

# vegetables

australia

May/June 2015

**Jerrod Nichols**

The road to  
rhubarb

Country of  
Origin Labelling  
Time for change

National  
Horticulture  
Convention  
Program announced

Spinach  
conference  
Global issues  
discussed

The most widely distributed  
magazine in horticulture



Audited Media  
Association of Australia

cab

Visit [www.ausveg.com.au](http://www.ausveg.com.au)

Audit Period: 01/04/2013 – 31/03/2014



# BELT<sup>®</sup>

## Mighty tough with a little soft spot

Ruthlessly effective on  
difficult-to-control chewing pests.

Soft on most beneficial  
species and pollinators when  
used as directed.

THE RIGHT FIT  
FOR YOUR IPM

[www.bayercropscience.com.au](http://www.bayercropscience.com.au)

Bayer CropScience Pty Ltd ABN 87 000 226 022 391-393 Tooronga Road, Hawthorn East, Vic 3123  
Technical Enquiries: 1800 804 479 [enquiries.australia@bayercropscience.com](mailto:enquiries.australia@bayercropscience.com)  
Belt<sup>®</sup> is a registered trademark of the Bayer Group.



Bayer CropScience

# Contents

May/June 2015

## Regulars

- 5 Chairman & CEO messages
- 7 Editorial
- 48 Around the states

## Features

- 10 Now is the time for a CoOL change
- 18 Jerrod Nichols: The light at the end of the tunnel
- 32 Young grower profile: Jamie Samwell
- 42 Malcolm Fraser: A titan among statesmen and policy thinkers

## Industry update

- 12 Sign up to have your say in HIA
- 24 Ask the industry
- 44 DuPont launches new insecticide with cross spectrum activity

## News

- 14 Sizzling speaker line-up for 2015 National Horticulture Convention
- 20 AUSVEG welcomes new Board members
- 45 Innovation: An untapped resource in your business
- 46 Minor Use Awareness Program: Latest news
- 47 Minor use permits

## R&D

- 8 Veggie bites
- 16 U.S. spinach conference sheds light on local issues
- 17 The four consumer groups purchasing vegetables
- 22 A state-by-state analysis of vegetable growers' financial performance
- 25 Veggie Stats: Cauliflower
- 28 Biosecurity brief
- 30 The Front Line: The threat on our doorstep
- 34 EnviroNews
- 36 EnviroVeg profile: Don Ruggiero
- 38 A bigger and better Reverse Trade Mission for 2015
- 40 Soil health continues to be front of mind for growers
- 41 Berlin Fruit Logistica's top five highlights
- 45 Industry in the media



2015 NATIONAL HORTICULTURE CONVENTION



**NO TIME FOR A SIESTA**

Join us for a

**¡MEXICAN FIESTA!**

**6PM - 9PM FRIDAY 26 JUNE**



This event is included as part of the full Delegate pass or individual tickets can be purchased through AUSVEG.  
Email: [convention@ausveg.com](mailto:convention@ausveg.com) Website: [ausveg.com.au/convention](http://ausveg.com.au/convention)



# NEXTGEN HANG TEN

**LET'S GO SURFING NOW  
(YOUNG GROWERS LEARNIN' HOW)**

**1:45PM - 5:00PM  
SATURDAY 27 JUNE**

COME AND SAY ALOHA TO YOUR FELLOW  
YOUNG GROWERS AT NEXTGEN HANG TEN.

DIP YOUR TOES IN THE WATER AND HAVE  
SOME FUN AWAY FROM THE FARM AT THIS  
GNARLY SURFING EVENT SUITABLE FOR  
GROMMETS OR SEASONED PROS ALIKE.

PROFESSIONAL INSTRUCTORS WILL BE  
AVAILABLE TO GET NIPPERS UP AND CARVING  
THE GOLD COAST WAVES IN NO TIME.

SURFBOARDS, RASH VESTS AND  
WETSUITS WILL ALL BE PROVIDED.

**RADICAL!**



**Dow AgroSciences**

The NextGen Hang Ten is proudly hosted by Dow AgroSciences and is a free event for growers aged 35 years or younger that have registered for the 2015 National Horticulture Convention. Spaces are strictly limited and only growers who have registered directly with AUSVEG may attend.



## AUSVEG Chairman and CEO messages



## Geoff Moar

AUSVEG Chairman

Though reports of new hepatitis cases linked to imported frozen berries from China have thankfully declined in recent weeks, the momentum for meaningful improvements to Australia's Country of Origin Labelling (CoOL) system has not slowed. As always, AUSVEG remains determined to ensure Australia's CoOL laws are improved to give consumers the clarity they need to make informed purchasing decisions, and help Australian growers operate on a level playing field.

This important industry issue has rightfully come under intense scrutiny from both the public and policy makers in recent months. While AUSVEG has been a long-time advocate for stronger CoOL laws, the concerning public health scares linked to imported frozen berries and tuna have reinforced that this imperative issue cannot be ignored any longer.

AUSVEG will not give up the fight until much-needed improvements are made to the current system. We will continue to ensure growers' voices are heard through attendance at a series of government consultation sessions being held as part of the CoOL reform process, and in doing so will ensure the views of our industry are front and centre in the minds of key decision makers. Although it is promising that the Federal Government has indicated they are working towards implementing clearer CoOL on food products, it is important that we do not allow those seeking to derail, or delay meaningful changes to be successful.

Above all, the unacceptable flaws within current CoOL laws and food import screening systems must be rectified not only to ensure consumers have clarity, but also to help level the playing field for Australian growers. It was heartening to see that, as these public health scares

unfolded, the nation's growers received outstanding support from consumers as Australians looked to purchase locally-grown produce that they knew was safe to eat.

Campaigning for clearer CoOL laws is just one example of AUSVEG's dedication to representing the interests of vegetable and potato growers on a national scale. This is further strengthened through the guidance and strategic input from our Board of Directors, which consists of experienced growers representing every state in Australia and the Northern Territory, as well as seasoned individuals with knowledge across a range of business sectors.

In this edition of *Vegetables Australia*, I am pleased to officially welcome some new faces to our Board. This includes growers Bill Bulmer from Victoria, Matt Hood from Queensland, Jonathan Shaw from the Northern Territory and Michael Nixon from Western Australia. They join existing Directors, David Addison from Tasmania, Danny De Ieso from South Australia and myself from New South Wales. Our Skills-Based Director Geoff Knuckey will also work alongside Simon Bolles, an expert in the financial services sector.

Given the diverse array of talent, growing expertise and business capability at its disposal, I am confident that the AUSVEG Board is now in an even stronger position to lead the nation's growers through the challenges that lie ahead.

Geoff Moar  
Chairman  
AUSVEG



## Richard Mulcahy

AUSVEG Chief Executive Officer

The countdown is on to the 2015 National Horticulture Convention, Trade Show and Awards for Excellence, where more than 1,400 delegates from the vegetable, potato, apple and pear industries will descend on Jupiters Gold Coast from 25-27 June. Given the diverse array of topics to be covered during our speaker program, I am confident that there will be something for everyone at this year's Convention.

Domestic and international experts will once again be on hand to share their knowledge and experience in the horticulture industry. This includes Blair Richardson, United States Potato Board President and CEO and renowned international horticulture figure, who will present the keynote address.

Promising developments in the R&D sector will also be discussed, with Dr Debbie Hudson from the Bureau of Meteorology sharing her research on seasonal weather predictions and how they can benefit the horticulture industry. The Great Debate will give supporters of organic farming the opportunity to compare their case to that of their conventional farming counterparts, which is sure to spark lively discussions between the speakers, as well as among the audience.

Issues off the farm will also be considered, including the ongoing fight against methamphetamine, more commonly known as Ice. This destructive drug is currently wreaking havoc not only in Australian cities but also in regional and rural communities, and we will be fortunate to have Federal Assistant Minister for Health, Senator the Hon. Fiona Nash, share some sobering information on the devastating impact of this drug and the steps that are being taken to tackle the issue.

In addition to the speaker program, Trade Show and

networking events during the Convention, delegates will also have an opportunity to find out more about expanding their businesses into new and profitable areas during seminars being held on either side of the event. Firstly, the Global Technologies in Horticulture Seminar will be held on Thursday 25 June, when speakers from the United States and Europe will discuss how new global farming technologies can help transform a grower's business into an efficient, sustainable and profitable operation.

The business of exports will also be on the agenda at the South East Asia Export Symposium on Sunday 28 June. This event will provide an overview of the domestic market in South East Asia and highlight the opportunities for growers to access these markets, as well as provide some practical advice on the export process in general.

Finally, most of you will be aware that Horticulture Innovation Australia Limited (HIA) is currently conducting 'Between the Rows' workshops across the country as it continues its transition to a grower-owned body. AUSVEG encourages all members of the vegetable industry to join the open discussion with HIA at these workshops, which present an opportunity for you to have your say on the important issues facing Australia's vegetable and potato industries.

Richard J Mulcahy  
Chief Executive Officer  
AUSVEG

**AUSVEG Chairman**

Geoff Moar

**AUSVEG CEO**

Richard J Mulcahy

**Communications Manager**

Andrew MacDonald

andrew.macdonald@ausveg.com.au

**Senior Writer/Journalist**

Dimi Kyriakou

dimi.kyriakou@ausveg.com.au

**Graphic Design**

Tamar Green

tamar.green@ausveg.com.au

**Editorial Enquiries**

AUSVEG

Ph: (03) 9882 0277

Fax: (03) 9882 6722

info@ausveg.com.au

**Advertising**

Marc W. Wilson

Gypsy Media

Ph: (03) 9580 4997

Fax: (03) 9523 2270

M: 0419 107 143

marc@gypsymedia.com.au

**Print**

Manark Printing



**Horticulture  
Innovation  
Australia**

All research and development projects have been funded by Horticulture Innovation Australia Limited using the National Vegetable Levy and/or voluntary contributions from industry, and funds from the Australian Government. *Vegetables Australia* is produced by AUSVEG Ltd and is free for all National Vegetable Levy payers. For more information or to follow AUSVEG online visit:



[www.ausveg.com.au](http://www.ausveg.com.au)



[twitter.com/ausveg](https://twitter.com/ausveg)

*Vegetables Australia* is produced by AUSVEG and is free for all National Vegetable Levy payers.

Disclaimer: AUSVEG makes this magazine available on the understanding that users exercise their own skill and care with respect to its use. Before relying on or altering any business practices, users should carefully evaluate the accuracy, completeness and relevance of the information for their purpose and should obtain appropriate professional advice relevant to their particular circumstances. This magazine contains views and recommendations that do not necessarily reflect those views of AUSVEG.

Special care should be taken with agricultural chemicals which may have been used experimentally but are not yet registered for commercial use. Clarification should be sought from the researchers or chemical manufacturers.

© Copyright AUSVEG Ltd and Horticulture Innovation Australia Limited 2015

This work is copyright. Apart from any use as permitted under the Copyright Act 1968, no part may be reproduced by any process without prior permission from AUSVEG. Requests and enquiries concerning reproduction and rights should be addressed to AUSVEG at:

PO Box 138, Camberwell, Vic, 3124

ISSN 1832-3340

**FRONT COVER:**

Jerrold Nichols

Photograph by Belle Young



**36**  
Don Ruggiero

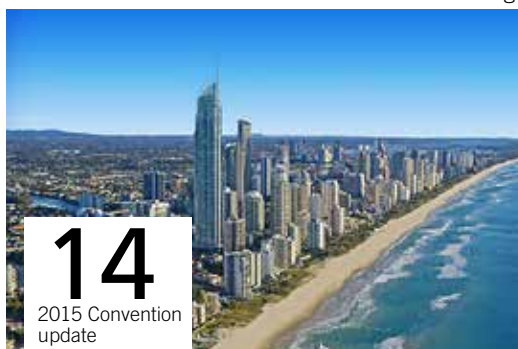
With the 2015 National Horticulture Convention, Trade Show and Awards for Excellence almost upon us, we provide you with a detailed outline of the speakers and events in store for delegates at Jupiters Gold Coast from 25-27 June. This includes a range of outstanding international and domestic speakers who will cover a variety of topics relevant to the horticulture industry, as well as an exciting social program that will ensure delegates can network with their colleagues in a fun environment.

Two special events will also be held on either side of the Convention for growers looking to expand their businesses: the Global Technologies in

Horticulture Seminar and the South East Asia Export Symposium. More information on these events and the Convention program can be found on pages 14 and 15.

The highly successful Reverse Trade Mission will once again bring over 40 international buyers to attend the 2015 Convention, view fresh Australian produce and meet with Australian vegetable growers (page 38).

A visit to Berlin Fruit Logistica earlier in the year also gave growers a first-hand look at some interesting innovations from Europe and beyond and we outline their top five highlights from the show on page 41.



**14**  
2015 Convention update

Closer to home, AUSVEG has led the chorus of calls for clearer Country of Origin Labelling laws in recent months and we reiterate the importance of ensuring this remains a key priority in political discussions for the benefit of growers and consumers on page 10.

In the R&D sector, we take an in-depth look at commodities such as cauliflower in the Veggie Stats profile (page 25) and spinach, after Victorian agronomist Stuart Grigg attended the International Spinach Conference in the United States. He encourages local growers to look to their American peers for assistance in managing Downy mildew in spinach crops on page 16.

Meanwhile, our regular Front Line biosecurity column provides an overview of the Vegetable leafminer's presence in the Torres Strait and reiterates why growers should remain vigilant in case it ever reaches the mainland (page 30). We also provide a state-by-state analysis of the financial performance of vegetable growers across Australia in our article on page 22.

Our growers in this edition are also no strangers to innovation.

Rhubarb grower Jerrod Nichols shares his experiences of growing the commodity after Simplot moved out of north east Tasmania 10 years ago (page 18) while EnviroVeg grower Don Ruggiero

explains why he is conducting environmental trials on reconstituted flood plains on his property in South Australia (page 36). Finally, young grower Jamie Samwell provides a bright outlook on the future of his vegetable growing operation in Mt Barker, South Australia (page 32).



## ARC BINDING MACHINE

### “KWIK LINK BINDER”

**SEE US AT THE NATIONAL HORTICULTURE CONVENTION**

For further information contact  
Wayne Mills on 0417 945584



# VIN ROWE

FARM MACHINERY

3 Endeavour St, Warragul.Vic. 3820 Ph (03)5623 1362

# Veggie bites

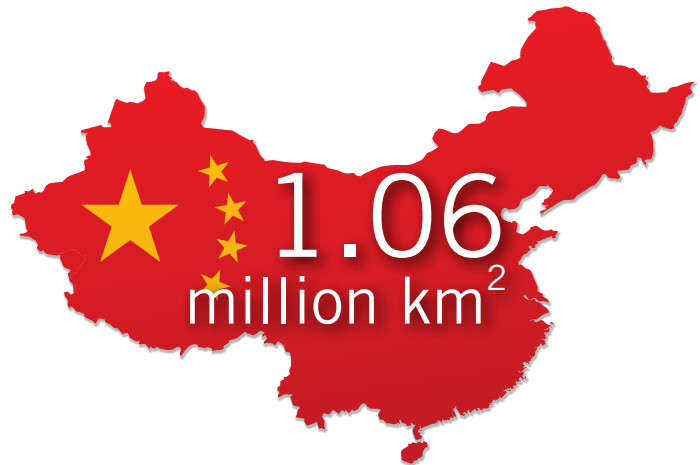
Facts & figures...

## 60%

From 2009-13, electricity retail prices have risen on average more than 60 per cent, which has put increased financial pressures on growers, according to research project VG13051 led by Dr Gordon Rogers from Applied Horticultural Research.

## 28%

The percentage of surveyed participants who indicated they have purchased a new vegetable after seeing it used on TV or online, as reported by the Project Harvest January 2015 report.



The area of China's arable land in 2014. This is a six per cent drop from the available arable land in 2004, according to Euromonitor International.



## 50%

Supermarkets dominated retail sales of fresh food, accounting for over 50 per cent of the volume in 2013, as recorded by Euromonitor International.

## \$6.29

The national average price per kilogram for green capsicums, according to the Project Harvest January 2015 report.







## Protection at the start pays off in the end



When it comes to your crop, a better start means a beautiful finish. DuPont™ Benevia® insecticide offers effective cross-spectrum control of sucking pests such as Aphids, Whitefly and Thrips to stop the spread of viruses. The clever chemistry behind Benevia® also targets Heliothis and Tomato leaf miner. It rapidly protects plant health, delivering more impact while preserving key beneficial insects. So spray early with Benevia®. It's the best start in life a Tomato can have.

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

**DuPont™**  
**Benevia®**  
insecticide

**ALWAYS REFER TO THE LABEL BEFORE USE.**

Copyright© 2015 E. I. du Pont de Nemours and Company or its affiliates. All rights reserved. The DuPont Oval Logo, DuPont™ and Benevia® are trademarks or registered trademarks of E. I. du Pont de Nemours and Company or its affiliates. Du Pont (Australia) Pty. Ltd. 7 Eden Park Drive, Macquarie Park NSW 2113. ACN 000 716 469. DUPONT0046\_VA\_FPC



## Now is the time for a CoOL change

RECENT PUBLIC HEALTH SCARES LINKED TO CONTAMINATED IMPORTED PRODUCTS HAS BROUGHT AUSTRALIA'S COUNTRY OF ORIGIN LABELLING SYSTEMS UNDER INTENSE SCRUTINY. WE TAKE A LOOK AT THE ROAD TO REFORM AND THE PUSH FOR MEANINGFUL CHANGES THAT BENEFIT BOTH CONSUMERS AND GROWERS.

The primary purpose of a Country of Origin Labelling (CoOL) system is simple, yet undeniably important: to give consumers clarity about where the ingredients of a product are sourced so they can make informed purchasing decisions.

For Australia's vegetable growers, the strength and clarity of such a system also has an impact on the opportunity for their quality produce to remain front of mind for consumers in a highly competitive market.

Up until now, the challenge of rectifying Australia's current CoOL system has proven difficult for key political decision makers but, in the aftermath of recent public health scares linked to imported food, the issue can no longer be filed away in the 'too hard' basket. The flaws in the current system must be rectified to ensure improved CoOL legislation provides consumers with meaningful information.

### The tipping point

The campaign for clearer CoOL laws was reignited in February

when fears of a hepatitis A outbreak linked to imported frozen berries surfaced. More than 30 cases of the disease were reported throughout Australia, resulting in an understandable wave of concern among the general public and policy makers alike.

Weeks later, a batch of imported tinned tuna was recalled after four people contracted food poisoning at a Sydney café, further fuelling Australian consumers' desire to know where the food they are buying and eating comes from.

Following the outbreak, Prime Minister Tony Abbott said people wanted to know more about where their food was coming from and, as a result, put together a taskforce of Ministers to present a CoOL proposal to Cabinet.

"For too long people have been talking about Country of Origin Labelling and nothing much has changed," Mr Abbott said.

"It's important that we grasp this particular nettle and actually make a difference."

Live Canberra

Imported food

AusVeg: Manufacturers are able to change on a regular basis at the drop of a hat

The Ministerial Taskforce includes a vocal supporter of CoOL, Federal Agriculture Minister, the Hon. Barnaby Joyce MP.

"Country of Origin Labelling changes is something that's dear to my heart, it's something I've been fighting for years," Mr Joyce said in February.

Another proposed solution includes visual labels such as pie charts, diagrams or bar graphs that show the amount of locally made content in products.

"Simple, diagrammatic information on a package will allow people to tell at a glance

**"Simple, diagrammatic information on a package will allow people to tell at a glance what proportion of the food in a package comes from Australia – and it must be compulsory."**

- Barnaby Joyce

### Suggested changes

The current CoOL landscape consists of vague and ambiguous claims that confuse consumers, such as 'Made in Australia from local and imported ingredients'.

In this case, suggestions have been made to change the term 'made in' to 'manufactured in' so consumers can make a clear distinction between where the ingredients were grown and where they were processed.

what proportion of the food in a package comes from Australia – and it must be compulsory," Mr Joyce said in a media release.

AUSVEG has also reiterated that, while it welcomes any positive changes to CoOL legislation, it needs to be done properly. One point of concern is to not only highlight the percentage of ingredients that are imported, but also include the names of countries from where characterising ingredients have been sourced.

"A system that highlights both the country of origin of ingredients and the country where they were processed would deliver the best quality information to allow Australian consumers to make informed



Suggestions have been made to change 'made in' to 'manufactured in'.

AUSVEG Deputy CEO Andrew White spoke at a press conference in February on the need for clearer labelling.



For instance, Australia's trade obligations must not be used as an excuse for failing to implement a transparent and robust CoOL system. Some of the world's largest and most successful economies have implemented systems without significant impacts on business and trade, including the European Union, United Kingdom, Canada, Japan and Russia.

Manufacturers that claim an increase in costs will result from

the implementation of any changes to CoOL laws must also be challenged, as there are numerous examples that show how easily packaging is altered for marketing and promotional purposes on a regular basis.

### Benefits are two-fold

AUSVEG remains determined to ensure Australia's CoOL system is improved to give consumers the clarity they need to make informed purchasing decisions. They should have the right to exercise their preference to buy Australian and ultimately avoid purchasing products of dubious origins because, as a plethora of consumer studies have shown, Australians want to buy Australian produce.

This was reinforced by the findings of a recent CHOICE survey, which showed that 85 per cent of respondents said it was "crucial" or "very important" to know whether or not the food they bought

had been grown in Australia. The demand and support for locally-grown produce has also increased since the public health scares, as Australian producers are renowned for their adherence to strict quality assurance standards before their products are made available to the public.

The benefits of a robust and transparent CoOL system would ultimately travel back to the farm gate as well. Our nation's hardworking vegetable growers are proud of their reputation for producing clean, green and safe produce and should therefore be given every opportunity to ensure their product is clearly labelled for consumers seeking to purchase locally grown options in-store.

"Australian vegetable growers face a highly competitive domestic market where misleading labels on cheap imports can undercut

their ability to compete on fair terms," Mr White said.

"By providing clarity around CoOL, we are not only giving consumers a choice, but also giving local growers a platform to compete against manipulatively-labelled, cheaper and inferior foreign product.

"At the end of the day, all we are asking for is transparency and truth in food labelling so that consumers can identify the origin of the major ingredients. That shouldn't be too much to ask."

purchases," AUSVEG Deputy CEO Andrew White said.

### Overcoming hurdles

It is promising to see the Federal Government is currently leading a series of consultation sessions and consumer research to deliver clearer and more consistent CoOL for food sold in Australia.

With the results of the consultation to be used to inform the Ministerial Taskforce's submission to Cabinet (expected in August), it is important the Federal Government sticks to its earlier pledge to have CoOL improvements implemented towards year's end. As it has already taken many years for this important issue to be given the consideration it deserves, it is essential to ensure that those seeking to derail or delay CoOL improvements are not successful, nor should we become distracted by side issues.



For more information, contact AUSVEG:  
Phone: (03) 9882 0277  
Email: info@ausveg.com.au



An example of ambiguous labelling.



# BELT

## Mighty tough on chewing pests

with a little soft spot for beneficials



# Sign up to have your say in HIA

For the past few months, the new industry services body Horticulture Innovation Australia Limited (HIA) has been making significant developments in its transition to a grower-owned research and development corporation (RDC). According to HIA CEO John Lloyd, the organisation is looking to establish a robust membership base that represents the full spectrum of Australian horticulture industries across all growing regions.

"With HIA being a grower-owned company, establishing a grower registry to communicate

to our members is a key priority moving forward," he said.

"There are many benefits in becoming a member, including the opportunity for growers to have a say in the leadership and future direction of Australia's new horticulture RDC.

"Members will also be invited to attend information forums, field days and workshops held around the country."

## Membership opportunity

AUSVEG encourages vegetable levy payers to take up this

AS HORTICULTURE INNOVATION AUSTRALIA LIMITED CONTINUES TO TAKE SHAPE AS THE NEW GROWER-OWNED HORTICULTURE INDUSTRY RESEARCH AND DEVELOPMENT CORPORATION, GROWERS ARE ENCOURAGED TO SIGN UP AS MEMBERS OF THE ORGANISATION AND CONTRIBUTE TO THE FUTURE DIRECTION OF THEIR INDUSTRY.

unique opportunity to register as a member of HIA as it presents one of the easiest and most direct ways to contribute to the future direction of the vegetable industry and subsequent R&D projects. Registration is free and membership is open to active business entities participating in horticulture industries.

When applying for membership, please note that HIA accepts only one membership per ABN with one nominated representative. However, you are welcome to register as an individual

stakeholder should your company already have a nominated representative.

Please ensure you review the HIA membership eligibility criteria prior to applying, which can be found in Section 6.3 of the HIA Constitution (visit [www.horticulture.com.au](http://www.horticulture.com.au) for more information).

HIA will also be present at the upcoming 2015 National Horticulture Convention incorporating AUSVEG and Apple and Pear Australia Limited, which will be held at Jupiters Gold Coast from 25-27 June.

**Please return your completed Horticulture Innovation Australia Limited Membership Application form to AUSVEG via: Email: [info@ausveg.com.au](mailto:info@ausveg.com.au) Fax: 03 9882 6722 Mail: AUSVEG, PO Box 138 Camberwell VIC 3124**

Title (Mr/Ms/Mrs/Miss/Dr/Prof) \_\_\_\_\_

First Name \_\_\_\_\_

Last Name \_\_\_\_\_

Postal Address \_\_\_\_\_  
\_\_\_\_\_

Town/ Suburb/ Locality \_\_\_\_\_

State \_\_\_\_\_ Postcode \_\_\_\_\_

Phone Number \_\_\_\_\_

Fax Number \_\_\_\_\_

Email Address \_\_\_\_\_

Business Name \_\_\_\_\_

Trading Name \_\_\_\_\_

ABN \_\_\_\_\_

### Entity Type (please tick)

Sole Trader  Incorporated association

Body corporate  Partnership

Trust  Other \_\_\_\_\_

### Nominated representative (please tick position)

Principal  Director

Secretary  Managing Director

Chief Executive Officer  Other \_\_\_\_\_

### Do you pay horticulture levies or charges? (please tick)

Yes  No

### Business Size (please tick number of employees)

Up to 10  51 to 100  Over 200

11 to 50  101 to 200

### Total Hectares Farmed (please tick total horticulture production only)

Less than 10Ha Protected Cropping  Less than 50Ha Field Cropping

Over 10Ha Protected Cropping  Over 50Ha Field Cropping

### What industries are you a participant in? (please tick)

Potato - Fresh  Vegetable

Potato - Processing  Other \_\_\_\_\_

### What is the nature of your industry participation? (please tick)

Growing & Harvesting  Processing  Packing

Transporting  Marketing  Wholesaling

Retailing  Exporting  Other

### Communications Preference (please tick)

Email only  Email and post

Signature \_\_\_\_\_

Date \_\_\_\_\_

*By submitting this form you consent to AUSVEG providing the information contained within to Horticulture Innovation Australia Limited for the purposes of processing your membership application, and you acknowledge that you have read HIA's Privacy Policy and consent to your personal information being handled in the manner set out in that policy. A copy of HIA's Privacy Policy can be found at [www.horticulture.com.au/privacy](http://www.horticulture.com.au/privacy).*

# COMBAT AND PROTECT AGAINST DOWNY MILDEW

For more information, contact your local Nufarm distributor.

[nufarm.com.au](http://nufarm.com.au)

Phostrol is a registered trademark used under licence by Nufarm Australia Limited.

Protect your cucurbits and yield against downy mildew with new Phostrol® 500 systemic fungicide.

Available in:

20L

200L

1000L



Nufarm  
**Phostrol**<sup>®</sup>  
SYSTEMIC FUNGICIDE



Grow a better tomorrow.

# Sizzling speaker line-up for 2015 National Horticulture Convention

THE SPEAKER PROGRAM AT THE 2015 NATIONAL HORTICULTURE CONVENTION, TRADE SHOW AND AWARDS FOR EXCELLENCE IS CONTINUING TO TAKE SHAPE. THE SPEAKER SESSIONS WILL COVER A WIDE RANGE OF HORTICULTURAL ISSUES FROM A DIVERSE RANGE OF DOMESTIC AND INTERNATIONAL EXPERTS, WHILE ALSO SHOWCASING THE VERY LATEST IN RESEARCH AND DEVELOPMENT.

AUSVEG and Apple and Pear Australia Limited (APAL) are thrilled to announce the speaker line-up for the 2015 National Horticulture Convention, taking place from 25-27 June at Jupiters Gold Coast in Queensland.

John Lloyd, CEO of Horticulture Innovation Australia Limited (HIA), will present the opening address at the Convention and will provide an update on activities for all vegetable, potato, apple and pear growers. Blair Richardson, President

and CEO of the United States Potato Board, will provide the keynote address on Friday 26 June. Mr Richardson is widely regarded as one of the most prominent members of the US horticulture industry with over 11 years of experience across a

range of horticultural sectors. The experience and expertise provided by Mr Richardson is sure to benefit delegates greatly as he gives an international perspective on the Australian horticulture industry. Through his involvement with many

## Social program set to spice things up

THE NATIONAL HORTICULTURE CONVENTION HAS ALWAYS BEEN RENOWNED FOR ITS BALANCE BETWEEN WORK AND LEISURE. STAYING TRUE TO THIS TREND, THE 2015 SOCIAL PROGRAM IS SURE TO PROVIDE DELEGATES WITH AN OPPORTUNITY TO RELAX, UNWIND AND NETWORK WITH PEERS.

### Mexican Fiesta

Delegates will be able to unwind after a busy day filled with speaker sessions and the bustling Trade Show at the Mexican Fiesta on Friday 26 June. The event, proudly sponsored by DuPont, will provide delegates with an opportunity to don a sombrero, enjoy a taco and relax with their amigos. The event will also feature traditional entertainment enabling delegates to immerse themselves in Latin American culture.

The Fiesta will provide the perfect opportunity to informally network with many leading growers and members of the supply chain throughout the night. The event will take place between 6.00pm-9.00pm and is sure to be a highlight of the social program.

### NextGen Hang Ten

The NextGen Hang Ten event will celebrate the up-and-coming young growers in the industry. The two hour surfing event is open to all growers under the age of 35 who are registered to attend the Convention. The NextGen Hang Ten event is proudly hosted by Dow AgroSciences and will be held on Saturday 27 June between 1.45pm to 5.00pm.

Growers will be able to show off their skills in the idyllic Broadbeach waves, located only five minutes from Jupiters Gold Coast. The event will cater for all skill levels, from beginners through to seasoned veterans. Those who would like to attend the event are advised to register their interest promptly as places are strictly limited.

### Women in Horticulture: A taste of success

APAL Chair Dr Michele Allan and Tasmanian potato grower Susie Daly will address attendees at Cedar Creek Winery as part of the 2015 Women in Horticulture event. The event, which is proudly sponsored by Steritech, will take place on Saturday 27 June between 1.30pm to 5.15pm, with the Women in Horticulture Award to be announced later that evening at the 2015 National Awards for Excellence.

The Women in Horticulture event celebrates the significant contribution that women play in shaping the Australian horticultural landscape.



To register your interest for these events, contact AUSVEG on (03) 9882 0277 or email [convention@ausveg.com.au](mailto:convention@ausveg.com.au).

leading grower organisations throughout the States, Mr Richardson will provide a wealth of knowledge on product marketing and innovation.

### R&D experts

Dr Debbie Hudson from the Australian Bureau of Meteorology will explain how growers can use seasonal climate prediction systems to better understand weather variations. An increased ability to forecast weather events will assist with decisions such as when to plant and harvest, as well as the application of fertilisers and crop protectants. Gianluca Di Tommaso, from

Italian company Valagro, will discuss the use of biostimulants and how they can be used to enhance yield and nutritional quality. Valagro pioneered the field of biostimulants (which are naturally-derived formulations of compounds) and produces a broad range of nutrient solutions to complement conventional inputs.

Dr Peter Batt, former Head of Agribusiness at Curtin University and Principal of Peter J Batt and Associates, will provide an insight into consumer preferences and behaviour when purchasing fresh produce. Dr Batt's extensive research into this topic will provide members of the industry with

valuable information on current consumer trends.

Delegates will be able to gather even more practical information for their companies from a range of leading professionals. Joining the extensive line-up will be Tass Angelopoulos, Special Counsel, who will return this year to discuss developments in Australian labour law and how this can affect your business. Meanwhile, Alex Mills from Adama will launch Trapview®, an insect monitoring system that can assist in tracking pest populations.

Delegates will also be given a comprehensive market overview from two

leading economists: Independent Economics Director Chris Murphy and Financial Services Council Chief Economist James Bond. Delegates will also hear from Tobias Marchand, Bayer CropScience Managing Director and Andreas Steiner, APAC Head of Vegetables and Specialties at Syngenta. Both sessions will provide insight into the latest technology and innovation from two of the largest companies in the global horticulture industry.



For more information on the 2015 National Horticulture Convention, please contact AUSVEG:  
Phone: (03) 9882 0277  
Website: [www.ausveg.com.au/convention](http://www.ausveg.com.au/convention)  
Email: [convention@ausveg.com.au](mailto:convention@ausveg.com.au)



## A sneak peek at the global technologies of the future

The best and brightest innovations from the world of horticulture will go on show at the Global Technologies in Horticulture Seminar at Jupiters Gold Coast on Thursday 25 June.

The Seminar will aim to help growers identify new global farming technologies that may reduce their costs of production, increase efficiencies and ultimately lead to a more sustainable and competitive business.

Eight prominent international speakers from the United States and Europe will share their knowledge on exciting technological developments including sustainable processing technologies to produce healthy foods from unsalable fruits and vegetables; using technology to address production challenges under increased weather variability; sustainable soil to shelf nutritional solutions; and the challenge of vegetable cultivation in desert areas.

As emerging technologies have been earmarked to play an essential role in the Australian horticulture industry of the future, this event is not to be missed.



For more information, contact AUSVEG on (03) 9882 0277 or email [info@ausveg.com.au](mailto:info@ausveg.com.au). This event is funded by Horticulture Innovation Australia Limited using the National Vegetable Levy and funds from the Australian Government. Project Number: VG13116



## Growers eye South East Asian export markets

Following the 2015 National Horticulture Convention, Trade Show and Awards for Excellence, vegetable growers who are looking for new business opportunities will have the chance to find out more about exporting their produce to South East Asian markets.

On Sunday 28 June, AUSVEG will host the South East Asia Export Symposium at Jupiters Gold Coast on behalf of Horticulture Innovation Australia Limited (HIA). This Symposium will help increase the understanding of the South East Asian vegetable markets, provide insights into consumer behaviour in these areas and advise growers on the ins and outs of exporting to this unique location.

Featuring speakers from Austrade, HIA, supply chain representatives and growers with experience in contemporary exporting, the Symposium will help attendees explore their export opportunities and deliver practical advice on how to best access these markets.



For more information, contact AUSVEG on (03) 9882 0277 or email [exports@ausveg.com.au](mailto:exports@ausveg.com.au). This event is funded by Horticulture Innovation Australia Limited using the National Vegetable Levy and funds from the Australian Government. Project Number: VG14708

# U.S. spinach conference sheds light on local issues

THE POPULARITY OF SPINACH CONTINUES TO CLIMB, BUT SO DO THE CHALLENGES OF GROWING THE COMMODITY ON AUSTRALIA'S FARMS. *VEGETABLES AUSTRALIA* SPEAKS TO VICTORIAN AGRONOMIST STUART GRIGG, WHO RECENTLY ATTENDED THE INTERNATIONAL SPINACH CONFERENCE IN THE UNITED STATES, TO DISCUSS THE GLOBAL ISSUES FACING SPINACH PRODUCTION.



The International Spinach Conference – an initiative of the University of Arkansas and Dale Bumpers College of Agricultural, Food and Life Sciences – aimed to tackle the main issues facing the spinach market globally. This year's event featured leading experts from Europe and the United States who shared their knowledge on global spinach production, spinach breeding, genomics, nutrition management, food safety and the management of pests and diseases.

Victorian-based agronomist Stuart Grigg attended the conference held in Yuma, Arizona and also had the opportunity to visit some of the largest spinach producers in the United States, where he examined spinach breeder trials as well as an organic chemical trial for Downy mildew.

"The conference had a global focus on spinach production, from seed to plate. It brings together experts from around the world in seed companies, breeders, pathologists, growers, agronomists and whole of industry to discuss spinach production issues and relay the latest findings in spinach research to the rest of the world," Mr Grigg said.

## Learning by example

Mr Grigg said the spinach industry in the United States is very similar to Australia, especially in terms of production techniques, seeding technologies and seeding populations, which provides a good sounding board for tackling issues on home soil.

"It is good to see how alike we are. Our spinach consumption trends are pretty much identical to the States and are growing at a similar rate," he said.

Mr Grigg also discovered these similarities first-hand when he studied damping off issues in spinach production

(primarily *Pythium ultimum*) after being awarded an International Specialised Skills Institute Fellowship, funded by AgriFood Skills Australia, in 2013.

He found that many of the management techniques being used by American and Spanish growers, as well as those discussed with breeders and chemical manufacturers, were similar to Australia's.



This included careful irrigation management, minimising crop stresses, varietal selections, focusing on air flow within crops, specific management of herbicide applications, the use of seed treatments and soil fumigations, soil management techniques and the use of crop covers.

"The one big thing that is a little different at the moment is the food safety requirements. We have some very stringent requirements in Australia, but the Americans have taken it to the next level and that's largely because of the E. Coli outbreak that occurred in 2006 that was linked to uncooked spinach.

"However, Australia is also catching up with both the US and Europeans very quickly in the evolution of the

*Peronospora effusa* (Downy Mildew) pathogen."

## Tackling Downy mildew

Mr Grigg went on to explain that the evolution of Downy mildew and resistance breeding in spinach crops was a major focus of the International Spinach Conference. Both the United States and Europe currently have 15 declared races of

material that would allow them to produce more resistant varieties to the *Peronospora effusa* pathogen.

"We have spinach varieties with resistance to the 15 declared races, but it's now a matter of trying to breed the new genes available into new spinach varieties to combat the new isolates that keep breaking out."

## A promising crop

Stuart believes that spinach production and consumption has not yet reached its peak, which presents some lucrative opportunities for Australian spinach growers to think outside the box and introduce new spinach products onto the market.

"The United States has four different types of spinach that they machine harvest in the field. We've really only exploited the baby spinach market in Australia. There isn't a lot that is done in processing or canning, so I think there are some opportunities to work on that part of the industry and make that grow," he said.

"The big spinach growers are continuing to reinvent the industry and I think they're in a pretty exciting part of the leafy veg industry. It requires people to react really quickly to the issues they have, because it's a fast-growing crop. It's a pretty exciting crop in that it's very challenging, but the growers who are heavily invested in it, continue to invest in it."



For more information, contact Stuart Grigg on 0400 860 763 or [stuart@sgaghortconsulting.com.au](mailto:stuart@sgaghortconsulting.com.au).

Mr Grigg's report on the Fellowship discusses American and European experiences in spinach production, understanding the *Pythium ultimum* pathogen, some control options and spinach production techniques.

The report is available at [www.issinstitute.org.au/wp-content/media/2015/04/Report-Grigg-FINAL-LowRes.pdf](http://www.issinstitute.org.au/wp-content/media/2015/04/Report-Grigg-FINAL-LowRes.pdf)



## The four consumer groups purchasing vegetables

R&D

Consumer Alignment

A NEW PROJECT HARVEST SEGMENTATION REPORT FROM MARKET RESEARCHER COLMAR BRUNTON LOOKS AT THE MAIN DRIVERS OF VEGETABLE PURCHASES AND EXPLAINS HOW GROWERS CAN USE THE FINDINGS TO EFFECTIVELY TARGET FOUR CONSUMER GROUPS.

Australians love their locally-grown vegetables – and given their reputation as a nutritious, flavoursome product that is safe to eat, it's not hard to see why.

But Project Harvest, a consumer research study funded by Horticulture Innovation Australia Limited (HIA) using the National Vegetable Levy and funds from the Australian Government, aims to dig deeper than that.

The study is produced by Colmar Brunton and tracks Australian consumers' perceptions of vegetables, as well as the barriers and triggers of vegetable purchases. Through a combination of online surveys, face-to-face focus groups, and in-store interviews with Australian shoppers, the Colmar Brunton team delivers an accurate, up-to-date snapshot of what vegetables Australians are buying and why.

The latest report from Project Harvest goes even further, performing an in-depth segmentation study of Australia's fresh vegetable consumers.

### Drivers and desires

According to Colmar Brunton Qualitative Specialist Megan Ferguson, consumers' vegetable choices can be attributed to two key drivers.

"Overall, everybody indicates to us that they're buying vegetables because they know they need vegetables for their health," she said. "But on top of that, this is when two drivers come into play."

The first driver divides consumers between those who are motivated by taste, colours and textures, and those who are motivated by specific nutrition and health benefits of vegetables.

Meanwhile, the second driver is about the personality of the consumer and their willingness to explore new options – or their desire to stick with the vegetables they know and love.

### Improvers, Followers, Explorers and Habits

In the newly-released report, Colmar Brunton has taken

elements of these two drivers and used them to plot four key consumer segments.

Consumers in the 'Conscious Improvers' segment combine the desire to try new things and the need for specific nutrition by selecting vegetables based on the particular nutritional benefit they have in mind.

'Flavour Followers' also stick to routine, but focus their purchases on their preferred tastes, colours and textures.

Meanwhile, 'Eager Explorers' are into new ideas, tastes, recipes and ingredients.

Conversely, 'Wholesome Habits' consumers also buy vegetables for their nutritional benefits, but only stick to what they know how to cook or what is liked by the people they cook for.

### The road forward

These segments, and their underlying motivations, provide some groundwork for vegetable growers to build on and develop new strategies that target consumers in-store.

Ms Ferguson said that for some, this could take the form of explaining what a vegetable will taste like, or what texture and excitement it will bring to their meals. For others, it could mean providing information on what nutritional benefits are on offer, and how this will benefit a person.

"It's not just good enough to tell us the name and the price of the vegetable," Ms Ferguson said. "We need to really tap into what's motivating people."



Project Harvest data is available in the Vegetable Market section of the AUSVEG InfoVeg database. The segmentation report will be released in coming weeks and will be made available on the AUSVEG website: [www.ausveg.com.au/infoveg](http://www.ausveg.com.au/infoveg)

Project Number: VG12078



## The light at the end of the tunnel

ONCE THE HOME OF A MAJOR VEGETABLE PROCESSOR, SCOTTSDALE IN TASMANIA'S NORTH-EAST NOW BOASTS ONE OF AUSTRALIA'S LARGEST RHUBARB PRODUCERS. DIMI KYRIAKOU SPEAKS TO JERROD NICHOLS ABOUT HOW HIS CHANCE ENCOUNTER WITH THE CROP SPAWNED AN ARRAY OF POSSIBILITIES.

The funny thing about life is that you never know when a certain event will transform into a hidden opportunity. While it also depends on an individual's ability to look outside the square, a little bit of help from the people around you never goes astray either.

For Jerrod Nichols, this event occurred in 2003 when Simplot shut its doors in Scottsdale with a view to centralise its Tasmanian

factories in the state's north-west. Given that Tasmania's vegetable farms were responsible for supplying 85 per cent of the nation's frozen peas and beans, it was certainly a difficult time for local farmers to adjust.

As the costs to send produce to the other side of the state skyrocketed, some growers in Scottsdale chose to sell up or merge their farms. Jerrod, on the

other hand, looked to diversify.

"At that stage we were running a mixed farming operation with beef and fat lamb production, mixed vegetables

and poppies. We continued along that vein until the mid-2000s when we started doing some fresh market lines," he says.

"After growing a few other options, we came across a rhubarb grower from Queensland who was looking to expand."

### Taking a risk

The grower hailed from Tamborine Mountain in Queensland, which didn't lend itself well to rhubarb growing. Hot summers, combined with some pest and disease issues, meant the grower was looking to other locations to expand the crop – and he had his sights set on Tasmania.

"We've got a lovely climate here for most things. We're not too far from the coast so we don't get particularly cold, frosty weather in the winter. We're in

a decent rainfall area and we average around 40 inches. The soils are volcanic basalt salts predominately, which have good fertility and are suitable for growing most things," Jerrod says.

"The rhubarb plant is more tolerant of cold than it is of heat; it practically shuts down if you get consecutive days of 30 degrees or warmer. In the summer just gone, our thermometer only struck 30 degrees one day. So our rhubarb isn't going to shut down due to excess heat too many times!

"I was fairly confident that if we could produce a good product, the market would be there for rhubarb."

Jerrod now has 65 acres dedicated to rhubarb. The produce, marketed under the brand of Razz Rhubarb, supplies Tasmania and the majority of the mainland states, as well as Hong Kong.

"Our market has certainly grown. In the last five or six years there has been some really positive press coming through from chefs who have used rhubarb in different recipes. It's seen a little bit of a resurgence and an increase in demand."





## New crop, new challenges

Jerrod says one of the best things about growing rhubarb is the challenges it presents.

“Rhubarb has been a great challenge because there haven’t been any guidelines to go by. We’ve learnt as we’ve gone along,” he explains.

A successful Integrated Pest Management (IPM) strategy means that Jerrod hasn’t used any insecticides on the crop for about five years. Its biggest threat, the *Heliiothis* caterpillar, now has enough natural predators to keep it at bay.

“Weed control has also been a big one, but we’ve got a pretty good program in place now where we get things under control early when we first plant out. We do have a little bit of fungus that comes in if we have consistent wet weather for a period, but we have strategies in place for that.”

After some trial and error in the early years, Jerrod now prefers to

grow the rhubarb crop from crowns rather than seed, as he believes it is difficult to achieve a true replica of the parent plant using seed. However, this approach is also far more time-consuming.

“You have to let the crowns grow in the ground for a couple of years before we can dig them up, split them and replant them out. We’ve been lucky enough to get hold of a really nice variety and we have a product that’s as good as what anyone can produce,” he says.

“Every day there is something slightly different thrown at you, but just the overall satisfaction of seeing the expansion of the crop and producing a consistently good product has been exciting.”

## A glass of rhubarb

As any vegetable grower can attest, the issue of waste is a difficult one to overcome when buyer standards are so high. Jerrod says that a significant amount of crop is waste, but thankfully his cousin and her husband found a solution to that.

Jan and Holger Hughes returned to live in Scottsdale after 20 years of living in

Africa. Their time in a third world country taught them to avoid wasting food, so they set about finding a way to salvage the rhubarb seconds. Now, they transform about a tonne of rhubarb waste a week into various products.

“They were just playing around with some ideas – Holger is one to tinker with things. In an attempt to make some rhubarb

champagne, he came up with a non-alcoholic version and decided it was marketable. After running that idea by a few people, he thought there would be some legs in it,” Jerrod explains.

The Rhu Bru business has since taken off and the Hughes are now producing 18 rhubarb products with some available in the major supermarket chains, including a popular rhubarb compote. Back on the farm, there are also plans to expand the rhubarb growing division.

“It’s a process we can’t do super quickly, but we’re continually expanding. We’ve got structure to expand through the summer months when local product stops on the mainland,” Jerrod says.

He is a firm believer that Australia’s vegetable industry has a bright future ahead.

“I think the vegetable industry is in a pretty healthy place at the moment, which is predominately on the back of the Australian dollar dropping to a reasonable level

and regaining our share of the Australian market without the added pressure of imports.

“Tasmania is also in a pretty good position to grow a lot of things going forward, particularly with the new irrigation line.

“Opportunities will come knocking over the next few years, provided the currency does the right thing. We just have to take it one day at a time.”



## AUSVEG welcomes new Board members

THE AUSVEG BOARD RECENTLY CONVENED FOR THE FIRST TIME IN 2015, FOLLOWING THE APPOINTMENT OF FIVE NEW DIRECTORS LATE LAST YEAR. *VEGETABLES AUSTRALIA* OUTLINES THE WEALTH OF EXPERIENCE THAT THE DIRECTORS WILL BRING TO THE GROUP.

Left to right: Simon Bolles, David Addison (Deputy Chair), Jonathan Shaw, Geoff Moar (Chairman), Danny De Ieso, Geoff Knuckey, Bill Bulmer, Richard Mulcahy (CEO) and Matt Hood. Absent: Michael Nixon.

Photography by Luka Kauzlaric.

### Geoff Moar Chairman, NSW

As the longest-serving director since his appointment to the AUSVEG Board in 2004, Geoff Moar has grown fresh and processed potatoes in the Riverina region for more than 40 years.

In his role as AUSVEG Chairman, Mr Moar is keen to improve the percentage of retail dollar that is delivered to growers. He was re-elected as Chairman in November 2014, a position he has held since 2013.

### David Addison Deputy Chair, TAS

David Addison has managed his onion packing, potato and vegetable growing operation in Moriarty for almost 40 years.

Mr Addison has represented the vegetable industry in various roles with the Tasmanian Farmers and Graziers Association and the Tasmanian Vegetable Centre Advisory Committee. He was elected to the AUSVEG Board in September 2010 and has held the position of Deputy Chair since 2013.

### Danny De Ieso Board Director, SA

Danny De Ieso has been involved in the vegetable industry for over 30 years and currently operates a bunch line operation on the Northern Adelaide Plains. He was elected to the AUSVEG Board in September 2014.

As the inaugural Chairman of AUSVEG SA, Mr De Ieso has been instrumental in re-establishing formal membership with AUSVEG, ensuring that South Australian growers have a strong, effective voice both within the national industry and with government.

### Geoff Knuckey Skills-Based Board Director

With a long and distinguished background in finance management, Geoff Knuckey is currently the Chair of the AUSVEG Audit Committee, a position he has held since November 2014.

Mr Knuckey was originally appointed to the AUSVEG Board in December 2013, given his professional expertise in risk management, auditing, internal controls processes, corporate governance and Board performance.

### Simon Bolles Skills-Based Board Director

Simon Bolles brings an incredible wealth of experience to the AUSVEG Board, with a 30-year career in investment banking and stockbroking. He is considered an expert in the financial services sector and has direct research and advisory experience with many industries.

Mr Bolles, who was appointed to the AUSVEG Board in November 2014, holds a portfolio of non-executive director and investor relations/career advisory roles.

### Michael Nixon Board Director, WA

A vegetable grower from Carnarvon, Michael Nixon has been involved in the industry for over seven years.

Mr Nixon was a member of the Consumer Alignment Design Team before being elected to the AUSVEG Board in November 2014.

### Matt Hood Board Director, QLD

Matt Hood's Gatton-based operation produces 5,000 hectares of vegetables each year across four growing regions.

Mr Hood is particularly interested in the application of innovative technology and how it can contribute to the future direction of the horticultural industry. He was elected to the AUSVEG Board in November 2014.

### Bill Bulmer Board Director, VIC

A third-generation vegetable grower from Lindenow in eastern Victoria, Bill Bulmer was elected to the AUSVEG Board in November 2014.

He is an active member of the local and state vegetable industry and passionate about developing the horticultural industry into the strongest sector possible.

### Jonathan Shaw Board Director, NT

Joining the AUSVEG Board in November 2014, Jonathan Shaw is a vegetable grower who joint-owns and manages a market garden operation near Katherine.

A 2005 Nuffield Scholar, Mr Shaw studied biological farming and marketing to ascertain the feasibility of incorporating biological farm principles into his own operation.

Stop little suckers  
from turning into  
major pests



**MOVENTO**<sup>®</sup>

**2XSYS**

With its unique two-way activity, Movento can clean up emerging populations of sucking pests like aphids, thrips, whitefly and scale before they get out of hand.

**...and let beneficials  
breed in peace**

[www.bayercropscience.com.au](http://www.bayercropscience.com.au)

Bayer CropScience Pty Ltd, ABN 87 000 226 022,  
391-393 Tooronga Road, Hawthorn East, Victoria 3123.  
Technical Enquiries 1800 804 479. Movento<sup>®</sup> is a Registered Trademark of the Bayer Group.



Bayer CropScience

# A state-by-state analysis of vegetable growers' financial performance

R&amp;D

Drive Train



with Steve Razdan

THE FINANCIAL PERFORMANCE OF VEGETABLE GROWERS IN DIFFERENT STATES ACROSS AUSTRALIA CAN VARY DRASTICALLY DUE TO THE COUNTRY'S LARGE GEOGRAPHIC AREA AND THE DIVERSE RANGE OF VEGETABLES PRODUCED. IN ADDITION, FACTORS SUCH AS SEASONALITY, COSTS OF PRODUCTION AND CONSUMER BEHAVIOUR CAN ALSO AFFECT THE RETURNS THAT GROWERS RECEIVE. AUSVEG ECONOMIST STEVE RAZDAN EXPLAINS.

In recent years, Australian vegetable growers on average have experienced a difficult operating environment. This is largely due to rising production costs, which have increased by 71 per cent from 2007-08.

typically leads to higher farm business profit. However, this is mainly true for vegetable growers who derive the majority of their income from vegetable growing.

Often, vegetable growers

such as land value increases), which expresses profit as a percentage of investment on capital. This conveys how well a farm can generate cash flow relative to capital invested in the farm, regardless of farm size.

traditionally been very high relative to the national average, steadily increasing from 2009-10 each year to an average profit of \$269,000 in 2013-14. The vegetable farms in Western Australia are also generally larger in size than the national average (see Figure 4).

The rate of return on capital for Australian vegetable growers has fluctuated over the years, declining from 2007-08 to 2009-10, rising in 2011-12 and then declining again in the past two years.

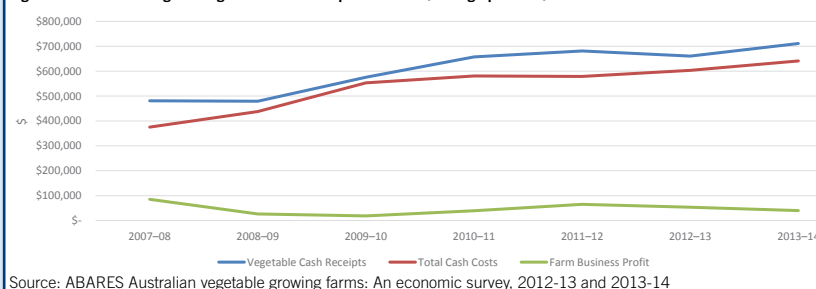
Since 2007-08, Western Australian vegetable growers' profits have almost doubled, from \$139,500 per farm to \$269,000 in 2013-14. From 2009-10 to 2010-11, Western Australian growers on average received relatively low profits of around \$30,000 to \$33,000. This fall in profits could be attributed to the drought period suffered in Western Australia from 2009 to 2011.

It can be seen by Figure 3 below that the rate of return on capital is correlated to business profit. Over time, growers are now making less of a return on all capital used by the business, particularly when compared to returns achieved during 2007-08.

## Worst performing state

New South Wales vegetable growers have averaged losses over the past six years (see

Figure 1: Australian vegetable growers' financial performance (average per farm)



This increase in cash costs has contributed to a decrease in average farm business profit for vegetable growers (approximately 53 per cent) over the same time period. In Figure 1 above, vegetable cash receipts have increased steadily by 48 per cent since 2007-08, but this has been disproportionately offset by increases in cash costs. The discrepancy between vegetable cash receipts and total cash costs is a good indicator of profitability, as a larger gap

can derive incomes from other sources (i.e. cattle, sheep or growing non vegetable crops). This is particularly prevalent in Tasmania (see Figure 2). Tasmanian growers' percentage of cash receipts from vegetables is considerably less than any other state at 54 per cent, with the next nearest being New South Wales at 85 per cent. In addition to profit, another key indicator of a farm's financial performance is the rate of return to capital (excluding appreciation,

Figure 2: Percentage of cash receipts from vegetables (average per farm)

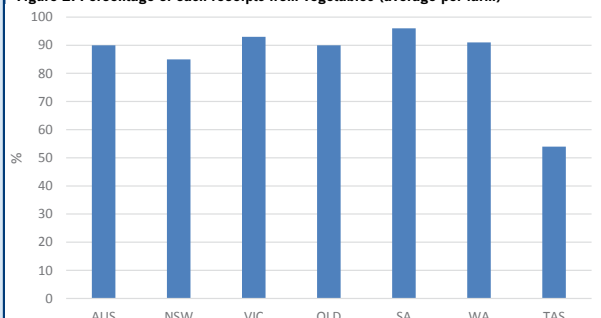
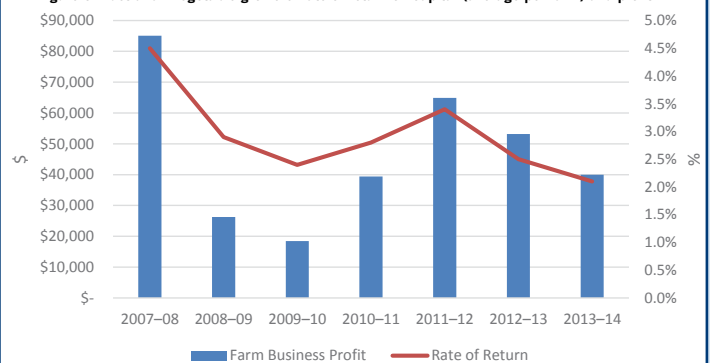


Figure 3: Australian vegetable growers' rate of return on capital (average per farm) and profit



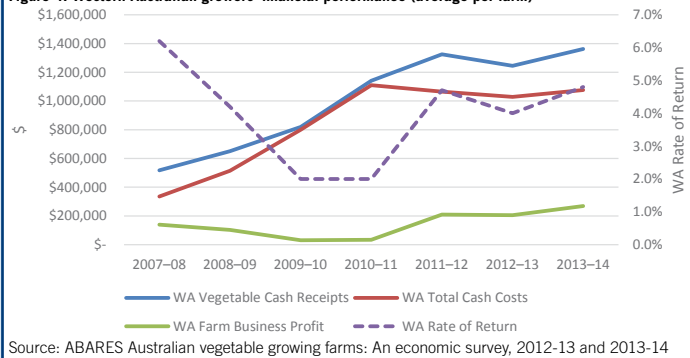
## Best performing state

Western Australian vegetable growers' business profits have

Figure 5). The profits of vegetable growers in the state, on average, peaked in 2007-08 at \$29,230, then declined from then on to register losses each



**Figure 4: Western Australian growers' financial performance (average per farm)**



Australia's profits have been the most impressive, with the three-year average around \$228,000, followed by Victoria's average of \$146,000 and South Australia's average of \$116,000. In contrast, New South Wales is the only state to consistently make losses over the last three years, averaging a loss of \$17,563 in that period.

vegetable growers could pursue markets where they receive the most value for produce, including exports.

Australian vegetable growers continue to battle rising production costs, which are outpacing the prices that growers receive for produce and consequently affecting vegetable growers' margins. Therefore, Australian vegetable growers need to explore options to reduce production costs. This could be achieved by substituting labour for capital (mechanisation); alternatively,

year after. Despite vegetable cash receipts being much greater than cash costs in 2011-12, losses were still made on average in contrast with 2007-08, where a similar discrepancy occurred but profits were made. This could be attributed to 'other' cash receipts in 2007-08 being more than double 'other' cash receipts in 2011-12.

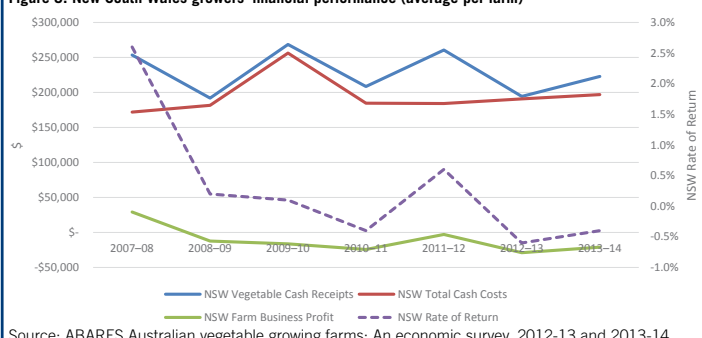
Despite some improvement in the last two financial years, on average, vegetable growing has not proven to be profitable in New South Wales. A possible explanation is that vegetable producing enterprises in the state are smaller in scale than the national average, limiting the cost advantages derived from economies of scale in larger operations. This is illustrated by their cash receipts being

69 per cent less than the national average in 2013-14.

### Conclusion

On average, the best performing states (in terms of business profits) have been Western Australia, Victoria and South Australia. Of all states, Western

**Figure 5: New South Wales growers' financial performance (average per farm)**



## THE BOTTOM LINE

- An increase in cash costs has contributed to a decrease in average farm business profit for vegetable growers (approximately 53 per cent).
- Western Australian vegetable growers' profits have almost doubled, from \$139,500 per farm in 2007-08 to \$269,000 in 2013-14.
- The profits of vegetable growers in New South Wales, on average, peaked in 2007-08 at \$29,230, then declined from then on to register losses each year after.



For more information, contact AUSVEG. Phone: (03) 9882 0277 Email: info@ausveg.com.au.

This project has been funded by Horticulture Innovation Australia Limited, using the National Vegetable Levy and funds from the Australian Government.

Project Number: VG12078



with Scott Mathew



## SCOTT MATHEW, TECHNICAL SERVICES LEAD AT SYNGENTA, EXPLAINS SOME STRATEGIES TO ENSURE THE MOST EFFECTIVE USE OF PRE-EMERGENT HERBICIDES IN VEGETABLE CROPS.

Pre-emergent herbicides are applied to form a chemical barrier either over the soil surface (e.g. oxyfluorfen) or incorporated into the soil at a depth of 2-4cm (depending on the product, soil type and method of incorporation). Herbicides do not prevent weeds from germinating but control weeds within the chemical barrier as they germinate.

Any disruption to the chemical barrier can potentially cause a gap or break, which provides an opportunity for weed seeds to germinate and grow through. Growers should therefore avoid practices that might disrupt this barrier.

It is important to note that no single pre-emergent herbicide effectively provides control of all weeds. Some herbicides are effective in controlling broadleaf weeds but provide poor control of grasses (e.g. simazine). Other products provide effective control of grasses and small seeded broadleaf weeds but poor control of many larger-seeded broadleaf weeds (e.g. metolachlor).

When spraying herbicides, use a product that gives you the broadest spectrum of weed control or a combination of products that are effective in controlling broadleaf as well as grass weeds.

### Seamless integration

Incorporating pre-emergent herbicides is a crucial step in effective weed management. Incorporation in horticulture is generally done using irrigation; the herbicide label will provide instructions about how much irrigation to apply after application.

However, there is concern arising among field growers who are switching to drip or trickle irrigation (with some placing the drip tape underground). In these situations, the upward (capillary) movement of water in the soil is generally considered to be insufficient to adequately incorporate the herbicide.

The incorporation of pre-emergent herbicides must occur with overhead irrigation or rainfall. The herbicide label will

state when the herbicide needs to be incorporated and how far the herbicide needs to be incorporated into the soil. The ideal circumstance for rainfall or irrigation is a single event that provides the complete volume of water needed for incorporation.

Repeated cycles of small rain/irrigation events followed by intermittent dry spells can result in insufficient incorporation of the herbicide in the top 2-4cm. The net effect is that the chemical barrier will be very thin and not deep enough to prevent weeds from emerging. Under these circumstances, it is possible for weeds to germinate under the thin chemical barrier and push up through it.

### Timing is everything

Over-watering reduces herbicide efficacy in several ways. Excessive irrigation can leach the herbicide through the soil surface and move the chemical barrier too deep in the soil – below the area where the weed seeds germinate (allowing them to establish

and grow through the herbicide). Soil that remains excessively wet for long periods of time can cause increased microbial activity and increased microbial degradation (breakdown) of the herbicides.

Pre-emergent herbicide application should be timed to avoid heavy rains or storms that are likely to cause runoff. Avoid situations where the soil may remain wet for long periods of time and keep an eye on the weather forecast to avoid rainfall and irrigation in quick sequence.



For more information or to ask a question, please contact your local Syngenta Territory Manager, the Syngenta Advice Line on 1800 067 108, visit [www.syngenta.com.au](http://www.syngenta.com.au) or email [Vegetables Australia:info@ausveg.com.au](mailto:VegetablesAustralia:info@ausveg.com.au). Please note that your questions may be published.



## Veggie Stats: Cauliflower

R&D

Drive Train

TO ENABLE DEEPER INSIGHTS INTO THE FINANCIAL, PRODUCTION AND EXPORTING PERFORMANCE OF KEY AUSTRALIAN VEGETABLE PRODUCTS, WE HAVE DEVELOPED A SERIES OF CROP-SPECIFIC VEGGIE STATS PROFILES. THE NEXT INSTALMENT OF THIS SERIES FOCUSES ON CAULIFLOWER PRODUCTION.

The following Veggie Stats article has been developed specifically to give readers a detailed snapshot of the key facts and figures on cauliflower. Veggie Stats utilises data from the Australian Bureau of Agricultural and Resource Economics and Sciences (ABARES) and the Global

Trade Atlas, funded by Horticulture Innovation Australia Limited (HIA) using the National Vegetable Levy and funds from the Australian Government.

It is important to note the data itself provides a broad indication of the performance of cauliflower growers and should be interpreted

carefully. In addition to this, the information provided is not specific to every Australian grower since each enterprise operates differently from one another.

The data is presented at the national level and therefore does not account for differences among jurisdictions.

## STOP THEM DEAD HALT THE SPREAD

### *Aphid control in vegetables*



When aphids get into your vegetable crop they attack fast. Aphids feed on young plant tissues causing water stress, wilting, reduced growth rates and yields. The major concern, however, is the transmission of viruses .

Over 100 viruses can be transmitted by green peach aphid alone. With **Transform™ insecticide**, you can take back control of your crop and stop the aphids and the virus in its tracks.

- Outstanding aphid control
- Approved on a wide range of vegetable crops
- Effective across a wide range of temperatures
- New Mode of Action – no resistance

For more information call 1800 700 096  
[www.dowagrosciences.com.au](http://www.dowagrosciences.com.au)

# Transform™

INSECTICIDE

ISOCLAST<sup>ACTIVE</sup>



**Dow AgroSciences**

*Solutions for the Growing World*

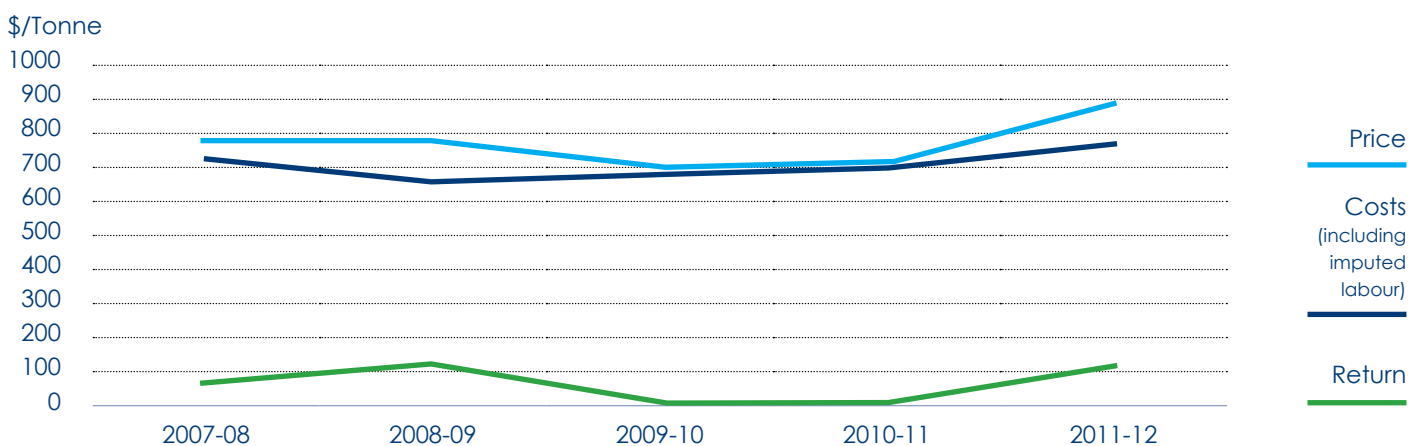
©™ Trademark of The Dow Chemical Company ("Dow") or an affiliated company of Dow.

# VEGGIE STATS: CAULIFLOWER

## Cauliflower Production – Key facts and figures

- Cauliflower growers' returns, on average, have increased since 2007-08, despite falling considerably in 2009-10 and 2010-11.
- Since 2007-08, average domestic cauliflower prices have increased by 24%, whilst average costs have increased by 9%.
- Cauliflower production has been steadily increasing on average, although production fell in 2011-12.
- Fresh cauliflower and headed broccoli exports totalled around \$6.6 million in value terms in 2013. Australia exported \$4.2 million worth to Singapore.

## Australian Cauliflower Growers' Financial Performance (average per farm)



Source: ABARES vegetable farm survey 2011-12 and 2012-13, page 71  
Returns: The difference between price and costs (including imputed labour).

### Current Financial Performance

Australian cauliflower growers' returns on average totalled \$119 per tonne in 2011-12.

In 2011-12, the average price received per tonne of cauliflower was \$889, whereas the average cost to produce a tonne of cauliflower was \$706.

### Long Term Trends

Cauliflower growers' returns, on average, have varied from year to year, with growers' experiencing the best returns in 2008-09 and 2011-12.

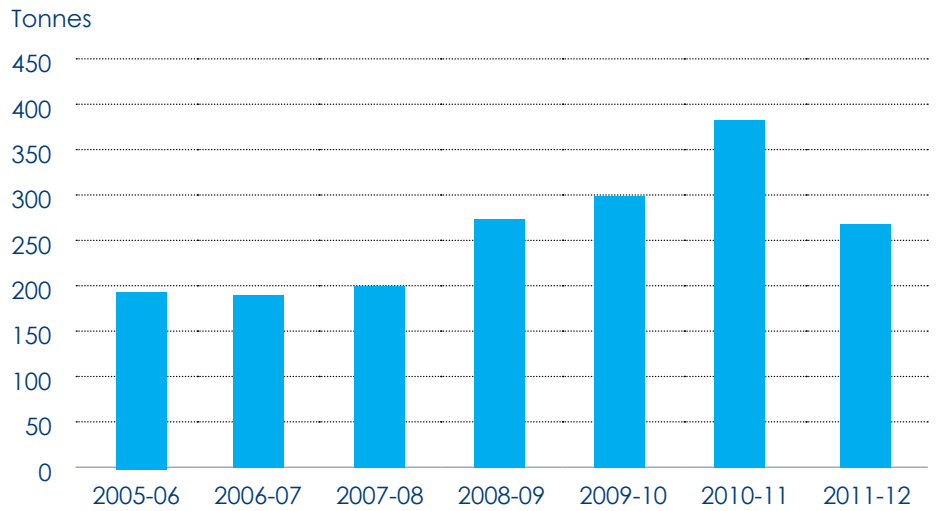
## Australian Cauliflower Growers' Production (average per farm)

### Australian Cauliflower Production

Australian cauliflower production per farm averaged 271 tonnes in 2011-12, down 30% on the previous year.

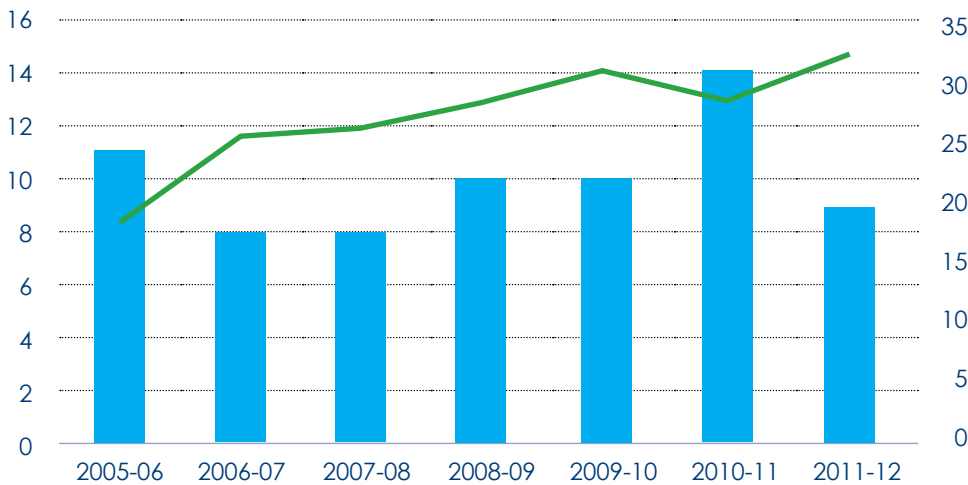
Average farm cauliflower production has trended upwards for most years with 2011-12 the exception.

Source: ABARES vegetable farm survey 2011-12 and 2012-13, page 71



## Area Planted v Yield (average per farm)

Hectares



Source: ABARES vegetable farm survey 2011-12 and 2012-13, page 71

### Australian Cauliflower Production

The average area planted in 2011-12 fell by 36% from the previous year.

Overall, Cauliflower growers' yields have been generally improving with the best yields experienced in 2011-12.

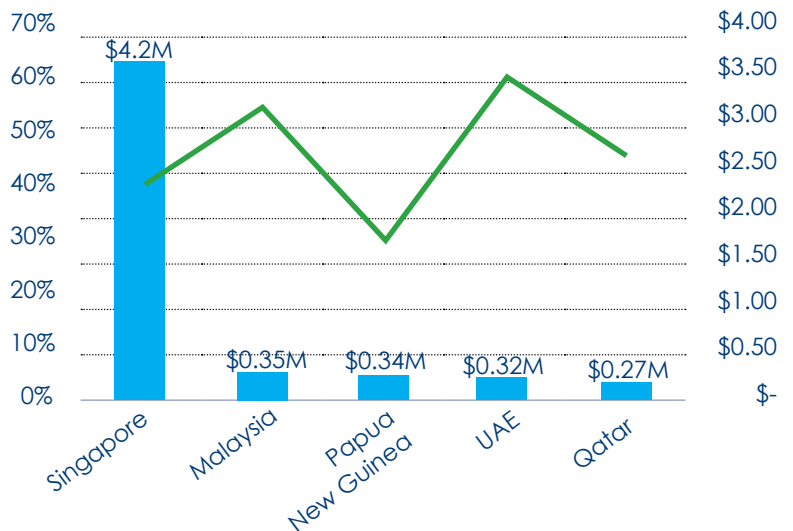
Area Planted  
Yield

## Australian Cauliflower and Headed Broccoli Exports and Export Prices Received

### Exports

- Over 60 per cent of Australia's cauliflower and headed broccoli exports were sent to Singapore, with Malaysia receiving just over 5 per cent.
- Australia's cauliflower and headed broccoli exports received the highest export price from UAE at \$3.52/kg, whilst the lowest export price was Papua New Guinea at \$1.86/kg.

% of Exports



Source: Global Trade Information Service, sourced from Australian Bureau of Statistics International Trade data, various years



with Dr Kevin  
Clayton-Greene



THE EMERGENCY PLANT PEST RESPONSE DEED IS A PARTNERSHIP ARRANGEMENT BETWEEN GOVERNMENT AND INDUSTRY THAT PROVIDES A FRAMEWORK FOR DECISION MAKING DURING AN EMERGENCY PLANT PEST (EPP) INCURSION. IN THIS EDITION OF *BIOSECURITY BRIEF*, WE DISCUSS EMERGENCY RESPONSE AND TRANSITION TO MANAGEMENT PHASES.

### What information is considered by the CCEPP to determine if an EPP is eradicable?

States and territories carry out surveillance activities during the Incident Definition Phase as part of their 'normal commitments' (i.e. costs are covered by the government). Technical information considered by the Consultative Committee for Emergency Plant Pests (CCEPP) includes tracing and surveillance data from states and territories, methods for achieving eradication (such as IPM strategies) and potential impact on industry and other affected stakeholders.

### What happens if a pest is deemed eradicable?

The CCEPP considers all technical information provided by the combat state and other parties in order to determine if the pest is technically feasible to eradicate. If the CCEPP determine that the pest could be feasibly eradicated, this recommendation is presented to the National Management Group (NMG) along with a finalised Response Plan.

### What may a Response Plan include?

Each Response Plan is unique. For instance, a plan for eradicating Banana freckle requires a different approach

compared to what is necessary to eradicate Little cherry virus. A Response Plan will commonly include guidelines for destruction and disposal of infected plant material, chemical application or sticky trap regimes, proposed fallow periods for growing areas, details of how elements of the plan will be communicated to stakeholders, engagement strategies, cost sharing apportionments, expected budget and length of the plan and provisions for Owner Reimbursement Costs (ORCs).

### What are ORCs and the ORC framework?

Any levy-paying vegetable grower who incurs costs as a result of carrying out directives from a Response Plan may claim reimbursement. ORCs aim to ensure that no grower is financially better or worse off as a result of eradication.

Costs that may be reimbursed include income lost during a fallow period, income lost due to crop destruction, and consequential losses such as destruction of seed. ORC frameworks, which are held by Plant Health Australia, outline the method used to calculate losses.

Calculation of losses is carried out by the combat state department of primary industry and may use invoices, supply contracts and production history records. In calculating these figures, verifiable records will be important, so it is vital that

record keeping is adequate for the purpose.

### What is the Emergency Response Phase?

If the NMG endorse the recommendation by the CCEPP to eradicate the pest, along with the finalised Response Plan, an Emergency Response Phase begins. This phase is the period from when the NMG endorse a Response Plan until the NMG determines (on advice from the CCEPP) that the EPP has been eradicated or cannot be eradicated. This is also the period during which actions outlined in the Response Plan are carried out. During this phase, cost sharing for the Response is calculated and negotiated.

### What does cost sharing mean for the vegetable industry?

The last edition of the *Biosecurity Brief* explained that eradication responses are cost shared between government and industry. In the event of an eradication response requiring vegetable industry input, the Federal Government will underwrite the industry share of the Response until a biosecurity levy is raised to cover expenses in the Response Plan. The levy rate and payback period is negotiated between industry and the government, and also involves extensive consultation between AUSVEG and its grower

members. Biosecurity levies usually run for 5-10 years in order to cover the industry share of the Response.

### What is the Proof of Freedom Phase?

The Proof of Freedom Phase is entered after all activities in a Response Plan are carried out and there is evidence that the pest has been eradicated. During this phase, surveillance continues in order to prove that eradication was successful.

### What is Transition to Management (T2M)?

Sometimes eradication responses do not achieve eradication. During a Response, if the pest is deemed not technically feasible to eradicate, and this recommendation is endorsed by the NMG, the Response enters a stand down phase. During this period, management strategies are implemented by the combat state and industry in order to ensure that the pest continues to be controlled and the impact on stakeholders is minimised. This is the current situation in the Northern Territory with Cucumber green mottle mosaic virus.



For more information contact  
AUSVEG  
Phone: (03) 9882 0277  
Email: [info@ausveg.com.au](mailto:info@ausveg.com.au)  
Project Number: VG11013



2015

# Adama Rewards



- Available to eligible growers when purchasing Adama Rewards products from your participating retailer
- Simply ask to have your claim submitted when you purchase qualifying products between 1 June 2015 and 18 December 2015
- Receive \$50 Cash Back for every \$1000 (+GST) spent in one transaction during the eligible claim period.

*See full terms and conditions in store for details of qualifying products. While stocks last*

**ADAMA**  
adama.com



## Vegetable leafminer: The threat on our doorstep

ORIGINALLY DETECTED IN SOUTH AMERICA, THE VEGETABLE LEAFMINER (*LIRIOMYZA SATIVAE*) HAS SPREAD ACROSS THE GLOBE INTO THE UNITED STATES AND CENTRAL AMERICA, PARTS OF AFRICA, ASIA AND THE PACIFIC ISLANDS. ITS NEXT STOP COULD BE AUSTRALIA, WHICH IS WHY LOCAL VEGETABLE GROWERS MUST REMAIN VIGILANT, WRITES AUSVEG BIOSECURITY AND SPECIAL PROJECTS COORDINATOR DR JESSICA LYE.



with Dr Jessica Lye

Since 2008, *L. sativae* has been island hopping around the Torres Strait in a roughly southerly direction. The method of transmission between islands is unknown, but wind, currents, domestic trade and travel may all play a role.

Recent detections have placed the leafminer on Horn Island, only 55km away from Cape York, the most northerly point of the Australian mainland.

### Background

The Agromyzidae are a group of small, morphologically similar flies, the larvae of which feed on plants, often as leaf and stem miners.

*L. sativae* is arguably the most serious of the agromyzid pests, causing severe damage and production losses in South America and many of the southern states of the US, particularly in Florida where up to 80 per cent yield losses in celery have been reported.

### Chemical resistance

In the US, problems with *L. sativae* control began in the 1940s and coincided with the large-scale use of broad spectrum synthetic insecticides. Increased *L. sativae* pesticide resistance from the 1940s through the 1970s led to substantial crop damage.

*L. sativae* is extremely fertile and can have as many as 300 to 400 offspring per female. This may be a major factor in the ability of *L. sativae* to acquire resistance.

However, a 2015 study carried out as a joint project between the Chinese Academy of Agricultural Sciences, Hainan University and Bayer CropScience, revealed that *L. sativae* can acquire 59-fold resistance to abamectin-based pesticides if used consistently over 22 generations, emphasising the need to rotate chemistry to avoid adaptation. Interestingly, the study also pinpointed the physiological cause of the resistance as

### March of the Leafminer

*L. sativae* has been under close surveillance by the Northern Australia Quarantine Strategy (NAQS) since it was first detected on Sue Island in 2008. In 2010, the pest was detected on Yorke, Darnley and Jervis Islands. Later detections were made on Coconut Island in 2011, Yam and Horn Islands in 2012 and Thursday Island in 2013.

a significant increase in glutathione S-transferase activity – an enzyme that has been found to contribute to metabolic detoxification processes in insects.

‘mines’ appear as white or grey lines on leaves. Multiple mines on individual leaves can seriously reduce plant photosynthetic activity and ultimately impact on yield.

### Veggies on the menu

The diet of *L. sativae* includes cucurbits (cucumber, bitter-gourd, bottle gourd, zucchini, squash and pumpkin), solanaceae (eggplant, capsicum, chilli, potatoes and tomatoes) and leguminosae (red kidney beans, soybeans, lima beans, cannellini beans, chickpeas, lentils and split peas). However, affected hosts are not restricted to vegetables as the pest also affects ornamental plants and most allium species, including onions and garlic.

### Overseas management

In the US, Integrated Pest Management has been shown to be a more effective control than heavy use of broad spectrum pesticides. Management of the insect in the US has incorporated rotation of soft chemistry in conjunction with use of parasitoid wasps, although success has been achieved mainly in greenhouse situations.

### Be aware and prepared

It is important to be aware of the major pests, diseases and weeds in your region, as well as those that are exotic to your property. Keep a list of pests and diseases and ensure that farm staff are aware of what symptoms to look out for while inspecting crops.

During routine monitoring, record the date and all observations, such as pests identified, growing area affected, the level of infestation and

Leaf damage by a Vegetable leafminer. Image courtesy of Whitney Cranshaw, Colorado State University, Bugwood.org.



### Signs of infestation

Foliage punctures caused by females during feeding may cause a stippled appearance on leaves and stems, however this damage is small compared to the leaf mining activity of *L. sativae* larvae.

Damage is caused by larvae feeding under the surface of leaves and petioles. Narrow



**Left:** Vegetable leafminer damage to field peas. Photo courtesy of Whitney Cranshaw, Colorado State University, Bugwood.org.

**Inset:** An adult Vegetable leafminer. Photo courtesy of Pest and Diseases Image Library, Bugwood.org.



**WARNING: Visitors must respect on-farm biosecurity**

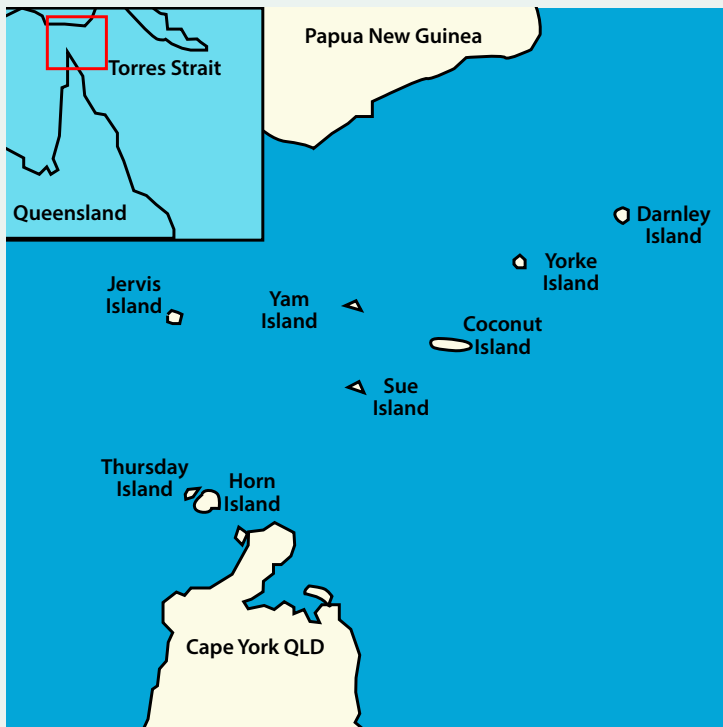
Contractors, tourists, news reporters, service providers, family members and school groups all visit the farm now and again. For many, a farm visit is a valuable and rare experience; for growers, such a visit can prove costly.

It is important to remember that most farm visitors keep gardens at home and many contain their own vegetable patch. What may be a nuisance to an amateur gardener can become a huge set back to a commercial grower. Insects, nematodes, weed seeds, plant viruses and other organisms can hitchhike on clothing, hands, footwear and vehicles and they can seriously affect growers' bottom lines.

**On-farm biosecurity tips**

- 1. Install farm gate signage:** This sends a strong message to visitors that you expect them to abide by the biosecurity procedures in place and can ensure they do not inadvertently access growing areas. Signage becomes especially important when growing areas are located in peri-urban spaces where traffic may enter the farm more often.
- 2. Install ancillary signage:** These signs can be used to give clear directions to visitor parking; direct visitors to the property office where they can sign a visitor register and undergo a farm induction; indicate when visitors are entering restricted areas; direct visitors to foot baths; and show the location of vehicle or machinery clean-down facilities. It is important that the biosecurity messages in signs are reinforced by these additional on-farm biosecurity measures.
- 3. Organise induction sessions:** This is especially important when hosting school groups, tourist groups or regularly have staff change over. Induction sessions should outline on-farm biosecurity measures using your farm biosecurity action plan as a guide, and emphasise the risks posed by pests to commercial growers.
- 4. Keep clean:** Importantly, ensure visitor footwear and clothing is free from soil and plant material before entering or leaving your farm. Provide scrubbing brushes, footbaths, boot covers and protective clothing to prevent the dispersal of foreign soil and plant material.

It is not only up to growers and farm staff to ensure that biosecurity best practice is maintained on-farm. The responsibility belongs to everybody.



Torres Strait islands where the Vegetable leafminer has been detected. Note: Map not to scale.

proposed treatment plans. If no detections of pests are made, this observation should also be recorded. Recording a lack of detection is important in order to provide regional proof of freedom for purposes of market access.

If an exotic pest such as *L. sativae* is found on a farm, take the following steps:

- Log the pest or disease symptoms and take a photograph if possible.
- Record the location of the pest in the crop and restrict

farm worker and equipment access to that zone.

- Wash hands, clothes and boots that have been in contact with affected plant material or soil.
- Do not move affected plant material, as incorrect handling could further spread the pest or make the samples unfit for diagnosis.
- Identify equipment and machinery that have recently been used in the affected zone and decontaminate appropriately.

The adult *L. sativae* is a small dark bodied fly of about 1.3mm to 2.3mm in length. The most striking aspect of the fly are areas of bright yellow cuticle on the head, scutellum and parts of the abdomen. Vegetable leafminer eggs are white and measure about 0.23mm in length. Eggs are inserted just beneath the leaf surface and hatch about three days after they are laid.

**i** Detections of *L. sativae* should be reported immediately to the relevant state/territory agriculture agency through the Exotic Plant Pest Hotline (1800 084 881). Early reporting increases the chance of cost-effective control and eradication.

For further information, see the farm biosecurity website at [www.farmbiosecurity.com.au](http://www.farmbiosecurity.com.au), or contact AUSVEG Biosecurity and Special Projects Coordinator Dr Jessica Lye on (03) 9882 0277 or email [jessica.lye@ausveg.com.au](mailto:jessica.lye@ausveg.com.au).

# Q&A Young grower profile



**Name:** Jamie Samwell

**Age:** 36

**Location:** Mount Barker, SA

**Works:** Eastbrook Vegetable Farms

**Grows:** Brussels sprouts, kale sprouts, red sprouts and cabbage



Mount Barker,  
South Australia



## How did you first become involved in the vegetable industry?

Ours is a family-owned and run business founded by my grandfather, so I have been around and in the market gardening business my whole life.

## What is your role in the business?

My role in the business is Operations Manager and I help with irrigation, mainly during the summer months.

## How would you describe your average day at work?

Pretty hectic most days. First thing in the morning I collect and fill daily orders, coordinate employees in the pack house and organise transport for local and interstate loads.

During summer, in conjunction with my cousin, I help with planting, watering and any other work that needs doing.

## What do you most enjoy about working in the vegetable industry?

I enjoy working with my family and fellow horticulturists to provide safe and super healthy vegetables for our national and international consumers to eat.

## What are the biggest challenges that you face working in the industry?

Our challenges are many and varied. I believe our labour in general has become too costly. Many of our costs – including



fuels, sprays, water, packaging etc. – are becoming increasingly expensive, which in our industry cannot be passed on.

Red tape and paperwork around export, sponsoring employees, quality control and work safety has become far too time-consuming and expensive. Our industry has the stigma of long hours and monotonous work, which discourages people to move into it. We have to deal with unpredictable weather conditions and numerous pests and diseases that affect our crops.

## How do you think more young people could become encouraged to take up jobs in the vegetable industry?

There are unlimited opportunities for people in our industry, as the average age of a farmer is getting older and older. People will always need food so it's a long-term profession and, if done properly, it is a profitable industry that provides a wide variety of jobs and satisfaction in a good day's work.

## If you weren't working in the vegetable industry, what would you be doing?

I have always wanted to work in our industry, but if I had to choose then maybe a jet ski hire company somewhere in the tropics.

## Where do you see yourself in five years?

In five years we hope to still be producing a top quality product with our Brussels sprouts and we hope to have grown our kale and red sprout markets nationally and internationally.

## You recently participated in the 2015 Industry Leadership and Development Mission to the United States. What did you gain from the experience?

It was a fantastic experience and I would encourage anyone to do it as it's always beneficial to see how other companies and people run their operations. I learnt that the



Photography by Andrew Beveridge.

challenges we face as farmers are the same the world over. For example in the US they are currently suffering from a severe drought, their employees' wages are on the rise and their cost of production is increasing.

## What was the highlight of the 2015 mission and why?

I really enjoyed the whole experience; meeting and getting to know my fellow travellers was fantastic. Also the sheer scale of some of the farms and pack houses just blew my mind. The amount of product they grew, packed, transported and sold was amazing. The field days were excellent.

Experiencing minus 20 degrees in Washington was ... cold! I enjoyed walking into Madison Square Garden in New York on one of the rest days and being hassled in Times Square was also an experience to remember.



# EnviroNews

www.enviroveg.com

## Visit us at the National Horticulture Convention

As part of the 2015 National Horticulture Convention, Trade Show and Awards for Excellence, EnviroVeg will be showcasing the program from 25-27 June at Jupiters Gold Coast.

The EnviroVeg booth at the Trade Show will feature displays on pests, water, chemicals and soil and nutrition management. There will also be prizes and

giveaways for growers who have completed their Self-Assessments.

The 2015 Convention is a fantastic opportunity for growers to ask questions about the EnviroVeg program. The AUSVEG Environment Coordinator Andrew Shaw will be at the booth with information on how you can use the EnviroVeg website and app to streamline your

reporting process, and how the program can benefit you.

### Assess yourself

Go online and complete an EnviroVeg Self-Assessment in less than 30 minutes! Self-Assessments provide both a benchmark for your environmental performance and highlight areas where you can

make simple improvements.

You don't need to get any documents ready – just log in to the EnviroVeg website ([www.ausveg.com.au/enviroveg/](http://www.ausveg.com.au/enviroveg/)) and click on the Self Assessments tab. Otherwise, contact the AUSVEG Environment Coordinator or drop into the EnviroVeg Booth at the Convention to find out if the program is visiting your region.

## EnviroVeg roadshow visits growers in Qld, SA and NT

During March, the EnviroVeg program held three successful workshops across the country, with high attendance rates reflecting grower interest in the program.

Workshops were held in conjunction with industry representatives and the AUSVEG Biosecurity and Minor Use programs in Gatton (Queensland), Virginia (South Australia) and Coolalinga (Northern Territory).

### Benefiting from collaboration

By combining resources, the AUSVEG Biosecurity, Minor Use and EnviroVeg programs produced a workshop of greater value to attendees. Growers

heard about the benefits of sustainable practices and gained access to the knowledge of AUSVEG Biosecurity Coordinator Dr Jessica Lye, who discussed the importance of on-farm biosecurity practices, and AUSVEG Minor Use Coordinator Scott Kwasny, who discussed obtaining access to chemicals. Attendees at each workshop were able to enquire about all of the programs.

### Queensland

At the Gatton Research Station, Dr Jenny Ekman from Applied Horticultural Research (AHR) presented on post-harvest techniques in the vegetable industry and explained how conditions from harvest to shelf can affect the product's

shelf-life and appearance. Steve Hegarty from John Deere also spoke about the company's Field Connect system and how this data can benefit agronomic decision making.

### South Australia

In Virginia, Dr Doris Blaesing from RMCG gave an overview of the Soil Wealth and Integrated Crop Protection projects and explained how growers can learn from existing soil health practices and the benefits of Integrated Pest Management (IPM) regimes. In addition, Netafim representatives Darren Brewer and Matt Lloyd demonstrated new irrigation techniques and how to improve efficiency in irrigation practices.

### Northern Territory

At the NT Farmers Association headquarters in Coolalinga, AUSVEG Assistant Manager – Export Development Claire McClelland discussed how growers can further their plans for export through contacts, knowledge and insight. Dr Gordon Rogers from AHR also spoke about the knowledge that has been gained so far through the Soil Wealth project, including the benefits of cover crops, organic compost and controlled traffic farming techniques.



For more information, please contact the AUSVEG Environment Coordinator on (08) 8221 5220 or [andrew.shaw@ausveg.com.au](mailto:andrew.shaw@ausveg.com.au)



AUSVEG's Claire McClelland addresses participants at the Northern Territory workshop.

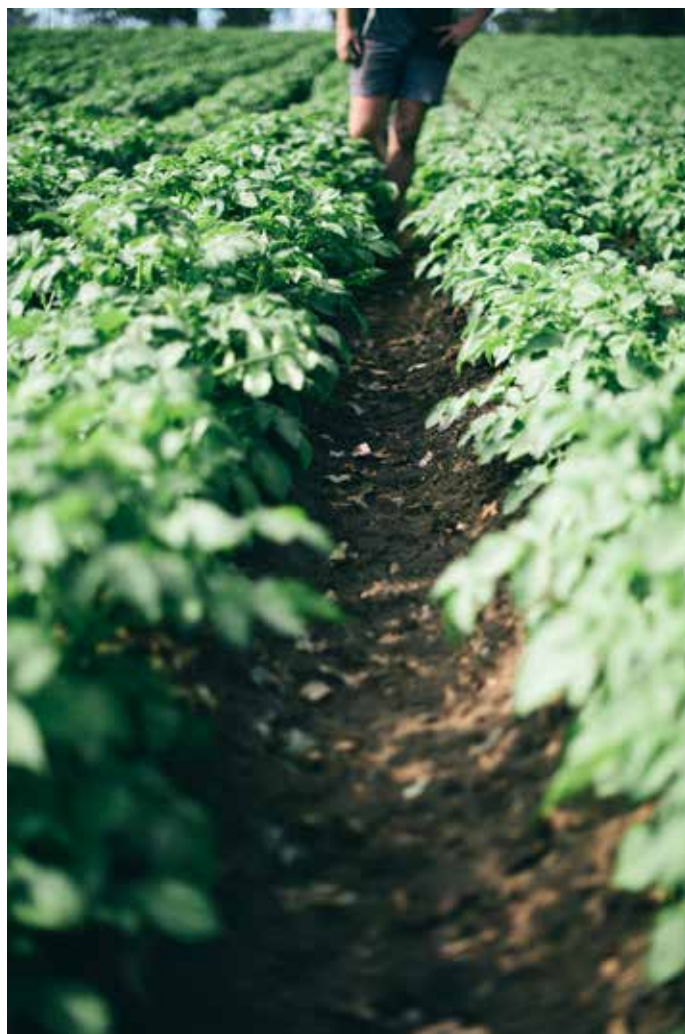
Sustainable

Farming

Focus

## Sustainable chemical use for reduced resistance

IT IS IMPORTANT FOR VEGETABLE GROWERS TO BE AWARE OF THE CORRECT USE OF AVAILABLE TREATMENT OPTIONS WHEN DEVELOPING BEST PRACTICE MANAGEMENT SYSTEMS ON THEIR FARMS. BAYER VEGETABLE PRODUCT MANAGER LACHLAN BIRD EXPLAINS THE CORRECT MANAGEMENT OF GROUP 28 INSECTICIDES AND THE IMPORTANCE OF THE SUSTAINABLE USE OF THIS CHEMICAL GROUP.



Pest resistance to a chemical group is built up through intergenerational selection, based on the conditions of the surrounding environment. By applying the same treatment through successive generations of a pest species, the members of that species most resistant to this treatment become the majority in the population.

This knowledge is the cornerstone of sustainable chemical use practices and reinforces the need for rotation between different pest treatments and Integrated Pest Management (IPM) programs. The lack of treatment options for some specific pests can make resistance build up more likely, with different chemical 'modes of action' required to limit resistance build-up. The mode of action is defined by how it kills the pest (e.g. organophosphate insecticides inhibit the acetylcholin esterase enzyme) and the method by which it reaches this target.

### Group 28 insecticides

The mode of action represented by IRAC Group 28 insecticides

is exemplified by Belt® 480 SC insecticide introduced in 2009, which targets chewing pests. The product has the active ingredient flubendiamide. Along with chlorantraniliprole and cyantraniliprole, these chemicals are the current treatments found in this group.

It is important to note that research conducted by the South Australian Research and Development Institute (Project Number VG08062) in 2014 found that some field populations of diamondback moth (*Plutella xyostella*) had already developed significant levels of resistance to both Group 28 and Group 6 ('mectin') insecticides.

While it is difficult to infer what these findings may mean for other labelled pests, it further reinforces the need for Group 28 chemistry to be used only when it is really needed. It should be used in spray programs that include other insecticide groups and growers are encouraged to make strategic foliar applications to protect the most valuable crop stages only.

The application limit for Group 28 insecticides per season is three foliar sprays for most crops. To have the most benefit, growers should avoid using the chemistry at less critical timings when other insecticide activity groups can be used. Foliar use of this group, particularly during the critical period to protect the harvested portion of a crop, maximises the benefits of Group 28 insecticides and minimises the extended exposure of insects to this chemistry.

The research also suggested a cross-tolerance relationship between Group 6 and 28 insecticides when used in rotation. These insecticides led to high-level resistance build up from repeated low exposure. While not fully determined, this may require growers to give increased consideration to their current rotation strategies and the use of Group 6 chemistry in the chosen spray program.

### IPM in increased insecticide efficacy

The requirement for a lowered use of these insecticides can be

offset with an IPM approach. In flowerhead brassicas, the release of the parasitic diadegma wasp in conjunction with one spray each of Belt®, XenTari® and DiPel® has been shown to give a level of control of diamondback moth equal to conventional spray programs using six or more foliar sprays. Bayer CropScience developed and tested the strategy in conjunction with IPM Technologies and Sumitomo Chemical and Biological Services.

This combination works as Belt® is 'soft' on the naturally-occurring diadegma wasps, which work alongside other important biological control agents. The other chemicals used allow for the beneficial species to build their numbers early on in the crop cycle.

Ultimately, this strategy can improve crop management practices by preventing the overuse of Group 28 insecticides and therefore reducing the likelihood of insecticide resistance, while simultaneously highlighting the key role that beneficial species can play in crop protection.

## Flood plain farming: Weighing the risks

SOUTH AUSTRALIAN VEGETABLE GROWER DON RUGGIERO HAS BEEN WORKING ON RECONSTITUTING NEGLECTED DAIRY LAND ON HIS PROPERTY ALONG THE MURRAY RIVER. SO FAR, HIS BRASSICA TRIALS HAVE SHOWN PROMISING RESULTS AND COULD BE THE KEY TO SUSTAINING THE LAND IN THIS REGION AS WELL AS IMPROVING MARGINS FOR GROWERS.

Don Ruggiero has seen the low-lying flood plain land in his region of Murray Bridge fall into neglect. Where traditional dairy farming practices have proven unsustainable, Don has been running Brassica trials that could benefit the whole region.

“We’ve had the initiative to try it; we are risk takers I suppose. We are prepared to take that risk, it’s a little bit unknown, but it’s calculated,” Don says.

A year ago there was derelict land overcome with weeds and feral cats. Now Don is trialling salt tolerant crops of broccoli and cauliflower, with promising results in profit and sustainability.

Generally there are low returns for broccoli and cauliflower farming, however Don says profit margins have been increased by working on the flood plains, with estimated savings of 30 per cent in direct input when compared to working on highland growing regions.

“There are a lot of positives. The lowlands have a high water holding capacity, so we only have to water once a week on areas where we would normally have to water three times a week on highlands. Also organic matter is five times that of the highlands, so we don’t have to put a lot of artificial fertiliser in to get the crops going.”

The results of these trials have been promising, with Don’s trial plot now on its third crop.

“The first trial we ran gave us a near perfect crop. We consulted with a flood plain soil specialist agronomist who gave us advice which we followed, and three months later harvested our first crop.”

That trial crop is the largest of its kind in the region and has given Don the confidence to expand into another 40 hectares and continue along this path. He foresees this approach as being a catalyst for growth in the region. Eight years ago the area had over 200 dairy farms in operation;

there are now only 26.

“What we need to do as growers is find a way of cutting our costs of input. This flood plain has given us an opportunity to be able to do that.”

### Sustaining the land

Producing Brassicas on this land is also promoting environmentally responsible growing, leading to improved soil quality. When land is stripped of vegetation, soil acidification can occur – this has the potential to affect the river and regions along the Murray.

“In the area from Mannum



# EnviroVeg

to Wellington there are 1,000 hectares of flood plains that are not being used," Don says.

He believes this move toward sustainable practices will allow growers to remain profitable in the future.

"Market price is not going to change much. What we need to focus on is where the market price is now and the average price of the last 12 months."

Ultimately, this innovation in sustainability could benefit everyone.

"If we pull this off it's going to turn this area from one of mediocre productivity to one of high productivity. It is only going to be a good thing."





The 2014 Produce Display.

## It's back! A bigger and better Reverse Trade Mission for 2015



THE ANNUAL REVERSE TRADE MISSION WILL BRING OVER 40 DELEGATES FROM SINGAPORE, MALAYSIA, JAPAN, HONG KONG, MACAU AND THE UNITED ARAB EMIRATES TO VISIT AUSTRALIAN VEGETABLE PRODUCTION OPERATIONS, MEET WITH GROWERS AND ATTEND A FRESH PRODUCE DISPLAY.

Prior to the Reverse Trade Mission group descending on the Gold Coast from 25-27 June, the delegates will visit growers across South Australia and Queensland to learn more about the high standards of vegetable production in Australia.

The group comprises key decision makers across some of the largest retailers and importers in each country. Featuring key members of the buying network from AEON, the KAF Group and supermarkets such as Cold Storage and Giant, this year's Reverse Trade

Mission is set to deliver more deals to Australian vegetable growers.

### Produce on display

Growers are encouraged to continue to register to display their produce at the 2015 National Horticulture Convention. The Produce Display is highly anticipated among Reverse Trade Mission delegates and will allow growers from across Australia to showcase their products.

Buyers participating in this year's Reverse Trade Mission

indicate that they want to meet more growers, as the trend among importers and retailers is to move away from purchasing through wholesalers and exporters and to seek relationships directly with growers. The Produce Display provides buyers with a unique opportunity to



**Right:** Federal Agriculture Minister, the Hon. Barnaby Joyce MP at the 2014 Produce Display.

meet a range of Australian growers all in one place.

The standards are high, as last year's Produce Display resulted in unprecedented success by attracting not only the Reverse Trade Mission delegation but also more than 60 vegetable growers, the Australian Trade Commission and Federal Minister for Agriculture the Hon. Barnaby Joyce MP. It is anticipated that the 2015 display will be larger and provide growers with the opportunity to make more connections in international marketplaces and, most importantly, export more fresh Australian produce.



The 2015 Produce Display will be held from 10.00am-1.00pm on Friday 26 June in the Pavilion at Jupiters Gold Coast. This event will be held in conjunction with the National Horticulture Convention.

Spaces at the Produce Display are limited and to avoid disappointment, please contact AUSVEG to register to display your produce on (03) 9882 0277 or email [export@ausveg.com.au](mailto:export@ausveg.com.au).

This project has been funded by Horticulture Innovation Australia Limited (HIA) using the National Vegetable Levy and funds from the Australian Government.

Project Number:  
VG13097



## 2015 Export calendar of events

**21 - 28 June 2015**

2015 AUSVEG Reverse Trade Mission  
Adelaide, Brisbane, Gold Coast

**25 - 27 June 2015**

2015 National Horticulture Convention  
Jupiters Gold Coast, QLD

**26 June 2015**

2015 Produce Display  
Jupiters Gold Coast, QLD

**2 - 4 September 2015**

Asia Fruit Logistica  
Lantau, Hong Kong

**5 - 7 October 2015**

World of Perishables  
Dubai

## Powdery Mildew Control sounds sweeter with Flute



- Activity at five stages of the disease life-cycle
- Water-based formulation for unmatched crop safety
- Unique Mode of Action Group U6
- Controls resistant strains
- 1 day withholding period (cucurbits)

**Flute** 50 EW  
FUNGICIDE

# Soil health continues to be front of mind for growers

THE SOIL WEALTH PROJECT IS GAINING MOMENTUM BY COMMUNICATING THE MAIN PRINCIPLES OF MAINTAINING AND IMPROVING SOIL HEALTH FOR A BETTER ECONOMIC OUTCOME TO AUSTRALIAN VEGETABLE GROWERS. *VEGETABLES AUSTRALIA* PROVIDES THE LATEST UPDATES ON THE PROJECT.



Babyleaf crop at Cowra with no herbicide applied.



## Demonstration and reference sites

Demonstration sites in the project are used to show soil improvements in a real-life, practical way and will be the focus of field days, training and other important communication activities. Meanwhile, reference sites are focused on helping growers try new approaches to soil management.

The project team provides support to growers and their advisers by assessing the current soil condition on a reference site block and developing a soil improvement plan, which the grower implements. The team then assesses the effectiveness of the improvements, usually with the help of regionally-based agronomists allied to the project.

Project demonstration sites with the following themes are underway, as outlined below.

- **Bowen, QLD:** Compost.
- **Kalbar, QLD:** Compost, cover crops, controlled traffic, soil borne disease.
- **Cowra, NSW:** Reduced tillage, controlled traffic, biofumigation, compost.
- **East Gippsland, VIC:** Reduced tillage, controlled traffic.
- **Koo Wee Rup, VIC:** Biofumigation/cover crops, soil borne disease control.

- **Virginia, SA:** Soil borne diseases, nutrient management (in progress).
- **Sorrell, TAS:** Nutrient management, sub-surface irrigation, cover crops.
- **Forthside, TAS:** Soil amendments, nutrient management.
- **Manjimup, WA:** Soil borne disease, biofumigation, nutrient management.

If you would like to be a reference grower and are happy to tell your story or be involved in a case study, please visit: [www.surveymonkey.com/s/soilwealth\\_ICP\\_Eoi](http://www.surveymonkey.com/s/soilwealth_ICP_Eoi).

## Soil Wealth check

The Soil Wealth check is based on the extensive soil health research, development and extension (RD&E) conducted in Australia and the Cornell University soil health test adapted to Australian conditions, with one essential addition – a measure of the financial viability of soil improvements.

The soil report itself will be a single page document, which uses a red/yellow/green traffic light approach to identify which aspect of your soil health needs attention in terms of economic, chemical, physical and biological factors. The economic assessment will be reported separately.

## Fact sheets

At the moment, useful information from the project is being summarised into a series of fact sheets that are sent out to growers and advisers via the AUSVEG Weekly Update e-newsletter. Fact sheets have so far covered topics on reduced till vegetable production, winter cover crops, managing nitrogen and biofumigation.

Future fact sheets will include brief summaries about managing organic matter and crop residues from cover and cash crops, interpreting soil test results, soil amendments and equipment for reduced tillage.

## Online sites and videos

A website outlining the Soil Wealth and Integrated Crop Protection (ICP) extension projects is now available at [www.soilwealth.com.au](http://www.soilwealth.com.au). It is a repository for information about the project, training, field days and upcoming events and will be used for general communication.

Facebook sites will follow activities at the demonstration sites. The five sites currently available are *Soil Wealth Cowra*, *Soil Wealth Bathurst*, *Soil Wealth Gippsland*, *Soil Wealth Forthside* and *Soil Wealth Koo Wee Rup*.

You can conduct a generic internet search to access these sites and follow the project on Twitter using @Soilwealth.

The project has also produced one video, *Reduced Till Vegetable Production – WHY?* which is available at [www.youtube.com/watch?v=RfbhOxnULyI](http://www.youtube.com/watch?v=RfbhOxnULyI).

A follow-up video, *Reduced Till Vegetable Production – HOW?* will be available in May 2015 as well as a string of videos on biofumigation from a seminar by US farmer and pioneer of biofumigation, Dale Gies.

## Training

One soil master class was conducted in western Sydney in 2014 and another on soil borne disease management will be conducted in late 2015.

A series of focused regional training activities are in progress and will be held in conjunction with other programs and initiatives by local grower associations, departments, natural resource management bodies, agronomy providers and other extension services. The Soil Wealth project is also cooperating with other organisations that are making progress in soil health management for vegetables.



For more information or to register your interest, contact Gordon Rogers on 0418 517 777 or [gordon@ahr.com.au](mailto:gordon@ahr.com.au) and Doris Blaesing on 0438 456 487 or [dorib@rmcg.com.au](mailto:dorib@rmcg.com.au). You can also visit the Soil Wealth booth at the 2015 National Horticulture Convention's Trade Show at Jupiters Gold Coast from 25-27 June.

This project is funded by Horticulture Innovation Australia Limited (HIA) using the National Vegetable Levy and funds from the Australian Government.

Project Number: VG13078





Capsipop at Berlin Fruit Logistica.



## Berlin Fruit Logistica's top five highlights

THE 2015 EUROPEAN INDUSTRY LEADERSHIP AND DEVELOPMENT MISSION TO THE BERLIN FRUIT LOGISTICA GAVE NINE VEGETABLE GROWERS FROM AROUND THE COUNTRY THE OPPORTUNITY TO ATTEND THE WORLD'S LEADING TRADE SHOW FOR FRESH PRODUCE EARLIER IN THE YEAR.



Cartoon scientist packaging.

**B**raving the snow and the ice, nine leading producers in the Australian vegetable industry attended the Berlin Fruit Logistica, the world's largest trade show for the fresh produce sector and one of the most highly anticipated events on the global agricultural calendar. The event featured 2,785 exhibitors from 83 countries and seemingly covered every aspect of the fresh produce trade.

Growers were able to network with the world's leading scientists, agribusinesses and marketing professionals, as well as importers/exporters and a host of other experts in global agriculture. Growers witnessed the latest innovations in the fresh food industry, including packaging design and advancements, product development, value-adding, machinery and technology.

The eye-catching innovations on show at the Logistica can be used as inspiration for the continued growth and innovation of the Australian vegetable industry as it moves forward.

### Top 5 highlights

#### 1. Smoothie in a cup

Increased functionality in food packaging was a highlight for Australian growers at the Logistica, who saw an opportunity to add value for the consumer through novel, convenient meal preparation options. For example, consumers could create a 'smoothie in a cup' by adding apple juice to a cup of pre-cut vegetables, which could then be blitzed into a nutritious juice for the ultimate meal-on-the-go.

#### 2. Cartoon scientist

Packaging on vegetable and salad packs can do more than just look appealing, it can also teach consumers a thing or two. There were plenty of packaging innovations at the Logistica, but what caught the attention of Australia's growers was packaging that featured a cartoon scientist teaching consumers about Integrated Pest

Management (IPM). The child scientist, fitted with a white lab coat, glasses and a wide smile, aims to teach children (and adults alike) about the benefits of IPM on the environment and how it affects the food they eat.

#### 3. Pre-cooked vegetable packs

Pre-cooked vegetable products were on display at all corners of the Berlin Fruit Logistica, with convenience for the consumer a high priority for international vegetable producers. Pre-cooked vegetable packs are designed for the modern consumer who is time-poor and looking for vegetable products which are both nutritious and quick to cook.

#### 4. Capsipop

Veggie growers also saw the latest in produce innovations, with scientists and breeders from around the world showcasing their one-of-a-kind vegetable varieties. Attendees were impressed with new and

often striking specimens such as the Capsipop plant, where a small variety of capsicum is bred to grow like a tree in a pot.

#### 5. Compact farm machinery

All growers love their toys, and the Logistica provided the opportunity for attendees to view hundreds of different stalls dedicated to the latest in farm machinery. Compact technology was a highlight for growers, as it showcased the possibilities for increasing production quality and efficiency without having to sacrifice space in the shed.



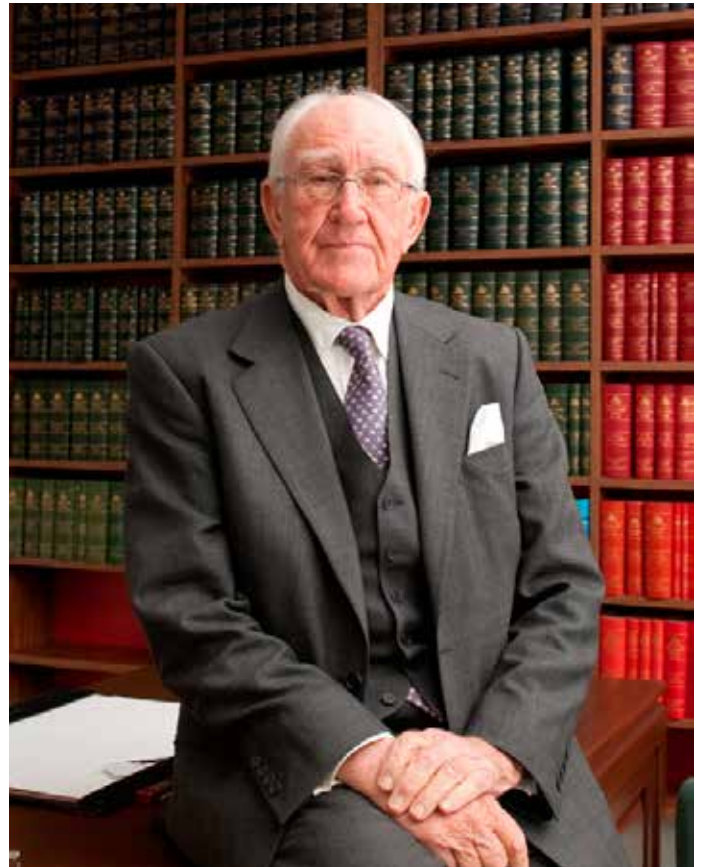
A full project report will be released in coming weeks and will be made available on the AUSVEG website: [www.ausveg.com.au](http://www.ausveg.com.au).

This initiative was funded by Horticulture Innovation Australia Limited (HIA) using the National Vegetable Levy, voluntary contributions from industry and funds from the Australian Government.

Project Number: VG14707

## Malcolm Fraser (1930-2015): A titan among statesmen and policy thinkers

DR DENIS WHITE, A SPEECHWRITER FOR MALCOLM FRASER IN 1981 AND A DIRECTOR OF HIS PRIVATE OFFICE FROM 1982-83, REMEMBERS AUSTRALIA'S 22ND PRIME MINISTER AND MAN OF THE LAND.



At a meeting in Beijing in 1982, Deng Xiaoping, the architect of modern China, tested Malcolm Fraser's mettle. Deng had opened the meeting with an overview of China's problems, saying that its economy, its infrastructure and its education system had all been destroyed, and that China's leaders were too old.

Then came the tester: "I am one of the old," Deng said. Since Deng was 78 at the time, Fraser could hardly call him young – but neither could he agree that Deng was old. Characteristically, Fraser went to another level: "Age depends on the mind," he said. This was a winner, for Deng confessed that his age stopped him working a full day, and Fraser was able to go on and ask whether China needed any help that Australia was not already providing.

So Malcolm's mettle was more than equal to Deng Xiaoping, who was himself described by former Singaporean prime minister Lee Kuan Yew – who knew everyone – as "the most impressive leader I have met". I have never known anyone who kept people on their mettle as Malcolm did. He was up there in the best and every sense.

Malcolm went to the core of things, while being deeply aware of their complexity and the need for knowledge. He was

a penetrating judge of human character and capacity. He was utterly serious about doing the best for Australia, though he was not one to take himself too seriously.

He had a clear sense of the human situation. He liked to know the people he was dealing with. When leaving the London hotel where he had stayed for Prince Charles' wedding in 1981, Malcolm recognised

**"Malcolm went to the core of things, while being deeply aware of their complexity and the need for knowledge. He was a penetrating judge of human character and capacity. He was utterly serious about doing the best for Australia..."**

**- Dr Denis White**

the person walking in the door as President Sadat of Egypt. He arranged an immediate meeting, which delayed his flight back to Australia, and changed the course of history. For the meeting convinced him that Sadat was serious about the Sinai peace process, and led to Australia's conditional decision

to participate in the peace force.

Malcolm felt that history is rarely on your side. In a famous speech, he summed up Arnold J. Toynbee's History of Civilization in the single sentence, that life presents us with a series of challenges and how we live depends on how we respond to these challenges. Nobody worked harder than he to get Australia's responses right.

Malcolm felt human dignity deeply. He loved the line from Scottish poet Robbie Burns: "A man's a man for a' that." This went with his detestation of racism. It also went with his egalitarian outlook, which took some people by surprise. I am not alone in saying that he was completely at home in a public

bar with a beer in his hand chatting about ordinary things with ordinary people.

He entered politics for the most profound of reasons. He wrote an article about it for a book that sadly never seemed to see the light of day. He said that when he was at Oxford, he studied many of the great theories – Keynes and Locke among others – and found that while all of them explained something, none of them explained everything. The conclusion he drew was that human action remains the factor that can make the difference as to how things turn out. So he went into politics. It was the great profession.

### A leader like no other

Malcolm Fraser had a clear sense of purpose, direction and form.

To his bones, he was a democrat. I recall him once talking to someone who had been appointed to a local government position. After talking about some of the issues, it suddenly dawned on Malcolm that the person had not been elected, and he was not able to conceal the visceral revulsion that he felt. He could not comprehend that someone could be in such a position without having faced electors.

Freedom to Malcolm Fraser

was a kind of unsung hero. He did not theorise about it much. But it was bedrock for him. He was a man of action, and for him, action gave expression to freedom. He assumed freedom in all his dealings with people. It would never occur to him that people would defer, or not put forward their ideas or concerns. Freedom was life itself, in how he ran his own life, in how he was with family and friends, and in how he saw Australia and the world.

The other side of freedom for Malcolm was protection. When looking financial deregulation in the face, while aware of the damage of regulation, he could not get out of his mind memories of how small farmers

were treated by big banks in tough times. So he sought balance. And it is characteristic of him that at the turn of the millennium – years before the Global Financial Crisis arrived – he was wrestling with a speech to an international audience on a practical solution to the problem of how to balance protection and stability against deregulation.

### Policy powerhouse

Malcolm Fraser took full advantage of advice. He was well aware of the adage, “A bad prince cannot be well advised.” Of course he wanted advice to be based on the best knowledge.

He was at his best in the high realm of policy thinking in the presence of a few advisers, when he could not only listen but also question; when he could test ideas against his own perceptions; when he could drag out the most uncomfortable facts. He really used advice. He was a policy powerhouse when there were ideas in the mix.

Years after leaving Parliament, I heard him tell another former head of government that he felt he had needed to know more than his advisers – not that he would ever claim this in their special fields. Sir John Bunting, Secretary of the Department of Prime Minister and Cabinet in the Menzies era, once

told me that early in Fraser’s parliamentary career, Menzies had instructed him to introduce Fraser to key people throughout the public service, because Fraser would be a major force in the years ahead.

Malcolm certainly took advantage of this remarkable opportunity, as he did of so many others. Australia, the Liberal Party, his friends and colleagues, and many countries around the world have been the beneficiaries of this outstanding human being.

A version of this article originally appeared in *The Australian Financial Review* and has been republished with permission.

## Big Sprout unveiled at inaugural festival

The Big Sprout is the latest addition to the range of “big” horticultural products that feature in popular tourist destinations across Australia. The cheery replica, dubbed Arthur Sprout, was unveiled during the inaugural Big Sprout Fest held in Coldstream, Victoria on 12 April.

The event attracted about 5,000 visitors to Adams Farms in the Yarra Valley and gave locals the opportunity to showcase their produce in the region. Guests were treated to a

range of fun activities including tractor rides, farm tours, cooking demonstrations and a variety of market stalls.

AUSVEG will continue to support festivals that celebrate local produce, as they give growers the chance to interact with community members and promote their great quality vegetables.

Congratulations to Adams Farms for creating such a successful event to celebrate Brussels sprouts.



## Field Guide available to NT growers

The *Field Guide to Pests, Beneficials, Diseases and Disorders of Vegetables in Northern Australia* was launched on 17 March by the Northern Territory Minister for Primary Industry and Fisheries, the Hon. Willem Rudolf Westra von Holthe MLA, at Berrimah Farms in the Northern Territory.

The Field Guide has been published to inform northern Australian vegetable growers about the pests, beneficials, diseases and disorders that could affect their crops. It is a practical, easy-to-use guide to assist in identifying pests and disease symptoms in the field.

The guide provides descriptions, life cycles and

biology, monitoring and pest management and is available to download in English and Vietnamese. Hard copies will also be distributed to growers in northern Australia in coming weeks.

*The Field Guide to Pests, Beneficials, Diseases and Disorders of Vegetables in Northern Australia* has

been funded by Horticulture Innovation Australia Limited (HIA) using the National Vegetable Levy and funds from the Australian Government.

An online version is available at [www.nt.gov.au/d/Primary\\_Industry](http://www.nt.gov.au/d/Primary_Industry) or you can request a printed version. Phone (08) 8999 2258 or email [haidee.brown@nt.gov.au](mailto:haidee.brown@nt.gov.au).

## DuPont launches new insecticide with cross spectrum activity



Fruiting vegetable and cucurbit growers will benefit from the release of a new insecticide, which targets a key range of sucking and chewing pests.

DUPONT CROP PROTECTION HAS LAUNCHED A NEW INSECTICIDE TO CONTROL A WIDE RANGE OF SUCKING AND CHEWING INSECT PESTS FOR FRUITING VEGETABLE AND CUCURBIT CROPS.

DuPont™ Benevia® insecticide is unique in its ability to target a range of varied insect species and still form the basis of an Integrated Pest Management (IPM) program by preserving key beneficial insects. The product rapidly stops insects feeding, which can help reduce further damage to the plant and prevent transmission of plant viral diseases.

### Pests under fire

Chewing pests listed on the label include Cotton bollworm (*Helicoverpa armigera*), Native budworm (*Helicoverpa punctigera*), Tomato leafminer (*Phthorimaea operculella*) and Cucumber moth (*Diaphania indica*).

The insecticide controls sucking pests such as Silverleaf whitefly (*Bemisia tabaci*) and Melon aphid (*Aphis gossypii*), and suppresses Green peach aphid (*Myzus persicae*), Tomato thrips (*Frankliniella schultzei*) and Western flower thrips (*Frankliniella occidentalis*).

DuPont Market Segment Manager Peter Werbenec said the product is most effective when used early in the crop, to help control pests and stop the spread of disease.

“Early treatment also allows key beneficial insects to thrive, and work for you to help keep pest pressure down,” he said.

The insecticide works on multiple stages of pest lifecycles, which helps to keep their numbers down. The product also has effective translaminar activity and local

translocation so it can control pests that are not immediately targeted by the spray application.

### Targeting pests early

Benevia® is the only Group 28 insecticide that controls sucking and chewing pests. Growers can use it to target pests that may be resistant to other modes of action, and are advised to use the product in accordance with current Insecticide Resistance Management (IRM) strategies.

“Apply it using a ‘window’ approach to avoid exposure of consecutive insect pest generations to the same mode of action,” Mr Werbenec said.

“Successive applications are acceptable if they are used to treat a single insect generation.

“Apply a maximum of two applications per crop.”

Mr Werbenec added that the product should be used to target developing pest populations rather than at certain crop stages, and is an ideal product to partner in a spray program with DuPont™ Coragen® insecticide.

“We would expect growers to utilise the cross spectrum activity of Benevia® to target pests early in the crop cycle and then switch to Coragen® and other mode of action products later in the season.”



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

AUSVEG continues to maintain a high profile in the Australian media landscape, particularly after attracting extensive nationwide coverage in February. This was buoyed by the increased media coverage surrounding public health scares linked to imported frozen berries and tuna and the resulting Country of Origin Labelling (CoOL) debate.

AUSVEG continues to feature extensively in the media nationwide, with a strong presence continuing through to May on issues important to the Australian vegetable industry.

### Country of Origin Labelling laws

AUSVEG continues to be a focal point for national media outlets regarding the ongoing CoOL debate. AUSVEG CEO Richard Mulcahy and Deputy CEO Andrew White have once again featured extensively across broadcast and print media outlining the importance of clearer CoOL laws and a more transparent system.

Mr Mulcahy commented on the lack of a firm commitment from the Australian Labor Party (ALP) in regards to CoOL reforms, explaining that the issue is of such vital importance that it should transcend political boundaries.

Mr White welcomed the announcement that the screening of imported processed peaches was being stepped up, and reiterated calls for stricter import screening

across the board. Mr White also questioned suggestions that trade obligations could be a barrier to stronger CoOL laws, referring to numerous major economies – including the European Union, the UK and Japan – that have implemented CoOL systems without major issues.

### Agricultural Competitiveness White Paper

Mr Mulcahy voiced support for the *Agricultural Competitiveness White Paper* process being overseen by Federal Agriculture Minister, the Hon. Barnaby Joyce MP. While the White Paper is yet to be released publicly, Mr Mulcahy is optimistic that it will closely align with the *Agricultural Competitiveness Green Paper*, released last year, which identified numerous policy ideas that AUSVEG regards as vitally important to the industry's future direction.

### Pacific Seasonal Worker Program

AUSVEG Manager – Communications Andrew MacDonald appeared in print media discussing changes to the Pacific Seasonal Worker Program. Mr MacDonald said that vegetable growers would still like to see the program expanded to encompass some South East Asian nations, such as Thailand and Vietnam.

### Australia and Vietnam work and holiday Memorandum of Understanding

Mr MacDonald also welcomed the work and holiday Memorandum of Understanding between the Australian and Vietnamese Governments in print media. Mr MacDonald said that the deal could increase the pool of workers available to Australian growers, making it easier to recruit extra help during peak harvesting periods.

### Farm profits down for SA growers

AUSVEG SA State Manager Jordan Brooke-Barnett revealed that South Australian vegetable farm profits fell by 11 per cent in 2013-14 compared to the previous financial year. Appearing in print media, Mr Brooke-Barnett said that the pressure of increased production costs is forcing growers to continually innovate and adapt in an ever-changing marketplace.

### Key Topics

- AUSVEG is advocating for stronger Country of Origin Labelling laws and more strict testing processes for imported foods following recent public health scares linked to imported frozen berries and tuna.
- AUSVEG defends Federal Agriculture Minister Barnaby Joyce on his *Agricultural Competitiveness White Paper*.
- AUSVEG welcomes changes to the Pacific Seasonal Worker Program and the work and holiday Memorandum of Understanding between Australia and Vietnam.
- South Australian vegetable farm profits have fallen in recent years.



## Innovation: An untapped resource in your business

WHETHER YOU'RE INCORPORATING NEW HARVESTING TECHNIQUES, DESIGNING MACHINERY, DEVELOPING NEW PLANT VARIETIES, CREATING CONVENIENT PACKAGING OR SIMPLY BUILDING A BRAND FOR YOUR PRODUCE, IT IS ESSENTIAL FOR VEGETABLE GROWERS TO PROTECT THEIR BUSINESS INVESTMENTS.

Global discussions on the future of agriculture have suggested that improvements in sustainability and productivity are in continual high demand in agribusiness. While Australian farmers have much to be proud of in producing clean, green produce, there is no doubt that innovation is necessary to achieve this goal.

Improvement and innovation in farming technology and practices, as well as new and more sustainable products, are needed to stay competitive in

the global market. This driver for innovation has the potential to create intellectual property (IP) and further add to the value of a grower's business.

Growers who are looking for ways to ensure their business runs efficiently and effectively, or are creating products in response to changing markets and demands, should also consider taking the appropriate steps to protect these important innovations.

### A helping hand

IP is no IPM and it can seem like quite a foreign concept to many growers. However, there are companies that specialise in this area and can assist vegetable growers work out the best approach to capitalise on their innovation.

For example, Watermark is a national IP firm that can provide services and advice on patents, trademarks, designs, plant breeder's rights, R&D tax incentives, export development

grants, contracts (manufacturing, supplier and distributor), licensing, litigation and dispute resolution.

Growers can hear more about these services at the 2015 National Horticulture Convention, Trade Show and Awards for Excellence at Jupiters Gold Coast from 25-27 June, where Watermark IP Professional Dr Renee White will be in attendance.



For more information, contact Dr Renee White on (03) 9819 1664, or email [r.white@watermark.com.au](mailto:r.white@watermark.com.au).

# Minor Use Awareness Program: Latest news



**GET INVOLVED IN MINOR USE! MINOR USE IS INTEGRAL FOR THE VEGETABLE INDUSTRY. TAKE PART. BE INVOLVED.**

The Minor Use Workshop held on 28 April in Gatton, Queensland was well-attended by growers directly involved in the minor use process. A list of minor use permits is reviewed annually and requires grower input to ensure they are renewed.

Discussions at the workshop ranged from permits up for renewal, those requiring data generation trials and new permits that have been requested in the last annual cycle.

AUSVEG sought involvement from all growers, including those who were unable to attend the workshop, and were asked to record their support for permits covered at the event.

## Minor Use Database

It is vital that growers and stakeholders register their details on the Minor Use Database. Minor use plays an integral role in the Australian vegetable industry as on-label options are often limited for many vegetable crops, especially in the case of emerging crops grown for niche markets.

Recording your information on the Minor Use Database is important as this allows you to be kept informed about minor use permits. The database is used to gather support, information and allow growers to be involved in integral discussions, such as when

chemicals come up for renewal from the Australian Pesticides and Veterinary Medicines Authority (APVMA) to determine the importance of chemicals on the market; when legislative changes are proposed for chemical use or access; and when minor use permits need support from growers.

## See us at the Trade Show

The Minor Use Awareness Program will be on display at the 2015 National Horticulture Convention Trade Show at Jupiters Gold Coast from 25-27 June. The trade display will have an insect theme, so if you have ever had a curious temptation to eat an insect or

if you are interested in getting involved in minor use, please visit booth 24 at the Trade Show.

AUSVEG Minor Use and Agronomy Coordinator Scott Kwasny will be handing out edible insects to delegates at the booth and will be available to talk about minor use to any interested growers. For your chance to win a prize, all you have to do is determine which of the mounted bug heads on the back wall are beneficial insects and which are pest insects.



To request any of the minor use forms please contact AUSVEG Minor Use and Agronomy Coordinator Scott Kwasny on (03) 9882 0277, or email [minoruse@ausveg.com.au](mailto:minoruse@ausveg.com.au) Project Number: VG13096

## CALENDAR



**25 June 2015**

### Global Technologies in Horticulture Seminar

**Where:** Jupiters Gold Coast, QLD

**What:** Eight leading international speakers will discuss the latest technological innovations in the horticulture industry that can help growers reduce production costs and increase efficiencies in their businesses.

**Further information:** Please contact AUSVEG on (03) 9882 0277 or email [info@ausveg.com.au](mailto:info@ausveg.com.au).

**25-27 June 2015**

### National Horticulture Convention, Trade Show and Awards for Excellence incorporating AUSVEG and Apple and Pear Australia Limited

**Where:** Jupiters Gold Coast, QLD

**What:** The National Horticulture Convention is the biggest event in Australian horticulture, providing local and international delegates with an opportunity to forge relationships with members of the vegetable, potato, apple and pear industries.

**Further information:** Please contact AUSVEG on (03) 9882 0277, email [convention@ausveg.com.au](mailto:convention@ausveg.com.au), or visit [www.ausveg.com.au/convention](http://www.ausveg.com.au/convention)

**28 June 2015**

### South East Asia Export Symposium

**Where:** Jupiters Gold Coast, QLD

**What:** This one-day Symposium will help growers capitalise on the emerging opportunity to export to South East Asia, and provide insights around consumer behaviours and successful business approaches in these countries.

#### Further information:

Please contact AUSVEG on (03) 9882 0277 or email [exports@ausveg.com.au](mailto:exports@ausveg.com.au).

**24-28 August 2015**

### 2015 Youth-Ag Summit

**Where:** Canberra, ACT

**What:** Falling under the theme, Feeding a Hungry Planet, the 2015 Youth-Ag Summit will provide a forum for young agricultural leaders to discuss potential solutions to global issues.

#### Further information:

Please visit [www.youthagsummit.com](http://www.youthagsummit.com)

# Minor use permits

Permit Number	Crop	Pesticide Group	Active	Pest	Date Issued	Expiry Date	Permit Holder	States
PER14812	Celery	Fungicide	Difenoconazole (Score Foliar Fungicide)	Cercospora leaf spot and Septoria spots	17-Feb-15	30-Sep-20	Growcom	All states (except Vic)
PER80169	Carrots	Herbicide	Metribuzin (Sencore)	Various broadleaf weeds and grass weeds	3-Mar-15	31-Mar-18	Growcom	Qld only
PER13899 Version 2	Snow peas or sugar snap peas	Miticide	Etoazole (Paramite)	Two spotted mite	1-Jan-13	31-Mar-20	Growcom	All states (except Vic)
PER11951 Version 3	Brussels sprouts, broccoli, cauliflower, spinach, silverbeet, endive, radicchio, chicory and processing peas	Fungicide	Phosphorous acid	Downy mildew	1-Nov-10	31-Mar-20	Growcom	All states (except Vic)
PER13301 Version 2	Lettuce	Insecticide	Alpha-cypermethrin	Red-legged earth mite and Vegetable weevil	12-Jun-12	31-May-20	Growcom	All states (except Vic)
PER12947 Version 3	Cucumber, Brussels sprouts, broccoli, cauliflower, cabbage, common beans, lettuce, peppers, eggplant, celery and peas	Insecticide	Bifenthrin (Talstar)	Specified whitefly and mite species	7-May-12	30-Apr-16	Growcom	All states (except Vic)
PER14795 Version 2	Lettuce, chicory, endive, radicchio, spinach, and baby spinach	Herbicide	Phenmedipham (Betanal)	Broadleaf weeds	1-Jul-14	31-Mar-20	Growcom	All states (except Vic)
PER13305	Carrots	Herbicide	Glyphosate	Grass and broadleaf weeds	28-May-12	30-Jun-20	Growcom	All states (except Vic)
PER80169	Carrots	Herbicide	Metribuzin (Sencore)	Various broadleaf weeds and grass weeds	3-Mar-15	31-Mar-18	Growcom	Qld only
PER12351	Leafy lettuce, okra, broccoli, cauliflower, head cabbage	Insecticide	Imidacloprid (Confidor)	Silverleaf whitefly	30-Mar-15	30-Jun-20	Growcom	All states
PER11990	Brassica leafy vegetables	Fungicide	Chlorothalonil (Bravo 720 SC)	Downy mildew, Alternaria leaf blight, Grey mould	12-Apr-15	30-Jun-17	Growcom	All states (except Vic)
PER12716	Asian root vegetables	Insecticide	Imidacloprid (Confidor)	Greenhouse whitefly, Green peach aphid and suppression of Plague thrips	12-Apr-15	30-Sep-20	Growcom	All states (except Vic)
PER13698 Version 2	Lettuce (leaf and hydroponic), fennel and bulb (Allium) vegetables – bulb onion, garlic, leek, shallot, spring onion and tree onion, coriander and parsley	Fungicide	Phosphorous acid	Downy mildew	1-Oct-12	30-Sep-17	Growcom	All states (except Vic)
PER13091 Version 2	Carrots	Fungicide	Tebuconazole (Folicur)	Powdery mildew	14-May-12	30-Sep-25	Growcom	NSW, SA and Tas
PER10988 Version 2	Snow peas and sugar snap peas	Herbicide	Cyanazine (Bladex 900 WG)	Broadleaf weeds	1-Apr-15	31-Mar-20	Growcom	All states (except Vic)
PER80538	Parsley, chicory and brassica leafy vegetables (Brassica spp.) plus radish swede and turnip	Fungicide	Mancozeb	Alternaria, Cercospora leaf spot, White blister, Anthracnose	1-Apr-15	31-Mar-25	Growcom	All states (except Vic)
PER14722	Capsicum, chilli, paprika, cucumber, squash, zucchini, eggplant, potato, sweet corn, snow pea, sugar snap pea and tomato	Miticide	Abamectin	Tomato red spider mite	17-Feb-15	30-Sep-20	Growcom	All states (except Vic)
PER14765	Cucurbits, fruiting vegetables (capsicum/sweet pepper, chilli, eggplant, tomato), snow peas, sugar snap peas, potatoes	Insecticide	Hexythiazox (Calibre)	Tomato russet mite, Broad mite, Two spotted mite, Tomato red spider mite	21-Feb-15	31-Mar-18	Growcom	All states
PER80138	Cucurbit vegetables	Insecticide	Alpha-cypermethrin	Cucumber fruit fly	26-Feb-15	31-Mar-20	Growcom	All states (except Vic)
PER80099	Fruiting vegetables (except cucurbits)	Insecticide	Alpha-cypermethrin	Queensland fruit fly and Mediterranean fruit fly	26-Feb-15	31-Mar-20	Growcom	All states (except Vic)

All efforts have been made to provide the most current, complete and accurate information on these permits, however we recommend that you confirm the details of these permits at the following APVMA website: <http://www.apvma.gov.au/permits/search.php>

# Around the states

## South Australia



AUSVEG SA was very proud to fund four South Australian growers to attend a delegation by South Australian Agriculture Minister, the Hon. Leon Bignell MP, to the Netherlands in mid-April in partnership with Horticulture Innovation Australia Limited.

As recent figures show that vegetable farms in South Australia have an average profit of \$100,000 per farm, this highlights the need to look for commercial advantages in the highly-competitive marketplace and increase profitability. As an industry, it is essential that our growers look at the technologies and production practices in use overseas, which could also

provide a competitive advantage at home.

As part of the delegation, growers visited seed production facilities and high-tech glasshouse production facilities in the Netherlands to investigate potential technologies and practices that could be used in South Australia. The Netherlands is a world leader in protected cropping production, so the growers were able to learn much about international production methods and varieties for potential use in their businesses. In addition, delegates met with the Minister and leaders within the vegetable growing industry in the Netherlands to further ties between international companies and AUSVEG SA.

AUSVEG SA is conscious of maximising the value of these opportunities and, in the

coming months, will provide comprehensive reports to its members on the key findings of the delegation to share their knowledge with the local industry.

In other events, AUSVEG SA is pleased to be hosting a trade mission of leading fresh produce buyers from Asia from 22-23 June 2015. The delegation will visit leading producers, as well as the Adelaide Produce Market, and have the opportunity to meet with government officials, wholesalers and growers throughout the state. The trade mission will be an excellent opportunity to showcase the wide range of high quality fresh produce available in South Australia and provide opportunities to further vegetable exports into key Asian markets.

As part of the trade mission, we will hold an event for AUSVEG SA members to meet and network with exporters. We will provide details to members once confirmed through the AUSVEG SA email newsletter, so stay tuned for further information about this excellent opportunity to make connections with international produce buyers.

### Jordan Brooke-Barnett

AUSVEG SA  
State Manager  
Suite 205, 22 Grenfell St  
Adelaide SA 5000  
Phone: (08) 8221 5220

## Victoria



The newly-elected state government in Victoria has integrated a number of ministries into one, including Agriculture – Horticulture, which was previously known as the DEPI. Agriculture now comes under the Department of Economic Development, Jobs, Transport and Resources (DEDJTR). DEDJTR will be split into four key areas:

- Economic Development, Employment and Innovation.
- Creative Victoria.
- Agriculture, Energy and Resources.
- Transport.

The key horticulture industry challenges, opportunities and priorities outlined by the department will be the development of innovative

production systems, managing seasonal variability, improving quality to meet consumer needs/preferences, accessing and maintaining export markets, building industry capability and supporting transition. The VGA recently had a meeting with the Department about our concerns with the new Melbourne Market in Epping, which is expected to open on 3 August.

Also, DEDJTR is warning Victorian growers who treat broccoli with chemical products containing the active ingredient, pyraclostrobin, to manage any resulting chemical residues. DEDJTR recommends growers conduct chemical residue testing of produce to ensure their off-label use does not result in unacceptable residues and make sure to include pyraclostrobin in the testing screen.

Recently the VGA, in conjunction with the PMA Fresh Connection Conference

held in Melbourne, sponsored 10 young vegetable growers to attend the Trade Show in early May. There were over 60 exhibitors, with participants exposed to the entire value chain from growers through to retailers and associated service industries that deal with fresh fruit, vegetables and flowers.

In other news, recent climatic conditions have affected crops and planting procedures with producers in several locations across Victoria. Heavy rainfall in East Gippsland has damaged and caused losses in several crops and put autumn/winter planting on hold. In some parts of East Gippsland it has rained nearly every day since the start of April, with rainfall figures in excess of 100mm for the same period last year.

Due to cool conditions in both Victoria and Queensland, there was a 2-3 week shortage in the supply of cauliflowers in Victoria, which caused retail

prices to increase to \$7/head. This created quite a media and Twitter frenzy in Victoria for a couple of days.

Victorian Minister for Industrial Relations, the Hon. Natalie Hutchins, also advised that the government is likely to go ahead with its pre-election commitment to look at the best way to regulate the labour hire industry. This will begin with an inquiry, the Terms of Reference and scope of which are yet to be determined, but will not focus solely on the agriculture industry. The VGA welcomes the chance to provide comment on how to target those not doing the right thing and what is likely to work.

### Ken Orr

VGA Victoria  
Executive Officer  
Phone: 0428 502 936  
Fax: (03) 9687 4723  
Email: ken.orr@vgavic.or.au



## Tasmania



Farmers across the country are becoming more aware of the need to sell themselves if they are to succeed in their businesses domestically and globally.

Tasmanian farmers have already embarked on this awareness campaign, but we are constantly reminded of the need to ensure our place in the economy is fully understood.

The National Farmers' Federation and Meat and Livestock Australia (MLA) recently announced that they

will work together to expand the use of the "True Aussie" brand across a broader range of Australian agricultural products. They want consumers here and across the world to be sure that what they are getting is genuinely Australian and that our brand means the produce is safe, reliable and of the highest quality.

The branding is being used at major trade shows in key export markets including China, Europe and the US, as well as in consumer branding activities in-store in Japan, Korea, Indonesia, Malaysia, the Philippines and many Middle Eastern markets.

From MLA's point of view, "True Aussie" is aimed at underpinning the quality and the clean, green and safe positioning of Australian beef and lamb.

From the TFGA's point of view, this is a really valuable exercise and one we fully support.

However, we still have a lot to do to maintain community consciousness of the importance of locally-produced food and fibre to Tasmanians and the fact that our rural industries are of strategic importance to the future of the island's economy.

In the past, some of us may have believed that farmers' markets were a sideshow to the main industrial-scale activity in which our main commercial farms are involved. They are not. They are part of the patina of producing Tasmanian food. The purpose they serve for all of us is to raise awareness of the importance of backing local growers. These growers may be small scale but they are part of our industry, part of our

branding; they help us to sell on the grander scale in the bigger domestic and global markets.

Our message to farmers is to take nothing for granted. Never lose the opportunity to shout your virtues from the rooftop. We have to remain foremost in people's minds if we are to continue to make a great contribution to Tasmania's future.

Sell yourselves.

### Wayne Johnston

Tasmanian Farmers & Graziers Association  
President  
Cnr Cimitiere and Charles Streets  
Launceston, Tas 7250  
Phone: (03) 6332 1800  
Fax: (03) 6331 4344

## New South Wales



The recent state election saw NSW Farmers sign a Memorandum of Understanding (MoU) with the Liberal Party. The MoU will aim to drive the growth of agriculture as a major economic driver of the NSW economy, with the Liberal Party formally recognising the need for effective collaboration and consultation with rural NSW. The MoU secured a number of commitments to shared priorities for horticulture, such as strengthened biosecurity in NSW including R&D for agriculture and aquaculture; a commitment to extension of the flying fox netting program; and

the development of a legislated right to farm.

The NSW Farmers horticulture committee hopes to see from the MoU, a better action plan around abandoned orchards that continue to pose major biosecurity threats to neighbouring, active growers. The success of the extension of the flying fox netting scheme needs to be continued to ensure that farmers can adequately protect their orchards while minimising negative impacts to the environment. NSW Farmers also continues to lobby for a legislated right to farm, which will protect both a person's

ability and right to farm, and also add incentives for growers to continue farming, possibly through the establishment of a market-based system.

Country of Origin Labelling (CoOL) has also been a hot topic for all commodities in the state. NSW Farmers has supported the Federal Government's proposal to reform the labelling laws with more stringent and transparent requirements. NSW Farmers is currently supporting AUSVEG's position on CoOL, that there should be the use of a visual logo with the percentage of Australian product shown,

and the main characterising ingredients of the country of origin listed as well.

NSW Farmers will continue to work closely with its members, AUSVEG and industry to ensure that agriculture has a strong, collaborative position during the reform process.

### Peter Darley

NSW Farmers' Association Horticulture Committee Chairman  
Level 25, 66 Goulburn Street  
Sydney, NSW 2000  
Phone: (02) 8251 1804  
Fax: (02) 8251 1750

# Around the states

## Northern Territory



Darwin and Katherine vegetable growers turned out in good numbers to attend the AUSVEG Biosecurity, EnviroVeg and Minor Use R&D information sessions held in the NT in March. The Darwin meeting at the NT Farmers office in Coolalinga saw 51 attendees representing 17 farms, industry and government. This is a very large increase in attendance over previous years and reflects the relevance of the topics presented. This was also the first time that the AUSVEG R&D information session

was presented in Katherine. A shortened program was presented to attendees from five farms, industry and government representatives. Growers from Katherine appreciated being included.

The NT is very focused on biosecurity at the moment with four Darwin vegetable farms now confirmed infected with Cucumber green mottle mosaic virus (CGMMV) as well as the original infected watermelon farms in Katherine and Darwin. The presentation and resources for on-farm biosecurity and Soil Wealth were very relevant and well received. The NT has many small Asian vegetable crops that are often difficult to find on a chemical label and the AUSVEG Minor Use program is very necessary for our growers.

The same day as the Darwin

meeting saw the official release of the NT Department of Primary Industry and Fisheries' (NTDPIF) *Field Guide to Pests, Beneficials, Diseases and Disorders of Vegetables in northern Australia*. This Field Guide was produced and printed by NTDPIF with assistance from AUSVEG and a translation into Vietnamese was also funded and printed thanks to the support of Territory Natural Resource Management.

This is an excellent resource of photos and information for anyone involved in vegetable production in northern Australia. It is printed on high quality waterproof paper and fits in the glove box, making it very useful for producers and consultants in the field. Copies of the Field Guide were distributed to the growers

and industry representatives at the AUSVEG R&D information sessions. The Field Guide is available to download as a PDF or a hard copy can be ordered through the department at [www.nt.gov.au](http://www.nt.gov.au).

### Greg Owens

NT Farmers Association  
Vegetable Grower Engagement Officer  
M: 0437 092 551  
[www.ntfarmers.org.au](http://www.ntfarmers.org.au)  
[greg@ntfarmers.org.au](mailto:greg@ntfarmers.org.au)

## Western Australia



### vegetablesWA

There is no time like the present for taking advantage of an opportunity. Therefore, it's always great to see growers take advantage of new ideas or even old ideas which are newly applied. As well as the political advocacy work that vegetablesWA does, helping growers learn about and take advantage of ideas is one of the core services that we provide to our members. We're certainly able to significantly help our WA growers in learning about ideas around agronomy and the value chain. Please talk to our Field Extension Officers (Dominic Jenkin and Truyen Vo) or our Export Development Manager (Gavin Foord) if you're interested in this.

vegetablesWA is also pleased to announce a new bookkeeping service for our members which we hope

will prove to be a new idea that is also adopted broadly. We have received a lot of feedback from growers about the expense and difficulty of dealing with accountants. More recently we received a request for direct assistance from a grower who was having difficulty with managing their accounts and all the work associated with it. Fortunately our very capable vegetablesWA Finance and Administration Manager, Rebecca Blackman, was able to assist the grower tremendously. On the basis of this need and the expertise we have on hand, vegetablesWA is now able to help all members with this service at a cost below that of accountants or most bookkeepers. To investigate this further please talk to Rebecca directly on (08) 9481 0834.

This is yet another service we offer growers to assist them in leveraging their opportunities.

We must also acknowledge

the commitment of the current WA government for investing in projects to leverage our industry's opportunities for the future. In previous columns I have referenced the Water for Food program's potential impact in the Myalup horticulture precinct. Subsequently I was pleased to once again join the Minister for Water, the Hon. Mia Davies MLA, at the launch of the Midlands Water for Food project which will investigate the potential for future irrigation schemes between Gingin and Dongara. A similar project has also been launched in the existing Southern Forest production area, in addition to other projects in the north of WA. These projects all build on the work previously undertaken by vegetablesWA.

This industry certainly has some significant challenges. However, I believe that Western Australia right here and right now is an exciting place to

be in terms of our projected future domestic market as well as our nationally dominant export and interstate markets, combined with opportunities for new production zones being facilitated. These opportunities may require growers to adapt and change over the next period of time, much like the industry has changed over the last 30 years. vegetablesWA is here and can help our growers with the ideas required. Please give us a call. There is no time like the present.

### John Shannon

vegetablesWA  
Executive Officer  
103 Outram St  
West Perth WA 6005  
Phone: (08) 9481 0834  
Email: [john.shannon@vegetableswa.com.au](mailto:john.shannon@vegetableswa.com.au)

## Queensland



The Horticulture Best Management Practice (BMP) project is the latest in a series of BMP programs that aim to assist farmers save their soils through better environmental land management practices in a range of Queensland agricultural industries, including sugar cane and cotton.

Growcom has appointed two project officers to work with growers on soil erosion and nutrient management in the Lockyer Valley in southern Queensland. Growers are offered a free, no-obligation soils risk assessment on-farm by project officers, Rowena

Beveridge and Anna Geddes. Free laminated farm maps developed using the latest satellite imagery are also being distributed.

The project is initially focusing on sediment and nutrient management but will also build on other existing areas of farm management and business that are identified as useful by the growers. Through the project, growers can map out potential risks to business on their farms and capitalise on improved farm management opportunities while reducing unnecessary farm expense.

The program is entirely voluntary and is being developed with growers' input so that the standards set are practical and relevant, with positive results measured in

terms of actual cost savings and improved production. Through an interview, growers can complete a quick farm assessment; a report is then prepared that identifies risks and opportunities and offers some alternative management suggestions.

This exciting new program has just commenced and will continue until June 2017. It is initially being piloted in south east Queensland and if successful, it will be rolled out across the state.

If you are a Lockyer Valley, Fassifern or Pumicestone Catchment grower, please call Rowena or Anna to get involved in the project and receive a free map of your farm kindly supplied by SEQ Catchments.

For more information contact

BMP Facilitator Rowena Beveridge on (07) 4613 1077, 0417 783 313 or email [rbeveridge@growcom.com.au](mailto:rbeveridge@growcom.com.au) or contact BMP Facilitator Anna Geddes on (07) 4613 1077, 0413 902 218 or email [ageddes@growcom.com.au](mailto:ageddes@growcom.com.au).

**Alex Livingstone**  
Growcom  
Chief Executive Officer  
68 Anderson Street,  
Fortitude Valley, QLD 4006  
Phone: (07) 3620 3844  
Fax: (07) 3620 3880

## TOTALLY INTEGRATED PACKAGING SOLUTIONS FOR AUSTRALIA'S FRESH PRODUCE MARKET

From packing shed to the retail outlet, edp can supply *everything* needed for the handling and packaging of your fresh fruit and vegetables.



edp australia Pty Ltd  
31-37 O'Brien Street  
Mooroopna VIC 3629  
Phone (03) 5820 5337  
Fax (03) 5825 2758  
Email [sales@edp.com.au](mailto:sales@edp.com.au)

## PREPARATION, PACKAGING & PALLETISING EQUIPMENT

KEEPING AUSTRALIA MANUFACTURING

[www.edp.com.au](http://www.edp.com.au)

# Energises and protects crops right from the start

DURIVO® is a long lasting, soil applied insecticide giving protection against sucking and chewing pests on Brassica, Leafy and Solanaceae crops.



syngenta.

**Talk to your local distributor today about Syngenta's solutions.**

For further information please call the Syngenta Technical Product Advice Line on 1800 067 108 or visit our website at [www.syngenta.com.au](http://www.syngenta.com.au). Product labels and usage directions should be followed for the application of any product referred to in this publication. For further technical information or product advice, contact the Technical Product Advice Line on 1800 067 108 or visit [www.syngenta.com.au](http://www.syngenta.com.au). The information contained in this brochure is believed to be accurate. No responsibility or liability is accepted in respect of this information and those non-excludable conditions implied by any Federal or State legislation or law of a <sup>®</sup>Registered trademark of a Syngenta Group Company. <sup>™</sup>Trademark of a Syngenta Group Company. AD13/356

TM