



Cherry Growers
of Australia



Know-how for Horticulture™

Cherry

ANNUAL INDUSTRY REPORT 08 • 09

Cherry industry overview

2008/09 has been a mixed bag for cherry growers around Australia with effects of the continued drought and rain events affecting the season's production. The threat of bushfires in Victoria in February 2009 also concentrated the attention of many within the industry. Thankfully, only minor scorch damage from spot fires occurred.

One of the positives out of a relatively poor growing season was the opportunity for the cherry breeding trial to evaluate cracking resistance under extreme weather conditions that caused significant damage to existing varieties such as Stella, Bing and Lappin's. Some of the new varieties emanating from the breeding program showed very little damage. Hopefully some of these new varieties will eventually become available to the industry when final evaluations are

completed on a full range of other quality criteria such as size, firmness, colour, shape, flavour etc.

One of the key R&D priorities for the cherry industry is to achieve market access to key export markets such as China and the USA, but also to regain access to the Taiwan market. Disinfestation trials on Queensland Fruit Fly conducted by NSW DPI have been completed successfully with a verification trial involving Taiwanese officials in attendance completed. The industry is optimistic this will lead to regaining market access to Taiwan for the 2009/10 season.

With additional funding as a result of the 2007 industry decision to increase the R&D levy and introduce a new marketing levy, the cherry industry has increased its working committee structure from the existing Breeding Evaluation and Market

Access committees to also include R&D and Marketing committees. This should provide invaluable input into the development of effective industry programs. The additional workload that this brings to Cherry Growers of Australia (CGA) to manage this process is being addressed with a resource review and the desire to move to a full time Executive.

A review of the cherry industry's current strategic plan in May 2007 assessed the industry's priorities for future activity. These priorities have been incorporated into a new draft plan with new strategies and actions being developed.

**For more information contact:
Bradley Mills, HAL Industry Services
Manager**

T 03 9909 7542

E bradley.mills@horticulture.com.au

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://lwa.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.



These projects have been funded by HAL using the cherry levy and/or voluntary contributions from industry with matched funding from the Australian Government for all R&D activity.

NEW WAYS TO DISINFEST AND MAINTAIN CHERRY FRUIT QUALITY

Queensland Fruit Fly (QFF) is a major quarantine pest for many Australian cherry producers. Treatment to combat infestation can often affect fruit quality and marketing flexibility.

This project showed that a short-term high carbon dioxide (CO₂) treatment, in combination with cold treatment, increased the mortality of QFF larvae and hence reduced the time required in cold storage for quarantine disinfestation purposes.

A range of different cherry varieties were infested with QFF and the fruit treated with 95 per cent CO₂ at 0°C or 3°C for varying lengths of time before storage in air at either 0°C or 3°C. The results showed a significant increase in QFF larvae mortality in the CO₂ treatment.

Increased CO₂ levels, together with low oxygen, are widely used in the storage of other horticultural crops such as apples. Potential disinfestation treatments must effectively kill QFF larvae in cold storage

without affecting cherry quality after storage.

Storage trials were conducted on Bing, Lapin, Rons and Stella cherries over two seasons.

The CO₂ treated fruit had similar storage life and had similar post-storage quality to normally stored fruit. No symptoms of CO₂ injury were observed.

Results over two years demonstrated that a short-term high CO₂ treatment at a low temperature was effective in reducing the time in cold disinfestation at both 0°C and 3°C without detriment to fruit quality during storage. These results show considerable promise in improving the current cold disinfestation protocol for QFF in cherries.

Project CY07011 (CY06005 Phase 2)

For more information contact:

John Golding, NSW DPI

T 02 4348 1926

E john.golding@dpi.nsw.gov.au

WORKING TOWARDS QUALITY PRODUCTION WORKSHOP

Cherry Growers of Australia (CGA) presented the second workshop in the 'Working Towards Quality' series, presented by John Morton of Oregon Cherry Growers.

The two-day workshops included presentations, activities and demonstrations on nutrition, pruning, frost control, light influence on yield, crop load management, harvest and post harvest. Manuals covering these topics were developed as part of the project. The workshops were held in New South Wales, Victoria, Western Australia, South Australia and Tasmania.

Project CY08026

For more information contact:

Trevor Ranford, Cherry Growers of Australia

T 08 8349 4556

E aplnpear@ozemail.com.au



PROVIDING DATA PACKAGES FOR NEW FRUIT FLY CONTROL TECHNOLOGY

A current project is investigating the potential of lufenuron for Queensland Fruit Fly (QFF) control as an alternative to dimethoate and fenthion.

Cover sprays of dimethoate or fenthion have often been used in the pre-harvest control of fruit flies to enhance market access for many fruit and vegetable commodities. However dimethoate and fenthion are undergoing review and there is a risk that a number of current uses may not be available to horticultural industries in the near future. Therefore, alternative technologies for the field control of fruit flies could become necessary.

Lufenuron is known to hinder the formation and deposition of cuticle chitin in insects, thereby acting to kill eggs and/or larvae. This project is

determining the efficacy of lufenuron against QFF to subsequently provide data packages for new control technology.

Laboratory tests have developed technical procedures for attracting adult fruit flies to ingest lufenuron in appropriate quantities, and have established effective dose rates to inhibit reproduction in QFF (*Bactrocera tryoni*). Similar laboratory bioassays with *B. jarvisi* and *B. cucumis* are currently being conducted and field cage experiments will be followed.

Project MT08035

For more information contact:

Dr Hainan Gu, QPIF, DEEDI

T 07 3896 9382

M 0401 676 360

E hainan.gu@deedi.qld.gov.au

Overseas market access visits

The Australian cherry industry does not have access to a number of overseas markets including China, Taiwan and New Zealand. While Australia has formal access approved to the USA, there has been a need to finalise the appropriate regulations to allow fruit to move into the market.

In addition, reviews of imports are being undertaken by Thailand, Indonesia and other South East Asian countries. Having input into the relevant meetings and negotiations are essential to achieve practical protocols and programmes.

The objective of the project involved 'undertaking appropriate industry visits to relevant countries to participate in

government and industry meetings to assist in achieving market access and/or ensuring market maintenance'.

This was achieved through:

- Regular communication and participation with the HMAAC Committee including participation in the recent Market Access Workshop;
- Regular communication and participation with the relevant Government agencies including DFAT, DAFF, BA and AQIS;
- Establishing and maintaining links with relevant contacts in the appropriate countries to which the cherry industry is seeking access;
- Participation in all relevant industry/government teleconferences and meetings;
- Visits to relevant countries as part of ministerial, government, HAL and industry bilateral and/or trade meetings;
- Reporting regularly to the Australian cherry industry;
- Developing and implementing an agreed market access plan.

Particularly through the work of Ian Hay (President, CGA) and Tim Reid (Vice President, CGA) Cherry Growers of Australia has made a number of visits to China, Taiwan, Korea and Japan as part of Industry and/or government delegations to discuss access issues and liaise with the relevant government ministers and agency representatives. CGA also participated in Asia Fruit Logistica as another method of delivering the Market Access message.

Project CY08009

For more information contact:
Trevor Ranford, Cherry Growers of Australia
T 08 8349 4556
E aplpear@ozemail.com.au

OPTIMAL IRRADIATION DELIVERS RESULTS FOR STERILE INSECT TECHNIQUE

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

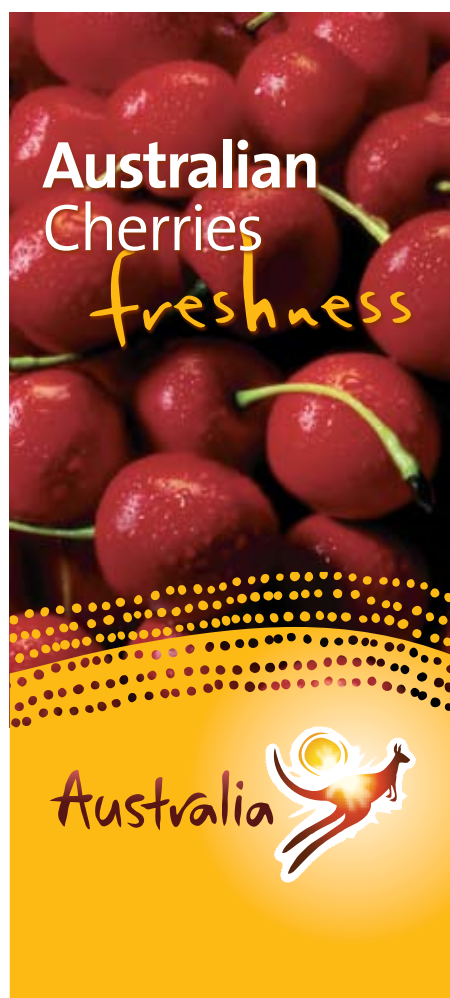
In the sterile insect technique (SIT) millions of QFF are routinely reared, sterilised by irradiation and released in the field to disrupt reproduction of wild populations. Improved irradiation procedures are being developed to enhance quality assurance and to produce more effective sterile flies.

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

For further information contact:
Phillip Taylor, Macquarie University
T 0405 762 546
E phil@galliform.bhs.mq.edu.au



Verification of a 3°C disinfestation treatment for nectarines, cherries and plums

Background

In January 2006, the Taiwan Bureau of Animal and Plant Health Inspection and Quarantine (BAPHIQ) excluded the entry of all Australian fresh produce known to be a host to the Queensland fruit fly (QFF). Taiwan has been an important export market for Australian summerfruit and cherries, and technical submissions based on QFF disinfestation treatment protocols for regaining market access were developed by NSW DPI and provided to the Taiwanese authorities. The Taiwanese government required that verification trials to confirm the efficacy of a 3°C cold disinfestation treatment for QFF in fresh cherries, nectarines and plums be conducted, and that these trials be overseen by a BAPHIQ Inspector.

Research findings

The three verification trials were conducted at the NSW Department of Primary Industries' QFF research laboratory at the Gosford Primary Industries Institute in 2008/09. One BAPHIQ inspector was present to oversee the cherry trial and the beginning of the nectarine trial, before being



BAPHIQ Inspector removing cherries from QFF cages following infestation.

relieved by another BAPHIQ officer who oversaw the end of the nectarine trial and the entire plum trial.

Fresh nectarine, cherry and plum fruit were infested with QFF eggs by placing the fruit on top of mesh cages containing adult QFF. The eggs were then allowed to hatch and develop to the most cold-tolerant life stage, which had been determined during previous

projects (SF05021 and CY05012). For nectarines and cherries, first instar larvae were the most cold tolerant, whereas third instar larvae were the most cold tolerant life stage in plums. The fruit were then subjected to a 3°C disinfestation treatment for 14 days. Following this, the fruit were removed from the coldrooms, stored for two to three days at 26°C and then examined by BAPHIQ inspectors for any surviving larvae. No QFF larvae survived in nectarines, cherries or plums following the 3°C disinfestation treatment for 14 days.

Industry outcomes

This project has been completed and the final report submitted to HAL. The inspectors present for the trials have reported back to BAPHIQ and negotiations are currently underway to restore market access for Australian summerfruit and cherries to Taiwan on the basis of the results of these verification trials. These trials may also provide supporting evidence for other export submissions.

Project MT08053

For more information contact:

Katina Lindhout, NSW DPI

T 02 4348 1965

E katina.lindhout@dpi.nsw.gov.au



BAPHIQ Inspector examining cherry fruit for surviving QFF larvae following treatment at 3°C for 14 days.

Domestic Marketing Program 2008/09

The 2008/09 marketing program had a strong focus on the end consumer through product sampling and retail merchandising.

The key strategies included:

- The development of the brand positioning “Love Summer Love Cherries” based on research conducted in 2007/08 financial year:
 - Point of sale (POS) material supporting the new brand positioning;
 - Distribution of the POS material through six central markets nationally, state associations and the national merchandising program;
 - National cherry sampling;
 - Retail relations development with key retailer accounts;
 - A public relations strategy targeting key media through media drops, media releases and liaising with individual media contacts to increase exposure.
- The development of a cherry consumer DVD;
- State based co-operative marketing activity.

2008/09 campaign highlights

The national cherry sampling and merchandising programs occurred in two waves. The first wave was two weeks prior to Christmas and the second wave was in the typically slow retail period of post Christmas and New Year in January.

National sampling program

The key objectives of the sampling program were: to increase sales of cherries, to engage target shoppers, to create a strong emotional connection, to increase trials of cherries, to demonstrate how to eat the fruit and to discuss handy tips i.e. how to select, store and eat.

The cherry sampling campaign involved an integrated delivery including female brand ambassadors dressed in summery cherry print dresses with matching accessories in order to draw attention and to generate interest and excitement around the campaign.

150 sampling sessions were conducted nationally. During the campaign period, a total cherry sale of around 5,000 kilos was recorded. The vast majority of store managers indicated an increase of over 50 per cent in sales when sampling occurred. It was estimated that a total of 14,950 consumers were educated nationally during the campaign. The price point that attracted the most sales was \$10~\$15/kg. This could suggest that price could be an indication of quality, at the same time the consumers became price sensitive when the price was in excess of \$15/kg. However, in certain areas/demographics, sales defied the highest price point of >\$15/kg.

Point of sale (POS) material development

Eye-catching POS material included A2 posters, wobblers and cherry paper bags with handy selection, storage and eating tips printed on the reverse side of the paper bags.

The range of POS had a wide reach in independent grocers around the country during the cherry season, with distribution through six central markets, a national merchandising campaign and the state cherry associations.



National merchandising program

Feedback from the central markets suggested that in some cities the reach of the independent retailers was in excess of 80 per cent of the retailers that purchased cherries from those markets.

In total, the number of stores merchandised was 330 nationally. About two thirds of the store managers allowed the merchandisers to display the POS material. Where appropriate, the merchandisers also imparted information about correct cherry handling and display based on the “Cherry Retail Tips” produced by the SA cherry association.



National public relations (PR) program

To announce the arrival of the cherry season and sustain news through the duration of the season, a comprehensive list of 175 key media contacts were approached in the form of cherry media drops and personal contact to secure media coverage.

An estimated 4.3 million people nationally were reached in 2008/09. Highlights included a 10 minute cooking segment on Channel 9's *Fresh TV Christmas with Australian Women's Weekly*, a 5 minute segment with Lynne Mullins on Sydney's radio station 2UE and a half page in the *Sydney Morning Herald's Good Living* supplement.

Project CY08500

For more information please contact:
Elisa Tseng, HAL Marketing Manager
T 02 8295 2300
E elisa.tseng@horticulture.com.au

BENEFITS FROM COMBINED TASMANIA AND CHERRY GROWERS AUSTRALIA INDUSTRY DEVELOPMENT OFFICER

The Australian cherry industry is benefitting from combining the roles of a Tasmanian state and national industry development officer.

The Cherry Growers of Australia (CGA) strategic plan and the Fruit Growers Tasmania (FGT) operational plan identified the need for regional industry development officers to effectively achieve research, development and extension issues. The project's combined national and local focus is improving awareness of issues surrounding export, in particular maximum residue limits (MRLs) and chemical use.

In August 2008 the inaugural CGA 2008 *Cherry export manual* was launched. The manual includes a variety of information and tools including export spray guides, MRL and export interval guides, export protocols, state requirements and permits to assist growers in meeting the requirements of various export markets. The manual will be reviewed and updated on an annual basis.

The project is also committed to addressing national extension requirements. The 'Working towards quality' seminar series for 2008

was concluded in August by cherry consultant and grower John Morton from Oregon Cherry Growers (USA). He presented a two day workshop to Tasmanian, Victorian, Western Australian, South Australian and New South Wales cherry growers on nutrition, pruning, frost control, light influence on yield, crop load management, harvest and postharvest.

The CGA 2009 seminar series commenced in May with cherry grower and consultant Earnscy Weaver from New Zealand presenting on cherry nutrition in Tasmania, Victoria, Western Australia, South Australia and New South Wales.

At a local and state level the project is dedicated to issues such as export market maintenance, and export market access and development, increasing production and profitability, maintaining protection from quarantinable pests and diseases, facilitation of research and development, maintenance of an adequate skilled workforce, and encouragement of industry alliances.

Through this project the IDO continued to support the implementation of best practice by organising training, field

days, newsletters, and conferences such as the annual May conference and 2009 National Cherry Conference. Relevant information was provided for the control of pest and diseases, particularly in relation to export market requirements through the development of spray programs, organised residue testing and applications for relevant permits for the industry through APVMA.

Project MT07058

For more information contact:
Anna Steinhauser, Fruit Growers Tasmania Inc
T 03 6266 4305
E anna@fruitgrowerstas.com.au



FRUIT GROWERS TASMANIA ANNUAL CONFERENCE AND REGIONAL VISIT MAY 2008

The conference, held in May 2008, was based around the theme "Working Towards Quality" and included local, national and international speakers who addressed:

- New (UFO training) orchard systems;
- Orchard nutrition;
- Improving soil health;
- Cherry Growers of Australia (CGA) activities;
- Trends in irrigation, drainage and soil moisture monitoring;

- Crop load management including pre-harvest;
- Working towards quality from a grower perspective;
- Harvesting in the heat;
- In-transit temperature monitoring.

The conference also included a regional visit to Victoria, South Australia and New South Wales with international presenter Matt Whiting covering pollination, fruit set and shedding, and crop load management.

The conference committee utilised its own resources and the Victorian Cherry Growers (VCG), New South Wales Cherry Growers Association (NSW CGA) and South Australian Cherry Growers Association (SA CGA) to facilitate the visits and add a personal level to the organisation, adding to the success of the conference.

Project CY07016

For more information contact:
Anna Steinhauser, Fruit Growers Tasmania Inc
T 03 6266 4305
E anna@fruitgrowerstas.com.au

FACILITATING INDUSTRY COMMUNICATION VIA TREE FRUIT MAGAZINE

Tree Fruit magazine has continued to be an important part of the communication strategy for Cherry Growers of Australia Inc (CGA), and is well received by growers.

CGA has utilised this media as the official industry communication journal since September 2004. At that time the industry sought a mechanism to effectively, efficiently and regularly communicate with grower levy payers. *Tree Fruit* was selected and continues to be used to report on the activities of CGA.

Through regular reports from the President, Secretary and State Affiliates, CGA has been able to keep growers abreast of the many issues being dealt with by the organisation. The magazine also reports on industry programs including research and development, promotion, plant health, biosecurity, and general industry projects including reports on the Australian Cherry Breeding program.

Special industry articles are also supplied by local and international experts. In addition, CGA has used the regular mail out to distribute other industry publications including the Export Manual, the IPM poster and the Conference package.

A minimum of two pages are used to cover the industry activities across ten editions each year.

Tree Fruit is sent to all known Australian cherry growers on the industry database representing 650 to 700 growers. The magazine is also sent to a number of Federal and State Government politicians and Government Agency representatives.

Project CY08017

For more information contact:
Trevor Ranford, Cherry Growers of Australia Inc
T 08 8349 4556
E aplnpear@ozemail.com.au

FUTURE SURVEILLANCE NEEDS FOR BEE BIOSECURITY

A set of bee biosecurity surveillance options are being developed based on current knowledge. The options developed will be expert-based, with limited modelling used to explore possible scenarios. Beliefs should be consistent with the data and intuition.

In the first instance the targets of the surveillance options will be those threats identified under the EAD response agreement, although the final list may change after the initial scoping discussion with key industry and jurisdictional stakeholders. Varroa and Tropicalealaps mites will be included in the final list.

Some capacity for flexibility will be incorporated in the surveillance strategy to include other targets. After initial discussion the options will be restricted to the use of bait hives and sentinel hives and exclusion within particular areas.

Once the options have been developed, a workshop will be used to validate results and analysis.

Project MT08044

For more information contact:
Dr David Dall, RIRDC
T 02 6271 4128
E david.dall@rirdc.gov.au

ADVANCES IN AUSTRALIAN CHERRY BREEDING

Developing large, well adapted cherry varieties with improved rain cracking resistance for Australian cherry growers is currently underway.

Widespread rains across Australia's cherry growing areas last December (season 2008/09) highlighted the need for varieties that sustain less damage from rainfall events near harvest. While financially costly for most growers, the rain occurring with 30 per cent of harvest completed did provide an excellent opportunity to get good differentiation of the relative rain cracking susceptibility of many lines within the breeding program.

In 2008 the breeding program contained 12,000 different genotypes, with 3,626 cropping trees. 87 trees were considered promising and a further 768 of sufficient standard to require further evaluation. In winter, 3,412 were removed based on previous season's results to focus on those with greater potential.

In 2009, 1,627 cropping trees were assessed, 64 were considered promising, and a further 413 require further evaluation.

All promising lines have been grafted for further evaluation on Mazzard F12-1 rootstock.

Excellent progress was made this season, especially in weeding out those lines susceptible to rain cracking. Overall fruit firmness was considered impressive, and there were many quality fruit lines displaying good levels of reduced rain cracking susceptibility.

Several new lines will enter the national evaluation network field trials mid-2009 with the future looking bright for the release of new varieties with reduced rain cracking susceptibility in the near future.

Project CY07000

For more information contact:
Darren Graetz, SARDI
T 08 8303 9362
E graetz.darren@saugov.sa.gov.au



Taking a new view of cherry cracking

By better understanding how water enters the cherry, the costly problem of cherry cracking can be better understood and managed.

Rain-induced cherry cracking has always been a major challenge to sweet cherry growers. The unpredictable nature of rainfall and limited strategies to combat the problem makes the management of cherry cracking difficult and costly. This project was initiated to further understand the process by which water enters cherries during and following rainfall. It has extended the current understanding of cracking by examining an alternative view of the underlying process.

Different pathways exist by which water can enter the fruit, thereby causing it to crack. The propensity for cracking interacts with the time

of rainfall, cherry variety, seasonal conditions and crop load.

Cracks at the two ends of the fruit (apical and stem) have been shown to be caused by water moving directly across the skin of the cherry, whereas the large side cracks are caused by water moving from the soil via the internal system of the tree.

Higher numbers of fruit per tree reduced the level of cracking, further confirming the alternative view of the importance of the hydraulic system of the whole tree to the cracking problem. Work over the last season has extended our understanding of the hydraulic system of the whole cherry tree and its link to cherry cracking.

Simulated rainfall applied during the afternoon period induced higher levels

of cracking – especially side cracks – than night or morning applications.

Further work on the incidence of cracking has confirmed varietal differences in propensity to particular types of cracks, suggesting that varietal specific management strategies need to be considered in combating the problem.

The increased understanding of the process of cherry cracking should permit better risk assessment and provide the potential for the development of effective integrative prevention strategies.

The project will be completed later this year.

Project CY06001

For more information contact:
Alistair Gracie, University of Tasmania
T 03 6226 7468
E a_gracie@postoffice.utas.edu.au

DEVELOPMENT OF AN INTERNATIONAL STANDARD FOR MOBILE ELEVATING WORK PLATFORMS

This project is the final of a series to represent orchard grower's 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 is currently in draft.

Prior to this multi-industry 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 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 by 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

For more information contact:
Keith Batten, Keith Batten & Associates
T 0418 738 969
E batten@bigpond.net.au

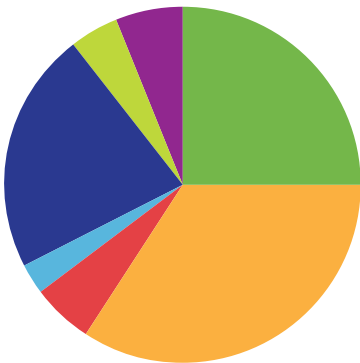
Investing in Australian horticulture

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 cherry R&D program allocated 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



- Productivity and Adding Value (25.2%)
- Supply Chain and Markets (34.1%)
- Natural Resources Management (5.5%)
- Climate Variability and Climate Change (2.7%)
- Biosecurity (22.1%)
- Innovation Skills (4.5%)
- Technology (5.9%)

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.

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.

Cherry Growers of Australia Inc (CGA) 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. CGA is responsible for recommending to HAL the establishment of, and any changes to, statutory levies.

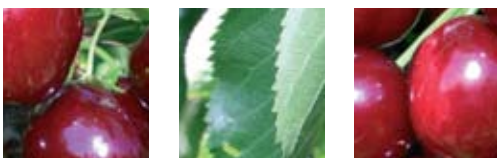
For more information please visit www.horticulture.com.au

In 2008/09 the Cherry Growers of Australia Inc (CGA) acted as the service provider on five projects.

Full details can be found on page 11 of this report.

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 \$88,413 of consultation funding was budgeted to be provided to the Cherry Growers of Australia.



Across Industry Program

The cherry 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.

Project No	Title	Project start	Project completion	Organisation	Contact
Outcome 1 Enhance the efficiency, transparency, responsiveness and integrity of the supply chain for the total industry to provide clear market signals					
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
Outcome 2 Maximise the benefits of horticultural products in the eyes of consumers, influencers and government					
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
Outcome 3 Position horticulture to compete in a globalised environment					
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
Outcome 4 Achieve long term viability and sustainability for Australian horticulture					
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

Cherry Program 2008/09

Project No	Project title	Levy or VC	Project start	Project completion	Organisation	Contact
CY06001	A new view of cherry cracking	Levy	22 Mar 07	31 Jul 09	University of Tasmania	Dr Alistair Gracie 03 6226 7468
CY06015	Methyl bromide fumigation of cherries against Qfly for access to Taiwan	VC	1 Dec 06	30 Aug 09	Department of Employment, Economic Development & Innovation	Peter Leach 07 4044 1679
CY07000	Developing high quality Australian sweet cherries for export and domestic markets	Levy	10 Apr 08	31 Mar 11	South Australia Research & Development Institute	Darren Graetz 08 8389 8809
CY07011	CY06005 Phase 2: New ways to disinfest and maintain cherry fruit quality	Levy	1 Oct 07	1 Oct 09	NSW Department of Primary Industries	Dr John Golding 02 4348 1926
CY07015	Frost protection – evaluation of new system	VC	3 Sep 07	31 Mar 09	University of Tasmania	Dr Steve Wilson 03 6226 7469

Project No	Project title	Levy or VC	Project start	Project completion	Organisation	Contact
CY07016	Fruit Growers Tasmania Annual Conference, May 2008	Levy/VC	5 May 08	1 Jul 08	Fruit Growers Tasmania Inc	Anna Steinhauser 03 6266 4305
CY08005	AFFOC well informed cherry and summerfruit supply chain application	VC	1 Aug 08	30 Apr 11	Australian Fresh Fruit Company Pty Ltd	Andrew Dick 03 5420 7444
CY08009	Cherry market access visits	Levy	1 Oct 08	15 Jul 09	Cherry Growers of Australia Inc	Trevor Ranford 08 8349 4556
CY08012	CGA Annual Conference 2009	VC	19 May 09	31 Oct 09	Fruit Growers Tasmania Inc	Anna Steinhauser 03 6266 4305
CY08017	Facilitating cherry industry communications via the <i>Tree Fruit</i> publication 2008/09	Levy	1 May 09	27 Sep 09	Cherry Growers of Australia Inc	Trevor Ranford 08 8349 4556
CY08025	39th National Cherry Conference	VC	1 Jul 08	30 Sep 09	NSW Cherry Growers Association	Joanne Wells 02 6384 3285
CY08026	Working towards quality production	Levy	1 Aug 08	30 Nov 08	Cherry Growers of Australia Inc	Trevor Ranford 08 8349 4556
CY08033	Cherry industry biosecurity preparedness	Levy	7 Mar 09	27 Nov 09	Cherry Growers of Australia Inc	Trevor Ranford 08 8349 4556
CY08035	Fruit Growers Tasmania Annual Conference and Cherry Growers of Australia regional extension, May 2009	Levy/VC	1 May 09	1 Jul 09	Fruit Growers Tasmania Inc	Anna Steinhauser 03 6266 4305
CY08038	Facilitating cherry industry communications via the <i>Tree Fruit</i> publication 2009/10	Levy	1 Jun 09	30 May 10	Fruit Tree Media	Nick Morenos 03 9740 7136
CY08500	Cherry marketing campaign 2008/09	Levy	1 Jul 08	30 Jun 09	Horticulture Australia Ltd	Elisa Tseng 02 8295 2300
CY08505	Cherry Export Program	Levy	1 Oct 08	30 Jun 09	Horticulture Australia Ltd	Wayne Prowse 02 8295 2300
CY08900	Cherry Partnership Agreement 2008/09	Levy	1 Jul 08	30 Jun 09	Cherry Growers of Australia Inc	Trevor Ranford 08 8349 4556
HG06040	Optimal irradiation procedures for sterilization of Queensland fruit flies	Levy	1 Oct 06	30 Apr 10	Macquarie University	Phillip Taylor 0405 762 546
MT07015	Tasmanian pest incursion monitoring	Levy/VC	1 Aug 07	1 Jun 11	Fruit Growers Tasmania Inc	Anna Steinhauser 03 6266 4305
MT07058	Combined Fruit Growers Tasmania and Cherry Growers Australia Industry Development Officer	Levy/VC	1 Jul 07	31 Aug 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 0418 738 969
MT08015	Data collection program (continuation from MT07036)	Levy/VC	15 Sep 08	31 May 10	Horticulture Australia Ltd	Roger Bramble 028295 2300
MT08035	Providing data packages for new fruit fly control technology	Levy/VC	1 Jul 08	25 May 10	Department of Employment, Economic Development & Innovation	Hainan Gu 07 3896 9382
MT08036	Ecology and preharvest 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
MT08044	Future surveillance needs for bee biosecurity	Levy/VC	5 Jan 09	31 Jul 09	Rural Industries R&D Corporation	Dr David Dall 02 6271 4128
MT08048	Simulation workshop for Varroa mite incursion	Levy/VC	5 Jan 09	15 Nov 09	Rural Industries R&D Corporation	Dr David Dall 02 6271 4128
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	Katina Lindhout 02 4348 1965
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

Financial Report

CHERRY INVESTMENT SUMMARY

Year ended 30 June 2009

	Marketing 2008/09	R&D 2008/09	Combined 2008/09
Funds available 1 July 2008	118,430	281,099	399,529
INCOME			
Levies Received	270,689	361,054	631,743
Commonwealth Contributions		246,937	246,937
Other Income	2,812	17,264	20,076
Total Income	273,501	625,255	898,756
Budget	280,000	705,664	985,664
<i>Variance to Budget</i>	<i>(6,499)</i>	<i>(80,409)</i>	<i>(86,908)</i>
PROGRAM INVESTMENT			
Levy Programs	196,253	434,672	630,925
Service Delivery Programs by HAL	26,730	59,202	85,932
Across Industry Contribution		5,042	5,042
Levy Collection Costs	2,740	3,966	6,706
Total Investment	225,723	502,882	728,605
Budget	349,106	709,696	1,058,802
<i>Variance to Budget</i>	<i>123,383</i>	<i>206,814</i>	<i>330,197</i>
Annual Surplus/Deficit	47,778	122,373	170,151
Closing Balance 30 June 2009	166,208	403,472	569,680

CHERRY INDUSTRY ADVISORY COMMITTEE (IAC)

David Minnis (Chair)
retired February 2009

Ian Hay

Scott Coupland

Steve Chapman

Max Arif

Tim Reid

Ian Sparnon

Trevor Ranford (CGA ex officio)

Bradley Mills (HAL ex officio)



FOR MORE INFORMATION CONTACT:



Bradley Mills
Industry Services Manager
Horticulture Australia Limited (HAL)

Suite 503
530 Little Collins Street
Melbourne VIC 3000

T 0408 635 465

E bradley.mills@horticulture.com.au