

Australian

STONEFRUIT

GROWER

*incorporating the
Low Chill Stonefruit Grower*

FEBRUARY 2015

...Issue No. 1/15

'Australian Stonefruit Grower' is the official publication of Summerfruit Australia Ltd & Low Chill Australia Inc. – the industry bodies representing the interests of Australian stone fruit growers.



Horticulture Innovation Australia

“This project has been funded by Horticulture Innovation Australia Limited using the summerfruit levy and funds from the Australian Government.”

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Cover Photo –

Supplied by Summerfruit Australia Ltd. - *Professor Han, Darren Graetz (SA Plant Breeder) Jason Size (Bookpurnong Fruits & SAL Director) discussing Stonefruit evaluation blocks in the Berri/Renmark region. **Readers:** Please feel free to forward a photo for possible use on the cover of this publication. Ed.*

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NOTICE – The contributions from Andrew Finlay (SAL Chairman) & Mark Napper (LCA President) are unavailable for this issue due to other commitments.

Professor Han Mingyu from the College of Horticulture, Northwest Agriculture and Forestry University, Yangling, Shaanxi China recently visited Australia. Professor Han is P. R. China chief scientist for Pomology and Stonefruit Breeding in P. R. China. Cover Photo shows **Professor Han, Darren Graetz** (SA Plant Breeder) and **Jason Size** (Bookpurnong Fruits & SAL Director) discussing Stonefruit evaluation blocks in the Berri/Renmark region.



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To find out more about Summerfruit Australia Ltd, check out the website: www.summerfruit.com.au





DISPOSE OF YOUR UNWANTED AG CHEMICALS



QUEENSLAND COLLECTION MAY/JUNE 2015

LAST DAYS TO REGISTER



FREE COLLECTION FOR CHEMICALS DISPLAYING THIS LOGO



Eligibility requirements for free collection:

- readable product labels
- not mixed with any other product
- within two years of expiry date or deregistration

Other agvet chemicals:

- Collection is available for chemicals that do not meet free eligibility, a per lt/kg fee is applicable
- Primary producers are partly subsidised in the 2015 campaign



BOOKINGS ESSENTIAL

Registrations close on 27th March 2015

For more information or to register:

www.chemclear.com.au | 1800 008 182

COLLECTION SUPPORTED BY THE QLD DEPARTMENT OF ENVIRONMENT AND HERITAGE PROTECTION



Industry News ...

Queensland May/June chemical collection expected to surpass program records

Preparations for the 2015 May/June Queensland ChemClear collection are underway and the program is forecasting a very successful campaign.

The collection, due to run through May and June, will be ChemClear's 6th visit to Queensland. National Program Manager **Lisa Nixon** believes that the totals will surpass all previous collections undertaken in the state.

“We have had a lot of interest already from primary producers and other agvet chemical users who have registered over 25 tonnes of surplus stock over the last 12 months for disposal. We are expecting this figure to rise above 35 tonnes when the booking line closes for this collection,” Lisa said.

As in previous campaigns, any chemicals displaying the **drumMUSTER** eligible container logo are collected free of charge as long as they are within 2 years of deregistration or expiry.

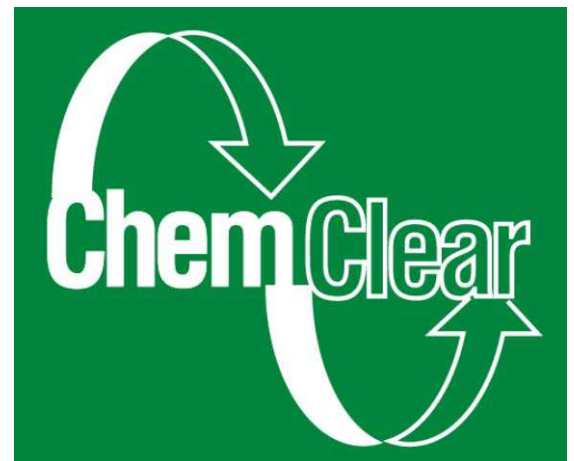
This year's Queensland campaign is supported by the Queensland Department of Environment and Heritage Protection. Their funding means that any primary producers who register their out of date, deregistered and unknown agvet chemicals will have any costs partly subsidised.

Booking lines for the Queensland collection will close on 27 March 2015.

Agvet chemical users are encouraged to take an inventory and register their chemicals through either the website www.chemclear.com.au, or 1800 008 182.

To date, ChemClear has collected over 141,000 litres of chemicals through 5 previous collections held in Queensland. Nationally, ChemClear is on the brink of breaking the 460,000 litre milestone.

For more information, visit the ChemClear website.





The New 2014-2015 Low Chill Australia Inc. Committee –

The Low Chill Australia Inc. Annual General Meeting held at Bangalow on 16th December 2014 elected its NEW COMMITTEE for 2014-2015. The New Committee consists of: **Mark Napper** (President), **Ross Stuhmcke** (Vice President), **Greg Foster** (Treasurer) and Committee Members – **Neil Mungall**, **Frank Pirlo**, **Kuldeep Smagh**, **Rod Thomson** and **Bruce Topp**. The only change from the 2013-2014 Committee was the election of the additional Committee Member Kuldeep Smagh. The position of Secretary remains unfilled.

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ABN 283 812 712 44

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CHECK OUT THE LOW CHILL AUSTRALIA INC. WEBSITE www.lowchillaustralia.com.au

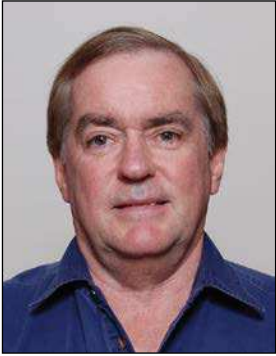
The Taste of Spring



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Summerfruit CEO Round Up ...



You need to be noticed?

Are you engaged??

This is what Minister Joyce wants you to do, register with Horticulture Innovation

Australia Limited (HIA). The new body is a not-for-profit grower owned company. By being engaged, you may be able to have a say in the direction of R&D funding. You will be eligible to attend information forums, workshops and field days and have a say in the leadership of HIA. Importantly you will be able directly track levy funded project outcomes that may be of benefit to stonefruit or the greater horticultural industry.

**Horticulture
Innovation
Australia**

There is no database of horticultural levy payers so it's up to you to identify yourself. Visit the HIA website for more detail and see the core functions and intentions: - www.horticulture.com.au

Another more pertinent website for you to visit is Voice of Horticulture (VOH) - www.voiceofhorticulture.org.au . VOH will be the agri-political voice of levy payers across horticultural industries. The aim is to promote the interests of industries, as HIA is not an advocacy for levy payers at any political level.



Voice of Horticulture

Summerfruit Australia Limited (SAL) is one of 21 foundation members of VOH.

It is very important that Summerfruit levy payers voluntary subscribe to SAL membership as a portion of these subscriptions collected enables SAL to participate and be heard through VOH. As a reminder to members, SAL does not have any external funding stream. HIA Limited has cut SAL's statutory funding agreement, as is the case with all other Peak Industry Bodies.

Now, more than ever, your voluntary contributions are vital for SAL for this organisation to function and represent your interests.

I have a **core database of 300 levy payers** and unfortunately only a third of members subscribe to the voluntary \$110. For your information there is an estimated 800-900 stonefruit producers, but privacy laws make it impossible to locate them or is it apathy? I urge you to (if not already) please tip into your Industry organisation by responding to the letter you will have recently received. Ask your neighbours if they have received a similar letter and suggest they contribute. It's your key lifeline for Industry news and future development.

Recently SAL, in conjunction with Vic Department of Economic Development, Jobs, Transport and Resources – DEDJTR; (the renamed Department of Environment and Primary Industry), hosted **Professor Han Mingyu** from the College of Horticulture, Northwest Agriculture and Forestry University, Yangling, Shaanxi China. Professor Han is P.R.China chief scientist for Pomology and Stonefruit Breeding in P.R.China. We visited orchardists and pack houses in the Riverland – SA; Cobram and Swan Hill, The Centre for Horticultural Excellence at Tatura for a wider presentation to orchardists as well as detailed meetings with the Department at the Centre of AgriBiosciences at LaTrobe University, Bundoora, Victoria. This visit was in the spirit of the collaboration package that Industry and the Department of Agriculture (DoA) has reached with

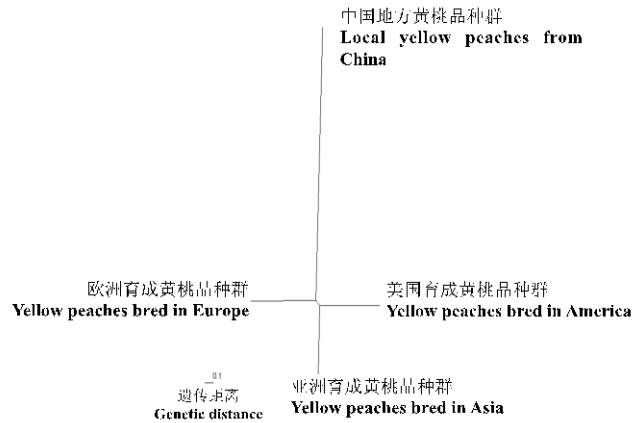


P.R China's AQSIQ and CIQA. A visit of this stature will lend itself to greater cooperation with research, breeding and fruit physiology, supply chain improvements and potential technology exchange between academia.

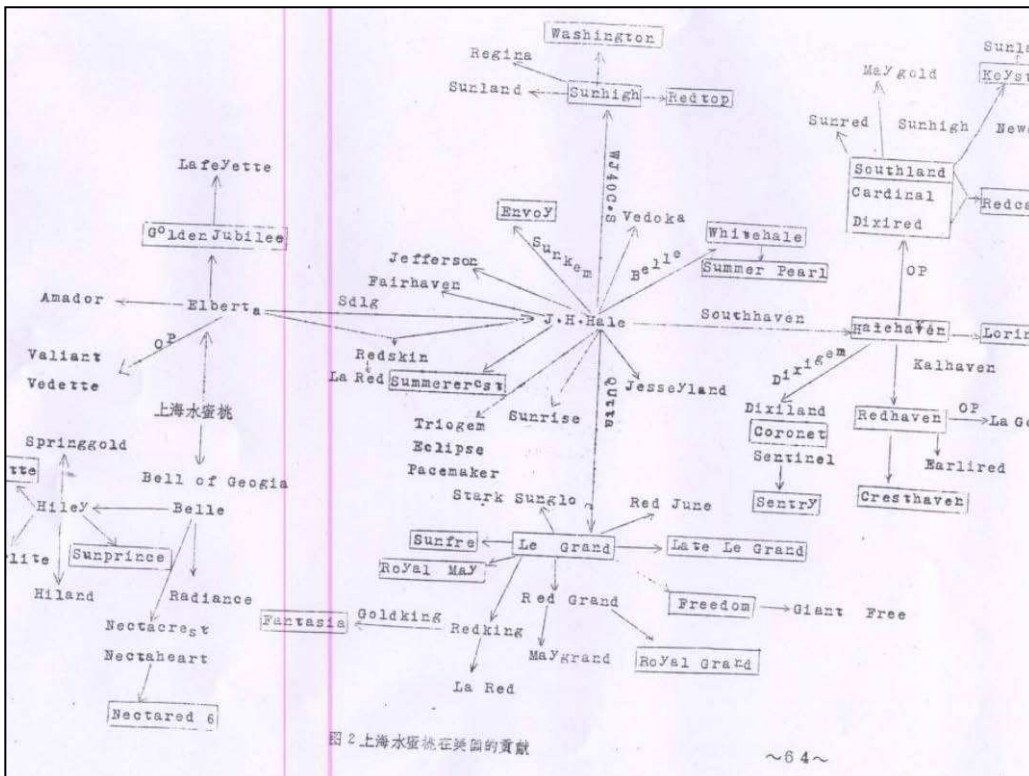
The Professor did identify that through years of inter breeding in the Western world the fundamental characteristics of some varieties have lost the 'aroma' and flavour. The interbreeding timeline chart (3,000years) demonstrated this. A relatively short time, a few hundred years, has seen the Western varieties develop from Chinese origins. An interim draft report is "work in progress" and, following Professor Han's confirmation of internal discussions upon his return with his colleagues, SAL and Vic DEDJTR will be able to report on the collaborative measures planned for the betterment of both Industries.

- Local varieties showed the most diversity, followed by the USA varieties, then European varieties and varieties bred in Asia.

'Today's genetic material is inbred to marked extent because of the dominant US lines derived from the 'Chinese Cling' early in the 20th century. Many breeding programs, in US, Europe, have recently broadened their scope to include objectives like the introduction of new traits for both fruits and trees that have been ignored or largely neglected to date.



The risk of inbreeding is that certain important traits like bud fertility, yield and tolerance or resistance to various pathologies will be diminished. As a matter of fact, varieties from California, for example, are bred in districts with scant rainfall from March to September whereas peach in Europe is grown in areas with up to 1,000 mm and in Japan up to 1,500-2,000 mm of rainfall per year.'



I will send the full presentation; a fascinating insight to China's Industry and breeding program to my database contacts and more than happy to send it to those whom are not on my Industry contact list. Please contact me. ceo@summerfruit.com.au



Our Industry this season has been hampered by a number of untimely setbacks.

The delay in achieving market access to PR China; Vietnam suspending fresh fruit imports from Australia and most recently Thailand making it commercially unviable for exporters by suspending fruit mixed consignments, ie nectarines & plums in the same 40' container. The current protocol does not explicitly cover mixed consignments, although the type of fruit has the same cold treatment schedules and both are genus prunus. No airfreight is available at present. A number of industries are waiting for Thailand to ratify protocol applications and 20' containers cannot be trans-shipped. For an efficient commercial trade with Thailand it is sensible to have mixed commodities, including apples, pears, stonefruit and others in a single container as most are subject to similar in transit cold treatments protocols and retailers would enjoy this flexibility when ordering.

In addition to these international woes, more and more recent tree plantings are coming on stream and contributing to the already congested domestic market.

I don't need to go here, as I understand the domestic market has been less than enchanting for many, in fact disastrous. The SAL strategic investment plan (SIP) and export plan identifies the export markets that are the key to resolving this ongoing serious market failure. All export orientated horticultural industries were asked to submit these plans to DoA as a priority.

You have heard me say on other occasions that the Summerfruit Industry is the third or fourth ranked volumetric producer of fresh fruit and has not gained any substantial new export market for some 17 years.

It is increasing obvious that DoA faces a very serious lack of resources to capably manage market access applications for both imports and exports. On 19th March the Minister will be hosting a well overdue workshop to discuss a strategic way forward to address these and other crippling Horticultural issues plaguing industries. Successive governmental budgetary cuts have not helped DoA in manoeuvring on the international stage, best described as a political chessboard.

All of the hype for China has waned; it is now unlikely nectarine and possibly plums will gain access for this current season. Industry will continue to work with DoA to accomplish our goal for access. There are a number of regulatory processes to work through for counter seasonal trade with priorities, commercially viable protocols, pest and disease lists of concerns still needing to be agreed between DoA and AQSIQ for the biosecurity protection of each Industry.

To end on some more positive news, although trade was suspended with Vietnam for most of our export season, it appears that in May 2015 trade will recommence and this is good news for our next season. A number of issues were cited for the suspension, namely med fly concerns, however all countries that trade fresh fruit with Vietnam are also facing suspension if they fail to provide by 31st July 2015, information requested by Vietnam. In Australia's case, information was provided however the underlying message from Vietnam to Australia was to correct the less than favourable trade imbalance that exists.

There is now an understanding and work is in progress to correct this situation.

Please remember that SAL has the agency rights to sell the DA meter (\$4,895) which includes handling. A number have been sold and all reports are that these meters are a fantastic toolbox addition. Fruit maturity is measured by the meter and in fluctuating seasons a real asset. So impressive are these meters that the good Professor has expressed his desire for a DA meter to enhance the Northwest University's laboratory in Yangling, China. During his visit we made available a meter as a discussion point whilst visiting many orchards and similarly local orchardists were impressed with the maturity readings compared to traditional methods.

These DA meters are also a handy tool within the packing shed. Keeping abreast of technology will definitely help the bottom line \$\$\$'s. To order, email your interest

ceo@summerfruit.com.au

Professor Han was impressed with Australian nectarine quality

John Moore CEO – Summerfruit Australia Ltd



For any further assistance, please contact - John Moore – CEO – Summerfruit Australia Ltd. – Ph: 02 6041 6641; +61 419 305 901; Mobile: 0419 305 901 - Email: ceo@summerfruit.com.au – Address: 8/452 Swift St., Albury NSW 2640



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Industry News ...

Voice of Horticulture established to - influence policy and guide levy spending

On the heels of a major revamp for Australian horticulture, growers across 21 horticultural industries have united under the banner of a '*Voice of Horticulture*' to represent the rapidly growing industry. The formation of the lobby group was initiated late last year, less than a month after *Horticulture Innovation Australia* was officially confirmed as the industry's peak services body.

Chairman of *Voice of Horticulture* Tania Chapman said the establishment of the new research and development corporation was one of the driving forces behind forming the lobby group. She said while HIA was a grower-owned entity, it needed a strong industry voice to guide it, with *Voice of Horticulture* to fill that void.

"It is a critical time to ensure growers have a direct link to HIA, politicians and policy makers to ensure their issues are heard and the potential of their industry realised," Ms Chapman said.

While growers will be invited to become members of HIA, HIA does not have an advocacy role, and will not represent the political interests of Australia's 30,000 horticultural producers - the backbone of Australia's rural and regional communities, which Chapman said would be the role of the *Voice of Horticulture*.



Chapman, who is also the chair of *Citrus Australia*, said the group would represent all horticultural growers and businesses across fruit, nuts, turf, nursery plants and cut flowers. "These commodities are a crucial part of a healthy diet and lifestyle and we expect to see increasing demand for them," Ms Chapman said.

"We are such a diverse sector across dozens of commodities that are comprised of primarily small to medium-sized businesses - the driving force of our economy. Coming together under the *Voice of Horticulture* allows growers to more readily be heard and represented to help government and policy makers better understand our issues and interests to guide their decisions."

In 2013-14 the value of horticultural exports hit a record high \$1.5 billion, but *Voice* director **John Dollisson** said there was still huge potential to increase exports even further.

"If we have more of our fresh produce exported we start to see an improvement in the balance of trade - great news for the economy, while at the same time growing the horticulture sector in Australia," Mr Dollisson said.

"But our growers need support to realise this potential. *Voice of Horticulture* will work with government and politicians to improve domestic production and export market access for horticultural products; ensure free trade agreements benefit growers; and work on issues that unite us like labelling, biosecurity and chemical use."

The group will be officially launched in March.

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Director – *Voice of Horticulture*

John Dollisson

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Email: director@voiceofhorticulture.org.au



MEMBERS

To expand the representation across horticulture, more members of *Voice of Horticulture* are welcome to join.

Current members of *Voice of Horticulture* include:

- **Almond Board of Australia**
- **Apple and Pear Australia Ltd**
- **Australian Banana Growers' Council**
- **Australian Lychee Growers Association**
- **Australian Macadamia Society Ltd**
- **Australian Mango Industry Association**
- **Australian Melon Association Inc**
- **Australian Mushroom Growers Association Ltd**
- **Australian Nut Industry Council**
- **Australian Processing Tomato Research Council Inc**
- **Australian Table Grape Association**
- **Avocados Australia Ltd**
- **Citrus Australia**
- **Custard Apples Australia Inc**
- **Growcom Australia Pty Ltd (Pineapples)**
- **Nursery and Garden Industry Australia Ltd**
- **Passionfruit Australia Inc**
- **Persimmons Australia Inc**
- **Raspberries and Blackberries Australia**
- **Summerfruit Australia Ltd.**
- **Turf Producers Australia**



Voice of Horticulture

Board

Chairman: Tania Chapman – *Chairman, Citrus Australia*

Doug Phillips: *Chairman, Australian Banana Growers' Council*

Patrick McNamara: *Walnut, grape and wheat farmer*

John Dollisson: *Chief Executive Officer, Apple and Pear Australia Limited*

John Tyas: *Chief Executive Officer, Avocados Australia*

Alex Livingstone: *Chief Executive Officer, Growcom*



Research ...

Russell IPM develops solution against fruit flies

For the past three years, the British company Russell IPM, specialist in integrated pest management solutions, has been running a project which has led to a Government-sponsored programme, starting in January 2015, for the testing of a new solution that will help tackle a wide range of fruit flies.

Dr Shakir Al Zaidi of Russell IPM explains, “fruit flies are a big problem because they attack the fruit at the ripening level, which limits the amount of pesticides that can be used for control.” Another issue is that current methods of control are expensive and small growers cannot benefit from them.



Dr Al Zaidi affirms that consequently, their goal was to find a suitable solution for the problem on a small-scale level, without resorting to spray, thus allowing for a residue-free production. “We looked at current technology on the market, and we reached the conclusion that the solutions available were all just half solutions, not providing the control the grower needs.”

“We made a few discoveries,” continues Dr Al Zaidi, “and based on that, we developed a system of attracting and killing the male and female separately, using a dispenser, and we saw an improvement in the performance. The best results have been achieved by attracting the males at the edge of the farm and the females at the centre, as the males usually arrive first.”

The implementation of this new innovative system has made it possible to reach a 95 to 97% protection rate without a single chemical spray application. “Currently our best system requires 200 pieces per hectare, which we aim to reduce to 50 around the border and 100 within the hectare, and this single application could work for up to four months,” explains Dr Al Zaidi. “It’s a very simple technology, but it makes a huge difference.”



The system has already been tested on peaches and citrus in Tunisia, citrus in Turkey, apricots in Iraq, peaches in Jordan, mangoes in Saudi Arabia and this year trials will also be conducted on citrus in Iraq. “In Egypt we have a very interesting situation, as there is a clash between the *Ceratitis capitata* (from the north) and the *Bactrocera zonata* (from the south), and in parts with a mixed population, control becomes very difficult. We tested the solution in an area where both are fighting for dominance and we achieved a fantastic result.”

Performance is also good against the cucurbit fruit fly and could technically be used against any other fruit fly species by changing the male-specific attractant, which, according to Dr Al Zaidi, is the reason the British Government’s innovation agency, *Innovate UK*, is funding demonstrations of the concept in four countries: Tanzania, Kenya, Bangladesh and Nepal.

“The goal is to provide a solution that will allow small growers to access the export market, but it is not limited to them, as it will also allow for better control in larger farms.”

Russell IPM is happy to provide any interested growers, exporters or cooperatives around the world with the necessary material to test the system on one hectare, along with a protocol and advice for its application. “We will also talk with them about the future commercialisation of the product in their countries,” concludes Dr Shakir Al Zaidi.

FOR MORE INFORMATION –

Russell IPM – Shakir Al Zaidi, Email: info@russellipm.com; Website: www.russellipm.com





Industry News ...

The following is an extract of the Imported Food Inspection Data Report which is available at: agriculture.gov.au/biosecurity/import/food/inspection-data



Australian Government
Department of Agriculture

Imported Food Inspection Data

Report for January – June 2014

Imported Food

Biosecurity





Summary

The Department of Agriculture is responsible for managing Australia's biosecurity system. Every year the department helps millions of people, goods, vessels and aircraft move into and out of Australia without harming the environment, animal, plant and human health.

The Department of Agriculture is one of many Australian Government agencies responsible for regulating imported food. Its role includes ensuring imported food meets Australia's biosecurity requirements and the requirements of the *Imported Food Control Act 1992*.

This report provides summary data from imported food inspections for the period 1 January to 30 June 2014. The department has published these reports every six months since July 2006; previous reports are available from the department's website.

During the period covered by this report, the three countries whose food was subject to the most food inspections under the Imported Food Inspection Scheme were China, Thailand and Italy. The 10 most frequently inspected countries accounted for 61.2 per cent of food inspections with the remaining 38.8 per cent of food inspections being on food from a further 115 countries.

The overall compliance rate was 98.5 per cent based on the tests applied under the inspection scheme being similar to 2013. Non-compliant food labelling accounted for most failures, which if removed from the test data, would increase the overall compliance rate to 99.5 per cent. Follow-up action is taken when a food fails inspection.

The department periodically reviews the monitoring of imported food. Through this review, tests may be added or removed to monitor imported food for compliance with Australian food standards as published in the Australia New Zealand Food Standards Code.

More information on the tests applied to surveillance food is available from the Department of Agriculture website www.agriculture.gov.au/biosecurity/import/food.

Imported Food Inspection Scheme

The Department of Agriculture administers two sets of requirements with which imported food must comply. Food imported into Australia is subject to requirements under the *Quarantine Act 1908* (Cwlth) to address quarantine concerns and the *Imported Food Control Act 1992* (Cwlth) to monitor compliance with sourcing food that meets Australia's food standards. Quarantine requirements must be met before food standards are considered.

To monitor importers' compliance with sourcing food that meets Australia's food standards, the Department of Agriculture operates a risk-based border inspection scheme—the Imported Food Inspection Scheme.

Food Standards Australia New Zealand (FSANZ), within the Department of Health portfolio, develops and maintains the Australia New Zealand Food Standards Code (the Code). The Code lists Australia's food standards requirements including contaminants (such as microbiological, chemical), additives, labelling and genetically modified food as well as production and processing standards.

FSANZ provides advice to the Department of Agriculture on food that pose a medium to high risk to public health. The department classifies these as risk under the inspection scheme, and classifies all other food as surveillance.

To identify which food is of interest, and the rate at which they should be referred (that is, whether at 100 per cent or 5 per cent of consignments), the department applies electronic profiles in the Australian Customs and Border Protection Service's Integrated Cargo System (ICS).

Once food is referred, the department's systems apply relevant tests and inspection rates based on the risk the food may pose and for some food the compliance history of the producer and supplier.

When imported food fails inspection, follow-up action such as treatment of the food to bring it to compliance, destruction or export is undertaken. Additionally, subsequent imports of the same food are subject to inspection at the rate of 100 per cent of consignments until a history of compliance is again demonstrated.



Food Import Compliance Agreement notifications

Food Import Compliance Agreements offer food importers an alternative regulatory arrangement to inspection and testing of their products under the Imported Food Inspection Scheme. Compliance agreements are an assurance-based arrangement undertaken through formal recognition and audit of an importer's documented food safety management system by the Department of Agriculture.

Importers under a compliance agreement must report non-compliant analytical test results to the department, which will then consider what further action is needed.

During the reporting period (January to June 2014), six non-compliant food notifications were reported for analytical results. The food was subject to disposal by destruction and the importer implemented corrective action including an increased level of analytical testing for this product. The fail was also reported to the relevant state government authority.

This full Report is available at: agriculture.gov.au/biosecurity/import/food/inspection-data

Industry News ...

New focus for Victorian fruit growers

Fruit growers across Victoria are set to get more on-farm support as a result of a restructure of Fruit Growers Victoria.



“Following the departure of the organisation’s General Manager, the Board of *Fruit Growers Victoria* has moved to strategically shift the balance of staff resources into the field. Fruit Growers Victoria plan to work more closely with the organisations’ members and engage those who are not, to see the value in becoming a member” Fruit Growers Victoria Limited Chairman, **Mr. Gary Godwill** said.

“With constant change in export markets, ongoing challenges to production and a range of new apple and pear varieties coming into the market in the next few years, fruit growers need strong, tailored support,” Mr. Godwill said.

Fruit Growers Victoria Board Members will develop a strategic plan by March

Fruit Growers Victoria Board Members will develop a strategic plan by March to chart the way forward reflecting the organisation’s new objectives, seeking to improve efficiency and impact by leveraging the activities of national fruit bodies. The organisation will also examine opportunities to build export markets such as identifying opportunities for the grower to invest in new varieties and modern production systems.

With a history stretching back more than 70 years, *Fruit Growers Victoria* represents deciduous fruit growers in the north-east, central and southern regions of Victoria, responsible for production of more than \$1 billion worth of fruit production, including 40% of Australia's apples, 30% of Australia's stone fruit and 90% of Australia's pears.

“Agricultural peak bodies can’t afford to stand still. Changes in personnel can be hard, but they also provide a valuable opportunity to implement new efficiencies, so that our hundreds of Members can see better value and outcomes that make a difference in their own orchards,” Mr. Godwill said.

“We have taken a strategic decision to focus more of the organisation’s resources on building support and information for fruit growers through our field staff, while working more closely with our national colleagues to knock on the doors of politicians.”

“This doesn’t mean for a moment that we will be looking to cut down on the impact we have through advocacy, media communication and lobbying – but it does recognise that as a grower valued organisation, we need to focus our resources on actions that deliver results to members.”



Industry News ...

AUSVEG and APAL unite for National Convention double header – 25 to 27 June 2015

Two of the heaviest hitters in Australian horticulture are set to unite, with confirmation that AUSVEG and Apple and Pear Australia Ltd (APAL) will host a joint National Horticulture Convention on the Gold Coast in 2015.

The historic agreement will bring the most significant players in Australian horticulture together in the one location, and build on the tremendous success of previous AUSVEG National Conventions and APAL Conferences.

“AUSVEG is delighted to announce that the 2015 National Horticulture Convention will be a joint venture with fellow horticultural body APAL,” said AUSVEG CEO **Richard Mulcahy**.

AUSVEG is the industry body representing Australia’s 9,000 vegetable and potato growers. APAL is the industry body representing Australia’s more than 600 commercial apple and pear growers.

“This partnership will ensure that an even wider spectrum of commodities are represented, as we stage what will be the most celebrated and internationally acclaimed event in Australian horticulture,” said APAL CEO **John Dollisson**.

The AUSVEG and APAL hosted 2015 National Horticulture Convention will run from 25-27 June at Jupiters Gold Coast, and is already generating high levels of domestic and international interest. Already trade show booths are over 60 per cent sold, and businesses are encouraged to act now and secure their spot.

This announcement follows from the success of the 2014 AUSVEG National Convention in Cairns, which hosted over 1,100 domestic and international delegates.

AUSVEG and APAL are planning to up the ante this year, with the 2015 National Horticulture Convention promising to be a major success.

“We are planning to feature a number of esteemed international presenters and dignitaries, including a Reverse Trade Mission of over 40 buyers from Asian nations, and a massive trade show of almost 100 exhibitors,” said Mr Dollisson.

Previous AUSVEG Conventions have injected millions of dollars into their host city’s economy, and it is expected that the Gold Coast will reap even greater economic benefits from the AUSVEG and APAL hosted 2015 National Horticulture Convention.

“AUSVEG and APAL are extremely excited to join forces for the 2015 National Horticulture Convention, Trade Show and Awards for Excellence. Whether you grow vegetables, potatoes, apples or pears, the 2015 National Horticulture Convention will give attendees the chance to forge business networks, listen to leading industry experts and gain priceless industry insights,” said Mr Mulcahy.

See more at: <http://apal.org.au/national-horticulture-convention-announced/#sthash.W2U7eyA8.dpuf>





SNAPSHOTS

European organic market continued to grow in 2013

10-02-2015

In 2013, the European organic market grew by approximately six percent to a value of more than 24 billion euros. Consumers in the European Union spent 22.2 billion euros on organic food. This is shown by the latest data provided by the OrganicDataNetwork, the Research Institute of Organic Agriculture (FiBL), and the Agricultural Market Information Company (AMI). Some countries, such as Switzerland, Sweden, and Norway, showed double-digit growth rates.

(Bonn, Frick, Nürnberg, February 10, 2015) The countries with the highest per capita consumption were Switzerland; with more than 200 euros in 2013, followed by Denmark, Luxembourg, Liechtenstein, Austria, Sweden, and Germany. Switzerland is still the leader when adjusted to the purchasing power, followed by Luxembourg, Denmark, and Austria. EU inhabitants spent an average of 44 euros on organic food in 2013. In a global context, the shares of the



total food market were highest in Europe and in the United States. The highest European shares were reached in Denmark (8 %), Switzerland (6.9 %) and Austria (6.5 %).

Retail sales in 2013 totalled 22.2 billion euros in the European Union. In terms of retail sales in single markets, the four biggest markets were the United States (24.3 billion euros), Germany (7.6 billion euros), France (4.4 billion euros), and China (2.4 billion Euros). The market share in the US (4 %) is comparable with that of Germany. The first market data available for 2014 show that growth continues in the big markets.

As well as the markets, the area of land under organic cultivation also continued to grow: by 0.3 million hectares. Organically cultivated land constitutes 11.5 million hectares in Europe and 10.2 million hectares in the European Union, which is 2.4 % and 5.7 % of the total agricultural land respectively. The countries with the largest organic areas are Spain (1.6 million hectares), Italy (1.3 million hectares), and France and Germany (1.1 million hectares each). The share of organic agricultural land is more than 10 % in eight European countries, with Liechtenstein (31 %), Austria (19.5 %) and Sweden (16.3 %) having the highest organic shares.

ACCC announces updated compliance and enforcement priorities – 23-02-2015

The ACCC has released its *Compliance and Enforcement Policy* for 2015.

The ACCC cannot pursue all the complaints it receives about the conduct of traders or businesses. While all complaints are carefully considered, the ACCC's role is to focus on those circumstances that will, or have the potential to, harm the competitive process or result in widespread consumer detriment. The *Compliance and Enforcement Policy* lists matters that the ACCC gives enforcement priority to. Listed priorities of particular relevance include:

- conduct resulting in significant consumer (including small business) detriment
- unconscionable conduct, particularly involving large national companies or traders, which impacts on consumers or small businesses, and
- conduct in concentrated markets which impacts on small business consumers or suppliers.

In addition, the ACCC is currently prioritising work in the following areas of particular relevance:

- truth in advertising, particular where misleading claims are made by large businesses with the potential to result in significant consumer detriment, or where the conduct is likely to become widespread if the ACCC does not intervene
- ensuring compliance with new or amended industry codes of conduct, including the Franchising Code and the proposed Food and Grocery Code.





IAL Conference, 2015: Irrigation in a Changing Landscape

IAL's conference will be held from **26 to 28 May 2015** at the Panthers entertainment complex at Penrith, in western Sydney. The theme will be Irrigation in a changing landscape and the focus will be on peri urban issues.

Issues to do with irrigation in the peri urban environment are important for our urban and rural members, especially those to do with the changing and competing water and irrigation needs of different constituencies as the urban community expands out from cities and regional centres. The conference will also examine new demands from environmental and cultural communities and the impact from non-traditional gas and mining needs on access to water for irrigation.

Training the retailers

February 17, 2015



How well do you know the certified organic industry?

Are you a retailer who is stumped when a customer asks you whether imported organic products are just as trustworthy as local ones? What about when shoppers ask you what organic *really* means? Being grown free of synthetic pesticides and herbicides is just a part of what certified organic is.

Australian Organic is piloting a program that helps retailers understand more about organic certification. It includes information about what it takes for a farmer to achieve organic certification, the different organic certifiers in the country and the world, why imported products or ingredients wear the ACO logo, the different levels of organic certification and how organic certification applies to wholesalers, processors and retailers, plus lots more.

Australian Organic's retail training program is by design and based on individual retailers' needs. These programs can also be used by management to train staff.

Retailers play a crucial role in growing the organic industry and the more you and your staff know about it, the more your shoppers will trust what they're buying.

If you're interested in retail training, contact Joanne Barber on joanne.barber@aco.net.au or call 07 3350 5716.

TropAg2015

Tropical Agriculture Conference 2015

Meeting the Productivity Challenge in the Tropics

16-18 November 2015 | Brisbane Convention & Exhibition Centre



ACCC releases *Small business in focus* report – 23-02-2015

The ACCC has released its latest *Small business in focus* report. The report highlights the ACCC's work in the small business sector between 1 July and 31 December 2014.

Information covered in the report includes:

- Over 7,000 people contacted the ACCC in last six months with a small business or franchising related complaint or enquiry.
- Misleading conduct and false representations remained the most widely reported small business issue over the six-month period.
- False billing scams continue to be the most common scam targeting small businesses, with losses of \$105,000 reported to the ACCC.



Industry News ...

Growcom welcomes news of CoOL progress

Peak horticulture body Growcom today welcomed the announcement that the Federal Government would introduce better Country of Origin Labelling rules to enable Australians to know where their food comes from.

Chief Executive Officer **Alex Livingstone** said that the horticulture industry did not accept arguments from food processors, manufacturers and importers that improved Country of Origin Labelling laws would add unreasonable costs and said clearer labelling was important to establish a level playing field for Australian growers.

“Consumers have demanded clearer labelling for years to enable them to identify if the food they buy has been grown in Australia to Australian standards which are recognised as amongst the highest in the world,” said Mr Livingstone.

“Declaring where the processed produce comes from is an important measure to even up the playing field for Australian horticulture growers supplying to the processing industry.

“Clearly, locally grown fresh produce is the best way to go but where consumers want the convenience of frozen or canned produce they are entitled to know the origin of that produce. Consumers can then make an informed choice as to which product they purchase.

“It is high time this situation was resolved as we have had countless enquiries which have led nowhere over the years.

“We thank the Prime Minister Tony Abbott for today expediting a resolution to this issue.

“We look forward to contributing to the new Country of Origin Labelling framework to be developed by Federal Agriculture Minister Barnaby Joyce and Industry and Science Minister Ian Macfarlane over the next month.”

Publication Details ...

Australian Stonefruit Grower

incorporating the Low Chill Stonefruit Grower

- 2015 Publication Timetable -

Contributions are invited for the next scheduled publication - **MAY 2015**.

FEBRUARY	MAY	AUGUST	NOVEMBER
<i>Advertising Deadline</i> 7 February	<i>Advertising Deadline</i> 21 April	<i>Advertising Deadline</i> 31 July	<i>Advertising Deadline</i> 31 October
<i>Copy Deadline</i> 10 February	<i>Copy Deadline</i> 28 April	<i>Copy Deadline</i> 7 August	<i>Copy Deadline</i> 7 November

Note: Publication Dates are subject to change at the discretion of the Publishers.

Advertising in this publication are very reasonable and provide a cost effective way of informing members about your products and services.

ADVERTISING RATES – *Please request an **ADVERTISING BOOKING FORM**.*

Full Page - \$250.00* **Half Page - \$175.00*** **Quarter Page - \$100.00***

**Rates are subject to GST if applicable. Advertisers will be invoiced following the publication issue and the terms are Strictly 30 Days.*

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