soils. As opposed to vigorous rootstocks where excessive vigour should be restrained and heavier cropping promoted, managing dwarfing rootstocks should include promoting vigorous growth and restraining cropping. For dwarfing rootstocks, Prof. Koumanov advised heavy pruning during the dormant period, small and frequent irrigation, and a fertigation approach to nutrition given the reduced ability to source nutrition from the soil (smaller root-zone). He also advised that investigations involving assessing suitability or performance of rootstocks should have a multi-disciplinary approach and consider pruning/training, irrigation and nutrition.

Trials assessing suitability of dwarfing rootstocks are currently underway in Turkey. An overview of cherry production in Turkey was presented by Professor Demirsoy, who explained, that while Turkey is the leading producer of cherries worldwide (Figure 3) much of that production still uses traditional methods. Turkey is looking to increase productivity by moving from low density (8 x 7 m), high input systems to higher density systems that encourage greater fruit quality more suited for fresh fruit markets. Production trials are investigating new training systems, bud management, drip irrigation and new rootstocks. In 2000 Gisela 5 and Gisela 6 were introduced but about 70% of current production remains on either Mazzard or Mahaleb.

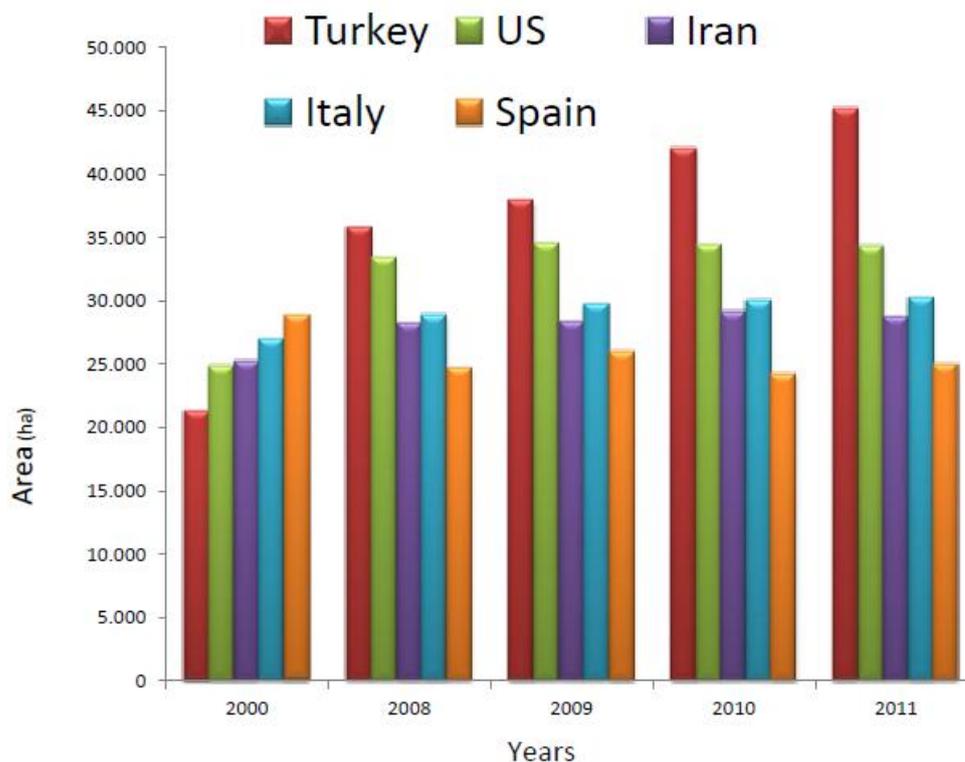


Figure 3. Turkey is the leading worldwide sweet cherry producer with over 45 000 hectares in production, producing about 438 550 tons of fruit (From Demirsoy 2013).

The combined effects of training systems and rootstocks in the US were also presented by Professor Lang in this second session. The study is looking at 4 training systems (KGB, TSA, SSA and UFO) and 3 rootstocks (Gi3, Gi5 and Gi6) across multiple Northern US sites. The objective of the study was to ultimately improve yield consistency and pack-out by;

- improving fruit quality (through increased light interception, improved fruit and vegetative balance, and optimised fruit renewal sites)
- reducing costs (improve labour efficiency and simplify methods).

This study is still underway, but some conclusions from this study were that rootstock affects tree vigour, and that training system influences precocity. For example, by the end of the third year of the study it was found that the KGB system had filled it's targeted area on Gi 6, but only 71% of the area and 89% of the area on Gi3 and Gi5 respectively. Additional information about Gisela rootstocks can be found at www.giselacherry.com.

For more information contact:
 Penny Measham
 Perennial Horticulture Centre
 Tasmanian Institute of Agriculture
 Telephone +61 3 62261870
Penelope.Measham@utas.edu.au

This project has been funded by Horticulture Australia Ltd using voluntary contributions and matched funds from the Australian Government.



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Clockwise from top left; Sovereign, Sentennial, Satin, Suite Note

Table 1. Summerland varieties described at the Symposium

Variety	Harvest Timing (Days past Bing)	Size	Self-fertile	Sugars	Cracking
Sovereign	Very Late (+30)	10.8g	Yes	19.3%	22%
Sentennial	Very Late (+30)	10.7g	Yes	20.3%	26%
Satin	Mid-season (-3)	10.8g	No	19.4%	27%
Suite Note	Mid-season (0)	12.9g	No	24.0%	24%



Table 2. Cornell varieties described at the Symposium

Variety	Harvest Timing (Days past Bing)	Size	Sugars	Cracking
Black Pearl	Early (-10)	Large	20%	Mildly tolerant
Burgandy Pearl	Early-Mid (-5)	35 mm	21%	Very tolerant
Ebony Pearl	Mid-season (-3)	33 mm	NA	Very tolerant

Left to right; Black Pearl, Burgandy Pearl, Ebony Pearl



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Australian Cherries Integrated Program Overview

The overall objective of the 2013 program is to generate, maintain and increase consumers' interest and purchases of Australian cherries for the duration of the season.

Challenge

Even though cherries are in season for 100 days, they don't regularly make it into the grocery buyer's shopping trollies with all the everyday fruits such as apples and bananas.

This is because consumers mainly associate cherries with Christmas and see them as a special treat. Our approach needs to overcome this challenge and position cherries as more of an everyday fruit in order to increase purchases of cherries throughout the season.

Insight

Cherries have a playful side to them and evoke strong memories of childhood summer fun and playful rituals - cherry earrings, seed spitting contests, cherry 'lipstick', stained fingers, cherry picking.

Our idea needs to tap into the nostalgia around summer fun with cherries and invite consumers to relive their childhood cherry memories and also encourage them to start new ones with their family.

Strategy

Let's celebrate the playfulness cherries can bring to the every day and position Australian Cherries as the play instigators.

Idea

We will launch a campaign platform, 100 days of fun, to celebrate the cherry season because cherries are nature's little gift and perfect little moments of every day fun.

Each year, we will develop a hook to launch the 100 Days of Fun cherry season with a bang and encourage consumers to have fun with cherries every day.

Harnessing the traditional and much loved childhood game of cherry seed spitting contests, this year, we will create and launch the must play game of summer - Spit or Miss to encourage families to play with cherries every day.



Facebook

We will encourage consumers to share their Spit or Miss fun for daily prizing - consumers can win a box of cherries or a cherry voucher, driving them in-store to make a purchase.

POS

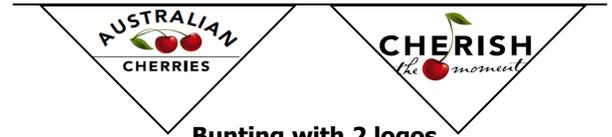
To increase purchases, the Spit or Miss game will come as a gift to be utilised in independent retail outlets – made up of the point-of-sale kit, the retailer will distribute when cherries are purchased.

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Tasmanian industry leader now Australian Farmer of the Year

High-profile Tasmanian businessman Tim Reid was named Kondinin Group-ABC Rural Australian Farmer of the Year at an awards ceremony in Melbourne on 12th September 2013.

Earlier in the evening Mr Reid, who is managing director of Reid Fruits, was also named Australian Rural Leader of the Year.

Kondinin Group general manager Stephanie Shepherdson described Mr Reid as the standout entrant in a high-quality field of nominations – both for his category win and then being crowned with the national title.

“Mr Reid has been a blue-ribbon nomination. His industry pedigree speaks for itself and the results he has been able to achieve with his family business while giving so much of himself to the wider industry and community are astonishing,” Ms Shepherdson said.

“There would be few people more qualified to fly the Tasmanian flag in the field of primary industry than Mr Reid and on behalf of Kondinin Group, ABC Rural, all the other sponsors and other entrants this evening I congratulate him.”

Mr Reid has been a pivotal player in the development of both the domestic and export horticulture markets and is one of the most successful figures in Australia’s drive to have a viable fruit industry – both domestically and on the world stage.

It has been a glittering career which began in Tasmanian orchards and packing sheds back in the 1960s and has evolved to industry and national honours.

When Mr Reid took the helm of the family business, which has been operating since 1856, he increased its size tenfold and turned it into a pioneer of the export market.

He has received international recognition for his achievements in market access trade negotiation on behalf of Australian horticulture and has extensive business experience in the fruit industry as a grower, exporter and industry representative.

He has also made a significant contribution to the community through his involvement in several key organisations including as a director of the Hobart Ports Corporation and 10-year term in local government.

As managing director of the family business SD Reid Holdings he has restructured it to the point it is the only southern hemisphere producer of Japanese variety cherries for export to Japan in its off-season and has become one of Australia’s biggest cherry producers.

Mr Reid has been the longest-serving member of the former Tasmanian apple industry representative body. He was elected to the executive of the Tasmanian Apple and Pear Growers Association (TAPGA) in 1989, becoming president in 1991 for six years and continued as the industry’s director for international development until 2004.

“Not only are we having success with our company, now Reid Fruits, in Japan it has also become one of Australia’s biggest cherry producers,” Mr Reid said.

“But I have to say one of the highlights of my career was our six-year campaign, against intense commercial and political opposition, to gain quarantine access to the Japanese market for Tasmanian Fuji apples in 1998,” he said.

It was an industry success recognised internationally and described by Dr Ashton Calvert, the former Australian ambassador to Japan, as not just a major horticultural trade achievement but as “a highly symbolic breakthrough in the development of agricultural trade between Australia and Japan”.

In 2003 Mr Reid was appointed president of the Tasmanian Stonefruit Association and in 2004 instigated discussions between the apple and stonefruit industries to bring about their successful merger as Fruit Growers Tasmania (FGT).

Not surprisingly, Tim was elected its inaugural president and served as an executive member, vice president and a second term as president before retiring in 2011.

He also served seven years as a board member, vice president and president of the national cherry industry peak body Cherry Growers Australia before retiring in 2012.



Article and photograph reprinted after permission from Kondinin Group and ABC Rural

Too many fruit? Investigating Post-Bloom Thinning of Sweet Cherry

Year 1 report by Matt Whiting (Washington State University), 2013, (M Buntain, TIA)

Why apply thinners post-bloom?

Cherry trees can be less than cooperative when it comes to how much fruit they bear each season. Some important varieties just love to overcrop. This requires intervention with some judicious thinning to ensure export quality fruit. How, and just as importantly, when do we make that judgement of how many fruit to leave on the tree? If we could accurately predict final fruit set at full bloom or even earlier, thinning would be less of a gamble. Remove too much too early and yield is sacrificed whilst retaining a heavy load of fruit may compromise quality. This is where post-bloom thinning shines as an additional management tool. Currently the only reliable means of post bloom thinning in sweet cherry is manual fruit removal, an expensive operation. Matt Whiting (WSU/TIA) and his team propose ethephon, known commercially as Ethrel, as a cost saving alternative with potential.



Does Ethephon reduce fruit set?

Yes, but how well ethephon works depends on when you apply it and at what concentration, each having a significant effect on final fruit set and fruit quality.

In Washington trials, ethephon was applied at 4 different times at 3 concentrations (100 ppm, 200ppm and 300 ppm) and compared to hand thinning of both 'Skeena' and 'Sweetheart'. Both these varieties normally exhibit heavy fruit set. Skeena trees were central leader and Sweetheart were steep leader. Rootstock was Mazzard for both.

Treatment stage	Date treated
Shuck fall (SF)	15 th May
Shuck fall + 1 week (SF+1)	22 nd May
Shuck fall + 2 weeks (SF +2)	29 th May
Shuck fall + 3 weeks (SF+3)	8 th June

Both Skeena and Sweetheart had similar natural (untreated) fruit set levels of around 66%. Hand thinning reduced fruit set by a little over half for each variety to 31% in Skeena and 27% in Sweetheart. Ethephon was most effective at reducing fruit set when it was applied at the highest concentration of 300 ppm.

Timing proved to be critical, with ethephon being most effective at shuck fall, (Figure 1). Ethephon became progressively less effective the later it was applied. Interestingly for Sweetheart, ethephon applied from 2 weeks after shuck fall and later led to subtle improvements in final fruit set compared to untreated trees. Ethephon applied at both 100 ppm and 200 ppm produced around 40% more fruit than untreated trees when applied at 3 weeks after shuck fall (Figure 2).

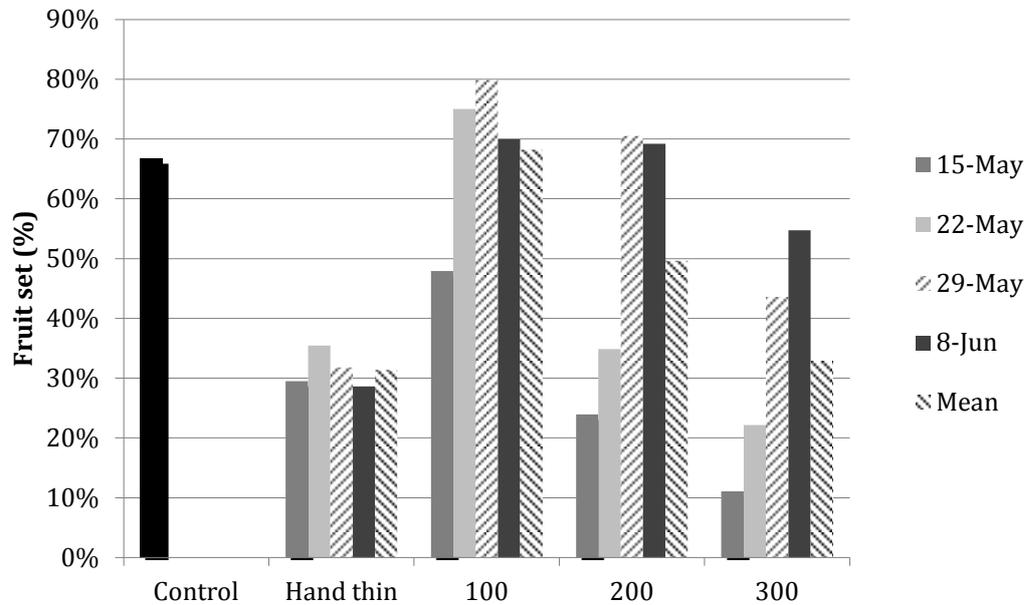


Figure 1: The effect of hand thinning and ethephon on fruit set of 'Skeena'

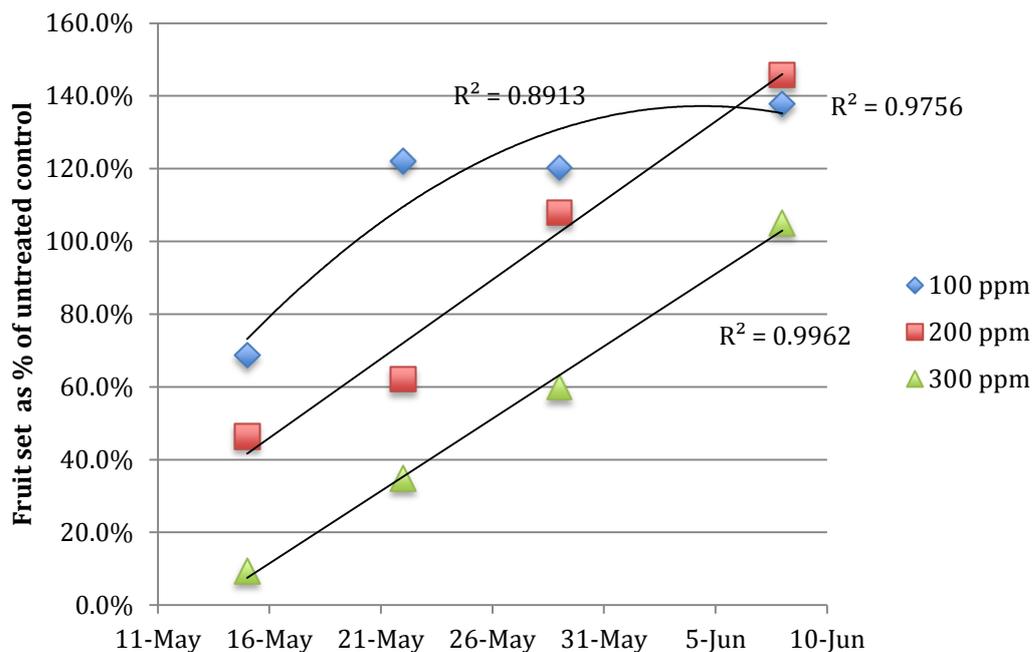


Figure 2: The effect of ethephon on fruit set of Sweetheart

Does ethephon affect fruit quality?

The relationship between ethephon application and fruit quality was variable. In Skeena, large reductions in fruit set did not lead to significant improvement in fruit weight, size, or quality attributes of fruit firmness, colour or sugar content (soluble solids). However, hand thinning to 31% in Skeena improved fruit size by around 14% from 8.4 g to 9.6g. Each ethephon application rate induced subtle improvements in fruit weight, with the greatest increase observed with later application dates in general.

Sweetheart had a more positive response to thinning and ethephon application, an indication that it was overcropping, carrying a high crop load. Hand thinning improved fruit weight by around 22% from 5.0g to 6.2 g. Ethephon again made subtle improvements to fruit weight when averaged across all timings. The best time to apply ethephon to improve fruit size varied with the rate applied. Applying 100 ppm on the latest date (3 weeks after shuck fall) resulted in the biggest increase in fruit size (43%). This produced the impressive result of the largest fruit with one of the highest fruit sets equating to high yields of large fruit. The greatest improvements in size for both 200 ppm and 300 ppm application rates occurred when applied on the 2nd date (1 week after shuck fall).



Where to from here?

This first season of study has raised some important questions. The disconnect between fruit set reduction and fruit quality is the big one. Whilst ethephon proved to be effective at reducing crop load, this was not always converted into bigger, high quality fruit. Increased fruit size from late applications of low rate ethephon may be the clue as to what mechanisms are involved and the future usefulness of it as a post bloom thinning agent. It may be possible that high rates of ethephon are having a phytotoxic effect. TIA trials in Tasmania (Dr Sally Bound) and Washington will continue to investigate the most cost effective techniques to manage crop load to produce consistent yields of quality fruit.



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CHERRY GROWERS AUSTRALIA NEW RELEASE CHERRY COLOUR GUIDE & SIZER



Cherry Growers Australia and Graham's Factree have just released a new edition of the Australian Cherry Colour Guide & Sizer. The Guides are made from plastic, are durable and waterproof.

The cost of the Guide is \$10 each plus GST, postage & handling.

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

EXPORT

Insights



Australian Government
Department of Foreign Affairs and Trade

TAIWAN

Fact Sheet

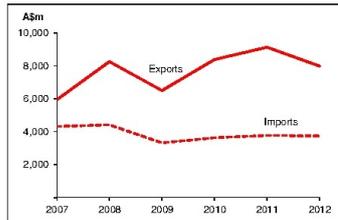
General information:

Fact sheets are updated biannually: June and December

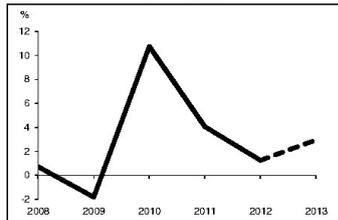
Capital:	Taipei	President*:	Ma Ying-jeou
Surface area:	36 thousand sq km		
Official language:	Mandarin	Premier*:	Jiang Yi-huah
Population:	23.3 million (2012)		
Exchange rate:	A\$1 = NT\$30.6506 (Jan 2013)		

Recent economic indicators:	2008	2009	2010	2011	2012(a)	2013(b)
GDP (US\$bn) (current prices):	400.2	377.6	428.2	464.0	474.0	494.9
GDP PPP (Int'l \$bn) (c):	741.9	734.8	824.7	876.6	903.5	945.5
GDP per capita (US\$):	17,372	16,331	18,488	19,980	20,328	21,141
GDP per capita PPP (Int'l \$) (c):	32,204	31,782	35,607	37,743	38,749	40,393
Real GDP growth (% change yoy):	0.7	-1.8	10.8	4.1	1.3	3.0
Current account balance (US\$m):	27,505	42,923	39,872	41,230	49,550	51,212
Current account balance (% GDP):	6.9	11.4	9.3	8.9	10.5	10.3
Goods & services exports (% GDP):	72.9	62.3	73.4	76.1	73.6	72.6
Inflation (% change yoy):	3.5	-0.9	1.0	1.4	1.9	2.0

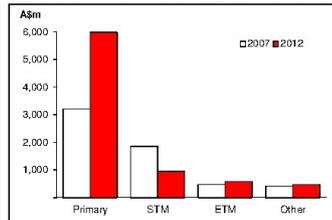
Australia's merchandise trade with Taiwan



Real GDP growth



Australia's merchandise exports to Taiwan



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

Australian merchandise trade with Taiwan, 2012:		Total share:	Rank:	Growth (yoy):
Exports to Taiwan (A\$m):	7,991	3.2%	6th	-12.5%
Imports from Taiwan (A\$m):	3,741	1.5%	14th	-1.0%
Total trade (exports + imports) (A\$m):	11,732	2.4%	12th	-9.1%

Major Australian exports, 2012 (A\$m):

Coal	2,982
Iron ores & concentrates	1,457
Crude petroleum	534
Medicaments (incl veterinary)	408

Major Australian imports, 2012* (A\$m):

Telecom equipment & parts	489
Refined petroleum	140
Motorcycles & cycles	126
Computers	118

*Includes A\$463m of confidential items, 12% of total imports.

Australia's trade in services with Taiwan, 2012:

		Total share:
Exports of services to Taiwan (A\$m):	624	1.2%
Imports of services from Taiwan (A\$m):	266	0.4%

Major Australian service exports, 2012 (A\$m):

Personal travel excl education	343
Education-related travel	168

Major Australian service imports, 2012 (A\$m):

Personal travel excl education	105
Transport Services	104

Australia's investment relationship with Taiwan, 2012 (e):

	Total:	FDI:
Australia's investment in Taiwan (A\$m):	3,731	np
Taiwan's investment in Australia (A\$m):	4,968	160

Taiwan's global merchandise trade relationships:

Taiwan's principal export destinations, 2012:

1	China	26.7%
2	Hong Kong (SAR of China)	11.9%
3	United States	11.2%
15	Australia	1.3%

Taiwan's principal import sources, 2012:

1	Japan	17.6%
2	China	15.1%
3	United States	8.7%
6	Australia	3.4%

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 forecast; (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.

* The Australian Government recognises the People's Republic of China as the sole legal government of China. It has no official dealings with Taiwan.

EXPORT INSIGHTS

By Wayne Prowse

THE 2013/14 new season will be underway by the time you read this and so far is looking to be a good year volume wise – the challenge is to find viable markets for all the fruit. They will not come looking for you. Those who were at Asia Fruit Logistica no doubt caught up with many customers.

With a promise of a good supply planning ahead and committing to export programs is important for securing viable trade. Australia’s volumes of cherries are so small on a global scale that in economic terms are price TAKERS and returns in export markets are not driven by domestic demand.

FROST IN CHILE

As I write we have all seen that Chile has experienced a severe frost which is likely to cut their volume thus affecting the supply and demand models.

Although Chile has been exporting more than 20 times the Australian volume of cherries even a small percentage dip in supply is likely to affect demand for cherries from other sources – including Australia.

HONG KONG or CHINA

The Australian mandarin industry has taken a major leap into China. In 2013 almost 80 per cent of the combined Australian mandarins exported to Hong Kong / China have been exported direct to China¹. This compares with 22 per cent exported direct to China and the balance to Hong Kong in 2012.

For cherries a turn-around of this scale could see almost 900 tonnes heading direct to China within a few years based on 2012/13 trade figures (graph). However it involves building scale, and commitment including capabilities to meet cold treatment schedules.

¹ World Trade Atlas, August 2013 ~ 80% of season

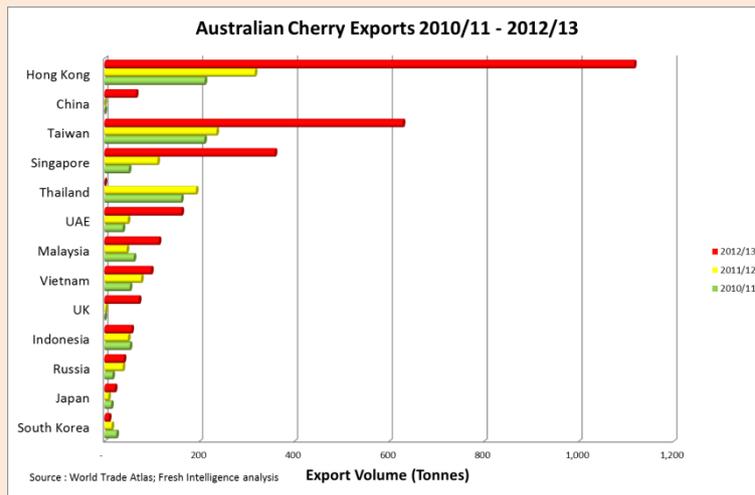
GETTING READY FOR TAIWAN

Taiwan is Australia’s largest protocol export market destination and should see further strong demand this season. As the table below shows Taiwan imports around 3,500 to 4,000 tonnes of cherries during the

Taiwan imports of cherries Oct - Mar 13

Supplier	Tonnes	share
Australia	650	18%
New Zealand	602	16%
Chile	2,444	66%
Total	3,696	100%

Source: ITC Comtrade, Fresh Intelligence analysis southern season for which Australia supplied 650 tonnes or 18 per cent share last season.



Since the new protocol has been in place there have been not more than a couple of shipments from the mainland thus almost all trade has been from Tasmania since 2006.

Combining mainland and Tasmanian cherries provides Australia with a 3 month window into the

Taiwan market which enables importers to build reliable retail programs for Australian cherries. This is consistent with research of Taiwan culture which is strong in building long term relationships and working to overcome challenges for long term²

Cherries exported from mainland areas to Taiwan must undergo cold treatments at 1.11’c or below for 14 days or more; 1.67 ’c or below for 16 days or more OR 2.22 ’c or below for 18 days or more. For more information:

http://www.daff.gov.au/micor/plants/taiwan_tw/cheerry_nectarine_peach

Wishing everyone a successful 2013/14 season

² geert-hofstede.com/taiwan

STATE REPORTS



Cherry growers across NSW have been buoyed by what appears to be a good fruit set at the time of preparing this report. A very mild winter and consequential lack of accumulated chill units has been a concern in some of the warmer, earlier growing regions of the state, however in Young, Orange and the emerging Mudgee districts early indications are for a full crop. Above average temperatures and generally warm sunny conditions throughout bloom saw strong bee activity on most sites and blossom was only marred by one or two cold wet days. Harvest in NSW is likely to commence at the end of October and is perhaps 4 to 5 days ahead of a normal season.

The Canberra conference was a great success for all concerned and I would like to once again thank our sponsors, speakers and those growers that attended for their support and patronage. The physical demands of putting together such an event was well matched by the enthusiasm of the NSW Cherry Growers BDM Kate Noller, who completed the task with a minimum of fuss and a great deal of professionalism. Whilst ultimately the conference will return a small financial surplus back to the NSW industry it raises the question of the potential financial risk of a small, not for profit organisation such as NSW Cherry Growers Association in hosting a conference and the likely need for a ration-

alisation of the number of such events held within the cherry growing calendar, all of which ultimately compete for a modest pool of sponsorship dollars and attendees.

Asia Fruit Logistica has come and gone with myself, Fiona Hall, Hugh Molloy and Alan Coupland from the NSW Cherry industry all in attendance. Interest in mainland cherries remains strong with an emerging understanding of how our states industry can better participate in the export marketplace. The NSW industry has been keen to seek out workable, fumigation based air freight protocols that will provide a point of difference to Chilean sea freight cherries and recently hosted a visit to the Caernarvon Cherry Company's property by Deputy Premier Andrew Stoner and Local Member Andrew Gee to meet with cherry growers to seek support for expanded fumigation research by the NSW DPI.

With a good crop underway lets trust that the cherry gods remain kind to us and that the reality of summer need not replace the optimism of spring once again for our industry!

Andrew Gartrell
President
New South Wales Cherry Growers Association



NSW deputy Premier Andrew Stoner and Local Member Andrew Gee visited the Caernarvon property near Orange meeting with local cherry growers Terry Rossi, Peter West, Andrew Gartrell and Fiona Hall.



Warm, dry sunny conditions were the features of flowering this spring. Pictured here are Sweetheart cherries at Nashdale at 1050m elevation out in full bloom 5 days ahead of a normal season.

STATE REPORTS



Over the past couple of months since our last reports the CGSA has held it's AGM and it was well attended. The CGSA asked Penny Measham & Karen

Barry, TIA, to attend to speak on the latest findings with Retain, splitting and brown rot. They gave an insightful and relevant presentation and answered many questions during their time with us, indicating good grower interest. Thanks to Penny, Karen & TIA.

Elections were held and the CGSA Executive is as follows:

President:

- Andrew Flavell

Vice President/Minute Secretary:

- Ian Greene

Treasurer:

- Ian Sparnon

R&D:

- Kym Green
- Ian Sparnon

Promotions Committee:

- Glyndon Flavell

Committee:

- Garry Beaton
- David Leonard
- Nick Noske

- Grant Wotton
- Kym Green
- Simon Cornish
- John Caldicott

I would like to welcome Garry Beaton onto our Executive Committee. It's good to have 'new blood' and fresh ideas. Also Nick Noske is back on board after a short break.

I would like take the opportunity to thank Simon Cornish for his work as Treasurer and all his efforts in tidying up our book work. Our financials were audited as usual and were returned along with a letter of commendation from the Auditor – thanks again Simon!

Our state Promotions Committee is busy planning state promotions and the 2013 – 2014 Cherry Map.

South Australia has been dealt a wet, late winter and spring. Flowering is not yet complete so it's still too early to have a good guess at crop load. Most things have flowered well but inclement weather has kept bees quiet. Initial reports are of a poor fruit set.

Our Pre-Harvest meeting is planned for early November. Notices will be sent out on confirmation of a guest speaker. This may be a bit late for our early areas but I hope you aren't too busy to attend.

All the best for the season ahead.

Andrew Flavell
President CGSA

STATE REPORTS



2013 Annual General Meeting Notice

Members are advised that the **Annual General Meeting** of the Victorian Cherry Association will be held on

Date: Thursday, 17th October, 2013
Time: 10:00am for 10:30am start
Location: Mont De Lancey
71 Wellington Road,
Wandin North (Meiway Ref: 121 B2)
Ph: 59642088

Attendance Fee: \$40 payable on the day by cash or cheque
(Includes - Morning tea & roast buffet)

RSVP numbers attending to Kath or Julie at VCA on (ph: 5825 3700, fax: 5825 5029 or
email:

info@cherries.org.au by 15 October 2013)

PROGRAM

10.00am Coffee & Registration
10:30am Annual General Meeting — including guest speakers
12:30pm Lunch
1:30pm Depart for "Chappies", 21 Parker Road, Silvan (Melway Ref: 121 S12)
2:00pm Orchard tour with Steve Chapman — The UFO system
4:00pm Close

Ken Gaudion
President VCA

STATE REPORTS



Fruit Growers Tasmania held their annual Export Registration and Training Day in August, which was very well attended. This year's training day had a specific focus on the requirements to export cherries into China, including detailed information on the various pests and diseases of concern to China as specified in the protocol. Registration numbers are very good again this year, which we hope leads to increased export volumes being sent in the upcoming season.

We would like to congratulate two of our growers on well deserved National recognition received recently.

Brad Ashlin, an apple and cherry grower from Calthorpe Orchard in northern Tasmania was recently named the 2013 APAL Grower of the Year.

Tim Reid was also awarded both the Australian Farmer of the Year and Australian Rural Leader of the Year awards at the recent Kondinin Group / ABC Rural Australian Farmer of the Year Awards. As past president of both the former Apple & Pear and Stonefruit Growers Associations and then inaugural president of Fruit Growers Tasmania when these associations combined, plus a past president of Cherry Growers Australia, Tim has given a lot of time to improving both the Tasmanian and Australian fruit industries and we congratulate him on receiving these prestigious awards.

FGT farewelled our Business Development Manager, Lucy Gregg in September. Lucy has been



**Fruit
Growers
Tasmania Inc**

with FGT since 2008 and has achieved a lot for the industry and our association in this time. Lucy will be missed by all at FGT, however we are happy that she will remain in the Tasmanian fruit industry in her new role and wish her all the best for the future.

Fruit Growers Tasmania attended Asia Fruit Logistica in Hong Kong for the 6th time in September. Our stand showcased cherries, apples, stonefruit and berries from the state. Four grower/exporter companies attended the FGT stand and the number of enquiries and interest in Tasmanian fruits was very encouraging.

The group who attended the trade show were shocked and saddened by the sudden passing in Hong Kong of cherry and apple grower Richard Harvey, who had attended the trade show for the first time. Richard was a well known and respected member of the Tasmanian fruit industry and our condolences go out to Richard's family, friends and the staff at Glenburn Orchards.

Nick Featherstone
Executive Officer
Fruit Growers Tasmania



Phil Pyke has commenced working with Fruit Growers Tasmania, replacing Lucy Gregg in the role of Business Development Manager.

Previously working as the Director of Public Affairs at Headquarters Joint Operations Command in Canberra, Phil is returning to Tasmania.

With a background in strategic communications, Phil has broad experience across many areas, including government, private and community sectors at the local, national and international levels.

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

Classified Advertisements

(buy, sell, positions vacant)

\$66 per quarter page

Newsletter Inserts

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