Summerfruit

INDUSTRY ANNUAL REPORT
2011

Summerfruit AUSTRALIA

HAL
Horticulture Australia

Overview

The 2010/11 year has continued to be a challenging year for the summerfruit industry with the overall levy income down by approximately 6% (as of May 2011). Much of this decline can be attributed to the increased rainfall events experienced across many of the production areas, including significant flooding in Victoria. High humidity, low temperatures and locust plagues in some areas have also been major contributors.

Production and yield figures differed from region to region. Many growers in Queensland experienced total crop loss, while a number of growers in other areas experienced reductions of 0–10%.

Overall exports have been down due to a reduced crop, poor fruit quality and the strength of the Australian dollar.

Levy investment

In 2010/11 the total levy income received was $660,160, with $363,087 allocated to R&D and $297,073 to marketing. The current summerfruit levy is 1 cent/kg. The amount invested into R&D projects for 2011 is forecast to be a total of $1,248,799 and $405,818 for marketing projects. The Australian Government provided $714,168 of matched funding to support 47 R&D projects in the R&D levy program.

In addition to levy funds, $1,011,361 of voluntary contributions (VC) was provided to the industry for supplementing levy-funded projects and/or solely funding VC-only projects in the R&D programs. VC funds are matched by the Australian Government.

HAL is responsible for managing these funds and takes advice on how to invest the funds from the Industry Advisory Committee (IAC). Consultation with the IAC is essential in determining the most critical investment priorities for the industry. Priorities set by the IAC include:

- Alternatives to dimethoate and fenthion
- Retention of pest free areas and actions in the event of outbreaks including
- Pre- and post-harvest control of fruit flies
- Brown rot predictive model development
- Consumer research
- Crop forecasting
- Retention of chemicals including cost efficiencies in registering new chemicals
- Projects that support the operation of the IAC and basic industry.

In 2010/11, Summerfruit Australia Limited acted as the service provider on six levy projects and one VC project.

The industry also contributes 3% of levy and voluntary contributions (matched) to an across industry program that addresses issues that affect all of horticulture, such as water availability, climate change, biosecurity, market access.

R&D program

The 2010/11 R&D program includes 50 current and ongoing projects; 42 of these projects are strictly funded via R&D Levy income only; one is funded by both levy and voluntary contribution (VC) income; and seven are VC funded only.

Key highlights of the R&D program include:

- Development and implementation of a biosecurity plan together with an Orchard Biosecurity Manual
- More efficient and cost effective alternatives for brown rot control which will result in a saving of about $22 million for industry

continued on page 2

The projects in this report have been funded by HAL using the summerfruit levy and/or voluntary contributions from industry with matched funding from the Federal Government for all R&D activity.

- Development and implementation of a long term lure to detect EPP female fruit species in an effort to protect intrastate, interstate and international market access.

Marketing program

Strong results were delivered via the strategic PR campaign featuring Con the Fruiterer; securing 57 direct mentions and 47 recipe features. A total of 185 hits were generated including top-rating mainstream TV coverage on *A Current Affair, Morning with Kerri-Anne* and *Today Tonight*.

The merchandising program delivered solid results with 97% of calls completed and 94% of stores showing good knowledge of how to handle the fruit.

The conversion rate for the sampling program was 68%, which signified an increase of 6%, compared to the previous year.

Strategic objectives

The process for determining the industry's priorities begins with the development of the industry's strategic plan. The plan guides future R&D and marketing investment over a five year period. Activities in the 2010/11 period were therefore guided by the Summerfruit Australia Limited strategic plan 2010–2014.

These plans are developed to reflect both the industry's priorities and the Australian Government's rural R&D priorities. The plans are reviewed regularly.

The industry's objectives, as outlined in the strategic plan, are:

1. Increase demand and improve market performance.
2. Reduce costs in the production and supply chain.
3. Improve quality and consistency of produce.
4. Adapt to climate and water supply changes.
5. Improve industry cohesion and development.
6. Increase industry investment funds.

Conclusion

This report provides a snapshot of project activities in the 2010/11 year. The report's sections are divided by the industry's objectives to reflect the activities being undertaken that address these industry issues.

For more information contact:
Corey Fitzpatrick, HAL Industry Services Manager
T 03 5022 1515
M 0419 207 151
E corey.fitzpatrick@horticulture.com.au

CLIMATE CHANGE RD&E

Climate change research is not new, but the urgency of information for growers to understand and be able to respond to the threats of climate change is. Since 2007 HAL's climate RD&E investment, through industry levies, voluntary contributions and matched Federal Government funds, has increased by 30%. Achievements include: empowerment of industry leaders, through forums and presentations; partnerships, through cross-collaborative programs; and adoption, through grower workshops and fact sheets.

Further climate RD&E is planned in 2011, including generation of information on the critical temperature thresholds of a number of horticulture crops, identification of best management practices on-farm for reducing emissions and linkages with the Climate Change Research Strategy for Primary Industries (CCRSPI). Information on Climate RD&E and links to various tools for industry are available at www.horticulture.com.au/climate.

OBJECTIVE 1

Increase domestic per capita consumption

Understanding the purchase behaviour of fresh produce consumers

Summerfruit is one of Australia's most popular seasonal fruit, with around 81% of Australian households purchasing summerfruit in season. Good market information is vital to ensure that the market is supplied in the quantities needed within this relatively short period. Collecting information on purchase patterns helps the industry to gain a better understanding of consumer behaviour and allows for an effective promotion program during this time.

Consumer information was collected via the Nielsen Homescan™ panel, which tracks the purchase trends of 10,000 consumers from various demographic groups, their market penetration and frequency of purchase. The other data in the project comes from retail Scandata, a tool that is able to track weekly sales and prices and measure the impact of promotion and volume responses to price movements.

Information from both sources helps the industry understand market development opportunities and identify areas where sectors are over or under performing. Overall the data has helped to understand more about the dynamics in the market and the likely purchase behaviour patterns in seasons with larger or smaller supply capability.

Project MT10017

For more information contact:
David Weisz, HAL
T 02 8295 2300
E david.weisz@horticulture.com.au

Summerfruit industry data collection

Now, more than ever, it is important that production businesses have up-to-date industry information for future planning. As a result, a new national online data collection and reporting system called InfoStone has been developed with the intention of gaining an industry wide picture of stonefruit plantings, yield and related harvest time.

The requirements of the system were scoped with growers and industry representatives to ensure that the information generated will assist stonefruit businesses with management and marketing activities. The rollout of the system commenced prior to the 2010/11 season in the main growing regions in Victoria. Growers received information about how the system operates and how to enter data at local grower meetings and in mailed information bulletins. Summerfruit Australia is responsible for the ongoing rollout and administration of InfoStone and the Victorian Summerfruit Industry Development Officer is now working with Victorian growers and those in other states to increase participation in the system.

Project SF09035

For more information contact:
Antony Allen, Avocados Australia
T 07 3846 6566
E ceo@avocado.org.au

Development of a summerfruit industry biosecurity plan and orchard biosecurity manual

Australia's freedom from many of the exotic pests that affect summerfruit production overseas provides the industry with a yield and trade advantage. Biosecurity planning provides a mechanism for the industry to assess current biosecurity practices and future biosecurity needs. At a national level, the identification, and prioritisation of key biosecurity risks and mitigation activities, through development and implementation of an Industry Biosecurity Plan (IBP), is a critical industry biosecurity preparedness activity. At an orchard level, development of an Orchard Biosecurity Manual (OBM) will assist growers identify biosecurity risks and implement procedures to manage these risks.

Drafts of the IBP and OBM have been prepared and circulated. Within the IBP, a list of all plant pest exotic threats has been prepared. Feedback from experts will help finalise this information and identify a high priority list of exotic pests.

Project SF10008

For more information contact:
Dr Jenny Ekman, NSW Department of Primary Industries
T 02 4348 1942
E jenny.ekman@industry.nsw.gov.au

Disinfestation of cherry and stone fruit against Mediterranean fruit fly for access to Taiwan

The summerfruit industry lost market access to Taiwan in 2006 because scientific data on effective treatments for disinfestation of Mediterranean fruit flies had not been supplied for cherries, plums, peaches and nectarines. Industry decided to fund project SF06030 in the 2007 harvest.

The project developed cold treatments, methyl bromide fumigation treatments and a combination of cold and methyl bromide treatments to disinfest Mediterranean fruit flies in exported summer fruits.

The final combined cold and methyl bromide treatments have been completed this year. These treatments reduce the time required for cold treatment. They also reduce the dosage required for methyl bromide treatments. By using these combined treatments there is no loss in fruit quality and considerable improvement in shelf life of treated fruit.

Project SF06030

For more information contact:
Dr Francis De Lima, Department of Agriculture & Food Western Australia
T 08 9368 35
E francis.delima@agric.wa.gov.au

Summerfruit export marketing campaign 2010/11

The summerfruit export marketing plan was developed to address the requirements of the industry's Strategic Export Marketing Plan 2010–2013. The campaign primarily focused on the Taiwan market due to the lifting of trade protocol restrictions that had been in place since 2005.

Summerfruit Australia was granted funding to drive trade and market development under the Promoting Australian Product (PAP) Program of the Department of Agriculture, Fisheries and Forestry (DAFF). Under the PAP program, DAFF funding was matched 1:1.

The trade launch was supported by a strategic PR campaign to drive awareness within the fresh produce industry alerting them of Australia's re-entry into the local market. A comprehensive market assessment study is being undertaken through

a partnership with Austrade Taiwan to ascertain the viability of future investment.

Project SF10501

For more information contact:
David Weisz , HAL
T 02 8295 2300
E david.weisz@horticulture.com.au

Summerfruit domestic marketing campaign 2010/11

The purpose of the campaign was to build on the strategies set out in the summerfruit five-year strategic marketing plan 2009–2014. With a reduced budget versus previous years, the campaign utilised a targeted strategic PR Campaign with Australian icon Con the Fruiterer. In addition to using print, online and social media channels, the campaign also made use of various in-store sampling and merchandising retail programs to leverage the PR campaign with a major focus on educating consumers with respect to ideal selection and storage tips. A training video was developed using Con the Fruiterer to further communicate training needs to the industry as well as the redevelopment of the summerfruit website.

Project SF10500

For more information contact:
David Weisz, HAL
T 02 8295 2300
E david.weisz@horticulture.com.au

OBJECTIVE 2

Increase export volumes through R&D and improved market access

Protecting pollination for Australian horticultural industries

The Pollination Program, managed by the Rural Industries Research and Development Corporation (RIRDC), Horticulture Australia Limited (HAL) and the Australian Government Department of Agriculture, Fisheries and Forestry (DAFF), aims to ensure the pollination of Australia's horticultural and agricultural crops continues to be both sustainable and profitable.

The program is guided by the Pollination Five Year R&D Plan 2009–2014, with primary key performance indicators as follows:

- Successful implementation of best practice surveillance systems, determined by stakeholder feedback.
- Communication with Australian plant industries to inform them of the economic benefits of optimal pollination to their industry, and the importance of protecting pollination resources.
- Building awareness in the industry of the importance of pollination services.

Following the completion of stage one, the almond, apple and pear, avocado, canning fruit, cherry, dried tree fruit, melon, summerfruit, vegetable and onion industries have indicated support for a number of stage two projects.

Project MT09026

For more information contact:
Kim James, HAL
T 08 6488 2209
E kim.james@horticulture.com.au

Research assists registration review of dimethoate and fenthion

Dimethoate and fenthion are currently under registration review by the Australian Pesticides and Veterinary Medicines Authority (APVMA), following concerns regarding toxicity, public health, occupational health and safety, the environment and residues in food.

These two insecticides are arguably the two most important pesticides used for controlling fruit fly; because the use of these chemicals is legislated and they must be applied to produce before they can be sold or transported to interstate and overseas markets.

Due to safety concerns, it is difficult for the APVMA to conclude that these insecticides are safe without addressing the need for new data, as the original data is now considered insufficient and out-dated.

The aim of this project is to generate new data, generated under current conditions and using modern equipment and use-patterns for consideration by the APVMA. This data is based on pre- and post-harvest uses across more than 150 field-sites including 40 different crops, which represented 12 crop-groups, including brassica vegetables, root crops and tropical-fruit crops.

Project MT06022

For more information contact:
Dale Griffin, Crop Protection Research Pty Ltd
T 03 9005 9073
F 03 9775 4230
E dgriffin@cpresearch.com.au

Verification of a 3°C disinfestation treatment for plums

In January 2006 Taiwan banned imports of all Australian produce that was host to Queensland fruit fly (Q-fly). This was previously an important export market for Australian summerfruit.

A series of experiments, including successful verification trials, demonstrated that 14 days at 3°C is sufficient to kill all lifestages of Q-fly. While access to Taiwan has now been restored for nectarines, peaches and cherries, the results for plums were not accepted due to contamination with *Drosophila sp.*

Project SF10018 aimed to run a verification trial for plums *(Prunus salicina)* demonstrating that the proposed treatment provided security against the most treatment tolerant lifestage of Q-fly. This project has been completed and all the requirements of the Taiwanese authorities have been met, namely:

- Treatment temperatures did not fall below 3°C.
- Greater than 10,00 insects were treated (est. 35,500).
- There were no survivors in the treated fruit.

Project SF10018

For more information contact:
Dr Jenny Ekman, NSW Department of Primary Industries
T 02 4348 1942
E jenny.ekman@industry.nsw.gov.au

Improving market access for the greater Sunraysia horticultural production area

Queensland fruit fly (Q-fly) is considered one of the world's worst pests of horticultural crops and the movement of fruit affected by the pest is regulated by most domestic and South East Asian markets.

Domestic and international import regulations relating to the movement of fruits affected by Q-fly provide options for certification verifying that the fruits have been grown and packed in an area free of the pest or have been treated under an approved treatment arrangement. Project MT10019 aims to provide fruit producers in the greater Sunraysia region with the option for marketing fruit under area freedom certification to both domestic and international markets.

Access to area freedom certification enables producers to consign fruit to markets at lower costs compared to fruit consigned under a treatment arrangement. In 2011 the project has reinforced the importance of the greater Sunraysia region through allocation of additional DPI resources for the treatment of several Q-fly outbreaks in the region.

Project MT10019

For more information contact:
Gary D'Arcy, Victorian Department of Primary Industries (VICDPI)
M 0409 457 499
E gary.darcy@dpi.vic.gov.au

Controlling fruit flies through improved female lures

Surveillance of fruit flies using traps is vital for biosecurity against exotic species and an important control measure for endemic pests. However, lures only attract males of certain species which currently limit their effectiveness.

This project developed prototype gel and dry lures to attract different species of female flies, which were tested under field conditions against the standard wet protein lure for Q-fly in NSW and the 3-component Biolure for Medfly in WA.

Although the gel formulation lasted longer than the liquid lure (up to 12 weeks compared to one week), and did not smell or destroy trapped flies, catches were generally fewer. Biolure was found to be the best lure for Medfly, while the orange ammonia lure was best for Bactrocera species.

Western Australian researchers found that 70% propylene glycol was an effective killing agent in dry lures, which increased trap catches overall.

Project MT06025

For more information contact:
Dr Jenny Ekman, NSW Department of Primary Industries
T 02 4348 1942
E jenny.ekman@industry.nsw.gov.au

OBJECTIVE 3

Minimise the impact of imported products on the local industry

Low-chill stonefruit cultivar breeding and evaluation

Low-chill growers require new cultivars that are adapted to the Australian subtropics and have eating traits that appeal to consumers. Low Chill Australia provides a voluntary contribution to fund breeding of these new cultivars via the HAL project "Low-chill stonefruit cultivar breeding".

New peach and nectarine selections have been bred at the Maroochy Research Station in Nambour and are now being widely tested in low-chill regions.

Over 16,000 trees have been planted under a large-scale testing scheme to evaluate 11 elite selections from the low chill breeding project. The nine sites are on commercial orchards extending from Malanda, Qld in the north to the Northern Rivers region of NSW in the south and extending across to sites in WA. The 11 varieties consist of six peach and five nectarine selections. Ten of the selections require from 150 to 250 chill units and one requires 350 CU.

Project SF07003

For more information contact:
Dr Bruce Topp, Department of Employment, Economic Development & Innovation
T 07 5453 5973
E bruce.topp@deedi.qld.gov.au

OBJECTIVE 4

Facilitate improved professional knowledge and skills within the supply chain

Evaluating imported summerfruit cultivars

The aim of this project is to increase consumption of stone fruit by developing new varieties of nectarine, peaches and plums that deliver a superior eating experience to the consumer. This project will achieve this goal through the development of consistent and systematic protocols to be used for assessing the potential of new stone fruit in the field as well as their post-harvest performance and their likely acceptance by consumers and retailers.

Outcomes for the 2010/11 year include:

- Some new varieties have exceptional levels of flowering and should produce large crops with the appropriate pollinators.
- Four new varieties including a peach, two nectarines and an apricot were released from quarantine in autumn 2010 and budded into trial blocks.
- The protocol for fruit harvest and storage was similar to last season. Varietal results are currently being assessed.

Project SF08023

For more information contact:
Gavin Wylie, Montague Fresh
T 0411 750 628
E gwylie@montaguefresh.com.au

OBJECTIVE 5

Improve the industry's ability to produce fruit of a consistent quality to meet consumers demands

Summerfruit evaluation program

The purpose of this project was to assess the potential of new stonefruit cultivars produced from five key breeding programs. To complete this task, two visits to each program were conducted and cultivars were assessed according to timing, skin colour, flesh colour, flavour, productivity and size. Observations on breeding trends and marketing results include:

- Most breeding programs are concentrating on early ripening varieties.
- New selections of plums and pluots were very scarce in the early season.
- Most of the new selections were only an incremental improvement on existing cultivars.
- Growers and marketers are struggling to obtain any premium for new peach and nectarine cultivars.
- Breeders are now undertaking analysis work on the post-harvest performance of new cultivars.

Project SF08022

For more information contact:
Rowan Little, GM Montague Fresh
T 03 9709 8122
F 03 9796 8024
E rlittle@montaguefresh.com.au

Enhancing fruit quality characteristics of stone fruit via pre-harvest practices

Trials of paclobutrazol (growth retardant) on red earths have been completed and results on treated trees show a reduced growth of 32%, a fruit weight increase of 24% and an increase of 11% in fruit oBrix levels.

Pre conditioning trials concentrated vegetative bud break and flowering intensity by two to three times and fruit was 29% larger and 12 % sweeter.

Mechanical pruning trials show hand pruning costs were reduced by 40% and nutrient management trials using targeted calcium nitrate applications increased fruit size by approximately 10%, total soluble solids by approximately 5% and firmness by approximately 10%, when used in combination with paclobutrazol. Findings were presented at the National Low Chill Stone Fruit Conference held at Ballina from Tuesday, 27th April to 30th April 2010.

This project was suspended due to Rewards Group Limited experiencing cash flow problems and not fulfilling their voluntary contribution commitments. Depending on when contributions are paid, an extension is required. This will enable completion of research trails, analysis and completion of the final report.

Project SF07010

Robert Nissen, Department of Employment, Economic Development & Innovation
T 07 54535985
E bob.nissen@deedi.qld.gov.au

Managing brown rot in summerfruit and canning fruit

Brown rot caused by *Monilinia spp* causes significant crop losses in Australian summerfruit and canning peach crops.

This project, which will be completed in September 2011, investigates strategies to:

- Reduce the carryover of disease-causing inoculum from one season to the next.
- Predict when infections have occurred to optimise the timing of curative fungicides.
- Account for changes in the susceptibility of fruit to infection over the growing season.
- Control pests (eg. *Carpophilus*) which encourage brown rot.
- Predict the potential for post-harvest rot development in the supply chain.

It has been found that orchardists can reduce brown rot losses by removing mummified fruit and diseased branches, using disease-modelling to target fungicide sprays and reducing *Carpophilus* beetle numbers. A method to predict brown rot potential in harvested fruit has been developed from these outcomes.

Project MT08039

For more information contact:
Dr Robert Holmes, Victorian Department of Primary Industries (VICDPI)
T 0417 339 516
E robert.holmes@dpi.vic.gov.au

A cankered lateral

Leaving cankered laterals creates hot spots of disease the following season

Remove mummified fruit before bloom

Management of thrips in pome and stone fruit

The aim of this project was to further develop a pest management program for the management of thrips in pome and stone fruit.

The project included verifying which thrips species were associated with fruit damage so that the appropriate management option could be taken, identifying the main thrips hosts, determining if there are any naturally occurring beneficial organisms (natural enemies) which have the potential to contribute to thrips management, and assessing new chemical control options and their effect on beneficials.

Key outcomes of this project include:

- Monitoring by direct tapping or inspection of developing fruits should be carried out to determine if and when growers need to apply insecticides to control thrips. Many growers appear to be spraying for thrips as 'an insurance policy', rather than spraying when required.
- Weeds are major hosts and likely sources of western flower thrips and plague thrips. Where native trees and shrubs are adjacent to orchards, these may also be thrips hosts.
- No specific thrips biological control agents were identified in orchards during this study. However, naturally occurring generalist predators such as ladybirds and lacewings may predate on thrips.

Project MT06001

For more information contact:
Dr Sonya Broughton, DAFWA
T 08 9368 3271
E sonya.broughton@agric.wa.gov.au

Summerfruit levy consultation and proposal development

Summerfruit Australia recently revised their strategic plan as the basis for moving the national summerfruit industry forward. Adequate funding is required. Therefore, industry leaders have decided to consult with growers in all regions to explain the issues involved with changing the levy collection status as it currently exists to fund the planned activities.

Project SF09033 will assist the summerfruit industry to identify and inform all growers, as well as conduct consultation meetings in the main growing areas to allow discussion of the levy changes for the strategic activities planned.

The project was expected to be conducted in 2010; however, the Summerfruit Industry Management Board suspended activity. The project has since been reinitiated. Growers are expected to be contacted during autumn and winter of 2011 and consultation meetings will take place during winter 2011.

The decision whether to change the existing levy criteria will be made on behalf of the entire summerfruit industry on the basis of consensus opinion gained from feedback from growers at these meetings. If, at these meetings, the growers appear to accept the need for changes then the decision will be decided through a national independent ballot put to all known growers. If the result of the ballot is for changes then Summerfruit Australia will formally apply for changes in the levy to DAFF though HAL.

Project SF09033

For more information contact:
Zeki Murad, CrescentPMC
M 0405 186 742
E zekimurad@iinet.net.au

Delivering market intelligence and information for Victorian growers

The Victorian summerfruit industry development service was established to assist with the collation of industry data. This data aims to deliver market intelligence and information for growers, and provide a link to industry for new and existing market access opportunities.

As a result of this project, communications have increased between key grower groups in Victoria. Outcomes include the use and update of websites, SMS messages to growers, information distribution to growers and stakeholders for export opportunities and grower seminars which featured key industry speakers from USA and Thailand.

The delivery of relevant information to growers will continue through the remaining 18 months of this project.

Project SF09019

For more information contact:
Vanessa Wight, Summerfruit Australia Ltd
T 0447 511 344
E ido@summerfruit.com.au

Increasing the storage life of summerfruit

The objective of this project is to identify genes that control the storage life of summerfruit. Overstored summerfruit loses its ability to ripen normally, resulting in mealy, brown flesh, or in the case of plums, gel browning.

Peaches, nectarines and most plums currently have a maximum storage life of approximately three weeks; however, import requirements by some countries require a longer storage period.

Treating summerfruit before cool storage with 1-methylcyclopropene (1-MCP), a compound that blocks the fruit-ripening hormone, ethylene, extends the storage life of some late maturing plums to about six weeks, but generally reduces the storage life of peaches and nectarines.

Microarray analysis has been performed on the summerfruit samples, in collaboration with the University of Padova in Italy, revealing a large number of genes that responded to the 1-MCP treatment and cool storage.

The genes, which were most likely affected by species, cool storage and 1-MCP, will be the subject of future collaborative research with the University of Padova. This will potentially lead to the development of genetic markers that will assist plant breeders to select cultivars of summerfruit with improved storage life.

Project SF07019

For more information contact:
Dr Barry McGlasson, UWS
T 02 4570 1318
F 02 4570 1314

OBJECTIVE 6 Develop programs to maintain and maximise the efficiencies of resource usage

There were no projects initiated under this objective during the 2010/11 financial year.

OBJECTIVE 7 Effective industry communication

Building capacity in the summerfruit industry

This three-year project, which commenced in January 2009, aimed to provide the IAC and the Summerfruit Australia Ltd (SAL) board with improved communications and tools to generate a more cohesive management system.

Activities included the dissemination of relevant news and information to levy payers, to increase their awareness of industry issues and assist them in making informed decisions. To date, outcomes including various industry communications, planning and reporting tools, and representation have been achieved. The IAC has recently endorsed a twelve-month extension to continue this communication strategy. Website upgrades and greater export capabilities to Taiwan are expected.

Building industry representation to enhance project deliverables to both levy payers and industry is a key objective of this extension.

Project SF08018

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

OBJECTIVE 8 Ensure industry access to water

There were no projects initiated under this objective during the 2010/11 financial year.

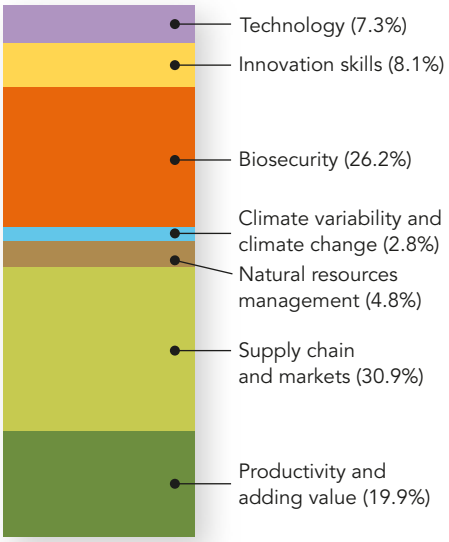
INVESTING IN AUSTRALIAN HORTICULTURE

Australian Government priorities

As part of the Australian Government's commitment to rural research and development, horticulture industries can access matching Commonwealth funding though 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 percentage of expenditure in HAL's summerfruit R&D program against each of the Australian Government priorities for rural research and development. Full details of expenditure across all industries is available in HAL's annual report at www.horticulture.com.au



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 investigate 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.

HAL partnership agreement and consultation funding

The partnership agreement between Summerfruit Australia Limited (SAL) and HAL sets out the tasks each organisation will perform to enable the other to discharge its responsibilities related to levy payers and industry services. Partnership agreement activities are funded by HAL using the summerfruit R&D levy and matched funds from the Australian Government as well as summerfruit marketing funds.

These funds enable SAL to undertake the Annual Levy Payers' Meeting, conduct IAC meetings, attend HAL Industry Forums, attend HAL/SAL Australia Executive Board to Board consultation meetings, and other formal and informal consultation between personnel of SAL and HAL.

The forecast full year consultation funding expenditure for Summerfruit Australia in 2010/11 is $104,227. This represents 4.7% of the total annual levy expenditure. Consultation funding in respect of R&D represents 5.5% of the investment in R&D expenditure and consultation funding in respect of marketing represents 3.0% of the investment in marketing expenditure.

Project SF10900/SF10910

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

HAL's roles and relationships

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.

In 2010/11 HAL will invest more than $90 million 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 Industry Representative Body (IRB) for an industry is responsible for recommending to HAL the establishment of, and any changes to, statutory levies. The IRB for an industry with a statutory levy recommends membership of the IAC to HAL and must demonstrate how the skills required on an IAC are met by the persons they recommend for appointment to the committee.

For more information please visit www.horticulture.com.au

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 http://www.horticulture.com.au/industries/across_industry_program.asp

Project No.	Project title	Levy or VC	Project start	Project finish	Organisation	Contact
Objective 1: To enhance the efficiency, transparency, responsiveness and integrity of the supply chain						
AH09009	Food security discussion paper	Levy	30/7/10	28/1/11	Growcom	Troy Reeves 0408 135 003
Objective 2: Maximise the health benefits of horticulture products						
AH09023	Health and well-being in horticulture	Levy	1/11/09	1/11/10	Team Rowley Pty Ltd	Chris Rowley 02 8901 0329
Objective 3: Position horticulture to compete in a globalised environment						
AH09018	Office of Horticulture Market Access – National Director	Levy	1/4/10	28/2/12	Stephen Winter & Associates Pty Ltd	Stephen Winter 03 9832 0787
AH09019	Office of Horticulture Market Access – Technical (SPS and Research and Development) Manager	Levy	1/10/09	30/9/10	Kalang Consultants	Rob Duthie 02 6286 7151
AH09021	Office of Horticulture Market Access – Operations Support	Levy	1/9/09	31/12/11	Horticulture Australia Limited	Wayne Prowse 02 8295 2318
AH09027	Investing in Youth successful scholarship applicant	Levy	31/5/10	31/3/14	Rural Industries R&D Corporation	Ken Moore 02 6271 4127
Objective 4: Achieve long term viability and sustainability for Australian horticulture						
AH09003	Plant protection: regulatory support and co-ordination	Levy	1/07/09	30/5/14	AKC Consulting Pty Ltd	Kevin Bodnaruk 0408 567 252
AH10003	Horticulture component of the National Climate Change Research Strategy for Primary Industries	Levy	1/4/11	31/8/11	Horticulture Australia Limited	Peter Melville 02 8295 2317
AH10006	Pesticide spray drift in horticulture – a response to new guidelines from the APVMA	Levy	1/7/10	31/5/11	Horticulture Australia Limited	Peter Melville 02 8295 2317
AH10009	Response to Productivity Commission	Levy	1/10/10	31/3/11	Horticulture Australia Limited	Warwick Scherf 02 8295 2323
MT08042	Driving collaboration in Australian horticultural research	Levy	1/12/08	30/6/11	RIS Projects	Russell Soderlund 03 5968 3599
MT09043	Enhancing confidence in product integrity in domestic and export markets	Levy	1/7/10	30/6/11	Horticulture Australia Limited	Warwick Scherf 02 8295 2323
MT10029	Managing pesticide access in horticulture (cont. from AH04009 and MT07029)	Levy	1/7/10	2/7/15	AgAware Consulting Pty Ltd	Peter Dal Santo 03 5439 5916
MT10049	A multi target approach to fruitspotting bug management	Levy	1/3/11	1/4/16	NSW Department of Industry and Investment	Dr Ruth Huwer 02 6626 2451
Objective 5: Other						
AH10012	Horticulture support for the CRCNPB rebid	Levy	15/9/10	31/12/10	CRC For National Plant Biosecurity	Scott Baxter 02 6201 5067

SUMMERFRUIT PROGRAM

Project No.	Industry obj.	Rural R&D priorities	Project title	Levy or VC	Project start	Project finish	Organisation	Contact
MT06001	5		Further development of integrated pest management strategies to control thrips in pome and stonefruit in WA and Qld	Levy	21/11/06	31/10/10	Department of Agriculture & Food Western Australia	Dr Sonya Broughton 08 9368 3271
MT06022	1		Generation of dimethoate and fenthion residue samples to maintain market access	VC / Levy	6/06/07	16/08/10	Agronico Research Pty Ltd	Dale Griffin 03 9005 9073
MT06025	2		Developing female lures for improved market access	Levy	1/02/07	28/02/11	CRC For National Plant Biosecurity	Dr Jenny Ekman 02 4348 1942
MT06041	2		Trapping to better predict and prove fruit fly presence	Levy	31/05/07	28/05/11	CRC For National Plant Biosecurity	Dr Francis De Lima 08 9368 3587
MT07015	2		Tasmanian pest incursion monitoring	VC / Levy	1/08/07	1/06/11	Fruit Growers Tasmania Inc	Karen Watson 0407 331 728
MT08013	2		Development of an international standard for Mobile Elevating Work Platforms (MEWP's) used in orchards	VC / Levy	15/07/08	27/08/10	Keith Batten & Associates	Keith Batten 0418 738 969
MT08035	2		Providing data packages for new fruit fly control technology	VC / Levy	1/07/08	25/05/12	Department of Employment, Economic Development & Innovation	Dr Hainan Gu 0401 676 360
MT08036	2		Ecology and pre-harvest control of fruit flies for systems approaches to market access for fruit fly host commodities	Levy	1/07/08	30/04/12	CRC For National Plant Biosecurity	Anthony Clarke 07 3864 5023
MT08039	5		Through chain approach for managing brown rot in summerfruit and canning fruit	VC / Levy	17/11/08	1/09/11	Victorian Department of Primary Industries	Dr Robert Holmes 0417 339 516
MT08043	2		*Australian Fruitgrower* magazine – apple and pear, summerfruit	Levy	1/07/08	1/07/11	Apple & Pear Australia Limited	Stuart Gray 03 9329 3511
MT09026	5		Protecting pollination for the Australian horticultural industry stage 2	VC / Levy	30/03/09	31/07/12	Horticulture Australia Limited	Kim James 08 6488 2209
MT09082	2		Preparation and submission of permit applications for three Varroa mite control products	VC / Levy	20/02/10	28/02/11	AKC Consulting Pty Ltd	Kevin Bodnaruk 02 9499 3833
MT09086	2		'Bee Force' – Improving surveillance and sentinel hive traps	VC / Levy	14/06/10	30/05/12	Rural Industries R&D Corporation	David Alden 02 6271 4128
MT09087	5		'Bee Force' – Developing the model for other regions	VC / Levy	14/06/10	30/05/12	Rural Industries R&D Corporation	David Alden 02 6271 4128
MT09088	2		Identifying chemical or non-chemical R&D for honeybee pests workshop	VC / Levy	14/06/10	30/09/10	Rural Industries R&D Corporation	David Alden 02 6271 4128
MT09090	3		Developing a honeybee and pollination CRC bid	VC / Levy	14/06/10	30/08/11	Rural Industries R&D Corporation	David Alden 02 6271 4128
MT09091	2		Communications strategy for protecting pollination for the Australian horticultural industry	VC / Levy	14/06/10	30/05/11	Rural Industries R&D Corporation	David Alden 02 6271 4128

Project No.	Industry obj.	Rural R&D priorities	Project title	Levy or VC	Project start	Project finish	Organisation	Contact
MT10017	1		Understanding the purchase behaviour of fresh produce consumers	VC / Levy	1/09/10	30/08/12	Horticulture Australia Limited	Wayne Prowse 02 8295 2300
MT10019	1		Improving market access for the Greater Sunraysia horticultural production area (follows MT06044)	VC / Levy	1/08/10	25/05/13	Victorian Department of Primary Industries	Gary D'Arcy 0409 457 499
MT10021	3		Determination of cold tolerance in immature stages of Australian pest fruit fly species	Levy	1/11/10	31/12/13	Department of Employment, Economic Development & Innovation	Peter Leach 07 4057 3679
MT10054	1	N/A	Taiwan market development for the Australian cherry and summerfruit industries	Levy	15/12/10	31/03/11	Cherry Growers of Australia Inc	Simon Boughey 03 6231 1229
MT10057	1	N/A	Nutritional profile of irradiated summerfruit, vegetables and melons	VC / Levy	1/02/11	31/10/11	Department of Employment, Economic Development & Innovation	Dr Patricia Chay-Prove 07 4064 1179
SF06030	1		Disinfestation of cherry and stone fruit against Mediterranean fruit fly for access to Taiwan	VC	1/11/06	30/05/11	Department of Agriculture & Food Western Australia	Dr Francis De Lima 08 9368 35
SF07003	3		Low-chill stonefruit cultivar breeding and evaluation	VC	18/12/07	21/02/13	Department of Employment, Economic Development & Innovation	Dr Bruce Topp 07 5444 9687
SF07010	3		Enhancing fruit quality characteristics of stonefruit via pre-harvest practices	VC	20/08/07	31/03/11	Department of Employment, Economic Development & Innovation	Robert Nissen 07 54535985
SF07019	3		Understanding fruit physiology to minimise low temperature disorders of summerfruit	VC	15/01/08	1/08/10	University of Western Sydney	Dr Barry McGlasson 02 4570 1318
SF08018	3		Building capacity in the summerfruit industry	Levy	1/10/08	30/09/11	Summerfruit Australia Limited	John Moore 02 6041 6641
SF08022	5		Summerfruit variety evaluation program	VC	17/06/09	31/10/10	Montague Fresh	Rowan Little 03 9709 8122
SF08023	4		Imported summerfruit cultivars: field, harvest and consumer evaluation	VC	30/06/09	30/05/12	Montague Fresh	Gavin Wylie 0411 750 628
SF09019	5		Delivery of industry development services in Victorian summerfruit industry	VC	31/08/10	30/09/12	Summerfruit Australia Limited	Vanessa Wight 0447 511 344
SF09031	5		USA stonefruit access	Levy	7/05/10	3/11/11	Summerfruit Australia Limited	John Moore 02 6041 6641
SF09032	5		Commercial application of Maroochy v trellis system for production of high quality stonefruit	VC	10/06/10	1/01/13	Blackboy Ridge	Ross Stuhmcke 07 5462 5202
SF09033	5		Summerfruit levy consultation and proposal development	Levy	26/04/10	25/04/11	CrescentPMC	Zeki Murad 0405 186 742
SF09034	5		Developing a new strategic plan for the Australian summerfruit industry	Levy	15/03/10	31/07/10	CDI Pinnacle Management Pty Ltd	Howard Hall 0412 674 083
SF09035	1		Summerfruit industry data collection	Levy	31/07/10	30/04/11	Avocados Australia Limited	Antony Allen 07 3846 6566

Project No.	Industry obj.	Rural R&D priorities	Project title	Levy or VC	Project start	Project finish	Organisation	Contact
SF09036	2		Asian market access for the summerfruit industry	Levy	14/06/10	30/05/12	Summerfruit Australia Limited	John Moore 02 6041 6641
SF09041	5		Summerfruit levy consultation services	Levy	15/07/10	15/06/11	Summerfruit Australia Limited	John Moore 02 6041 6641
SF10008	1		Development of a summerfruit industry biosecurity plan and orchard biosecurity manual	Levy	1/07/10	30/09/11	Plant Health Australia	Dr Sharyn Taylor 0418 481 751
SF10009	7		Industry projects return on investment evaluation program – BCA	Levy	1/03/11	30/09/11	AgEconPlus Pty Ltd	Michael Clarke 0438 844 024
SF10012	1		Developing protocols that maximise anthocyanin content of Queen Garnet plum fruit and processed products	VC	28/10/10	30/04/12	Department of Employment, Economic Development & Innovation	Kent Fanning 07 3276 6011
SF10018	2		Verification of 3°C disinfestations for plums to Taiwan (follows MT08053)	Levy	22/11/10	15/05/11	NSW Department of Industry and Investment	Dr Jenny Ekman 02 4348 1942
SF10021	3	N/A	Development of objective fruit standards for summerfruit through consumer research	Levy	1/06/11	30/05/12	Victorian Department of Primary Industries	Dr Rod Jones 03 9210 9279
SF10023	2	N/A	Taiwanese inspector costs for verification of a 3°C disinfestation treatment for plums	Levy	10/02/11	30/04/11	Summerfruit Australia Limited	John Moore 02 6041 6641
SF10500	1	N/A	Summerfruit domestic marketing campaign 2010/11	Levy	1/07/10	30/06/11	Horticulture Australia Limited	David Weisz 02 8295 2300
SF10501	1	N/A	Summerfruit export marketing campaign 2010/11	VC	1/07/10	30/06/11	Horticulture Australia Limited	David Weisz 02 8295 2300
SF10900 /10	7		2010 Summerfruit Partnership Agreement	Levy	7/1/10	8/10/11	Summerfruit Australia Limited	John Moore 02 6041 6641
SF10800	7		Industry Annual Report	Levy	7/1/10	6/30/11	Horticulture Australia Limited	Ana Reynolds 02 8295 2300

Australian Government Rural R&D Priorities: Productivity and adding value; Supply chain and markets; Natural resource management; Climate change and climate variability; Biosecurity; Innovation skills; Technology

SUMMERFRUIT INVESTMENT SUMMARY

For the ten months ended 30 April 2011

	Marketing 2010/11 $	R&D 2010/11 $	Combined 2010/11 $
Funds available 1 July 2010	**251,008**	**876,578**	**1,127,586**
INCOME			
Levies received	297,073	363,087	660,160
Commonwealth contributions		401,236	401,236
Other income	106,785	24,441	131,226
Total income	**403,858**	**788,764**	**1,192,622**
Budget	335,240	1,164,217	1,499,457
Variance to budget	68,618	(375,453)	(306,835)
PROGRAM INVESTMENT			
Levy programs	374,203	702,651	1,076,854
Service delivery programs by HAL	48,944	99,821	148,765
Across industry funding		9,829	9,829
Levy collection costs	29,199	35,847	65,046
Total investment	**452,346**	**848,148**	**1,300,494**
Budget	421,534	1,524,880	1,946,414
Variance to budget	(30,812)	676,732	645,920
Annual surplus/deficit	(48,488)	(59,384)	(107,872)
Funds available 30 April 2011	**202,520**	**817,194**	**1,019,714**

Summerfruit Industry Advisory Committee (IAC)

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

FOR MORE INFORMATION CONTACT:

Corey Fitzpatrick
Incoming Industry Services Manager
Horticulture Australia Limited (HAL)

Level 1, 33 Madden Avenue
Mildura VIC 3500

T 03 5022 1515
E corey.fitzpatrick@horticulture.com.au

Jane Wightman
Outgoing Industry Services Manager
Horticulture Australia Limited (HAL)

Level 16, 141 Queen Street
Brisbane QLD 4000

T 07 3012 8688
E jane.wightman@horticulture.com.au