

Australian CHERRIES

Spring 2014 - No 17



INCLUDED IN THIS ISSUE:

- President and CEO Reports
- R&D Articles from TIA and BoM
- Nuffield Scholarships
- CGA National Cherry Conference
- Little Cherry Virus 2
- Export Insights
- State Reports and more



Cover: Pictures from the National Cherry Conference held in Melbourne August 2014.

In this issue.....

CGA President

CGA Chief Executive Officer

Nuffield Scholarships

Research & Development

- TIA - Healthy soils for premium quality sweet cherries
- National Development Program
- Bureau of Meteorology - "Climate Outlooks"

National Cherry Conference

Little Cherry Virus 2

Export Insights

State Reports



Horticulture Australia

This newsletter has been funded by HAL using the cherry levy and matched funds from the Australian Government.

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



**Associate
Members**

CGA is very pleased to acknowledge the support from the following organisations who have taken up Associate membership with CGA.



Insense



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 weeks we have seen some great cherry bloom backed up with some fantastic weather conditions for pollination. This has really ticked all the boxes during this particular growth phase. Having said this, there is a way to go before we can call the coming crop volumes.

This August saw the 2014 National Conference, held in Melbourne, where the focus was “Home & Away”. This is where we saw some of the latest R&D and Marketing & Consumer activities from the past 12 months. In addition to this, some very interesting information about export markets was brought to the table. This included information about the cultural changes that are happening in these countries, changes that are mind blowing and really creating some large opportunities for many trade areas.

The AGM saw the current office bearers elected again for another term; with President Andrew Smith, Vice President Grant Wotton & Treasurer Hugh Molloy.

It was good to see Grant Wotton continue in his role after his emergency heart surgery 10 days prior to the AGM, we all wish him well and hope he has a speedy recovery.

A big thank you must go out to the delegates who attended the conference over the two days making it a great success. I would also like to thank Vicki Leng, Kirsty Hunt, Simon Boughey and Nick Featherstone for organising and making sure that the conference ran like clockwork.

The Export Working Group (EWG), lead by Hugh Molloy, continues to work through all the market access issues and assessing all the latest information that has to be put forward.

Grower registrations for the coming season are some of the activities undertaken in recent times. This has been achieved with face to face meetings, workshops, tele-conferences and many emails. Gathering information with the BMP and keeping DOA up to date with our direction has kept Simon, Hugh, Penny Measham and the EWG very busy. It has been a very important period for CGA and we all look forward to news in this area following the recent trips to China made by some of the EWG members.

The World Fruit and Vegetable Fair in Beijing China is coming up this November, providing CGA with continued exposure to potential Chinese customers by promoting the Australian Cherry Industry. In this emerging market it is very important that we continue to sell our industry and capitalise on the key advantages that we have over our trading competitors. 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.

In closing, I must remind growers to prepare the best possible way they can for the coming season. We must leave no stone unturned in our quest to grow the best possible quality product we can. If we can all strive for excellence the returns will be a competitive market place, in the 2014/15 season.

Andrew Smith

President - Cherry Growers Australia



**Welcome to the seventeenth edition of
"Australian Cherries" Newsletter.**

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

Hi and welcome to the Spring edition of the Australian cherries. We hope there is a great season across the country for 2014/15 and the office of CGA will be kept busy over the next 6 months.

Key Activities since the last newsletter include:

The CGA office has been very busy on a number of fronts and can I say how disappointed myself, the CGA Board and the Export Working Group are that one key area of market access is still in limbo in relation to China, even though there was a recent technical meeting held in Beijing.

CGA has had numerous discussions with the Federal Department of Agriculture to address issues to be resolved by August / September of each year, not this continual delaying approach taken by countries we are trying to access.

It is frustrating for us as I am sure it is with growers and exporters.

However, despite this the CGA Board and the Cherry Export Workshop have been running hard with the:

Cherry Industry Biosecurity Management Programme (BMP).

The BMP, takes a holistic approach to market access, market refinement and market maintenance, so when the Australian Government are in negotiation meetings at all levels with current or prospective importing countries, their teams are fully aware of what our industry is requiring. At the same time it

shows the importing country that if they import fruit from one region or another, what will be the steps and safeguards in place so they can be assured that:

"Australian Cherries are free from pests and diseases of quarantine concern"

This approach received the endorsement of all exporters of cherry fruit and the Australian Cherry industry and is a new way of looking at what we need to do to achieve our objectives of:

- Increasing exports up to 40-50% of the annual crop by 2017-2020;
- Increased airfreight access as a priority to all importing markets;
- Ensuring there are commercially viable protocols in place; and
- Providing a tool that can be used by all stakeholders for the next 10 years in market negotiations and beyond.

Work on the BMP has been done with a team including myself and Nick Featherstone from CGA's office, Penny Measham and Peter Morrison from Tasmanian Institute of Agriculture (TIA), plus Charlotte Brunt and Andrea Magiafoglou from Victoria. We have had great feedback from a range of State agencies and the Department of Agriculture and will continue to fine tune the document to suit particular markets and protocols.

Charlotte Brunt has done a fantastic job in coordinating the registration process for orchards and pack houses in SA, VIC and NSW and we sent final copies of forms to DOA on 26th August. Audits should commence in mid-October. The FGT office in Tasmania has been coordinating the registrations in Tasmania and their forms were sent to DOA on the

17th of September.

The expanded Cherry Export Manual for 2014/15 and the new expanded IPDM Calendar as part of this process are now up on the CGA website in the member's login area. These will be updated regularly.

Market Access Updates

China

CGA is still pushing hard for a separate review of the cherry protocol for improved mainland access. From the meeting in Beijing in August 2013, there was to be 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 couldn't be agreed to, then China were looking to consider a trial shipment of cherries at this level. However, this never eventuated.

A technical meeting was held in Beijing from 3 to 5 September 2014 and at time of printing we had received no official report from that meeting.

CGA has requested DOA to get AQSIQ to look at adopting the Canadian Brown Sugar Floatation process here in Australia as a pilot and we should have some early results on work done on Queensland and Mediterranean Fruit Fly by mid – November. We wait to hear on that too.

Thailand

The Thailand Protocol was gazetted by the Government of Thailand on 16 January 2014, however we need to make changes, so it can be commercial for growers outside PFA's.

The key aspects we have raised to be discussed are an airfreight protocol for Methyl Bromide

(MB), irradiation options and cold treatment for 3 degrees for 14 days in transit or onshore for areas outside the PFA's. We have also put forward a systems approach.

The Thailand government was out here in August 2014 and have agreed to go to cold treatment of 3 degrees for 14/15 days. We will still be pushing for other options including the Brown Sugar Floatation process as part of the systems approach.

Taiwan

There was a technical meeting held in mid June in Australia and we await the results. The key aspects CGA requested be raised are an airfreight protocol with MB and Irradiation options and also 3 degrees for 14 days for in transit or onshore cold treatment for areas outside the PFA's. We also put forward a systems approach. I will update the industry once we find out any changes.

CGA Website

The website www.cherrygrowers.org.au is being regularly updated with news, 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> and also please have a look at the new marketing Facebook site <http://www.facebook.com/AussieCherries>

Research and Development

HAL was to call for projects on 22 September 2014 until early November. This has been put on hold however due to the HAL review. The key priority for our industry is still market access projects, with other areas of biosecurity and production

Simon Boughey - CEO

also being looked at.

Marketing and Promotion

For the 2014/15 Season the key projects there will be an emphasis on export markets and the use of the funds will be:

Domestic

- State Promotions: \$5000 per State.
- Aussie Cherries Facebook site management: \$10,000.
- Point of Sale material: \$50,000 - to be distributed by the State associations.

Export

- Australia Fresh membership: \$17,000.
- Export Co-op marketing projects: \$40,000 based on \$ for \$ applications.
- Market access projects such as targeted trade shows and protocol market visits: \$85,000.

CGA Board

The Board have had several TC hook-ups and full meeting on 13th August in Melbourne, where a couple of crucial decisions were made that will affect the industry in years to come.

Firstly the CGA Board agreed to vote for a change to the ownership of Horticulture Australia Limited from a member based organisation to a grower based organisation. These changes to the structure and services HAL provide will be relayed to the industry over the next few months and its flow on to our industry.

The new Structure of HAL and the services it provides will be rolled out in October and we will send full details of that to everyone once we receive them in the CGA office.

There is now a full Senate enquiry into Levies across agriculture so the process of reviewing the Cherry Levy is proceeding slowly.

Overall, across the industry there has been support

to not raise the levy at all from the current 7cents/kilogram. However with the demands on the industry there is an opportunity to get greater leverage from the current levy, with Research & Development that is matched by the Federal government to go into the key areas of market access, production and communications.

45th AGM and National Conference

Thank you for the 100 plus people from all States who attended the 45th CGA AGM and the National Conference in Melbourne on 14 and 15 August 2014.

The conference gave a great insight into what the industry is doing with its levies raised in the Research & Development area and also for Marketing & Promotions, in particular the very valuable insights coming out from our domestic consumer research.

The conference also highlighted the issues we face when exporting in Asia and some of the matters we should look out for when doing business in Asia.

Most of the presentations are now up on the CGA Website and thanks must go to our sponsors of the conference.

Simon Boughey

CEO - Cherry Growers Australia

Telephone: 03 6231 1229

Email: ceo@cherrygrowers.org.au



Cherry Growers Australia congratulates two Australian Cherry Growers for being awarded prestigious Nuffield Scholarships for 2015.

Nuffield Australia awards Scholarships each year to farmers in Australia. The objective is to increase practical farming knowledge and management skills and techniques generally. These scholarships give Australian citizens the opportunity to study farming practices in New Zealand, Europe, Asia and the Americas and those countries best suited to the Scholar. They will also promote a closer understanding between farmers in the countries visited.



Tom Eastlake, from Young in NSW, has been awarded a Scholarship supported by Horticulture Australia Limited, as part of the across industry program with matching funds from the Australian Government.

He will study cherry field handling, packing techniques and packaging materials.



Fiona Hall, from Orange in New South Wales, has been awarded a prestigious Nuffield Scholarship supported by Horticulture Australia Limited using voluntary contributions from Apple and Pear Australia Limited and matching funds from the Australian Government.

She will study innovation to close the gap between producer and retailer profits.

More information on these Scholarship recipients and their projects will be published in the coming editions of Australian Cherries newsletter.

Mention cherry fruit quality and our first thoughts fly to images of luscious fruit and valiantly protecting it from cracking and rots. This project, under the leadership of TIA's Dr Sally Bound, takes a more fundamental approach to cherry fruit quality, literally from the ground up. It's not a simple nutrition project, but looks at alternative nutrient management designed to promote biological activity in the soil and compares this to conventional orchard nutrition. Alternative nutrient regimes, supplementary microbes and humates have been around for some time with little scientific rigour to support their claims. This project aims to add the science in a critical look at how alternative nutrient management influences soil health and ultimately fruit quality.

The idea is that a healthy soil includes a diverse micro and macro biological population that assists in maintaining a balanced nutrient supply to the plant with small peaks and troughs. The desired impact of this biological diversity and balanced soil nutrition is a healthy tree with consistent fruit quality.

The project, funded by Horticulture Australia Limited, runs for 5 years to look at the longer term impacts of alternative nutrient regimes on soil biology and cherry fruit quality. Test sites are commercial cherry orchards in the Derwent Valley and Huon Valley and include the cultivars 'Sweetheart', 'Staccato' and 'Lapins'.

The alternative nutrient regime is based on soil and leaf analysis that indicate the balance of soil minerals required to promote soil biology. It is supplemented with the regular addition of humates during the growing season. Additional treatments include the application of a commercial blend of 'effective microbes' (EM's) to both conventional and alternative plots (Figure 1).



Figure 1: Application of effective microbes (EM's) to cherry trees

The first cherry harvests are completed with some favourable results emerging. The proportion of A-Grade fruit harvested was 17-20% higher for all cultivars under the alternative regime compared to conventionally managed cherries (Figure 2). Treatments did not affect most fruit quality parameters, but the alternative regime produced firmer fruit than the conventional regime (Figure 3). Monthly addition of effective microbes (EM's) to the soil increased fruit sugar content in 'Sweetheart' (Figure 4). In 'Lapins', there was less reject fruit from the alternative regime (4%) compared to 13% from conventionally managed trees. Application of EM's reduced 'Lapins' fruit cracking by 33%.

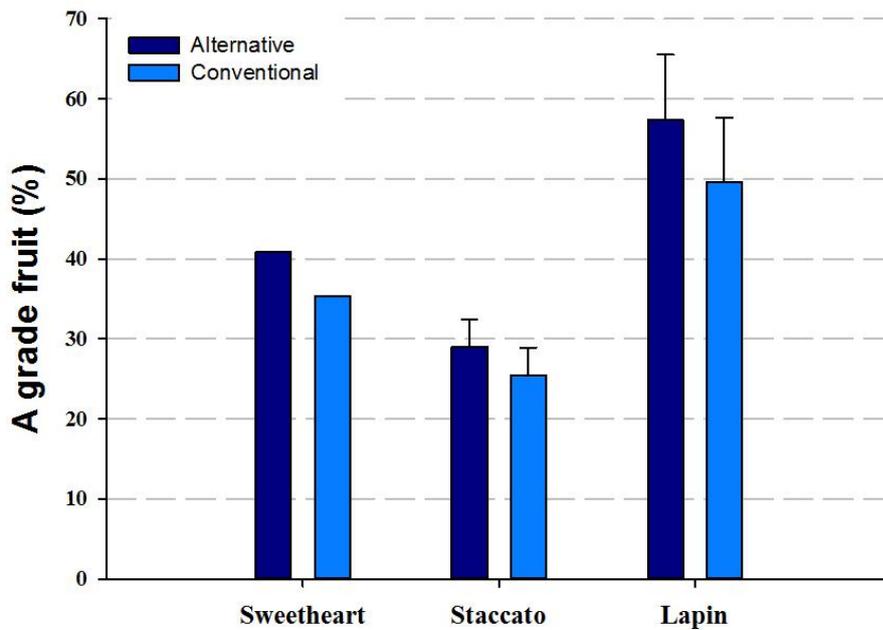


Figure2: The effect of management treatment on proportion of A-Grade cherry fruit

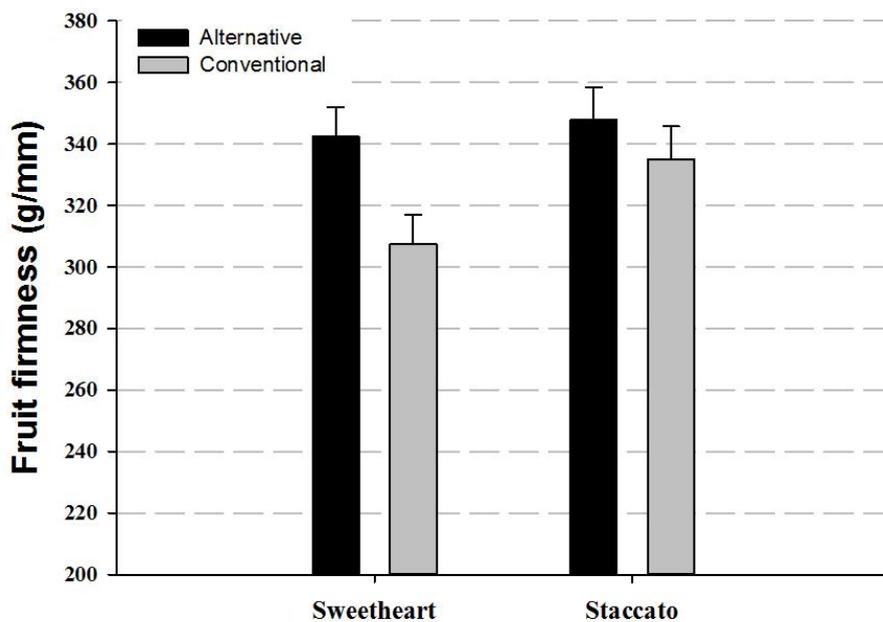


Figure3: The effect of management treatment on fruit firmness of sweet cherry fruit at harvest

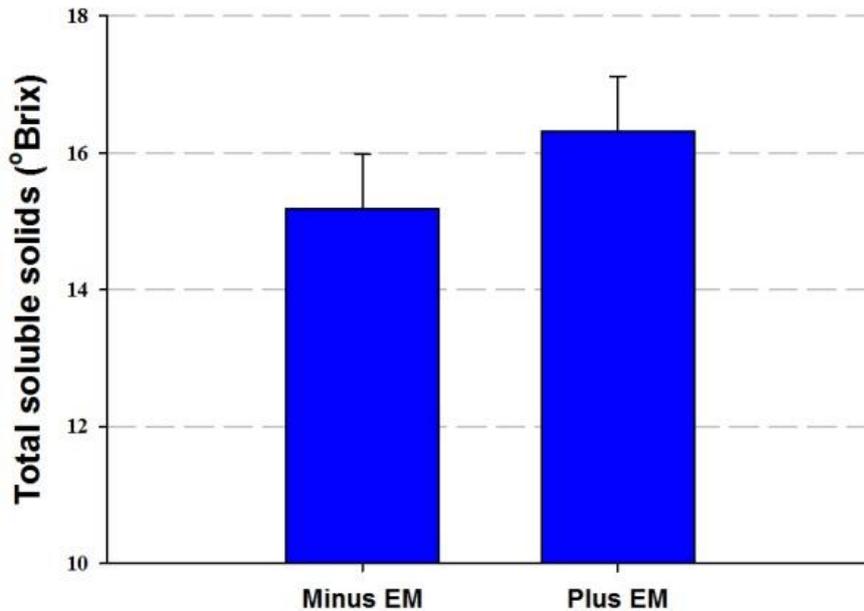


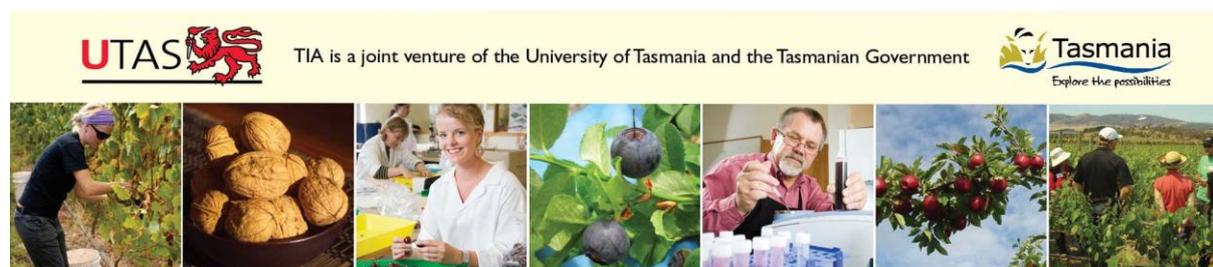
Figure 4: The effect of monthly application of Effective Microbes (EM's) on the sweetness of 'Sweetheart' cherry fruit at harvest

This project is complemented by research being conducted by PhD researcher Abdelsalam Abobaker funded by UTAS. His studies look at how bio fertilisers and humate based products affect soil physical properties, mycorrhizal colonisation as well as tree growth and development.

The project is in its early stages and is planned to run for another three years. This will enable the longer term effects of alternative nutrient management practices to be more fully evaluated. We will continue to monitor the living and non-living components that underpin soil health, including soil organic carbon, nitrogen, EC, pH, bulk density, soil compaction and water infiltration rates; diversity and ratios of microorganisms (bacteria and fungi) and macro-organisms (invertebrate and earth worms). The ultimate test will continue to be consistency in sweet cherry fruit yield and quality.

Contact:

Dr Sally Bound
 Perennial Horticulture Centre
 Tasmanian Institute of Agriculture
sally.bound@utas.edu.au





Revolutionary Rain Protection for Cherries

Keep the rain out and the quality in — it only takes two applications of new Parka to protect your cherries from cracking.

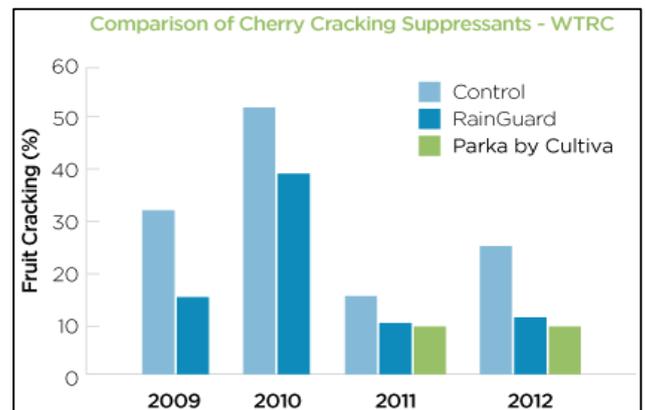
Developed by Oregon State University for a better solution to fruit cracking, Parka is proven in seven years of testing from multiple sites in the Pacific Northwest, as well as: Europe, Latin America and Australia.

Parka is a food-grade, hydrophobic bio-film that suppresses fruit cracking in the event of high moisture or rain. By providing a protective shield against water absorption, Parka protects the integrity of the outer skin or cuticle of the cherry during the final stage of growth.

Two applications of Parka significantly reduces cracking and leads to higher marketable yields and higher income for growers. Compared to other products in the industry, Parka technology is the only one with elastic properties that allows the protective shield to stretch and maintain its integrity even when the crop is still growing and expanding. All other competitive products are rigid wax based technologies that split apart when the crop expands thus compromising the integrity of the shield.

Superior Protection Starts with Parka

- Food-grade, hydrophobic formulation is edible, tasteless and colourless
- Elastic properties allow the biofilm to grow with the fruit
- Effective results with just two sprays per season



Now available this season. Save time. Save money. Save cherries.

Put on Parka, the best way to protect your profits. Contact a Parka distributor for more information about Parka protection for your cherries.

E E Muir, I K Caldwell, Serve-Ag Pty Ltd

Australian distributor Insense Pty Ltd www.insense.com.au or Russell Fox
Ph. 0407 366 526 email russell@insense.com.au

NATIONAL CHERRY CONFERENCE REPORT

The 2014 National Cherry Conference was run in Melbourne from 14-15 August. The theme *Australian Cherries at Home and Away* encompassed industry issues relating to both the Domestic Market (Australian Cherries at Home) and the Export Market (Australian Cherries Away).

The first day commenced with CGA's AGM, followed by the HAL Annual Levy Payers meeting, where HAL staff presented on both R&D and Marketing Levy projects over the previous year.

The Thursday afternoon session featured presentations on levy funded R&D projects from TIA and DEPI NSW, followed by Marketing Levy Project presentations from HAL and Sprout Research. The day session ended with a Q&A discussion featuring a panel of presenters from during the day. Including Dugald Close (TIA), Sally Bound (TIA), Andrew Jessup (DEPI NSW), Elisa Tseng (HAL), Simon Boughey (CGA) and Heath Adams (Sprout Research).

Following the conclusion of the formal conference proceedings on Thursday, a networking cocktail function was held for all in attendance, which was followed by the conference dinner. The guest speaker for the dinner was Senator Richard Colebeck and CGA is grateful to Senator Colebeck for making himself available to attend.

Friday's conference sessions had a large focus on export, particularly into Asian markets. Speakers included John Hey (Asia Fruit Magazine), Trevor Lee, (TravConsult), David Landers (Austrade), Wayne Prowse (Fresh Intelligence Consulting) and Allan Ryan (Hargraves Institute).

Friday afternoon commenced with Hugh Molloy (Chair of Cherry Export Working Group) discussing and presenting the new Cherry Industry Biosecurity Management Programme (BMP) and it's importance to future market access and improvement negotiations.

The conference concluded with export case studies case studies from Anthony Plummer (Vic DEPI), Michael Rouget (Koala Country Orchards - VIC), Fiona Hall (Caernarvon Cherry Co - NSW) and Howard Hansen (Hansen Orchards - TAS).

Presentations from the conference can be downloaded from the CGA website:

<http://www.cherrygrowers.org.au/natconf2014/>

The conference attendance exceeded expectations with over 100 delegates attending on each day and 88 attending the dinner. Feedback received from both delegates and sponsors has been very positive.

CGA would like to thank all sponsors, speakers, delegates and volunteers for making the conference a very successful and well attended event.

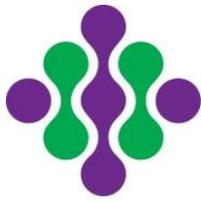


This Conference was funded by HAL using voluntary contributions from industry and matched funds from the Australian Government.



Horticulture Australia





tia
TASMANIAN
INSTITUTE OF
AGRICULTURE

The National Development Program

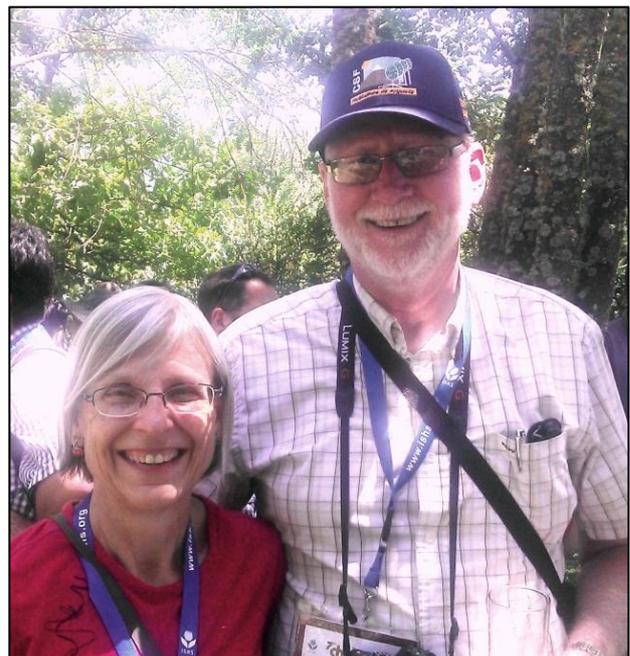
The national cherry industry development program (NDP) has been up and running now for just over a year. Last year the program's aim was to visit all participating states (Western Australia, South Australia, Tasmania, Victoria and New South Wales) and to raise awareness. I am pleased to report that this has progressed very well. The engagement of the states with the program this year has been outstanding. A number of consultative processes were engaged by states, and feedback into the program has been reflective of industry needs.

The priority set by all states this year was support for export readiness. To that end, Peter Morrison and I have been active in the progression of the Cherry Biosecurity Management Plan, the development of the Cherry Export Manual and IPDM Calendar. Additionally we have contributed to crop monitoring and training for growers/orchards in New South Wales, Victoria, South Australia and Tasmania. I would like to congratulate Peter for his commendable efforts to date – he has made a great start in his new role of consultant within the NDP.

A second priority that was raised was producing fruit for quality; ensuring that management (pruning, training, rootstock/variety selections) was optimal for the production of the highest quality fruit. This was deemed important to underpin any gains in increased market access. To accomplish this, the program has invited Professor Lynn Long to Australia. Workshops with Lynn will be held in New South Wales, Victoria and Tasmania in late September. These workshops will include presentations and field walks, and are scheduled for Late September (your state association will have details).

Lynn is a distinguished cherry expert; a professor and extension horticulturalist from Oregon State University. His work spans many aspects of cherry production, so come prepared with a barrage of questions! But that's not all – Marlene Long will be joining Lynn and has agreed to contribute her knowledge as well. Marlene has worked with growers for many years, and will talk about how best to harvest and handle cherries post-harvest in order to obtain the longest shelf life.

Lynn and Marlene Long, enjoying time out at the 7th International Cherry Conference in Spain last year.



In the meantime, should you have any queries about the NDP, please talk to your state NDP member, listed below. State members have been active and are making excellent contributions to your program. Please continue to provide your thoughts about what your industry needs and together help direct support and development. And look out for future updates and information!

Project Leader: Dr Penny Measham -
Research Fellow in Tree Physiology
Perennial Horticulture Centre, TIA



Horticulture Australia



State members:

- Anne Mooney (NSW)
- Alison Jones (VIC)
- Phil Pyke (TAS)
- Darren Graetz (SA)
- Stephanie Faggetter (WA)
- Penny Measham (co-ordinator)

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



Rain Gard™
Your Best Defence
Against Cherry Cracking

Raingard® is a registered trademark of FruitGard, LLC. Manufactured by

CAMPBELL
COLIN CAMPBELL (CHEMICALS) PTY LTD
100% Australian owned & operated. Established 1940
HORTICULTURE · FRUIT COATINGS · TURF
www.campbellchemicals.com.au (02) 9725 2544

Little Cherry Virus 2 (LChV-2)

Little Cherry Virus 2, where to from here?

As most cherry growers may have heard from one source or another, Little Cherry Virus 2 (LChV2) has been positively identified in 2 Australian states. The next questions to answer are “do any of the other cherry growing states have the virus” and “do any Australian states have an insect vector that can spread the virus”?

The first question can most effectively be answered by growers keeping their eyes open when in the orchard over the next growing season. If growers see any tree that either looks weak and has no obvious reason to be so, or has cherries that grow like normal to straw colour and then stop sizing, they should get these trees tested for LChV2 through their state department of primary industries.

There are quite a few plant parts that can be used for testing. During the growing season it is better to test either buds or leaves from 2 year old wood or older, or lower on the 1 year old wood. Taking samples from several leaders around a tree is good practice. These samples can be taken at basically any time of the year. If there are a lot of trees suspected and the grower only wants to take 1 or 2 test samples, then the samples from several trees can be combined and tested together. Obviously by doing this you will not know which of the trees are positive, but you will know if you have the virus or not. If a tree comes back positive there may be state department conditions that need to be adhered to, but eventually the infected tree or trees will need to be cut down and poisoned.

The APVMA has granted a minor use permit for the use of Access herbicide to poison the tree stump in Tasmania. Other state departments of primary industries may need to do the same as it is a very effective herbicide, especially formulated for cut stump application. The reason that poisoning the cut stump is a good practice is that firstly it kills the whole tree including the roots so there are no infected suckers left and secondly, if the adjacent trees are root grafted to the infected tree, they will show herbicide damage which may indicate that they are also infected. If cutting the tree down and poisoning with herbicide it should be done through the growing season when there are green leaves still on the trees. This is to make sure that the herbicide is taken right down into the roots.

The second question in regards to a vector will hopefully be answered by scientists from around Australia's cherry growing states. If we do have a vector it will most likely be a mealy bug or a soft shell scale.

I have recently spoken to a couple of experts in Washington state and they have painted a pretty grim picture from over there. Blocks that tested only a few trees positive last season are full of it this season and are to be pulled out. I know we may not have an identified vector here, but they are warning us to be super vigilant just in case.

Article provided by Peter Morrison - Senior Agronomist with Roberts Ltd



The cherries on the left are from a healthy tree. Those on the right are from a tree infected with Little Cherry Virus 2. Note that, in this case, the skin colour and shape are not significantly different. So, the key symptoms in this case were the size and taste.

‘When’s the rain coming?’—cloud gazing moves into the 21st century

The Bureau of Meteorology's revamped Climate Outlooks service has great new features that people on the land have been waiting for. It offers more detail, with monthly outlooks and the ability to zoom in on any geographic location in Australia.

Many of you would be familiar with the seasonal climate outlooks the Bureau has issued since 1989. In those 25 years the outlooks have remained much the same—three-month outlook maps and analysis of what to expect on the climate front, compared to the average. Sure it gave some insight, but it didn't always fit the bill for people making climate-sensitive decisions. Now you can tailor the outlook maps to your needs, getting specific information for any location, while still viewing the broader picture. You can tap or select anywhere in Australia to view rainfall or temperature details and graphs. A new educational video explains how to get the most out of the outlooks, and monthly Climate and Water Outlook videos discuss the key climate influences behind the current outlook.

One of the most exciting features of the new Climate Outlooks service is the monthly rainfall and temperature information. For the first time you can get Bureau guidance on the likely climate conditions for separate months as well as for the three-month season.

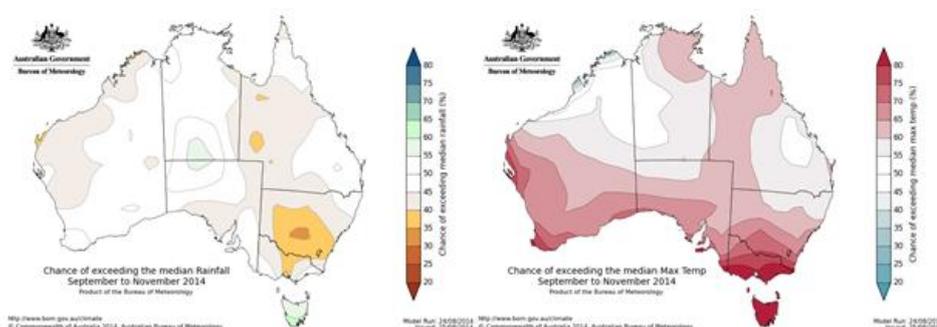
The process of improving the climate outlooks service has provided the perfect opportunity to better understand how people use climate outlook information. Dr Andrew Watkins, Manager of Climate Prediction Services at the Bureau says, “We heard from more than 900 users, many from the agricultural sector, and we learnt that while most users understood the outlook maps, others needed assistance to interpret the information. In response, we have produced short videos explaining the outlook probabilities for wetter or drier and cooler or warmer seasons, as well as the climate influences driving them.

The Bureau also made its website ‘adaptive’, meaning it now delivers a great experience whether you’re on a computer, tablet or mobile phone. Try it out when you’re next in the paddock—it will sense if you are mobile and show the most important information that will fit on your device’s screen.

Aside from all the website gee-whizzery, the Bureau has also upgraded the climate model behind the outlooks. Dr Watkins says, “The model now uses more ensemble members (in other words, more forecasts) to determine the probabilities or chances of particular outcomes. Each seasonal climate outlook is now made up of 165 ‘model runs’, up from 99 previously, which strengthens our confidence in the outlook’s reliability.”

The relaunched website is the next step in the continual improvement of the Bureau’s climate outlooks service. Watch for new features in coming years.

- [Explore Climate Outlooks](#)
- [Watch Climate Outlooks: Stacking the odds in your favour](#)



Climate maps showing the chance of exceeding median rainfall (left) and median maximum temperature (right) from the September to November 2014 climate outlook

EXPORT INSIGHTS

By Wayne Prowse – Fresh Intelligence Consulting

Recently I spoke at the National Cherry Conference about Australia's southern competitors in the global cherry market. Knowing more about competitors helps us to see that the southern hemisphere is a good place to be for developing trade to Asia.

GLOBAL SCENE

The Southern Hemisphere produces around 3% – about 110,000 tonnes - of some 3.4 million tonnes of cherries produced globally each year. Of this total, around 425,000 tonnes are exported. Despite being a small producer, southern hemisphere countries account for 17 per cent of the world's cherry trade.

Cherry production lies mostly in latitudinal bands 30 – 45° north or south of the equator. Compared to the north, there is very little land in the south suitable for cherry production as shown on the map. Chile, Argentina, Australia and New Zealand are the key southern players.

Argentina produces most of their cherries in the dry Patagonia and Mendoza regions which are fed by waters from the Andes Mountains. Current production is around 7,000 tonnes and exports were 1,200 tonnes in 2013/14. Argentina has mostly supplied Europe and USA though is recognising Asia as future market. Airfreight is mostly used and fruit needs to be transported over 1,200 km to the main airport at Buenos Aires.

Argentina has South American Fruit Fly and Med Fly pests of concern and has implemented Sterile Insect Technique (SIT) and other Biological control programs over many years that has enabled the USDA to recognise the Patagonia and Mendoza areas as pest free and allows their access to United States. The country has no bilateral trade agreements with Asian markets or access to protocol markets and trade is restricted to open markets mainly Hong Kong where Argentina exported 500 tonnes to in 2013/14.

Chile prides itself on being surrounded by pest inhibiting landscapes – the Atacama Desert in the north, the Andes Mountains to the east, frozen tundra in the south, and the vast Pacific Ocean to the west.

With production of 90,000 tonnes of which 66,000 tonnes were exported last season, Chile is by far the major producer and supplier of cherries in the Southern Hemisphere. In 2013/14 Asian markets (mostly China, Taiwan and Hong Kong) received some 50,000 tonnes of Chilean cherries equivalent to 75 per cent of all Chile's cherry exports.

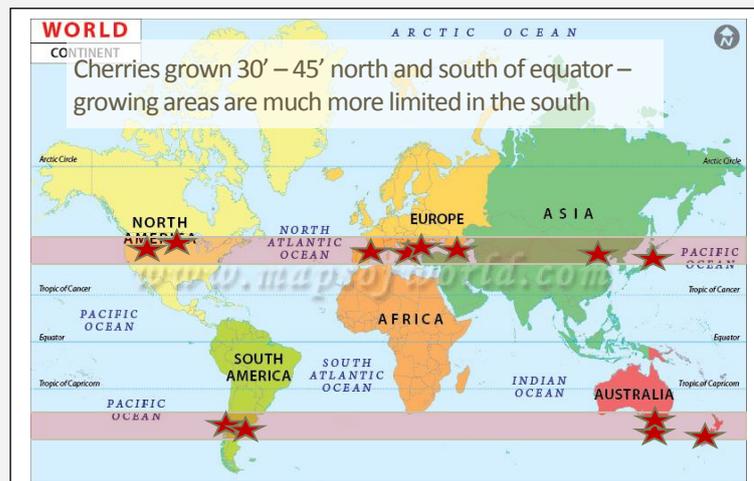
Chile has good access to all key protocol markets in Asia and also has bilateral trade agreements with most countries including China, Japan and South Korea giving them a strong competitive advantage.

Chile uses sea freight for most shipments with a 30+ day journey although some air freight has been trialled. Fruit quality after more than 30 days at sea is a concern and exporters need to identify varieties that will last the distance. The challenge of so much volume arriving in a short period has forced Chile to develop supply chain capacity to pull fruit

quickly through different areas of the China market. Promotions and relationship building has been a focus of their market development including a strong presence at trade events such as Asia Fruit Logistica.

New Zealand has a small though expanding cherry industry that is already renowned for its quality and the New Zealand commitment to horticulture exports. Although only producing around 2,000 tonnes, New Zealand exports most of their production to Asia, with Taiwan, China and Thailand the key markets.

New Zealand has bilateral agreements with most Asian countries including Taiwan as well as favourable quarantine access helped by their absence of fruit fly.



Trade analysis in this report provided by Fresh Intelligence Consulting for Cherry Growers Australia.

STATE REPORTS



Fruit
Growers
Tasmania Inc

Fruit Growers Tasmania held their annual Export Registration and Training Day in late August. The attendance was even greater than last year's, with over 65 growers and key industry stakeholders in attendance. The morning session had presentations from FGT, DOA, Biosecurity Tasmania, CGA and agronomist Peter Morrison on topics such as last season's export statistics, the export registration process, protocol requirements, MRL's, market access and the cherry industry Biosecurity Management Programme (BMP).

In the afternoon, Penny Measham and Peter Morrison held a workshop specifically targeted for cherry growers on best agricultural practices and pest & diseases of concern to importing countries. The workshop is a mandatory requirement for all cherry growers who want to export into China this season. Once again, this session was well attended with 53 growers present.

The number of growers and packhouses who have registered for export to protocol markets this season is once again very high for cherries and we have also seen a pleasing increase in the number of apple registrations. For cherries, the most popular protocol countries selected are Taiwan, China and Thailand.

Fruit Growers Tasmania attended Asia Fruit Logistica in Hong Kong for the 7th time in September. Our stand was promoting all fruits under FGT's membership and this year we also had some unique Tasmanian apple varieties on display for sampling. In total, six grower/exporter companies attended the FGT stand and the number of enquiries and interest in Tasmanian fruits was very encouraging.

FGT also held their AGM in August, where half of the Executive Committee member positions are up

for election. Following the AGM, members of our Executive are as follows:

- Phillipa Ashwood
- Jim Cusato
- John Evans
- Howard Hansen
- Nic Hansen
- Dean Metcalf
- Mike Oakley
- Sam Riggall
- Andrew Scott

The Executive held their first meeting in late September, where the positions of President, Vice President and Treasurer were decided upon. The positions were elected as follows:

- President: Andrew Scott
- Vice President: Howard Hansen
- Treasurer: John Evans

We thank all of our Executive members for the time they put in to providing direction and advice to our Association.

FGT has been working closely with the Tasmanian Government and staff from Rural & Equity Training and is pleased to have successfully applied for funding to subsidise the costs of key skillsets for our members in order to encourage upskilling of their orchard staff. Applications for 5 core skillsets from either Certificate III for leading hands and Certificate IV for managers in Production Horticulture will be opening soon and places will be limited on a first come, first served basis. FGT are now taking expressions of interest. The skillsets covered are:

STATE REPORTS



From AHC40310 Certificate IV in Production Horticulture

- AHCOHS401A: Maintain OHS process
- AHCWRK306A: Comply with industry quality assurance requirements
- AHCWRK403A: Supervise work routines and staff performance
- AHCPTH310A: Coordinate a crop harvesting
- AHCPTH301A: Carry out a crop regulation program

From AHC30610 Certificate III in Production Horticulture

- AHCOHS301A: Contribute to OHS process
- AHCWRK206A: Observe enterprise quality assurance procedures
- TAEDEL301A: Provide work skill instruction

- AHCPTH203A: Support horticultural crop harvesting
- AHCPTH202A: Carry out canopy maintenance

Costs for either the Certificate III or Certificate IV groups of courses will be as little as \$231 per participant for all 5 courses depending on the size of your operation, representing a subsidy of up to 90% of the full cost. Both courses make up 1/3 of a full qualification at either Certificate III or Certificate IV level.

We recommend members to contact FGT's Office ASAP to register your interest.

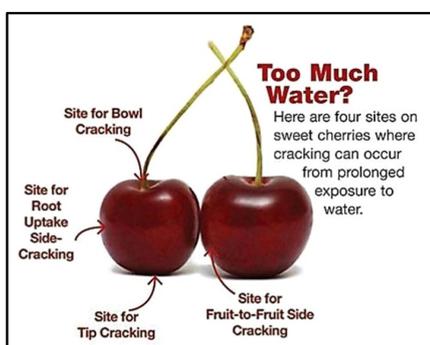
Nick Featherstone and Phil Pyke
Fruit Growers Tasmania



Avoiding Cherry Fruit Cracking Is a Balancing Act

Upgrade your chances with Parka the revolutionary Cherry Cracking Suppressant

Keep the **rain out** and the **quality in** with **Parka**



Available from our distributors E E Muir, I K Caldwell, Serve-Ag, Ace Ohlsson

More information www.insense.com.au or
Russell Fox Ph. 0407 366 526 email russell@insense.com.au

STATE REPORTS



Spring has come in Southern NSW and warmer weather has ushered in the cherry blossom and the commencement of pre harvest activities as we approach the 2014 cherry season. The season has promise after a cold winter with trees looking good at this early stage and early blossom holding the potential of a good season ahead.

I am currently in Tasmania as Fiona Hall and I prepare to be presented as successful applicants for Nuffield Scholarships. Fiona will be researching innovation to close the gap between producer and retailer profits and I am studying harvest and post harvest handling, cold chain management and packaging. We both thank Nuffield Australia and our investors (Fiona - APAL and HAL, Tom - HAL and the Australian Government) for the opportunity to complete our study topics. The program will undoubtedly be highly rewarding and we trust our travel and research will be of benefit to our industry.

Next week, we are fortunate to have Lynn and Marlene Long visiting Mudgee and Young for a couple of orchard walks and presentations as part of the NDP. I am sure it will be informative and look for-

ward to seeing a good turnout of growers for the days.

It was exciting to see an excellent gathering of growers at the Export Registration day in Young of both growers registering for export and those who were not. As Hugh Molloy stated at the CGA AGM, it is important for growers to get behind the BMP and put into practice its requirements. The attendance at the Registration Day was very encouraging as we continue to support the BMP.

Speaking of the AGM, we had a number of members travel down for the AGM and we would like to thank Geoff, Trevor and Fiona for representing NSW CGA on the day. It was an informative couple of days and I encourage any who weren't able to attend to seek out the presentations made, which now feature on the CGA website.

All the best for the harvest ahead.

Tom Eastlake
President
New South Wales Cherry Growers Association



REFRACTOMETERS FOR SALE

Check the brix of your cherries
before harvest

0-32 Brix \$95.00 plus postage

0-80 Brix Jam Refractometers \$134.00 plus postage

Now in stock - phone CGA to place an order.

03 62 311 229

STATE REPORTS



Cherries

The Victorian Cherry Association

We are now into Spring and enjoying some warmer weather. So far all looks promising with plenty of blossom and good conditions allowing the bees to do their work. Here is a snapshot from the cherry producing areas.

Shepparton - Chris Turnbull

“Flowering looks strong but it will be a few weeks before we know how crops are setting. We’ve got 100% water allocation and Winter chill was medium. With reasonable pollination weather over the next 7-10 days crops should be fine.”

Wangaratta - Andrew Smith

“Well through flowering on early varieties and mid to late well on the way. Weather has been ok. Signs are looking good.”

Yarra Valley - Andrew Corbett

“Flowering across all varieties looks good! This weeks weather should produce a better than last year’s crop!”

Yarck - Michael Rouget

“Too early to say, but plenty of buds, flowering well, advanced at Cobram, Yarck just starting.”

Cobram - Glenn Riseborough

“Even blossom. Near perfect weather conditions with good bee activity. Looking good.”

Gisbourne - John Learmonth

“Trees have just started to blossom with plenty of flower buds. Conditions are quite dry as far as soil moisture with below average rainfall.”

Alison Jones
President VCA

Western Australia

We have been lucky enough to enjoy a wet and cold winter, across most of the growing regions, and warm weather forecasts for the next couple of weeks will be great for blossom.

An update to the representation of WA Cherry Growers in the now defunct Fruitwest - the stone fruit commodity within the pome, citrus and stone fruit producers committee has not as yet identified a structure for moving forward. The Commission is still consulting with stone fruit growers and hopes to appoint an interim stone fruit sub-committee by October. It has been proposed that the interim sub-committee will consult with all stone fruit growers to identify an operating structure, address the appointment of producers to the Committee and con-

sider issues raised in regards to governance.

We are also looking forward to our two key events for the year in early December, firstly the Perth Markets Cherry Auction, which last year raised \$74,000 for the Princess Margaret Children’s Hospital Foundation, the generosity and support from the WA growers and producers of the event is always amazing, which means the Foundation can continue to provide grants for specialist medical equipment and research at PMH, and secondly the Manjimup Cherry Harmony Festival, a popular two day event of all things cherry.

Kathy Grozotis
WA Cherry Growers Association

STATE REPORTS



On the 28th August, CGA-SA held its AGM with a host of guest speakers talking on topics which included; winter chill, moisture monitoring, entomovectoring, the SIT program, NAB Bank, "Know your break-even point" and the national crop effect on your profit, including the need for export.

Elections were held and the CGA-SA Executive Committee is as follows:

President:

- Andrew Flavell

Vice President/Minute Secretary:

- Ian Greene

Treasurer:

- Ian Sparnon

R&D:

- Ian Sparnon

Promotions Committee:

- Glyndon Flavell

Committee:

- Garry Beaton
- David Leonard
- Nick Noske
- Grant Wotton

- Kym Green
- Simon Cornish
- John Caldicott
- Tony Hannaford

Thanks for those who were re-elected and also for our new members on our Executive Committee.

The winter chill report was a little concerning with a chill accumulation mirroring that of last years. With a wider use of dormancy breakers and a rest last season, growers are looking forward to a better crop this year.

The Promotions Committee is busy planning this year's edition of our Cherry Map, which always involves a lot of time and effort, but the end result is worth it.

The Executive Committee have been grafting the missed takes on the Evaluation Project, this is to tidy it up and keep the progress happening.

As a final note membership are now due for the 14/15 season. If you have not received your notice, please contact CGA-SA at:

asflavell@adam.com.au

Andrew Flavell
President CGSA

CGA thanks our National Conference major sponsors:



Platinum Partner



Gold Sponsors



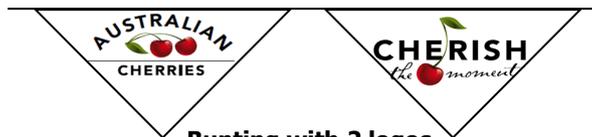
Silver Sponsor

"CHERISH THE MOMENT" — PROMOTIONAL MATERIAL



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

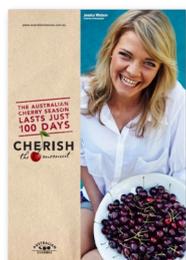
**** Only 7 x XL size remaining ****



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



Side A



Side B

A2 Posters — Double Sided
Lots of 20
\$33.00 inc GST



Front

Back

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

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



CHERRY GROWERS AUSTRALIA CHERRY COLOUR GUIDE & SIZER



Cherry Growers Australia and Graham's Factree have released 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

Disclaimer: Any recommendations contained within this publication do not necessarily represent current Cherry Growers of Australia policy. No person should act on the basis of the contents of this publication, whether as to matters of fact, opinion, or other content without first obtaining specific, independent professional advice in respect of the matters set out in this publication.