

Production of Australian Vegetable Industry Vegenotes series

Richard Mulcahy
AUSVEG Ltd

Project Number: VG09096

VG09096

This report is published by Horticulture Australia Ltd to pass on information concerning horticultural research and development undertaken for the vegetables industry.

The research contained in this report was funded by Horticulture Australia Ltd with the financial support of the vegetables industry.

All expressions of opinion are not to be regarded as expressing the opinion of Horticulture Australia Ltd or any authority of the Australian Government.

The Company and the Australian Government accept no responsibility for any of the opinions or the accuracy of the information contained in this report and readers should rely upon their own enquiries in making decisions concerning their own interests.

ISBN 0 7341 3045 7

Published and distributed by:
Horticulture Australia Ltd
Level 7
179 Elizabeth Street
Sydney NSW 2000
Telephone: (02) 8295 2300
Fax: (02) 8295 2399

© Copyright 2013



Horticulture Australia

**Production of Australian
Vegetable Industry *Vegenotes* series**

2009 - 2012

Richard Mulcahy

AUSVEG Ltd

Project Number: VG09096

[31 August 2012]

VG09096

31 August 2012

This report is published by Horticulture Australia Ltd to pass on information concerning horticultural research and development undertaken for the vegetable industry.

The research contained in this report was funded by Horticulture Australia Ltd using the National Vegetable Levy and matched funds from the Australia Government.

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

Project Leader: Richard Mulcahy
Chief Executive Officer, AUSVEG
(03) 9822 0388
info@ausveg.com.au

Table of Contents

1.	Media Summary	4
2.	Introduction	5
3.	Materials & Methods	8
3.1	<i>Facilitators</i>	8
3.2	<i>Introduction</i>	8
3.3	<i>About the Project</i>	9
3.4	<i>Major Project Finding</i>	9
3.5	<i>Conclusion</i>	9
3.6	<i>The Bottom Line</i>	9
3.7	<i>Acknowledgements</i>	9
4.	Methodology	10
4.1	<i>Content</i>	10
4.2	<i>Style</i>	10
4.3	<i>Audience</i>	11
4.4	<i>Distribution method</i>	11
5.	Results	12
5.1	<i>Featured R&D Projects</i>	12
5.2	<i>Distribution numbers</i>	17
5.3	<i>Media</i>	17
6.	Recommendations	21

1. Media Summary

The completion of Research and Development (R&D) projects by industry service providers falls just short of providing growers with the information they require to implement better on-farm practices. It is the extension and dissemination of these outcomes that is crucial in grower adoption of research findings.

Vegenotes bridges the gap from a finished research project to providing growers with the tools that they need to apply the information on their own farms in order to improve their businesses. The publication presents two R&D projects in each edition, in an intelligible and technically based format with the main findings of the projects clearly explained. Each story is approximately 800 words in length and interviews with the researchers are also intermittently included.

This bi-monthly technical publication is mailed directly to approximately 6,000 Australian levy paying vegetable growers and industry members in conjunction with *Vegetables Australia* magazine - the most widely distributed publication within the horticulture industry. Recipients receive the publication six times a year; in January, March, May, July, September and November.

Vegenotes is distinct from other horticulture publications in that it contains no advertising; the four page publication is solely dedicated to R&D information. The foremost benefit in providing growers with technical and practical R&D information is that it encourages better uptake of research outcomes through presenting growers with useful on-farm tools. This demonstrates a vital use of levy funds to growers because they are able to apply the information directly to their own businesses in a hands-on approach.

A key reason for the success of *Vegenotes* is the concise format in which the information is presented, as it allows growers to extract the main points of R&D projects without having to spend extensive time reading through lengthy research papers.

2. Introduction

Beginning in 2007, *Vegenotes* has been a successful publication for over 30 editions. The publication is currently at the conclusion of the second project cycle [VG09096] and has been approved for a further three years ensuring its continuation until 2015. *Vegenotes* is just one element of an overall Vegetable Industry Communications Strategy (VICS) which aims to deliver R&D outcomes to vegetable growers throughout Australia.

Over the years both the editorial content and also the aesthetic design of *Vegenotes* has improved. Moving from the first to the second series of the publication, the format changed from focusing on one R&D project to add an additional project, with each edition currently featuring two stories. The aesthetics of the publication has also been improved to try and develop a more modern look, in a bid to widen the appeal to a greater audience. The use of a brighter colour palette and more images has seen *Vegenotes* evolve into an appealing and inviting publication.

To enhance the main goal of *Vegenotes* to present R&D information to growers in an easy to read and practical format, the content of the publication was standardised during the current *Vegenotes* project. By presenting the information of varying R&D projects within a reoccurring set of headings, it streamlined the content to make it easier for growers to extract the main outcomes of projects. The current headings presented in *Vegenotes* are as follows:

- **Facilitators**
- **Introduction**
- **About the Project**
- **Major Project Findings**
- **Conclusion**
- **The Bottom Line**
- **Acknowledgements**

The most recently added heading for *Vegenotes* is the 'Facilitators' section, which is a brief paragraph at the start of every R&D story which clearly identifies all researchers and service providers associated with the project. This allows growers to have an immediate understanding of where the research has been conducted and who has facilitated the project. The projects featured in

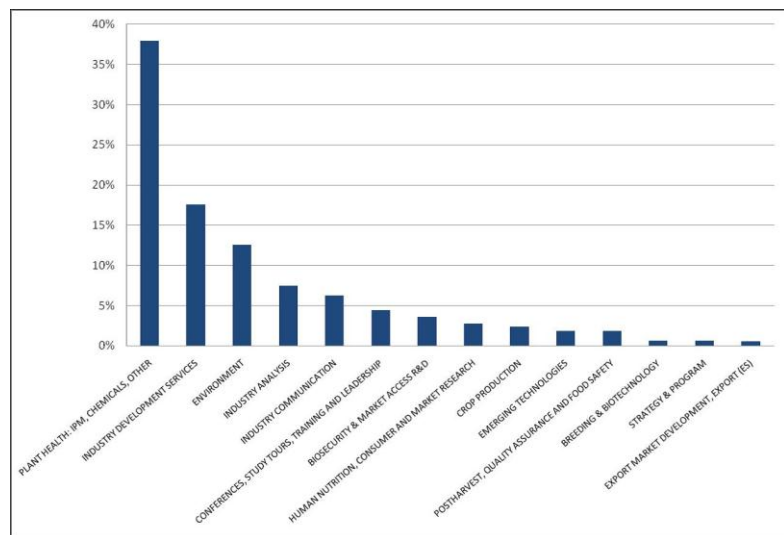
Vegenotes can either be a Final Report or Milestone Report completed for the vegetable industry and this section identifies which stage the project has reached.

The selection process for which projects are covered in *Vegenotes* involves reviewing all recent vegetable industry projects on the Horticulture Australia Limited (HAL) website to evaluate the suitability of potential stories. The R&D projects selected to feature in the publication must have on-farm applicability where a grower will be able to practically use the information. It is crucial that projects covered in *Vegenotes* have the potential to assist growers in improving their on-farm practices. Projects that have been featured in *Vegetables Australia* magazine are not covered in *Vegenotes*, to ensure there is no duplication between the two publications.

Projects exploring methods to control pests and diseases have featured most prominently in *Vegenotes* because it provides growers with information on how to combat a key technical problem area within their business. The prominence of Plant Health R&D projects presented in *Vegenotes* is a reflection of the high proportion of projects which have been completed for the vegetable industry in this research area, as illustrated below.

Allocation of RD&E Funding by Project Topic (2006-2011)

The graph below represents the historical project portfolio for Horticulture Australia Limited (HAL) in the vegetable industry, for the five year period from 2006 to 2011.



¹ *The Vegetable Industry Strategic Investment Plan [SIP] 2012, AUSVEG (pp. 60)*

Being a hardcopy publication, *Vegenotes* is highly accessible to growers in remote areas or with poor digital communication infrastructure. As a benefit of being published in hard copy, it caters for varying technological capabilities and allows growers to read the information at their own leisure.

Vegenotes is distributed to approximately 6,000 Australian levy paying vegetable growers by post and is mailed alongside *Vegetables Australia* magazine. *Vegetables Australia* provides growers with a wide range of articles from grower profiles to industry news and *Vegenotes* complements the magazine by providing more practical and technical on-farm information from R&D projects.

All editions of *Vegenotes* from the current project series are available online through the AUSVEG Knowledge Management System, for growers wanting to access past editions and R&D information. This ensures growers have unlimited catalogued access to the information regardless of when it was published.

AUSVEG coordinates the publication's production and is responsible for selecting which R&D projects to feature in each edition.

3. Materials & Methods

Presenting two R&D stories in a simple four page publication has been the unique factor which has seen *Vegenotes* develop into a well-respected technical publication. The potential to increase the number of projects covered in *Vegenotes* has been raised; however, concern lies with increasing the publication's content because this would remove its distinguishing factor of being a brief yet informative publication. Furthermore, the Vegetable Industry Advisory Committee (IAC) has expressed a desire to see projects in fewer numbers, but on larger scales, making committing to more stories per edition problematic.

Aligning the distribution of *Vegenotes* with *Vegetables Australia* magazine is an effective way of controlling costs and increasing penetration because the two publications complement each other. The conscious effort not to duplicate stories across the publications is key to providing growers with two distinctly different publications.

Improving *Vegenotes* is a continual goal for AUSVEG and numerous reviews of the aesthetics and content have been undertaken. Structural changes for content and a new layout for the design have occurred during the current *Vegenotes* series to improve the publication and keep it contemporary. AUSVEG ensures stylistic continuity of *Vegenotes* by having regular journalists and the same graphic designer work on each edition. This provides consistency throughout the publication and aligns with the objective of the *Vegenotes* which is to provide growers with easy to read technical information presented in a clear and concise format.

A new strategy was implemented to streamline the content of *Vegenotes* during this current project, which was to have the information segmented into standardised headings for every edition. While some of the specific titles may vary slightly to adapt to each edition, the main breakdown of information is still provided. A brief outline of the different sections is listed below:

3.1 Facilitators

All researchers and service providers who worked on, or are associated with, the project are listed within the Facilitators section to give readers immediate knowledge of where the project has been completed and who has undertaken the work.

3.2 Introduction

A brief introduction of the project is presented within this section to give growers an insight into what information gap the project is addressing.

3.3 About the Project

A general overview of the project is presented within the third section to provide an overall summary of the life of the project.

3.4 Major Project Findings

The Major Project Findings section of *Vegenotes* is the most significant as it outlines the main outcomes of the research in a concise approach. Due to the word limit, the information is distilled and scientific jargon is removed and converted into an easy to read format to clearly convey the main results of the project to growers.

3.5 Conclusion

The Conclusion provides a final summary of the project and may indicate the direction of future work if the project is currently only at a Milestone stage.

3.6 The Bottom Line

The main research outcomes are listed in dot point form at the end of each story as a brief summary to highlight the key points of the project to growers.

3.7 Acknowledgements

The Acknowledgement sections notes the funding source of the project. The majority of projects are funded by HAL using the National Vegetable Levy and matched funds from the Australian Government.

4. Methodology

Various amendments have been made to *Vegenotes* since it started in 2007 and in particular, several style changes have taken place in the current project series. The fundamental goal and objective to present R&D outcomes to growers in a practical and intelligible format remains unchanged.

4.1 Content

Projects covered in *Vegenotes* must fall into the category of vegetable industry R&D, to ensure the information presented to growers will be of the greatest relevance. The projects may either be general vegetable industry related or may be crop-specific. AUSVEG endeavours to feature a varying range of stories to ensure the majority of growers can relate to the publication in some way.

During the current project another modification introduced to improve the publication, was to include direct quotes from researchers within the stories. This allowed the project to be explained by an expert, as well as providing a breakup of the potentially information-dense articles. The current word quota of 800 words per story is a sufficient amount of content to explain the main outcomes of an R&D project while not being too lengthy that it will deter growers from reading the full story.

4.2 Style

The current style of *Vegenotes* remains relatively close to the earliest editions; however, during the current three-year project the look of the publication and structure of the content were improved upon. The look of *Vegenotes* was altered to include more images on the front cover and also utilise a wider range of brighter colours for the headings and highlight colours. Images used within the publication are of a high quality and this is outlined within the journalist's project brief.

The content layout has been modified to present stories within a standardised set of headings, to allow continuity between editions and improve the readability of the publication for growers.

The physical style of the publication remains unchanged as it is presented in a four page full colour A4 format.

4.3 Audience

The primary audience for *Vegenotes* is Australian levy paying vegetable growers.

The future direction of the Vegetable Industry Communications Strategy (VICS) aims at targeting R&D outcomes not just for growers but for also at agronomists and supply chain members who will pass their knowledge onto growers. Every edition of *Vegenotes* is available online and this secondary audience of researchers and supply chain members are likely to prefer to access the publication through the Knowledge Management System on the AUSVEG website.

4.4 Distribution method

Vegenotes is mailed out in conjunction with *Vegetables Australia* magazine because the two publications complement each other and also it minimises the cost of delivering the project.

Vegenotes is printed externally by Southern Colour Pty Ltd and is distributed through Direct Mail and Marketing mail-house to growers on approximately the 15th of every other month.

Recipients of *Vegenotes* are listed on a database of vegetables growers which has been created and is continually maintained by AUSVEG. As of August 2012, *Vegenotes* was mailed to approximately 6,000 levy paying vegetable growers on a bi-monthly basis.

The publication is also available in digital form on the AUSVEG Knowledge Management System, which is password protected to ensure all R&D remains for the benefit of the Australian vegetable industry.

5. Results

The current *Vegenotes* series (VG09096) was a three year project and aimed to produce 18 editions of *Vegenotes*. Due to the bi-monthly nature of the publication and project timeframe of less than three years, at just 31 months, 15 editions were able to be produced within the time period.

5.1 Featured R&D Projects

Vegenotes edition 17 – March 2010

Project 1: VG06009

Management of vegetable diseases with silicon

This project was developed by the Tasmanian Institute of Agricultural Research Vegetable Centre and investigated the impact of silicon applications on reducing disease and increasing yields in field-grown vegetable crops.

Project 2: VG07118

Build capacity of greenhouse growers to reduce crop loss through adoption of preventative disease management practices

Industry & Investment New South Wales developed this two-year project to explore cost-effective pest and disease management practices for greenhouses.



Vegenotes edition 18 – May 2010

Project 1: VG06136

Water Use Efficiency: Interpretation and training in the use of soil moisture data

This project focused on providing vegetable growers with tools to improve irrigation efficiency and maximise plant growth and profits by implementing better water management techniques.

Project 2: VG07008

Benchmarking Soil Health for Improved Crop Health, Quality and Yields in the Temperate Australian Vegetable Industries

Researchers at the Victorian Department of Primary Industries (VIC DPI) conducted this project to investigate different soil health practices and determine their environmental and economic benefits to growers.



Vegenotes edition 19 – July 2010

Project 1: VG07109

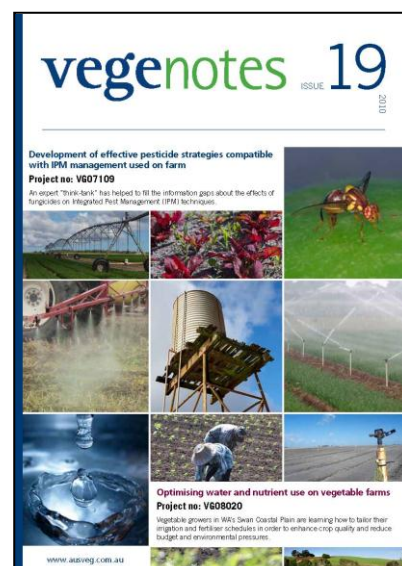
Development of effective pesticide strategies compatible with IPM management used on farm

AgAware Consulting Pty Ltd led a group to research domestic and international IPM techniques to evaluate alternative methods and opportunities.

Project 2: VG08020

Optimising water and nutrient use on vegetable farms

This project documented research by Western Australian growers in Swan Coastal Plain which explored how irrigation and fertiliser schedules may enhance crop quality and reduce budget and environmental pressures.



Vegenotes edition 20 – September 2010

Project 1: VG08087

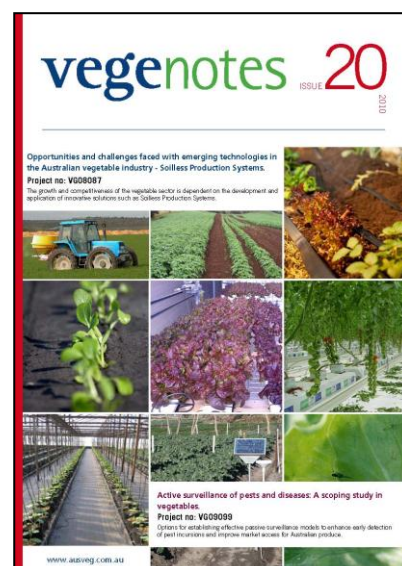
Opportunities and challenges faced with emerging technologies in the Australian vegetable industry - Soilless Production Systems

An investigation into the growth and competitiveness of the vegetable sector was completed in this project through analysing the industry's application of innovative solutions such as Soilless Production Systems.

Project 2: VG09099

Active surveillance of pests and diseases: A scoping study in vegetables

Early pest detection was explored in this project and options for establishing effective passive surveillance models were developed.



Vegenotes edition 21 – November 2010

Project 1: VG09031

Efficacy of SAR for disease control in rhubarb: A preliminary study

The use of systemic acquired resistance for disease control was researched in this project as a preventative tool and the resistance of pathogens to chemical controls was explored.

Project 2: VG07036

Developing guidelines for environmentally sustainable use of mineral fertilisers

Growing leafy vegetable crops that minimise the leaching of fertiliser into the groundwater was investigated in this project and it was highlighted that contamination can be significantly reduced using '3Phase' fertiliser schedules.



Vegenotes edition 22 – January 2011

Project 1: VG06053

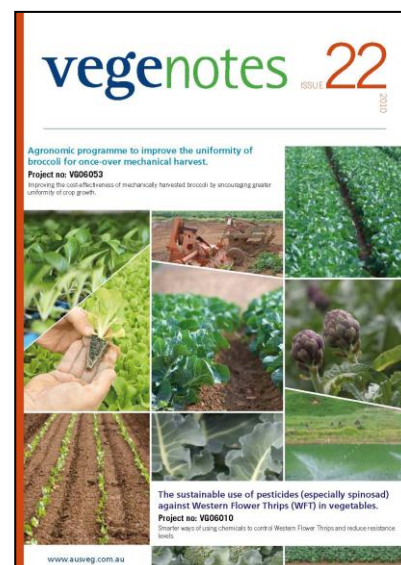
Agronomic programme to improve the uniformity of broccoli for once-over mechanical harvest

This project developed methods to improve the cost-effectiveness of mechanically harvested broccoli by creating measures to ensure a greater uniformity of crop growth.

Project 2: VG06010

The sustainable use of pesticides (especially spinosad) against Western Flower Thrips (WFT) in vegetables

Controlling Western Flower Thrips was the focus of this project and ways of using chemicals and ways to reduce resistance were explored.



Vegenotes edition 23 – March 2011

Project 1: VG01014

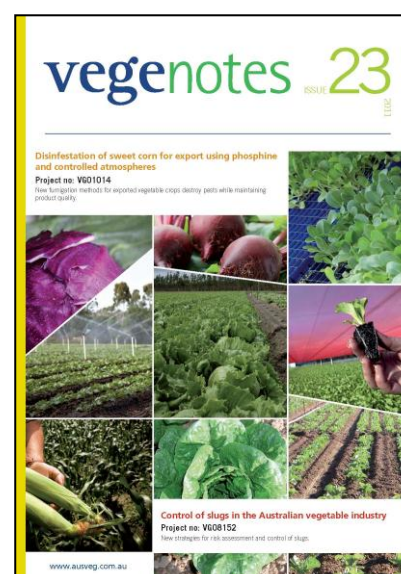
Disinfestation of sweet corn for export using phosphine and controlled atmospheres

Methods for controlling pests in exported vegetable crops were developed to not only kill the bugs but also retain product quality.

Project 2: VG08152

Control of slugs in the Australian vegetable industry

A risk assessment and control measures for slugs were developed through this project, which explored biological, cultural and chemical options.



Vegenotes edition 24 – May 2011

Project 1: VG06111

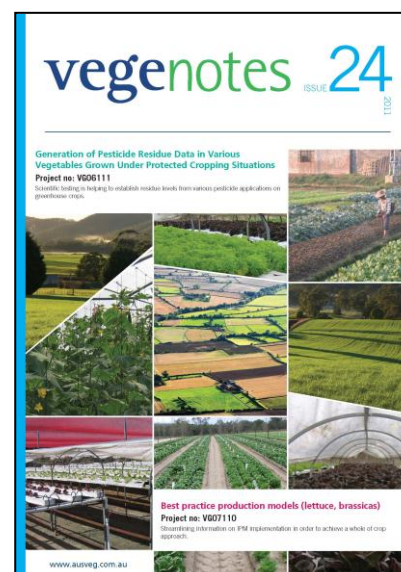
Generation of Pesticide Residue Data in Various Vegetables Grown Under Protected Cropping Situations

Pesticide application guidelines and residue levels on field grown crops were investigated throughout this project to establish residue levels from various pesticide applications on greenhouse crops.

Project 2: VG07110

Best practice production models (lettuce, brassicas)

Best practice production models for IPM in lettuce and brassicas were explored in combining existing information and research results for management of key pests into a whole of crop, in a user friendly format.



Vegenotes edition 25 – July 2011

Project 1: VG07070

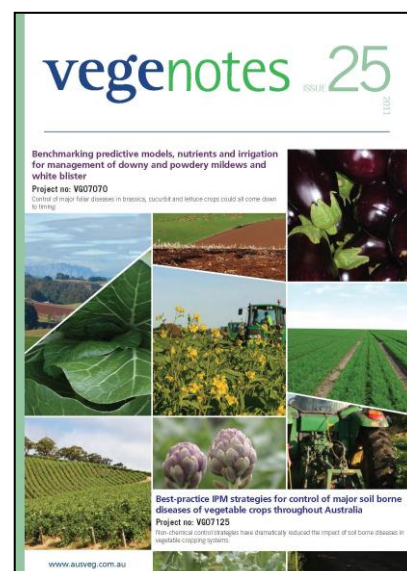
Benchmarking predictive models, nutrients and irrigation for management of downy and powdery mildews and white blister

Controlling major foliar diseases in brassica, cucurbit and lettuce crops were investigated in this project and it was explained that irrigation scheduling and growing resistant varieties are two ways of combating the destructive disease white blister.

Project 2: VG07125

Best-practice IPM strategies for control of major soil borne diseases of vegetable crops throughout Australia

This project researched non-chemical control strategies which have dramatically reduced the impact of soil borne diseases in vegetable cropping systems.



Vegenotes edition 26 – September 2011

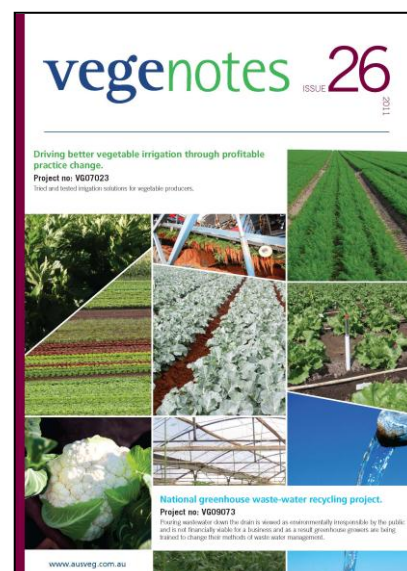
Project 1: VG07023

Driving better vegetable irrigation through profitable practice change

Irrigation solutions for vegetable producers were explored in this project and it was said limited practical information on technological innovations in irrigation has impeded productivity for vegetable growers.

Project 2: VG09073 - National greenhouse waste-water recycling project

Greenhouses were the focus of this project which explored skills and technology required by growers to convert open drainage to closed waste-water systems.



Vegenotes edition 27 – November 2011

Project 1: VG09137

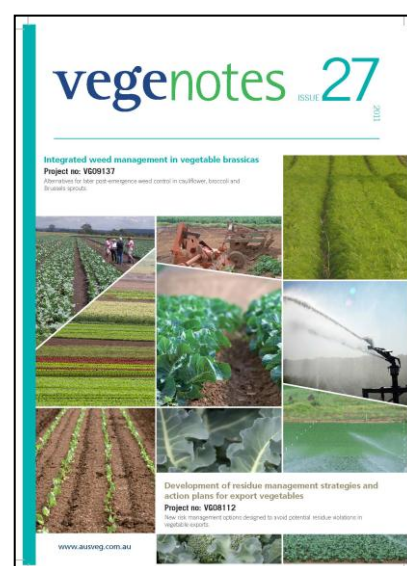
Integrated weed management in vegetable brassicas

Weed control in cauliflower, broccoli and Brussels sprouts was the basis for this project which developed alternatives for later post-emergence of weeds.

Project 2: VG08112

Development of residue management strategies and action plans for export vegetables

Potential residue violations in vegetable exports and alternative pest management option were explored in this project to avoid potential problems at export destinations.



VegeNotes edition 28 – January 2012

Project 1: VG07017

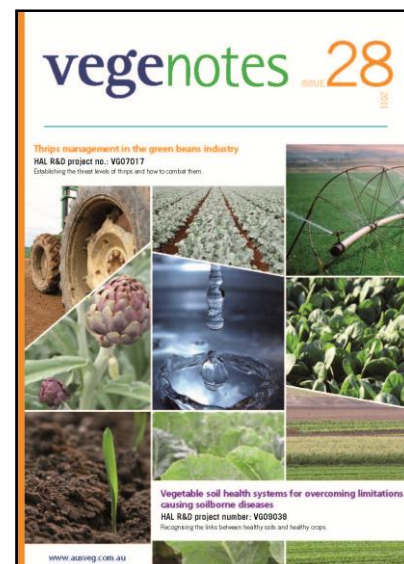
Thrips management in the green beans industry

Green beans were the focus crop of this project and it established the threat levels of thrips and offered methods on how to combat them.

Project 2: VG09038

Vegetable soil health systems for overcoming limitations causing soilborne diseases

An evaluation between healthy soils and healthy crops was completed in this project and it was confirmed that soil biology is the most important component of disease suppression in soils.



VegeNotes edition 29 – March 2012

Project 1: VG05806

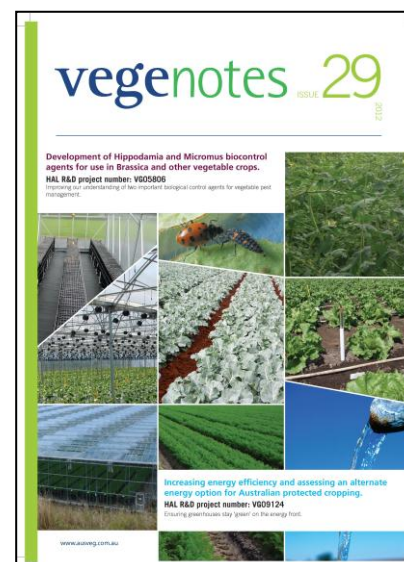
Development of Hippodamia and Micromus biocontrol agents for use in Brassica and other vegetable crops

Complete reliance on chemical control was evaluated in this project and it was recommended that biological control agents are likely to have a greater long-term impact than chemicals.

Project 2: VG09124

Increasing energy efficiency and assessing an alternate energy option for Australian protected cropping

Protected cropping practices were the focus of this project and it was determined that growers need to be able to improve on-farm practices.



VegeNotes edition 30 – May 2012

Project 1: VG07198

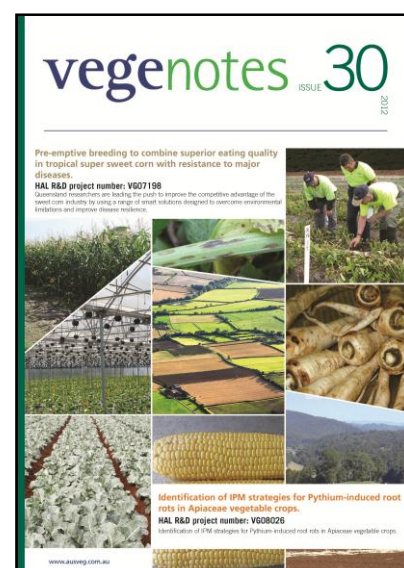
Pre-emptive breeding to combine superior eating quality in tropical super sweet corn with resistance to major diseases

The corn industry's use of a range of smart solutions designed to overcome environmental limitations and improve disease resilience were explored.

Project 2: VG08026

Identification of IPM strategies for Pythium-induced root rots in Apiaceae vegetable crops

Pythium-induced root rot in Apiaceae vegetable crops was the focus of this project and it was explained that some commercial parsnip varieties are less susceptible to canker and using these varieties may improve yields three-fold.



Vegenotes edition 31 – July 2012

Project 1: VG06022

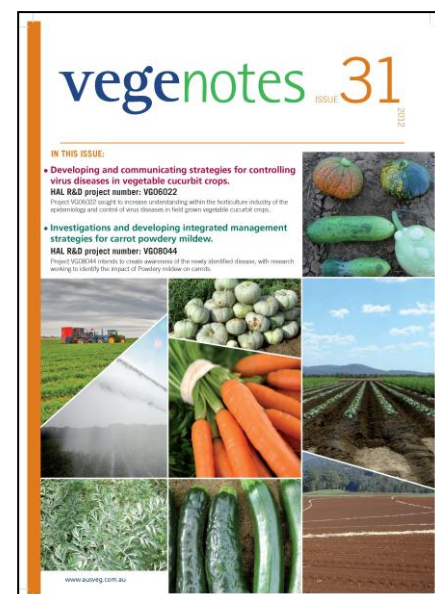
Developing and communicating strategies for controlling virus diseases in vegetable cucurbit crops

The epidemiology and control of virus diseases in field grown vegetable cucurbit crops were explored in this project and field experiments in Western Australia investigated the effectiveness of cultural control measures.

Project 2: VG08044

Investigations and developing integrated management strategies for carrot powdery mildew

Carrot powdery mildew was the focus of this project and it investigated research working to identify the impact of the disease and had the intention of creating awareness of the newly identified disease.



5.2 Distribution numbers

Vegenotes is mailed to all levy paying vegetable growers on the AUSVEG *Vegetables Australia* magazine mailing list, which currently has approximately 6,000 recipients. The database is continually updated by adding new growers to the list, as well as contacting existing recipients to confirm their mailing details to ensure the information stays update-to-date and relevant. The latest published edition of *Vegenotes* # 31 (July 2012) was received by 5,940 vegetable growers around Australia. In addition to hardcopy mail outs, electronic versions of the publication are available on the AUSVEG website via the Knowledge Management System.

5.3 Media

During the current *Vegenotes* series it was decided to trial producing a media releases in conjunction with the publication to create more awareness about the projects featured in the publication. For the last edition project *VG08044: Investigations and developing integrated management strategies for carrot powdery mildew*, was featured in a media release which was written and distributed by AUSVEG.

The media release was successful in that it received media coverage across numerous print and radio media outlets. Due to the success of this trial media release, AUSVEG will aim to capitalise on its media presence and produce a release to complement each future edition, ideally making more levy payers aware of the industry funded publication.

Below is the AUSVEG media release featuring project *VG08044: Investigations and developing integrated management strategies for carrot powdery mildew*.



Media Release

26 July 2012

For immediate release

Vegetable growers have new tools in the fight against Powdery mildew in carrots

New research funded by the National Vegetable Levy reveals how growers can combat Powdery mildew in carrots.

An ongoing investigation into the causes and prevention methods of Powdery mildew in carrots has uncovered significant findings, showing that although the disease is hard to see it can be carried from one crop to another through the clothes of field workers or machinery.

"This new research is vital information for all carrot growers of Australia in helping to combat this infectious crop disease," said AUSVEG Senior Communications Officer, Courtney Burger.

AUSVEG is the National Peak Industry Body for Australia's 7,000 vegetable growers.

The seventh milestone for project VG08044 'Investigations and developing integrated management strategies for carrot powdery mildew' was recently published in the latest edition of *Vegenotes*.

"Being able to provide vegetable growers with practical information such as this demonstrates how crucial research and development (R&D) findings are by providing growers with the tools they need to improve their on-farm practices," said Miss Burger.

The major findings showed that the disease can transfer from an infected crop to a healthy crop via field workers' clothing or machinery and the disease can be controlled by using fungicide and minimised through the use of overhead irrigation compared to drip irrigation systems.

The research also shows that Powdery mildew of carrots is more prevalent in temperate conditions through spring and autumn, and that growers should actively choose a seed variety which has a high resistance to the disease such as the *Stefano* carrot variety.

"It is important for vegetable growers to access research such as this to enable them to gain a better understanding of the pests and diseases they are up against so they are equipped with the knowledge of how to prevent and cure potential incursions," said Miss Burger.

The research was completed by Project Leader Andrew Watson from the New South Wales Department of Primary Industries (NSW DPI), with the assistance of: Dr Hoong Pung of Peracto in Tasmania; Barbara Hall of the South Australian Research and Development Institute; and Dominic Cavallaro from Cardinal Horticultural Services.

Project VG08044 'Investigations and developing integrated management strategies for carrot powdery mildew' was funded by Horticulture Australia Limited (HAL) using the vegetable levy and matched funds from the Australian Government.


ENDS

MEDIA CONTACT: Courtney Burger – Senior Communications Officer, AUSVEG
Phone: (03) 9822 0388, Mobile: 0439 784 890, Email: courtney.burger@ausveg.com.au²


[Below are examples of the media coverage which the media release received:](#)


1. **29 July 2012** - AUSVEG Communications Officer, Luke Raggatt, was interviewed lived-to-air by Perth radio station *6PR (882)*. The interview ran for almost seven minutes and provided the opportunity discuss and highlight the benefits of the new research on carrot powdery mildew for growers. The radio station has a listenership of approximately 32,000 people.

Media Alert



Interview with Luke Raggat, spokesperson for AusVeg to talk ...


 **6PR, Perth** 29 Jul 2012 8:20 AM
Weekend Breakfast - 6 mins 58 secs - ID: L00050094597



Interview with Luke Raggat, spokesperson for AusVeg to talk about fighting powdery mildew in carrots. Compere says Yates Seeds are releasing two new varieties of carrots. Raggat says Horticulture Australia use the National Vegetable Levy to invest in research and development projects.

Interviewees

Luke Raggat, Spokesperson, AusVeg

 **32,000 ALL**
12,000 MALE 16+
19,000 FEMALE 16+

3


² Internal Media Release library, 2012, AUSVEG

³ *Weekend Breakfast*, 6PR news radio, Perth, 29 July 2012, 8.20am


2. **01 August 2012** - *The Ballarat Courier* newspaper, Victoria, featured the story. The publication has a circulation of over 16,000 readers.

WED 01 AUGUST 2012, 2:02 PM


Media Alert




How to combat powdery mildew

 **Ballarat Courier, Ballarat VIC**
 General News - page 25 - 89 words
 Photo: No - Type: News Item - Size: 24.8 cm² - ID: 156583878

01 Aug 2012



NEW research funded by the National **Vegetable LeW** reveals how **growers** can combat powdery mildew in **carrots**. An ongoing investigation into the causes and prevention methods of Powdery mildew in **carrots** has uncovered significant findings, showing that although the disease is hard to see it can be carried from one crop to another through the clothes of field workers or machinery.

Keywords  16,097 CIRCULATION

carrots (2), Vegetable (1), AUSVEG (1), Courtney Burger (1), carrot (1), growers (2)

4

3. **29 August 2012** - Proving the longevity of R&D projects within the media, the story was featured in *The Weekly Times* newspaper over a month after the media release was published. The newspaper has a circulation of over 68,000 readers.

300 in DPI scheme

ALMOST 300 Victorian grape growers have applied for a free property identification code in the past two months. The 284 wine, table and dried grape growers are part of a pilot project by the Department of Primary Industries to roll out PICs to the Victorian horticulture industry. The registration system is designed to help respond to pest and disease outbreaks. For more details, go to dpi.vic.gov.au/pic

■ **MACHINERY** and field workers' clothes have been found to spread powdery mildew in carrots. Researchers in three states have found the disease can be minimised by the use of overhead irrigation rather



Sandra Godwin

On the grapevine

than drip systems. The research found that as well as transferring from an infected crop via field workers' clothing or machinery, powdery mildew of carrots was more prevalent through spring and autumn.

■ **FUTURE** leaders of Australia's premium family-owned wine companies were hard at work at the weekend,

sniffing, swirling, and spitting. Australia's First Families of Wine chairman Ross Brown said the 23, dubbed "Next Genners", came together to understand each other's stories, wines and businesses with a view to supporting each other and raising the profile of Australian wine. They visited DeBortoli, in the Yarra Valley, Campbell's, at Rutherglen, Brown Brothers, at Milawa, and Tahbilk, in the Nagambie Lakes region.

● **Send your horticulture news to Sandra Godwin, The Weekly Times, PO Box 1728, Swan Hill 3585, email godwins@theweeklytimes.com.au or fax to (03) 5032 9532.**

5

⁴ 'How to combat carrot powdery mildew', *The Ballarat Courier*, 1 August 2012, p.25

⁵ 'On the grapevine', *The Weekly Times*, 29 August 2012, p.91

6. Recommendations

Vegenotes is currently very well received by growers and will continue to be distributed until 2015, at which point it is recommended that a further three year project be introduced to continue the series' publication.

An option that should be explored by AUSVEG is to upload the associated final reports in conjunction with the publication's online edition, linking both via the Knowledge Management System to enable growers to refer directly to the reports. This would potentially create greater uptake of the R&D outcomes because *Vegenotes* provides an overall summary of the projects but if a grower would like to investigate the researcher further it would be easily accessible.

To help growers understand how to access *Vegenotes* online, an instructional flyer clearly outlining the steps of how to login and navigate through the Knowledge Management System would be a useful tool for growers. The flyer could be sent as a separate page in addition to *Vegenotes* and contain instructions for how to register for the AUSVEG website which would enable growers to access all R&D projects and publications.

It is recommended that *Vegenotes* remains as a four page publication featuring two R&D stories per edition, as this style is favoured by growers as it provides practical knowledge in a clear, concise and easy to read format.

Due to the success of the recent AUSVEG media release being distributed in conjunction with the publication, it is recommended that AUSVEG produces a release to be sent out at the time of printing for each publication. The release can either feature one or both of the stories, to be decided at the discretion of AUSVEG.