

## Quality is a core concern

A major finding of recently completed consumer research was that stonefruit, perhaps more than any other fruit, has suffered a decline in quality in recent years.

This finding highlights the need for a strong and broad industry commitment to improve fruit quality. Discussions within the Summerfruit Industry Advisory Committee (IAC) suggest this issue is not the responsibility of any single entity and that the issue needs the involvement of everyone in the supply chain. Plant breeders right through to consumers need to play their part so that fruit quality is enhanced and maintained right up until the excited consumer gets to sink their teeth into an amazing piece of fruit.

Other findings from the valuable consumer research are outlined later in this report along with the outcomes of your other levy investments. The investment program conducted in the

2008/09 year was the result of planning and deliberations by the Summerfruit IAC and Horticulture Australia Limited (HAL).

The majority of levy investments were directed towards the two highest priority issues for the industry – the pursuit of international market access and increasing domestic demand. Key levy-funded projects included:

- Building capacity in the summerfruit industry – attracting and appointing John Moore to the position of General Manager, Summerfruit Australia Limited (SAL).
- International market access development for the Australian summerfruit industry – developing and implementing a strategic approach to market access.
- Summerfruit marketing workshop and consumer research – research involving the whole industry supply

chain to identify the key issues and selling points of summerfruit. The research will form the basis of a long-term marketing strategy.

- A business case to underpin the strategic direction of the summerfruit industry – an assessment of whether current levels of funding for research, development and marketing are appropriate in light of the challenges facing the industry.
- Data collection program – the purchase and analysis of critical industry data to underpin decision-making at industry and enterprise level.
- Strategic agrichemical review process – a strategic review of current and future chemical use in the industry.

You are encouraged to read the following research and marketing reports and

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Climate Change is increasingly becoming a significant topic for the horticulture industry. In 2007/08 the industry began contributing to the horticulture component of Phase One of the national Climate Change Research Strategy for Primary Industries (CCRSPI).

The aim of CCRSPI Phase One was to develop a comprehensive research strategy that will allow industries to be informed by good research and be prepared to respond to the opportunities and risks presented by climate change. The scope of the strategy will be broad, covering any issue that needs consideration over the short (3 years), medium (5+ years) and long term (10+ years). The research strategy and Phase One final report is available from the CCRSPI website <http://wa.gov.au/ccrspi/>.

HAL is now contributing to Phase Two of the project in 2008/09 in collaboration with other Rural RDCs, CSIRO and Federal, State and Territory Governments. This phase aims to develop an implementation plan for the research strategy for 2009/10 onwards.



# Research finds consumers like ‘100% dribbilicious’ stonefruit

A qualitative consumer research study in 2008/09 provided a clear direction in finding the best way to communicate with consumers.

Summerfruit is typically not a staple, even in season. Consumers usually buy on impulse with the intent to finish consuming within two or three days. Providing them with relatively simple usage suggestions is therefore helpful.

Consumers generally know that summerfruit is seasonal, available from November to February, but the perception is that the industry artificially prolongs the period of availability.

Heavy users tend to buy summerfruit from independent stores for ‘fresher’ quality fruit, but there is disillusionment in meeting quality expectations. Consumer guides to selection and storage would assist in achieving a better eating experience

The research found that there is no awareness on varieties beyond colour. The majority of consumers claim to support yellow flesh fruit although some die-hard white flesh supporters

exist. Anecdotal evidence suggests that people have a preference for softer fruit, particularly peaches and nectarines.

Half of the consumers studied keep stonefruit in the fridge because they either like chilled fruit or are avoiding insect pests.

Most summerfruit is commonly considered a snack, eaten more in the home with some inclusion in lunches or picnics, mostly eaten ‘as is’, in a salad or as part of a fruit/cheese platter. Some heavier consumers use them in cooking.

Peaches are not common in childrens’ lunch boxes as they are regarded as being of a delicate nature or messy.

The general perceptions of consumers in the study are:

- quality has declined, apricots in particular;
- appearance is not a reliable indicator of quality (taste, texture, internal browning);
- a strong sensory appeal (aroma and appearance) must match a good eating experience;

- stonefruit, along with berries and mangoes, have a strong seasonality tie;
- ‘lush’, ‘juicy’ and ‘tasty’ are words that come to mind when consumers describe the experience; and
- the ‘dribble component’, down arms or chins, evokes memories of enjoyment, particularly with peaches and nectarines.

Stonefruit is ‘a special treat’ eaten for pleasure, associated with relaxing and must be savoured – it is not eaten on the run.

It is associated with summer occasions. It is associated with richer/earthy colours, family and friends. Summerfruit is not about a lot of physical activities but about ‘relaxing at home’ and ‘warmth’.

The term ‘summerfruit’ is not known by consumers. Consumers think of berries, pawpaws and mangoes. ‘Summer stonefruit’ has a more positive recognition.

“Dribbilicious” and the tagline “get stuck into summer stonefruit 100%” was well received. It captures the sensory pleasure of stonefruit.

## QUALITY IS A CORE CONCERN *continued from page 1*

to contact the researcher/s involved, myself, or Summerfruit Australia Limited for further information if desired.

Finally, it is worth noting that the IAC skill base has been strengthened by the addition of three new members:

- Garry Jebb, who brings a wealth of experience in fruit retailing
- Bruce Tomkins, who has extensive experience in research and development particularly in the fields of postharvest physiology, handling and packaging of horticultural crops

- John Moore, who has also been a welcome addition to the IAC and industry. He is a non-voting member of the IAC, but has already been instrumental in driving key programs on behalf of levy payers, including the strategic agrichemical review, numerous market access and biosecurity issues, and improved industry communications.

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Simple summer stonefruit ideas **100% DRIBBILICIOUS**

## Merchandising

Based on these consumer research findings, creative materials were installed in about 200 independent stores nationwide with IGA requesting an additional 1,000 sets for their stores during peak season from January to mid February. The materials included usage ideas as well as selection, handling and storage tips.

## In-store sampling demonstrations

Sampling demonstrations with the "100% Dribbilicious" banner were conducted in 391 Coles, IGA and independent stores with 779 four-hour sessions conducted from January to early February.

Similar activities were conducted in Woolworths stores under their 'Fresh look at summer' promotion that covered more than 430 stores with more than 650 four-hour sessions in January.

## Results

Based on Aztec Data, the industry saw increases in dollar sales in Woolworths



over last year averaging 33 per cent for peaches, 19 per cent for nectarines, 36 per cent for plums and 39 per cent for apricots.

With the exception of apricots, the industry saw increases in prices from last year averaging two per cent for peaches and nectarines, and six per cent for plums.

In Coles and independent stores, an average of 65 per cent of the 86,500 consumers who sampled summerfruit purchased on the spot.

### Project SF08500

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## IDENTIFYING WAYS TO IMPROVE SUMMERFRUIT QUALITY AND CONSISTENCY

A recent project explored the fruit-to-fruit variability in summerfruit sweetness that must be overcome if consumers' critical expectations of their summerfruit eating experience are to be met.

The sweetness of the summerfruit is measured using the soluble solids content (SSC). Summerfruit with high and consistent SSC levels are critical to consumer acceptability. However, summerfruit are highly variable despite careful grading for colour and appearance. Despite appearances, SSC levels may vary enormously with consumers having no way to judge whether a fruit will have good flavour at the time of purchase.

This project monitored SSC levels in summerfruit from the orchard through to the consumer.

Peaches and nectarines from different Australian growing regions were surveyed and a new non-destructive technology

utilising near infra red (NIR) was used to measure fruit SSC in the orchard, in the packhouse and in retail stores.

This was only a scoping study with limited field surveys in limited time periods in one growing season. The results are therefore only a snapshot of fruit produced during the entire season.

Large variations in fruit-to-fruit SSC levels were identified in all regions, and more research is needed to improve fruit SSC and to minimise this variation.

The results from the low and medium chill growing areas showed there is tremendous potential to increase both the average SSC and to minimise the fruit to fruit variability.

Fruit were also sampled at wholesale and retail markets and the variation in fruit SSC across the entire 2007/08 summerfruit season was large. Individual fruit SSC values ranged from 5.7 per

cent in yellow nectarine from medium chill growing area in November and up to 17 per cent in a medium white flesh nectarine in January. The median (middle) value of all 700+ SSC measurements from the wholesale/retail market survey over the sampling period from November 2007 to February 2008 was 9.6 per cent.

Given the range of fruit variability within each growing region and packed trays in the market, there is significant potential to improve Australian summerfruit SSC and reduce fruit variability. It is recommended to continue investigations and adopt management practices that improve fruit SSC.

### Project SF06013

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# International market access development for Summerfruit Australia Ltd

Summerfruit Australia Ltd (SAL) has nominated market access as a key priority for the industry, so to ensure progress to markets is as rapid as possible, an international market access consultant has been employed.

The consultant is working with Horticultural Market Access Committee (HMAC), Biosecurity Australia, AQIS and other trade representatives to lobby importers, industry and governments for speedy market access.

The loss of the key export market of Taiwan in 2006 and ongoing strengthening of quarantine conditions for some traditional summerfruit markets has increased the urgency for SAL to seek and gain new or improve existing international markets to ensure industry viability.

New market access requests are currently lodged with Japan, China, NZ and the US. These requests have been rated as a high priority by HMAC but it is

anticipated access will still take several years for some of these markets. A draft international market access strategic plan has been developed and is under consideration by the SAL Board. Market access progress remains frustratingly slow but every effort is being made to work with government to push the process along. Recent market access developments include:

- **China:** The SAL chair and CEO accompanied an industry delegation to China with the Federal Minister for Agriculture in April 2009 to discuss market access with Chinese officials. The SAL CEO also accompanied Biosecurity Australia officials for technical market access discussions.
- **New Zealand:** Australia is still waiting to see the results of the NZ quarantine authorities' risk assessment for Summerfruit due mid-2009. Australia will provide comment on the document when it is available.

- **Taiwan:** Verification trials for cold treatment of summerfruit supervised by Taiwan quarantine officers have been completed; Taiwanese officials are now considering the trial reports.
- **USA:** SAL is working with Biosecurity Australia to develop a response to the US pest risk assessment on summerfruit. Information on summerfruit harvest, handling, processing and IPM procedures have been provided to assist with the response.

The market access advisor continues to work closely with SAL, HMAC and government to ensure that all market access issues are progressed as quickly as possible.

## Project SF08016

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## DEVELOPING FEMALE LURES FOR IMPROVED MARKET ACCESS

The Queensland fruit fly (QFF) is Australia's most significant horticultural pest. Female QFF lay eggs in a wide range of fruit and vegetables. These develop into maggots that feed on the fruit flesh.

Fruit and vegetables produced in fruit fly free areas of Australia can access many interstate and export markets without needing expensive and/or damaging quarantine treatments. Proof of freedom from QFF is based on a monitoring program using lures which attract male flies only.

This reliance on male-only lures means that female flies, particularly species whose males do not respond to current

lures, can establish breeding populations before they can be detected.

The current wet protein lure (McPhails trap) has poor attractiveness to females and breaks down within a week. As the bait rots it becomes difficult to identify captured insects and ineffective at attracting fruit flies.

NSW DPI has commenced development of two long-lasting female lures: a dry lure for use in humid climates and a moist lure for dry climates. These lures are protein based so mainly attractive to newly emerged flies that require protein.

Wind tunnel trials have been used to test the optimum concentrations and types of protein, sugar, ammonia source,

preservative and binding agent in moist and dry bait types.

The optimised lures have now been field tested in four locations. Preliminary results show that the lures are still attractive to newly emerged female QFF after 12 weeks. The lures may also attract species for which there is currently no other trap available.

Full field trapping trials in hot, dry and humid locations are planned for the coming summer.

## Project MT06025

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# Project proves cold and CO<sub>2</sub> can beat Q-fly

Results over two years have shown that fumigation with high carbon dioxide (CO<sub>2</sub>), in combination with cold storage, reduced the time required for cold disinfestation of peaches and nectarines potentially infested with Queensland fruit fly (QFF).

QFF is a major pest for many Australian summerfruit producers. Quarantine treatments required by importing markets can affect fruit quality, restrict marketing flexibility and affect grower returns. The current cold disinfestation treatment (in air) for 14 days is too long and inflexible, as the storage and shelf life of summerfruit is less than 28 days.

The results showed that a 95 per cent CO<sub>2</sub> treatment at the beginning of the cold disinfestation period significantly reduced the time needed to kill 100% of first instar QFF in a range of peaches and nectarines. Life-stage disinfestation trials confirmed that the first instar was the most treatment tolerant QFF life-stage following a three day 95 per cent CO<sub>2</sub> treatment and storage in air at 3°C.

The project found CO<sub>2</sub> treated fruit ripened normally and had similar post-storage quality to normally stored fruit. No symptoms of CO<sub>2</sub> injury were observed. The development of low temperature breakdown was not affected by high CO<sub>2</sub>.

This research also confirmed that summerfruit should be stored at 0°C, rather than at 3°C.

It is envisaged that pre-cooled fruit would be fumigated with high CO<sub>2</sub> inside shipping containers. The rest of the cold disinfestation treatment in air could be conducted during shipping.

This treatment could also be integrated into air freight exports, as the CO<sub>2</sub> fumigated + cold stored summerfruit would still have adequate shelf life to allow export after the quarantine treatment was complete.

The cost savings could be significant.

Improving the current cold disinfestation protocol would facilitate increased market access of Australian summerfruit. There is also opportunity to refine this treatment to further reduce the time in cold disinfestation with no chemical residues.

It is recommended to continue semi-commercial disinfestation and quality trials to improve the alternative disinfestation procedure to minimise the time summerfruit is subject to cold disinfestation.

## **Project SF06011**

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## **COLD DISINFESTATION VERIFICATION TRIALS FOR TAIWAN COMPLETED**

The Taiwanese market has been closed to the summerfruit industry since 2006 due to changes to Taiwan's quarantine regulations for Queensland fruit fly (QFF). Important cold disinfestation research on summerfruit and cherries for QFF, funded by the Australian Government, were completed in 2007 and forwarded to Taiwanese quarantine authorities.

The Taiwanese authorities requested that additional trials be conducted to verify that the initial trials were effective. The verification trials, funded by industry, were conducted at the NSW Department of Primary Industries (DPI) Research Centre at Gosford, NSW. The trials were conducted using plums, nectarines and cherries from November 2008 until January 2009.

During the 43-day trial period, two Taiwanese inspectors worked with Gosford DPI staff to monitor and record the progress of the trials. NSW DPI and Biosecurity Australia worked closely to ensure the trials were conducted successfully.

Biosecurity Australia helped organise the trial protocols with the Taiwanese authorities and industry during the trials.

The trials were completed on 4 January, 2009. The Taiwanese quarantine authorities are now considering the trial outcomes.

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# Export marketing

Australian summerfruit exports achieved a 20 per cent value growth to \$30.1M in the 2008/09 season helped by a more favourable exchange rate, and a good supply of quality fruit. Volume growth was 7 per cent to 10,435MT driven by nectarines and, from a smaller base, apricots.

## Summerfruit exports by product

	2008/09	change from 2007/08
Peach & nectarines	6,266,070	19%
Plums	3,849,718	-10%
Apricots	319,379	62%
<b>Total kg</b>	<b>10,435,167</b>	<b>7%</b>

By market, the growth was driven by Hong Kong and the Middle East. Both these markets were less impacted by the Global Financial Crisis, which impacted the performance in other markets, particularly the UK.

## Summerfruit exports by market

	2008/09	change from 2007/08
Hong Kong	4,955,608	12%
Middle East	2,342,232	51%
Singapore	1,275,816	-2%
EU/UK	744,634	-33%
Malaysia	386,931	-26%
Thailand	173,177	-1%
all other	556,769	
<b>Total kg</b>	<b>10,435,167</b>	<b>7%</b>

The export promotions aimed to raise the profile of Australian summerfruit with international buyers so that they see Australia as a reliable quality supply alternative to other southern origins. The promotions ranged from trade exhibitions to in-store promotions, though in most areas the promotions are done in collaboration with other Australian fruits for stronger impact.

Australian summerfruit was featured on the HAL managed **AUSTRALIA fresh** stands at Asia Fruit Logistica (September, Hong Kong) Fruit Logistica (February, Berlin) and Gulfoods (February, Dubai) where exporters were participating to generate business. At Fruit Logistica, exporters

from Tasmania were successful in sending apricots to Europe even before the end of the show.

In France a small tasting promotion over three days at three wholesalers in Paris' Rungis market was held to show premium retail customers the quality of Australian nectarines and peaches.

The planned promotions in the UK were unfortunately cancelled at the request of retailers who were focused on promoting 'everyday' lines rather than premium lines from Australia as a result of the global financial crisis.

Promotions at several retailers in Thailand were successful in helping to hold market share for exporters. The promotions were supported by Austrade and Victoria DPI who provided valuable assistance on the ground.

Active in-store sampling in Giant Singapore included summerfruit as part of the cherries, mangoes and table grape promotion program that also involved catalogue advertising. Australia enjoyed 85 per cent of the summerfruit market in Singapore during the March quarter.



## Project SF08506

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## OPTIMAL Q-FLY IRRADIATION DELIVERS RESULTS FOR SIT

Field cage tests of optimally irradiated Queensland fruit flies (QFF) bred for use in the 'sterile insect technique' have delivered very encouraging results.

In the sterile insect technique (SIT), millions of Q-flies are routinely reared, sterilised by irradiation and released in the field to disrupt reproduction of wild populations. Improved irradiation procedures are being developed to enhance quality assurance and to produce more effective sterile flies.

By irradiating at low dose rates and by minimising the total dosage applied, the aim is to produce flies that live longer and are better able to tolerate

stressful conditions such as might be encountered in the field. Larger flies have demonstrated superior emergence and longevity.

The first field cage tests of sterile QFF mating performance have been carried out. In these field simulated tests sterile flies have been found to be competitively equal to their wild counterparts, a very encouraging result for SIT operations.

## Project HG06040

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# Generation of dimethoate and fenthion residues in summerfruit to maintain registered pre-harvest uses

Efforts are progressing to maintain as many registered uses of dimethoate and fenthion as possible. This follows the beginning of a review of these insecticides by the Australian Pesticides and Veterinary Medicines Authority (APVMA). Their review is being conducted as part of an ongoing program, which is designed to ensure that pesticide products meet improved standards of safety and performance.

The outcomes of the review will be significant to the summerfruit industry because dimethoate and/or fenthion are essential for the control of fruit fly, and is necessarily applied before summerfruit can be transported to interstate markets or exported overseas.

An important aspect of the APVMA's review is the consideration of residues that remain in the produce following application of these insecticides as pre-harvest sprays.

Because these insecticides were registered many decades ago, existing registrations may be based on residue data that is now considered insufficient, out-dated, or inconsistent with current use-patterns. Hence, the APVMA has

## Progress summary for pre-harvest use residue study in stonefruit

Crop	Trial sites	Field-phase summary	Analytical-phase summary
Nectarine	3	Complete	All samples at lab
Peach	4	Complete	75 per cent complete

requested that extra data be generated for most of the crops that appear on the label of products that contain dimethoate or fenthion.

Hence, Agronico Research Pty Ltd (Agronico) was engaged by HAL to conduct a large, multi-industry project that was aimed at generating the data that APVMA require. Summerfruit are one of eighteen industries investing in this project.

The project began early in 2007 and was comprised of two major residue studies, one to generate pre-harvest-use data and, the other, for postharvest use data for some commodities.

The project is expected to be completed by the end of this year. The field-phase of both studies were completed by the end of May 2009, with the analysis and reporting expected to take much of the

second half of the year to complete. The table above summarises the progress of the projects for each crop.

Once the residues are determined by the laboratory and the appropriate reports are prepared, the data will be submitted to the APVMA for their consideration before they finalise the review.

Until the APVMA completes this process, it is unclear what maximum residue level (MRL) of these pesticides will be accepted in each crop. Once the acceptable MRL is established, this will determine which uses will remain registered on product labels.

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## SE ASIA TOUR RESULTS IN MARKET KNOWLEDGE

In August 2008 summerfruit and other fruitgrowers, packers and exporters participated in a market research mission to Thailand, Malaysia and Singapore.

The purposes of the project were to research emerging and existing export markets and identify specific opportunities to export Australian produce.

The market visit included research of fruit markets, visits to retail fruit outlets,

inspection of warehouse and transport facilities, discussions with importers, and market briefings by Austrade and government agencies.

As a result of the visit, representatives of the horticultural industry are better informed about all aspects of these key export markets including the market situation, size and potential, distribution channels, preferred varieties, packaging preferences and requirements, pricing and cost structures. Awareness was also gained of transport and warehousing

options, and competitor country activity.

Importers and industry representatives in the markets visited are now better informed about Australia and its ability to supply a broad range of quality fresh produce.

### Project SF08004

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# Pest-free status expands market access for Greater Sunraysia

By establishing a Greater Sunraysia Pest-Free Area, market access has been secured for citrus into Japan and opportunities expanded for access to other fruit export markets.

Queensland fruit fly is a critical quarantine pest to horticulture industries across Australia. Having the ability to grow horticultural produce in areas that are recognised as fruit fly-free has significant implications on market access opportunities and industry profitability.

The Greater Sunraysia Pest Free Area (PFA) project was developed following a request from industry and suggestion from our trading partners that a discrete area immediately around the production zone had a greater chance of achieving fruit fly freedom than the pre-existing Fruit Fly Exclusion Zone (FFEZ).

A consortium consisting of Victorian and New South Wales Departments of Primary Industries, federal agencies, local government and representatives from the table grape, stonefruit and citrus industries was created in 2006 to facilitate development of a PFA in Sunraysia. DPI Victoria is the lead agency and project funding is provided by the mentioned agencies and HAL.

Legislation declaring the PFA was passed in Victoria in September 2007 and in New South Wales in October 2008. Infrastructure to support the area in the form of roadside signage, quarantine bins and roadblock facilities are in place. Quarantine bins and associated roadside signage has been installed on nine of the major transport entry points.

Bins are also located at four rail/bus terminals and Mildura airport. Permanent sites for random roadblock operations have been constructed on three of the high risk entry points while a fourth one is due for commissioning by the end of May.

## Summary of communication activities directed at each audience.

PFA RESIDENTS	INDUSTRY	TRAVELLERS
Letter box drops	Newsletters	TV/Radio campaigns
TV/Radio campaigns	Forums/meetings	Roadside signage
Media Releases	AQIS	Roadblocks
School Resource Kit	Plant Standards	Visitor Information Centres
Websites	Field Days	Websites

From June 2008 to mid-May 2009, 22 roadblocks have been undertaken by Authorised DPI Inspectors with a further three scheduled for this season.

A comprehensive communication program complements the infrastructure and is an ongoing activity. Activities are targeted at three target audiences; PFA residents, industry and travellers.

In late April 2009, Japan accepted 'seasonal area freedom' for citrus consignments exported between June to December. Having the ability to export citrus without the need for costly cold storage treatment saves approximately \$4 per carton for industry and increases shelf life and fruit quality.

Whilst gaining access for Japan has been more time consuming than initially envisaged, positive discussions with China in particular and other interested countries continue with the desire to expand export markets for all commodities.

This project is funded until June 2010. Discussions are currently underway between industry and government agencies to secure ongoing funding for the maintenance and support of the PFA.

### Project MT06044

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## Infrastructure installations of the Greater Sunraysia Pest-Free Area



■ Quarantine bin location on major roads entering the PFA  
 ■ Quarantine bin location at commercial transport entry points to PFA  
 Mildura airport and bus terminal (no train service)  
 Robinvale bus terminal (no train service)  
 Swan Hill bus/train terminal  
 Kerang bus/train terminal

① Roadblock site – Calder Highway (site due for completion May 09)  
 ② Roadblock site – Stuart Highway  
 ③ Roadblock site – Murray Valley Highway



# A business case to underpin the summerfruit industry's strategy

The dynamics that drive commercial returns for summerfruit industry stakeholders were assessed in order to make recommendations on the most appropriate level and directions of levy investment.

Australia can produce high quality summerfruit. The local supply chain, however, allows poor quality product to reach consumers and operates in commodity conditions with supply volumes having the dominant impact. Despite a level export market, the four to five week period post-Christmas is the critical pressure point and, if supply is managed poorly in this, it can sharply impact total season incomes. The value that is eroded at this pressure point – estimated at \$18 million (wholesale) or \$40 million (retail) – justifies an investment to counter this risk and avert this loss.

Although substantial investments in planning initiatives have been made in recent years, the industry still struggles to capture value through the alignment of various supply chain and regional interests.

This project concluded that the inability of the industry to align is linked to the differences in the seasonal supply windows serviced (which are likened to different business models) and until these differences are accommodated, the fragmentation will remain.

Investing to stimulate demand in the local market is an option to counter the risk of over-supply eroding returns. However, this project concludes that stimulating demand is not enough on its own until the weaknesses in the local supply chain are addressed.

It is of higher value to ensure that the support of local consumers is earned and kept, particularly as other fruit crops are expanding. More quality inconsistency from summerfruit could lose long term fruit market share.

The business case recommends a levy increase from 1 to 2 cents providing the potential to generate returns by negating the value erosion at peak supply periods. The proposal for investing additional levy income includes:

- creating systems for forecasting;
- governance changes in levy allocation to diffuse regional tensions;
- a level of investment to support demand; and
- the large majority of investment into a supply chain improvement program that would match the investment of groups of enterprises that would work together to create examples and the peer pressure platform that drives change.

## Project SF08017

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## DATA COLLECTION PROGRAM

The Data Collection Project allows for the acquisition, analysis and reporting of horticulture industry import and export data and domestic market trade data to support industry knowledge and decision making based on consumption and trade patterns.

It has historically delivered information to industries via reports and demonstrations created from the available data platforms acquired in the project.

The project has now entered a new phase that will look to build on the past as well as see a greater emphasis on communicating with industry to arrange the supply of key statistics and data with a view to having positive impact on each industry's production and trade.

Particular reports will vary across industries but typically will include Australian export volumes and amounts versus imports across different trade partners. Domestic sales trends will be displayed across retail and independent markets as well as providing consumer behaviour data on purchase frequency, volumes, value and market penetration.

Reports are usually produced quarterly but industries with a peak season may look to have their reports tailored to key time periods across the year. The project will continue to build capacity with improved data and reporting to aid industries in the coming year.

## Project MT08015

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# Building capacity and improving communication in the summerfruit industry

In January 2009, Summerfruit Australia Limited (SAL) appointed a new CEO. Prior to this SAL had been without a CEO since 2007.

The summerfruit industry faces some serious issues, such as loss of export markets, achieving new market access for exports, low retail prices for Australian summerfruit, irrigation and related water issues. The need for a dedicated resource to address these issues, improved communication with levy payers and the broader membership, is significant.

This project has four key components:

1. Re-establishment of industry communications at regular intervals using tools such as website enhancement to lodge informative articles and news, and industry journals. This will revitalise confidence that prudent R&D expenditure is conducted for a sustainable industry.

2. Industry planning through close association with the IAC to develop and revise investment and strategic plans. This will require adopting strategies developed by the SAL Board and consulting with whole of industry for workable implementation.
3. The reporting facet of the project will properly disseminate information to industry players.
4. The capacity to properly represent and present the summerfruit industry position to HAL and the broader community, will lead to a more informative, viable and sustainable industry.

The project is still in its infancy. However, much research has been conducted to overcome knowledge hurdles. Industry has assisted through very communicative networks and exposure to necessary workshops. The framework of a summerfruit

database has been implemented and is currently in test mode for accuracy. To improve communication, it was decided to revamp an 'unfriendly' website as technology has outgrown the existing site established in 2003. SAL headquarters have been relocated and communication links with industry established.

To assist and develop market access, the incumbent recently accompanied a delegation to China with the SAL Chair – a comprehensive report has been submitted to HAL and the IAC.

Relationships with industry networks and committees have been established to work towards a sustainable long term future for the summerfruit industry.

## Project SF08018

**For more information contact:**  
**John Moore, Summerfruit Australia Ltd**  
**T 02 6041 6641**  
**E ceo@summerfruit.com.au**

## PARTNERSHIP AGREEMENT

Levy projects are intended to be supported by a strong industry communication and consultation strategy. Funding for these communications activities and consultation is provided to Summerfruit Australia Limited (SAL) through what is known as the Partnership Agreement. Industry levies, together with matching funds from the Australian Government, are the source of funds for the industry Partnership Agreement.

These matched funds enable SAL to:

- Undertake the annual levy payers meeting. The levy payers meeting is one avenue for HAL and research providers to report to levy payers on the outcome of their investment. It

is also an opportunity for levy payers to provide input into the research program.

- Act as a secretariat for the Industry Advisory Committee. This includes planning and organisation of regular IAC planning meetings to ensure that the levy investment program is well guided.
- Consult directly with HAL. This covers the participation and/or input into advisory committees across the summerfruit industry, HAL Industry Forums, HAL/SAL Board to Board consultation meetings, and other formal and informal consultation between SAL and HAL personnel.
- Communicate with and consult with industry. This ensures that levy payers are given ample opportunity to provide

input into the levy program, and are informed about the progress of projects that are underway. Under this aspect of the Partnership Agreement it is SAL's responsibility to develop and maintain a suitable communications infrastructure for the industry.

Utilising the Partnership Agreement funds, SAL is able to ensure regular consultation on the marketing and R&D programs that HAL funds on behalf of the industry.

## Project SF08900/10

**For more information contact:**  
**Will Gordon, HAL Industry Services Manager**  
**T 0427 920 924**  
**E will.gordon@horticulture.com.au**

## AUSTRALIAN FRUITGROWER MAGAZINE – APPLE AND PEAR, SUMMERFRUIT

*Australian Fruitgrower* is the official magazine for the apple, pear and summerfruit industries. It is a high quality, full colour magazine produced 11 times a year, 28 to 40 pages in size.

APAL communications manager, Stuart Gray, oversees its production while John Fitzsimmons as editor manages the compilation and production. Strong technical focus is provided by the technical editors, Dr Gordon Brown for apples and pears and Dr Barry McGlasson for summerfruit.

The role of the magazine is to keep growers informed of industry news and information and to provide technical

information of value to growers to help them manage their orchards efficiently and to store and market their fruit profitably.

The October 2008 and May 2009 issues focused on summerfruit issues, which was a change made this year.

Each issue is distributed at no charge to all apple, pear and summerfruit growers and loaded onto the APAL website. The project is ongoing.

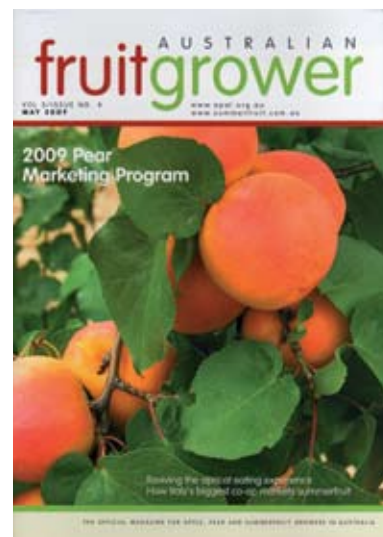
**Project MT08043**

**For more information contact:**

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**E cm@apal.org.au**



IMPROVE INDUSTRY'S ABILITY TO PRODUCE FRUIT OF A CONSISTENT QUALITY TO MEET CONSUMER DEMANDS

## Sensory evaluation of apricots bred for the fresh market

Participants in a consumer survey have provided a clear message that many of us already know – that some extensively marketed apricots, although they may look good, do not deliver on flavour.

The fresh market apricot industry in Australia is largely dependant on imported Californian varieties. This reliance on attractive, large and firm, but largely 'flavour compromised' varieties, has resulted in a declining market share for apricots and widespread consumer dissatisfaction.

The problem is that appearance alone does not maintain consumption in the long term. Delivering apricots that taste good is just as important as delivering apricots that look good if apricots are to maintain a place in fruit bowls around the nation.

However, there is a local solution to the need for better tasting apricots. A breeding program for apricots was set up at Loxton by the South Australian Research and Development Institute

in the mid-1980s with the support of the South Australian dried tree fruit industry. A key outcome of this program has been the boosting of sugar levels in Australian-style apricots, and that bodes well for good tasting, good looking fruit. This focus on the requirements of the local dried industry has meant little emphasis had, to date, been placed on the evaluation of selections from the program for their fresh market potential. This project has changed that.

Thirty-three selections out of 35,000 possibilities bred in the Loxton apricot breeding program, were evaluated to assess their fresh market potential. A lot more than flavour is needed to make a variety commercially viable for growers to produce and market. For this reason, many of the 33 selections have gone by the wayside – importantly, some outstanding ones remain.

The next stage is to commercialise these varieties so as to expand the apricot market and once again restore confidence in consumers' minds that apricots are one of the premium summerfruits to eat. For those that lead the way in growing and marketing tasty apricot varieties picked at optimum maturity, the rewards could be substantial.

**Project SF08009**

**For more information contact:**

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**T 08 8303 9400**

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# Using a 'through chain' approach to manage brown rot

This project, supported by the Victorian Government, HAL, Summerfruit Australia and the Canned Fruit Industry Council, is developing and implementing decision support tools to better manage brown rot in summerfruit and canning fruit.

Brown rot caused by *Monilinia spp* is a major disease challenge for summerfruit growers and the supply chain. Fruit infections can occur at any growth stage but normally remain latent and develop into rots after harvest. A 'through chain' approach to disease management is therefore desirable.

There are many aspects to effective disease control including cultural practices to maintain orchard hygiene and well-timed effective fungicides. Growers, however, do not have access to an adequate disease risk model to determine acceptable hygiene levels and the best time to spray. In addition, the importance of controlling insects that have an impact on brown rot, such as carpophilus beetles, needs to be better understood.



Automated weather stations enable site-specific disease risk assessment

This project, due for completion in June 2011, is establishing the disease risk models to support better informed control practices. A test used before harvest to enable packers and marketers to estimate postharvest rot risk before fruit are dispatched is also being developed and validated.

The project has confirmed the effectiveness of removing diseased twigs and mummified fruit before bloom.

A weather-driven forecasting model identified periods of weather favourable for infection during bloom, fruit development and ripening stages. Spraying in response to forecast infection periods has been effective.

To support spray timing, how the susceptibility of the fruit to infection varies over the growing season was studied. Estimates of fruit susceptibility with weather data could possibly be integrated to more precisely determine when to apply fungicides.

Controlling carpophilus with the 'attract and kill' system significantly reduced postharvest rot incidence; more work is planned to determine how this fits into a disease control strategy.

Moist incubating samples of fruit collected a few days before commercial



Brown rot Snow Fire peach

harvest were used to estimate the risk of rots developing during storage, transport and marketing.

A newsletter article and presentations to grower groups and agrichemical suppliers have extended best practice information.

## Project MT08039

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Moist Incubation

# Pre-harvest practices enhance early season fruit quality

Average increases in early season low chill stonefruit quality of 10–20 per cent have been achieved in a project now entering its final season.

Improving fruit quality is critical to maintaining and increasing market penetration, domestically and internationally. Currently, fruit quality of early-season stonefruit is regarded as poor and/or highly variable and an adverse eating experience can significantly reduce consumer confidence.

Poor light penetration into the tree canopy during fruit development reduces fruit size and quality, and excessive, unwanted vegetative growth impacts on canopy management – significantly increasing labour costs. This project is improving fruit quality through new canopy management techniques by controlling tree size, trialing new pruning methods including mechanical pruning, and concentrating flowering and fruitset.

More than 12 trials have been conducted on low-chill peach, nectarine and plum varieties growing on red soils under warm sub-tropical conditions. It has been shown that high quality fruit can be produced on low-chill varieties under sub-tropical conditions.

## Project SF07010

**For further information contact:**  
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**E bob.nissen@deedi.qld.gov.au**



## USING AN 'AREA WIDE' APPROACH TO CONTROLLING CARPOPHILUS BEETLE

A recently completed project has resulted in a system for controlling a serious pest of stonefruit – *Carpophilus* beetles – without having to spray orchards.

This pest causes losses of up to 30 per cent of the crop from direct damage and 60 per cent by creating conditions suitable for the development of brown rot. Spraying close to harvest is not always effective.

The project developed a synthetic version of the smell of ripening fruit and combined it with the beetle's own aggregation pheromone in an 'attract and kill' system that draws the beetles away from the orchard trees in numbers.

To make the system user-friendly, the research team improved the design of the trapping system, developed a rapid but reliable method of assessing beetle numbers, conducted trials in other states with different *carpophilus* species, and developed area wide treatment protocols that reduce costs without jeopardising efficacy.

## Project SF05006

**For further information contact:**  
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## LOW CHILL PEACHES ONLINE

Low chill stonefruit are the first peaches and nectarines to hit the market in Australia. For 10 years there have been important developments in varieties to improve the quality of early season fruit in this \$26 million industry.

Low Chill Australia has identified that information on new varieties is essential for the quality of early season fruit to keep improving.

To enable growers to find the best varietal information, a webpage was developed and linked to the LCA website. It details the new low chill stonefruit varieties available to the industry, their origin and their availability. The website also answers questions about chilling and climate change in relation to stonefruit. Presently there are 118 new varieties listed and some limited regional information, thus enabling growers to make informed decisions.

The project is being extended to October 2009 to enable regional survey information to be added to the website.

## Project SF06016

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**Dougal Russell, QPIF**  
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# Understanding fruit physiology to minimise chilling injury

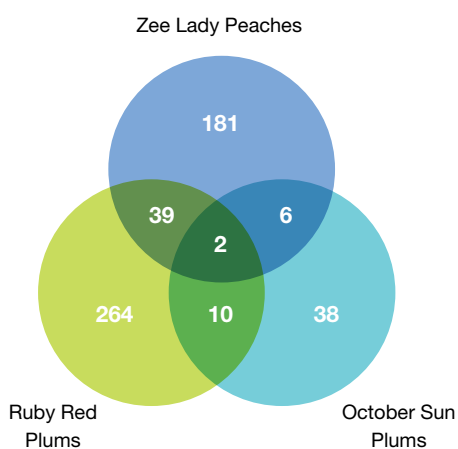
Investigations are continuing into how chilling injury can be avoided in summerfruit to improve shelf life and eating quality.

Peaches, nectarines and most plum cultivars can only be cool stored for three or four weeks at the recommended 0°C before they develop chilling injury (CI) which develops following the transfer of fruit to room temperature (20°C). Symptoms include failure to soften normally, loss of flavour, mealiness, flesh browning and, in the case of plums, gel breakdown.

During 2007/08 the cool storage life of Zee Lady™ peaches, 'Ruby Red' and 'October Sun' plums at 0°C and 5°C was examined following treatment with 1-MCP (1-methylcyclopropene or SmartFresh™) – an ethylene (natural fruit ripening hormone) antagonist. The storage experiments were repeated in 2008/09 using the same cultivars plus 'Radiant' plum.

This work confirmed published information that treatment with 1-MCP usually makes CI worse in peaches but is beneficial for plums.

## Genes affected by 1-MCP



The number of genes that were either up or down regulated by 1-MCP in cool stored fruit. The numbers in the overlapping regions of the circles indicate genes that are common to two or all cultivars that changed.



Nirvana spectrometer

The different CI responses of these species of summerfruit are being used to study gene expression with the aim of identifying genes that control the storage life of summerfruit – this could be used to develop markers to aid in the selection of improved cultivars.

In 2008 RNA was extracted from untreated fruit and fruit treated with 1-MCP before and after four weeks of cool storage at 0°C. These RNA samples were taken to the University of Padova (Italy) where microarray technology unavailable in Australia was used to screen gene expression for over 4,806 genes specific to peaches. In June 2009 a further series of RNA extracts were investigated in Italy.

It has been found that CI was not worse in Zee Lady peaches harvested at a later stage and treated with 1-MCP, but CI was worse in treated fruit harvested at an early stage.

In contrast, plums harvested at two maturities benefited from treatment with 1-MCP. All of the plums, however, had low rates of ethylene production at harvest. Generally plums cannot be left on the tree until ethylene production has increased, as with peaches, because the fruit become too soft to handle.

Preliminary data on changes in the spectral properties of plums during maturation were collected using a hand held spectrometer. Our results suggest that non-destructive measurements based on changes in both chlorophyll and anthocyanins may assist assessment of harvest maturity of plums.

This aspect of the work will be further investigated in the 2009/10 season.

## Project SF07019

For more information contact:  
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October Sun nectarines after ripening for seven days at 20°C following 4 weeks at 5°C (two rows on left) and 0°C (two rows on right). The right hand rows of fruit (lighter colour) were treated with 625 L.L-1 for 24 hours at 20°C before cool storage.

## THRIPS CONTROL OPTIONS ENHANCE OPPORTUNITIES FOR IPM

New and existing chemicals have been considered as alternatives to the organophosphates and pyrethroids currently used to control thrips in pome and stonefruits.

Growers currently use organophosphates (methomyl, dimethoate) or pyrethroids (tau-fluvalinate) to control plague thrips, and spinosad to control western flower thrips (WFT) in stone and pomefruit. Long term and widespread use of these insecticides is inadvisable because they have a 'broad spectrum' of activity, killing pests and beneficial insects and mites.

Reliance on a single insecticide such as spinosad for WFT control is also risky as it increases the potential for insecticide resistance. WFT populations resistant to spinosad have already been recorded from New South Wales, WA and Queensland, although not from stonefruit.

To ensure that growers have continued access to insecticides that control WFT, the need to identify and trial existing and new chemicals was recognised.

Potential new insecticides include chlorfenapyr and spirotetramat. Both are considered 'reduced risk' insecticides, because of their narrow spectrum of activity. This makes them potentially less harmful to beneficial insects. Spinosad and abamectin were also trialled; both are currently registered for use in pome and stonefruit. Abamectin is registered for control of two-spotted mite.

Spinosad was the most effective insecticide as it performed significantly better than the other insecticides after one application. If carefully managed, spinosad resistance is unlikely to occur in stone or pomefruit. Use should be restricted to a series of sprays either early or late in the season, when western flower thrips are present.

Chlorfenapyr was as effective as spinosad in reducing thrips numbers, but can only be applied up to 14 days before harvest.

Abamectin was also effective at the rate applied. Efficacy of abamectin could be improved by applying at a higher rate (0.30–0.50 gai/L), though the withholding period may need to be increased as a result.

Spirotetramat had no effect on thrips until after the third spray, which is likely due to its mode of action (as a systemic insecticide). Further testing is required to determine if spirotetramat could be applied earlier in the season to prevent late season damage in cultivars that are highly susceptible to thrips.

### Project MT06001

**For more information contact:**  
**Sonya Broughton, WA Department of Agriculture & Food**  
**T 08 9368 3271**  
**E [smbroughton@agric.wa.gov.au](mailto:smbroughton@agric.wa.gov.au)**

## DEVELOPMENT OF AN INTERNATIONAL STANDARD FOR MOBILE ELEVATING WORK PLATFORMS

This project is the final of a series to represent orchard growers interests in the development of standards for mobile elevating work platforms (MEWPs) used in orchards.

The work has covered the operating and maintenance standard AS 2550.10 (published in 2006), the design standard AS 1418.10 (expected to be published 2009), and the international design standard ISO/DIS 16653-3, which has now been published.

Prior to this across industry funded initiative, orchard growers were not represented on the standards committees. The standards therefore tended to cover the needs of industrial users and did not recognise important innovations necessary to ensure MEWPs could operate efficiently and safely in orchards.

For example, an orchard MEWP operator may pick over 14,000 avocados in a shift repositioning the platform perhaps 5,000 times. The controls needed to provide for this high-speed picking are quite different from those required for an industrial MEWP which may be repositioned less than 20 times in a shift. Similarly, orchard MEWPs are generally smaller than industrial counterparts and need to travel faster to ensure efficient operation.

The omission of orchard grower input to the standards had left orchard MEWPs non-complying. Growers were at risk of dispute and prosecution from safety regulators and civil litigation in the event of an injury involving an orchard MEWP.

The current and final part of the project has been to develop an international standard for orchard MEWPs. The international standards did not recognise orchard

MEWPs and their special requirements. Courts have been known to reference higher-level standards in injury litigation and on that basis it was judged prudent to gain recognition at an international level.

A valuable outcome of the project is that a commentary has been included in AS 1418.10 covering the use of MEWPs in orchards. The document has been written with input from orchard MEWP manufacturers and users. As the only published document covering the subject, it may serve to help growers and manufacturers explain why efficient orchard MEWPs must be different from MEWPs used in general industry.

### Project MT08013

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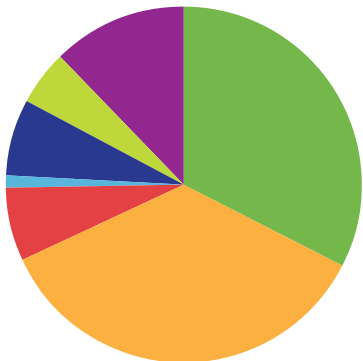
# Investing in Australian horticulture

## AUSTRALIAN GOVERNMENT PRIORITIES

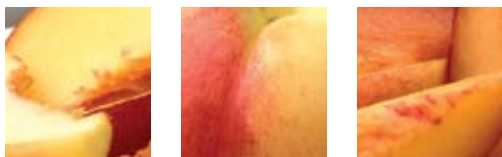
As part of the Australian Government's commitment to rural research and development, horticulture industries can access matching Commonwealth funding through HAL for all research and development activities.

The Australian Government's Rural Research and Development Priorities aim to foster innovation and guide R&D effort in the face of continuing economic, environmental and social change. HAL's operations are closely aligned with these priorities.

This chart shows the proportion of projects in HAL's summerfruit R&D program against each of the Australian Government priorities for rural research and development. Full details across all industries are available in HAL's annual report at [www.horticulture.com.au](http://www.horticulture.com.au)



- Productivity and Adding Value (32.6%)
- Supply Chain and Markets (35.6%)
- Natural Resources Management (6.7%)
- Climate Variability and Climate Change (1.1%)
- Biosecurity (7.0%)
- Innovation Skills (4.8%)
- Technology (12.2%)



## RELATIONSHIPS AND ROLES RELATING TO HAL PROGRAMS

Horticulture Australia Limited (HAL) is a not-for-profit industry owned company. Its role is to manage the expenditure of funds collected by the Australian Government on behalf of horticulture industries.

HAL invests \$85 million annually in projects to benefit horticulture industries.

An industry advisory committee (IAC) is established for each industry with a statutory levy and annual income exceeding \$150,000. The IAC is a subcommittee of the HAL Board. It makes recommendations to HAL on the expenditure of funds.

Summerfruit Australia Limited recommends membership of the IAC to HAL and ensures the skills required on an IAC are met by the persons they recommend for appointment to the committee. Summerfruit Australia Limited is responsible for recommending to HAL the establishment of, and any changes to, statutory levies.

For more information please visit [www.horticulture.com.au](http://www.horticulture.com.au)

In 2008/09 Summerfruit Australia acted as the service provider on one project.

Full details can be found on page 10 of this report.

### Productivity and Adding Value

Improve the productivity and profitability of existing industries and support the development of viable new industries.

### Supply Chain and Markets

Better understand and respond to domestic and international market and consumer requirements and improve the flow of such information through the whole supply chain, including to consumers.

### Natural Resource Management

Support effective management of Australia's natural resources to ensure primary industries are both economically and environmentally sustainable.

### Climate Variability and Climate Change

Build resilience to climate variability and adapt to and mitigate the effects of climate change.

### Biosecurity

Protect Australia's community, primary industries and environment from biosecurity threats.

### Innovation Skills

Improve the skills to undertake research and apply its findings.

### Technology

Promote the development of new and existing technologies.

## CONSULTATION FUNDING

Consultation funding is paid by HAL to cover costs for IAC meetings, annual levy payers' meetings and costs within the partnership agreement between HAL and the member industry that are specified as consultation, for example R&D program consultation. In 2008/09 \$118,114 of consultation funding was provided to the Summerfruit Australia Limited.



# Across Industry Program

The summerfruit industry contributes funding towards an across industry program that addresses issues affecting all of horticulture. Details of the current program are listed below. A full report of the program can be found at [www.horticulture.com.au/industry/acrossindustry.asp](http://www.horticulture.com.au/industry/acrossindustry.asp).

Project No	Title	Project start	Project completion	Organisation	Contact
<b>Outcome 1 Enhance the efficiency, transparency, responsiveness and integrity of the supply chain for the total industry to provide clear market signals</b>					
AH04007	Pesticide regulation coordinator	5 Jul 04	1 Jul 09	AKC Consulting	Kevin Bodnaruk 02 9499 3833
AH07033	Incident Response Protocol – development and training for horticulture	21 Apr 08	30 Sep 09	Control Risks	Julian Heath 02 9279 0099
AH08011	A baseline survey of knowledge, attitudes, approaches and aspirations regarding contamination management	31 Jul 08	31 Jan 09	Instinct and Reason	David Donnelly 02 9283 2233
AH08012	Country of origin labelling research project	1 Oct 08	31 Oct 08	Horticulture Australia Limited	David Chenu 02 8295 2300
MT07029	Managing pesticide access in horticulture	1 Jul 07	30 Jun 10	AgAware Consulting Pty Ltd	Peter Dal Santo 03 5439 5916
<b>Outcome 2 Maximise the benefits of horticultural products in the eyes of consumers, influencers and government</b>					
AH07006	Promoting the health advantage of fruit and vegetable to increase their consumption	1 Jul 07	30 Jun 10	Horticulture Australia Limited	Chris Rowley 02 8901 0329
<b>Outcome 3 Position horticulture to compete in a globalised environment</b>					
AH07002	HAL market access coordination	1 Jul 07	30 Jun 09	Stephen Winter & Associates Pty Ltd	Stephen Winter 03 9832 0787
AH07003	Market access support program	30 Jun 08	30 Jun 09	Horticulture Australia Limited	Kim James 08 6389 1407
AH08010	Workshop on quantitative methods applied to horticultural improvement	16 Jul 08	30 Sep 08	Australia Crop Genetic Services	Craig Hardner 07 3346 9465
<b>Outcome 4 Achieve long term viability and sustainability for Australian horticulture</b>					
AH07031	Peri-urban horticulture and land use planning: Literature Review & 'Tool-kit'	1 Apr 08	31 Oct 08	GHD	Luke Jewell 02 9241 5655
AH08002	Horticulture Water Initiative 2008/09	1 Jul 08	30 Jun 09	Horticulture Australia Limited	Alison Turnbull 02 8295 2300
AH08003	Analysis of Horticulture's carbon footprint	15 Jan 09	31 May 09	Horticulture Australia Limited	Alison Turnbull 02 8295 2300
AH08014	Horticulture industry consultation on Award modernisation	17 Nov 08	30 Apr 09	Horticulture Australia Limited	Ravi Hegde 02 8295 2300

# Summerfruit Program 2008/09

Project No.	Project Title	Levy or VC	Project Start	Project Completion	Organisation	Contact
FR04009	Improved attractants for monitoring and mass trapping of Oriental Fruit Moth and Codling Moth females in orchards	Levy/VC	1 Jan 05	18 Aug 08	Victorian Department of Primary Industries	Dr Alexander Ilitchev 03 5833 5232
HG06040	Optimal irradiation procedures for sterilization of Queensland fruit fly	Levy	1 Oct 06	30 Apr 10	Macquarie University	Phil Taylor 0405 762 546
MT06001	Further development of integrated pest management strategies to control thrips in pome and stonefruit in WA and Qld	Levy	21 Nov 06	25 Sep 09	Department of Agriculture & Food Western Australia	Dr Sonya Broughton 08 9368 3271
MT06020	Fruit fly market access R&D plan	Levy	1 Jul 06	31 May 12	Horticulture Australia Limited	Kim James 08 63891407
MT06022	Generation of dimethoate and fenthion residue samples to maintain market access	Levy/VC	6 Jun 07	30 Sep 09	Agronico Research Pty Ltd	Kevin Bodnaruk 02 9499 3833
MT06025	Developing female lures for improved market access	Levy	1 Feb 07	28 Feb 10	CRC For National Plant Biosecurity	Dr Katina Lindhout 02 6391 3100
MT06041	Trapping to better predict and prove fruit fly presence	Levy	31 May 07	31 Jan 11	CRC For National Plant Biosecurity	Dr Francis Hardie 08 9368 3967
MT06044	Market access for the Greater Sunraysia horticultural production areas	Levy/VC	1 Jan 07	28 May 10	Victorian Department of Primary Industries	Gary Darcy 0409 457 499
MT07015	Tasmanian Pest Incursion Monitoring	Levy/VC	1 Aug 07	1 Jun 11	Fruit Growers Tasmania Inc	Anna Steinhauser 03 6266 4305
MT08013	Development of an International Standard for Mobile Elevating Work Platforms (MEWP's) used in orchards	Levy/VC	15 Jul 08	19 Jul 09	Keith Batten & Associates	Keith Batten 07 3348 2104
MT08015	Data Collection Program	Levy/VC	1 Dec 07	31 Dec 07	Horticulture Australia Ltd	Roger Bramble 02 8295 2300
MT08035	Providing data packages for new fruit fly control technology	Levy/VC	1 Jul 08	25 May 10	Queensland Primary Industries and Fisheries	Hainan Gu 0401 676 360
MT08036	Ecology and pre-harvest control of fruit flies for systems approaches to market access for fruit fly host commodities	Levy	1 Jul 08	30 Apr 12	CRC For National Plant Biosecurity	Anthony Clarke 07 3864 5023
MT08038	Development of a business case for market access R&D	Levy	15 Sep 08	15 Dec 08	IDA Economics Pty Ltd	Greg Martin 02 6227 5502
MT08039	Through chain approach for managing brown rot in summerfruit and canning fruit	Levy/VC	17 Nov 08	1 Sep 11	Victorian Department of Primary Industries	Dr Robert Holmes 0417 339 516
MT08043	<i>Australian Fruitgrower</i> magazine – apple and pear, summerfruit	Levy	1 Jul 08	1 Jul 11	Apple & Pear Australia Limited	Stuart Gray 03 9329 3511
MT08053	Verification of a 3°C disinfestation treatment for nectarines, cherries and plums	Levy	21 Nov 08	27 Mar 09	NSW Department of Primary Industries	Dr Katina Lindhout 02 6391 3100
MT08054	Taiwanese inspector costs for verification of a 3°C disinfestation treatment for nectarines, cherries and plums	Levy	21 Nov 08	27 Mar 09	Kalang Consultants	Rob Duthie 0422 905 787
SF05006	SF05006 and SF05022 – Investigation of an area wide approach to control Carpophilus beetles in stonefruit	Levy/VC	1 Jul 05	30 May 09	Victorian Department of Primary Industries	Dr Mofakhar Hossain 03 5833 5229

Project No.	Project Title	Levy or VC	Project Start	Project Completion	Organisation	Contact
SF05021	Cold treatment of stonefruit against Queensland fruit fly for access to Taiwan	Levy/VC	7 Jun 06	7 Jul 08	NSW Department of Primary Industries	Andrew Jessup 02 4348 1965
SF06011	Assessment of an alternative 'non-chemical' summerfruit disinfestation procedure	Levy	1 Oct 06	30 May 08	NSW Department of Primary Industries	John Golding 02 4348 1926
SF06013	Scoping study to identify and quantify factors to improve summerfruit quality and consistency	Levy	1 Jul 06	30 Sep 08	NSW Department of Primary Industries	Dr John Golding 02 4348 1926
SF06016	Low chill peaches online	VC	31 May 07	30 Oct 09	Queensland Primary Industries and Fisheries	Dougal Russell 07 4681 6100
SF06030	Disinfestation of cherry and stonefruit against Mediterranean fruit fly for access to Taiwan	VC	1 Nov 06	30 Mar 11	Department of Agriculture & Food Western Australia	Dr Francis De Lima 08 9368 3587
SF06031	Methyl bromide fumigation of stone fruit against Qfly for access to Taiwan	VC	1 Nov 06	1 Jun 09	NSW Department of Primary Industries (NSW DPI)	Dr Katina Lindhout 02 6391 3100
SF06062	Creating Harvest Maturity Guidelines for new plum cultivars	VC	29 Jun 07	30 Oct 09	Montague Fresh	Rowan Little 03 9709 8122
SF07003	Low chill stonefruit cultivar breeding and evaluation	VC	18 Dec 07	21 Feb 13	Queensland Primary Industries and Fisheries	Dr Bruce Topp 07 5444 9687
SF07010	Enhancing fruit quality characteristics of stonefruit via pre-harvest practices	VC	20 Aug 07	30 Nov 10	Queensland Primary Industries and Fisheries	Robert Nissen 07 5444 9631
SF07019	Understanding fruit physiology to minimise low temperature disorders of summerfruit	VC	15 Jan 08	1 May 10	University of Western Sydney	Dr Barry McGlasson 02 4570 1318
SF07024	Educational tour to Israel	VC	9 Jun 08	14 Sep 08	Holman Fresh Pty Ltd	Michael Silm 02 4683 0194
SF08004	Study tour to Thailand, Malaysia and Singapore for summerfruit and citrus growers, packers and exporters, August 08	VC	1 Jul 08	12 Dec 08	Blueprint Consulting Services Pty Ltd	Craig Urand 03 5021 0911
SF08009	Postharvest and sensory evaluation of apricot breeding lines for the fresh market	VC	4 Nov 08	29 May 09	South Australia Research & Development Institute	Michael Rettke 08 8303 9400
SF08013	Summerfruit consumer research	Levy	18 Sep 08	1 Mar 09	Dangar Research	Agnes Barnard 02 8295 2300
SF08016	International market access development for Summerfruit Australia Ltd	Levy	30 Jul 08	30 Jul 09	Kalang Consultants	Rob Duthie 0422 905 787
SF08017	Business case to underpin the strategic direction of the summerfruit industry	Levy	1 Oct 08	31 Mar 09	Freshlogic Pty Ltd	Martin Kneebone 03 9818 1588
SF08018	Building capacity in the summerfruit industry	Levy	1 Oct 08	30 Sep 11	Summerfruit Australia Limited	John Moore 02 6041 6641
SF08022	Summerfruit variety evaluation program	VC	17 Jun 09	31 Oct 10	Montague Fresh	Rowan Little 03 9709 8122
SF08023	Imported summerfruit cultivars: field, harvest and consumer evaluation	VC	30 Jun 09	30 May 12	Montague Fresh	Rowan Little 03 9709 8122
SF08500	Summerfruit marketing program	Levy	1 Sep 08	1 Mar 09	Horticulture Australia Limited	Agnes Barnard 02 8295 2300
SF08506	Export marketing	Levy	1 Sep 08	1 May 09	Horticulture Australia Limited	Wayne Prowse 02 8295 2300
SF08900/10	Summerfruit Partnership Agreement 2008/09	Levy	1 Jul 08	30 Jun 09	Horticulture Australia Limited	Will Gordon 0427 920 924

# Financial Report

## SUMMERFRUIT INVESTMENT SUMMARY

Year ended 30 June 2009

	Marketing 2008/09	R&D 2008/09	Combined 2008/09
<b>Funds available 1 July 2008</b>	<b>475,991</b>	<b>696,470</b>	<b>1,172,461</b>
<b>INCOME</b>			
Levies Received	436,424	531,812	968,236
Commonwealth Contributions		329,667	329,667
Other Income	12,852	42,040	54,892
<b>Total Income</b>	<b>449,276</b>	<b>903,519</b>	<b>1,352,795</b>
Budget	455,000	1,110,199	1,565,199
<i>Variance to Budget</i>	<i>(5,724)</i>	<i>(206,680)</i>	<i>(212,404)</i>
<b>PROGRAM INVESTMENT</b>			
Levy Programs	445,594	580,298	1,025,892
Service Delivery Programs by HAL	60,690	79,037	139,727
Across Industry Funding		6,731	6,731
Levy Collection Costs	30,034	40,118	70,152
<b>Total Investment</b>	<b>536,318</b>	<b>706,184</b>	<b>1,242,502</b>
Budget	587,946	1,140,679	1,728,625
<i>Variance to Budget</i>	<i>51,628</i>	<i>434,495</i>	<i>486,123</i>
Annual Surplus/Deficit	(87,042)	197,335	110,293
<b>Closing Balance 30 June 2009</b>	<b>388,949</b>	<b>893,805</b>	<b>1,282,754</b>

### SUMMERFRUIT INDUSTRY ADVISORY COMMITTEE (IAC)

Brian Ceresa (Chair)  
 Dominic Cutri  
 Fred Baronio  
 Ian McAlister  
 Gary Jebb  
 Rowan Little  
 Bruce Tomkins  
 John Moore (ex-officio)  
 Will Gordon (ex-officio)



### FOR MORE INFORMATION CONTACT:



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 Melbourne VIC 3000

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