

**Facilitating communication
and development of the
South Australian vegetable
industry - Stage 2**

Jim Kelly
ARRIS Pty Ltd

Project Number: VG03076

VG03076

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Facilitating communication and development of the South Australian Vegetable Industry - Stage 2

Project: VG03076

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Arris Pty Ltd

July 2009

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- Horticulture Australia Limited
- AUSVEG
- South Australian Vegetable Industry R&D Committee
- South Australian and wider Australian vegetable and allied industries

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I would also like to thank the members of the South Australian R & D committee for their valuable contribution to the Australian Vegetable Industry and to the Facilitating communication and development of the South Australian Vegetable Industry - Stage 2 Project.

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Summary

The National Vegetable Research & Development (R&D) Program began in 1996, funded by the National Vegetable Levy and Australian Government via Horticulture Australia Limited. AUSVEG, the national peak vegetable industry body, identified the need for Industry Development Officers (IDOs) to facilitate the transfer and adoption of R&D project outcomes to industry and to communicate industry R&D investment priorities to AUSVEG and HAL.

In 1998 a South Australian Vegetable Industry Development Officer (SAVIDO) was appointed as part of the project, 'Facilitating the development of the Vegetable Industry in South Australia'. Following the successful completion of this project the IDO position was continued until July 2009 through the project 'Facilitating communication and development of the South Australian Vegetable Industry - Stage 2'.

The SAVIDO organised and facilitated a range of activities from 1998 - 2009 to: communicate the outcomes of the Vegetable R&D Program to industry stakeholders in SA; prioritise R&D investment needs for the SA Vegetable Industry; improve the participation of growers in R&D projects and industry committees. These activities included: workshops and field days; participating in project steering committees, assisting growers prepare for R&D meetings; writing industry publications and strategic plans; contributing to the minor use permit program.

Additionally the SAVIDO developed and maintained a comprehensive SA Vegetable Industry database.

Introduction

Project VG03076 'Facilitating communication and development of the South Australian Vegetable Industry - Stage 2' commenced in October 2003, funded initially by the National Vegetable Levy for a period of five years. In September 2008 a three month extension was granted, followed by a second extension, resulting in the project's completion in June 2009. During this time, Craig Feutrill, Melissa Fraser and Jim Kelly were employed to fulfil the position of South Australian Vegetable Industry Development Officer (SAVIDO).

VG03076 is a continuation of the previous National Vegetable Levy funded project, VG97080 'Facilitating the development of the Vegetable Industry in South Australia' which was operational from 1998 to 2003.

Project VG03076 was initiated to:

- Improve understanding amongst industry stakeholders of the National Vegetable Levy as an investment
- Increase awareness of projects and levy investment amongst levy payers
- Improve understanding of R&D processes
- Facilitate opportunities to increase awareness of where and how to access information
- Create the desire to seek information
- Facilitate the uptake of new technologies
- Identify and prioritise industry R&D issues
- Improve opportunities to convert information to knowledge to allow better business decisions thus increase business profitability (includes outcomes from R & D)
- Improve communication links throughout the value chain
- Promote active participation from growers in R&D activities
- Promote pro-active participation by other industry stakeholders
- Facilitate technology transfer and adoption
- Communicate the outcomes from the National Vegetable Levy R&D program and other industry issues to all stakeholders

The anticipated outcomes of VG03076 included:

- More effective transfer and adoption of technology from all relevant research outcomes
- The coordination of technology transfer activities for the SA vegetable industry
- The establishment and maintenance of a SA vegetable industry technology transfer network
- The development and implementation of a long term strategy for technology transfer to the SA vegetable industry
- Increased access to information amongst stakeholders
- Stakeholders empowered to better utilise and manage information
- Enhanced communication capabilities within the industry

The SAVIDO position is somewhat fluid in nature, given that the IDO must maintain the flexibility to promptly respond to emerging industry issues while still fulfilling the key roles of the position. Milestone reports were produced every six months throughout the life of the project, identifying the activities that the IDO had been involved with and outlining the intended activities for the coming six months. These reports have been included in the Appendix and will not be repeated here.

The following report is a summary of the key outputs of the SAVIDO position throughout the life of project VG03076. Also contained herewith is a list of recommendations for future Industry Development projects which have been determined through consultation with key industry stakeholders in SA.

Key Outputs and Activities

Communication

During the life of VG03076 various methods have been employed to communicate the outcomes of National Vegetable Levy projects and topical industry issues. During his time as IDO, Craig Feutrill contributed 6 pages quarterly to 'The Grower' publication, titled 'Veglink', and also wrote articles for and compiled the 'Vegetable Platter' column in 'Good Fruit & Vegetables' magazine.

An initiative of the IDO's was 'Vegenotes', four page information sheets about a range of relevant issues, such as cool-chain management, understanding IPM and pest and disease management. All of the state based IDO's contributed to this publication and each information sheet was peer reviewed before being published by Arris Pty Ltd. More recently AUSVEG has become responsible for writing, publishing and distributing the 'Vegenote' series with IDO's providing input such as topic suggestions.

During Melissa's time as IDO, two new methods to communicate to the SA Vegetable Industry were implemented. A revitalised four page 'Veglink SA' Newsletter was produced on a quarterly basis during 2008/09. This newsletter was aimed primarily at increasing South Australian stakeholders' awareness of local R&D activities funded by the National Vegetable Levy. This newsletter was directly distributed to over 1000 growers, researchers, re-sellers and consultants.

In addition to this, Melissa made regular submissions to the 'Ripe' publication, produced by Virginia Horticulture Centre and Grow SA. Through this paper, broader industry issues were presented, such as biosecurity, training for industry, the R&D process and upcoming events. Ripe has a readership exceeding 6000, covering all facets of horticulture.

The outcomes of R&D were also communicated to industry through Field Days. In November 2008 the IDO hosted a 'Research Round-Up' field day on the Northern Adelaide Plains, showcasing the latest outcomes from National Vegetable Levy funded projects. In January 2009 a field day was also organised and facilitated by the IDO to present the findings from a National Vegetable Levy funded study tour that was undertaken by local researchers Barbara Hall and Kaye Ferguson and consultant Domenic Cavallaro.

The IDO is also a key conduit for interstate researchers who wish to communicate the outcomes from their projects or conduct research in SA. The IDO regularly distributed fact sheets and updates from researchers, for example 'Lettuce Leaf' and 'VegPASH' and also organised venues, catering and attendance for workshops and training.

Resources

Two key resources produced by the SAVIDO include the SAVIDO website and the South Australian Vegetable Industry Information CD. More can be learned about these two resources in the Appendix, Milestones 3 & 4.

Industry Projects

The SAVIDO was closely involved (e.g. through participating on steering committees) with various industry projects throughout the last 6 years, some of which include:

- The 'Clean Up Now' campaign which was aimed at growers on the Northern Adelaide Plains to clean up their farms
- The National Integrated Pest Management Stocktake
- Fluid Fertilisers in Horticulture
- The National Diamond Back Moth project
- The Western Flower Thrips project

- The National Greenhouse Project
- Reveg by Design
- SA Greenhouse & Bunchline vegetables chemical audit

Research & Development Activities

One of the key roles of the state based IDO's is to determine the R&D needs of the vegetable growers in their state and to communicate this to AUSVEG and HAL to ensure the National Vegetable Levy is being invested in relevant projects.

The SAVIDO conducted numerous activities annually to determine the R&D needs of SA growers, including holding grower forums, meeting with researchers, individual face-to-face meetings with growers and facilitating events such as the 'Brassica Think Tank'.

The IDO's also contributed to National R&D meetings through the various Working Group and Advisory Group structures. The IDO's were employed primarily in a secretariat function at these meetings and contributed their thoughts when invited.

The SAVIDO also assisted researchers in understanding the R&D application process, developing project proposals and sitting on project steering committees. In addition to this, the IDO provided a vital link between researchers and growers to identify farms on which to conduct research.

Strategic Planning

Craig Feutrill was integral in producing the South Australian Vegetable Industry Strategic Plan, the National Protected Cropping Strategic Plan and the South Australian Vegetable Industry Communication Plan (see Milestone 7).

Committees and Boards

The SAVIDO sat on the South Australian Horticultural Plant Health Consultative Committee, contributing vital information about potential and current insect and plant biosecurity threats to the SA vegetable industry.

Melissa Fraser was also appointed to the South Australian Government Industry Development Board for Horticulture, reporting to the Minister about matters of importance for South Australian Horticulture stakeholders.

South Australian Stakeholder Database

The SAVIDO developed and maintained a database of South Australian vegetable industry stakeholders in order to communicate effectively with industry. The SA database is segregated in to commodity groups, consultants, researchers and others, and information can be targeted directly to individuals within the database.

The IDO was responsible for collating mail lists for various publications such as 'Vegetables Australia' magazine and other specific mail-outs such as the 'Brassica IPM' newsletter and DVD's and booklets.

Chemical Minor Use and Horticultural Exemption Scheme

Another key achievement of the SAVIDO position was the development of the South Australian Horticultural Chemical Exemption Scheme. It came about through collaboration between the IDO, Virginia Horticulture Centre, PIRSA and key industry stakeholders such as consultant Domenic Cavallaro. The scheme allows SA vegetable growers who have a sound QA system implemented to legally use chemicals for an off-label purpose.

The chemicals with exemptions are reviewed annually and recommendations are made to Peter Dal Santo (AgAware Consulting) and the APVMA about the chemicals and pest/hosts that require minor use permits to be issued. This system streamlines the minor use permit process by clearly identifying which chemicals are being used and require registration. The IDO plays a pivotal role in this process by communicating the outcomes to industry and aiding stakeholders to apply for exemptions to allow the legal use of chemicals for an off-label purpose.

People Development

Throughout the life of the project the SAVIDO has collaborated with staff from FarmBis and numerous RTO's (registered training organisations) to access funding and resources for training. The IDO has also facilitated needs analyses with various groups of growers to determine their training and developmental needs.

During her time as IDO, Melissa worked closely with the Cambodian and Khmer Krom Horticultural Association to identify the needs of these growers. Subsequently, more than fifteen growers completed both 'Soil & Plant Nutrition' and 'Integrated Pest Management' courses.

The IDO was also involved in developing project proposals and funding proposals to enable growers to attend training with minimal cost to them. The IDO coordinated training days and assisted training providers to access participants and deliver to their needs.

Attend, participate & host Conferences, Study Tours & Forums

During the life of the project the IDO attended various conferences, symposiums and forums in order to keep abreast of industry issues, liaise with growers and researchers and communicate the outcomes to industry. Some of these included:

- The IPM Stocktake Program
- National Nematode Workshop, Tasmania, 2006
- The Australian Vegetable Industry Conference, Sydney, May 2007
 - The IDO contributed to planning and coordinating this event, in addition to attending
- TQA Conference, Hobart, 2007
- National Greenhouse Conference, Launceston, 2007
- 2008 International Salinity Forum, Adelaide
- Syngenta Horticultural Chemicals Forum, Melbourne, 2008
- Precision Agriculture Symposium, Sydney, 2008
- Value Chain Forum with SA Thinker in Residence, Professor Andrew Fearne, Adelaide, 2008
- Attendance and presentation at the Australia/New Zealand Societies of Soil Science Conference, Palmerston North, New Zealand, 2008

The IDO also hosted the Young Vegetable Growers Study Tour to New Zealand in July/August 2008 and produced the study tour report for AUSVEG and HAL. Twelve young Australian vegetable growers participated in the ten day tour of the North Island, attending the Horticulture New Zealand Conference in Auckland before traveling south to visit vegetable growers around Palmerston North.

Recommendations for future Industry Development Projects

Considering the key outputs and activities from this project and feedback from key SA industry stakeholders (e.g. SAVIDO project steering committee, vegetable producers, PIRSA and SARDI) the following observations/recommendations have been made:

Communication

The current suite of communication channels employed by the IDO are relevant to SA growers and stakeholders and gives the IDO, the National Vegetable Levy, AUSVEG and HAL good exposure throughout the South Australian Industry. Any form of communication that showcases the outcomes from the National Vegetable Levy R&D program should be supported in the future.

While written publications could be managed through a central location nationally, a regional focus is required for some topics and any publications distributed need to be relevant to the SA Vegetable Industry. A person such as the IDO is required in SA to advise on what industry issues need addressing in publications and to direct which publications go to which grower (e.g. some newsletters are crop specific and would not be required by all growers).

Field Days and forums are also another important component of the IDO's work that needs to be continued into the future. The new industry development structure needs to include an extension component that allows for the communication of R&D outcomes through these types of communication channels.

The IDO is also a fundamental contact for growers and researchers when they require information. While there may appear to be other organisations that can conduct this role, the current IDO often receives phone calls from people who have been redirected by either AUSVEG or Virginia Horticulture Centre as the staff employed at these organisations do not have technical capabilities and often find it hard to locate relevant information. A person on-the-ground that can provide linkages and unbiased information is considered extremely valuable by vegetable growers.

Resources

Since the inception of the AUSVEG Communication Team, the SA vegetable industry information CD and the SAVIDO website have become redundant. While the AUSVEG website is currently primitive and information limiting, it should be the central information hub for industry and individual IDO's should not replicate this service by maintaining their own websites or resources. They should support to the continuing development, and provide input, of a central information hub.

Industry Projects

It is imperative that someone in each state is employed to participate, coordinate and communicate the outcomes of the R&D activities conducted in their state and nationally. In the past the IDO has conducted critical activities to support researchers and growers in conducting and communicating research, especially on-farm research.

Research & Development Activities

Another vital role that the IDO has conducted is that of determining the R&D needs of SA stakeholders. Industry Associations cannot be relied upon to collect this information as they only represent their members and not the industry as a whole. They can provide input into a whole-of-state R&D priorities list.

Support would need to be provided to any organisations commissioned to conduct this activity and there is the risk of the information being biased. IDO's are seen as being

employed by and for the Vegetable Industry, therefore representing the needs of all of Industry.

Strategic Planning

While a contribution to state-based and national strategic planning activities should be made by the IDO, it is not seen as a key role of the IDO and the facilitation of such activities should not be solely conducted by the IDO in the future.

Committees & Boards

The participation of the SA VIDO on various committees and boards is vital and should be encouraged to ensure that issues are being communicated at all levels of government and throughout industry.

Stakeholder Database

It is not necessary to maintain individual databases in each state. A national database should be developed and maintained (ideally through National Registration), providing it is available for State-based organisations, IDOs and R&D providers to access. It is often necessary for strategic communications to be made to various facets of industry, and it is vitally important that access is allowed to a national database for this purpose. The database should be a resource that is available to all involved in Vegetable R&D Research and Development. State-based organisations, IDOs and R&D providers should be included in the continuing development of a national Vegetable Industry database.

Chemical Minor Use

The current Horticultural Chemical Exemption scheme in South Australia is a unique program that serves the local industry extremely well. The emerging chemical needs of industry, identified through this process, substantially assists Peter Dal Santo and the APVMA in the minor-use chemical permit process. It allows for gaps in information to be identified, and enables the prioritisation of chemical registrations to occur. The SAVIDO plays a vital role in this process, by coordinating meetings between industry and PIRSA and collecting information from growers and consultants. The SAVIDO is the only person currently employed in South Australia that can perform this role, given the lack of resources available from industry associations.

People Development

The SAVIDO has played a vital role in determining the training and development needs of various facets of industry. The IDO acts as a conduit to link industry needs with training programs, and the facilitation and coordination of training programs is a role that a state based IDO should continue to perform.

Appendix 1

Milestone No. 3

October 2004

Aim of Project - Summary:

- Increased awareness of projects and levy investment (identify use of levy money)
- Awareness and utilisation of industry development officer
- Improve understanding of the levy - as an investment
- Improve understanding of the R&D process
- Facilitate opportunities to increase awareness of where and how to access information
- Create the desire to seek information
- Facilitate uptake of new technologies
- Identify and prioritise industry issues
- Improve understanding of industry information
- Improve opportunities to convert information to knowledge to allow better business decisions - thus increase business profitability (includes outcomes from R & D)
- Improve communication links
- Promote active participation from growers
- Promote pro-active participation by other Stakeholders

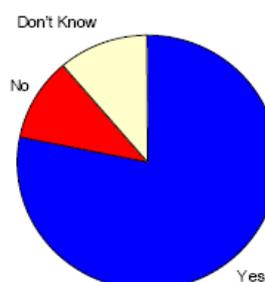
Expected outcomes of Milestone 3:

- SA Vegetable Industry Strategic Plan (finalised 15/07/04). National Vegetable Pathology Working Group biennial meeting organised/conducted. ARAC call for issues.
- National Website reviewed - this was halted by AUSVEG pending employment of a Communication Manager, separated from the Potato Industry and has not been continued at the date of Milestone preparation although from the Report "Australian Vegetable Industry Communication Survey Results Report" compiled by Elisa Maguire, Communications Manager AUSVEG, October 2004, page 16, has the following:-

1. Vegetable industry web site.

The majority of respondents - 78% - felt that a one-stop-shop website for information was of value in the vegetable industry. Some comments surrounding this question had that it might take some time for the rewards of such a site to be seen as the uptake of internet with growers is happening but slowly. See Figure 10 below.

Figure 10. One-Stop-Shop website for information



This indicates

reasonably strongly that

the website is of interest to growers and will be placed back on the communication agenda in the near future.

- Are the proposed outcomes still achievable?
Strategic Plan - yes
National Vegetable Industry website - not for the duration of this milestone period

Communication / Industry liaison:

- Project Development and Management Committees, GMP, Water Industry Development, Fluid Fertilisers in Horticulture, National Greenhouse Project, National Brassica Committee, State AUSVEG R&D Committee, SA Bunchline Growers, SA Horticultural Coalition
- VegLink - 6 pages quarterly in the Grower magazine. Monthly Vegetable Platter column in Good Fruit & Vegetables (with new vigour and up to 5 tabloid pages monthly with John Fitzsimmons now as GF&Veg editor)
- How are you interacting with industry? Meetings (state and national), direct general and commodity mail outs, workshops, field days, training days and printed publications.
- State Vegetable Industry Development website <http://savegido.arris.com.au/> - updates on projects, vegetable industry events, resources and other links - see usage table (as of November 10th 2004)

Summary by Month										
Month	Daily Avg				Monthly Totals					
	Hits	Files	Pages	Visits	Sites	KBytes	Visits	Pages	Files	Hits
Nov 2004	18	11	2	2	10	2957	24	29	119	187
Oct 2004	36	18	4	2	43	103690	63	135	571	1134
Sep 2004	35	19	3	1	32	17742	37	64	363	666
Totals						124389	124	228	1053	1987

- VEGENotes issues prepared - The Vegetable Levy, Farm Use of Computers and The National Vegetable IDO Network
- 20 to 50 telephone calls/day from/to all levels of Industry
- Email, group, commodity and specific

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Milestone No. 4

April 2005

Aim of Project - Summary:

- Increased awareness of projects and levy investment (identify use of levy money)
- Awareness and utilisation of industry development officer
- Improve understanding of the levy - as an investment
- Improve understanding of the R&D process
- Facilitate opportunities to increase awareness of where and how to access information
- Create the desire to seek information
- Facilitate uptake of new technologies
- Identify and prioritise industry issues
- Improve understanding of industry information
- Improve opportunities to convert information to knowledge to allow better business decisions - thus increase business profitability (includes outcomes from R & D)
- Improve communication links
- Promote active participation from growers
- Promote pro-active participation by other Stakeholders

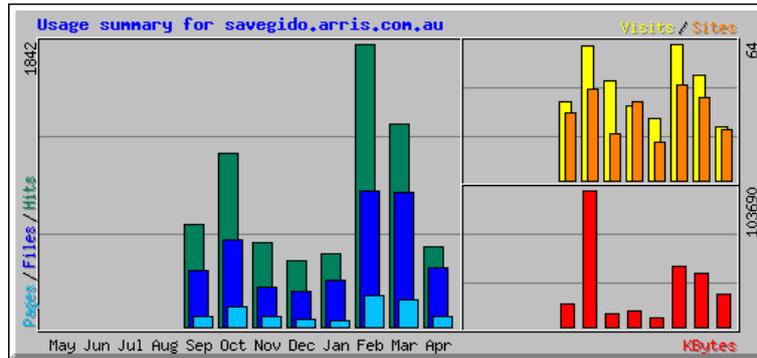
Expected outcomes of Milestone 4

Information Directory Produced Forward 6 month work plan produced

Criteria: Directory produced and distributed. Sign off on previous 6 months work

- SA Vegetable Industry Information directory produced as interactive, fully searchable CD (and hard-copy available) with the seven categories. (see images on page 2)
- Distributed CD for beta testing with 40 growers
- Catalogued and implemented changes
- Complete facelift of SA Vegetable IDO website <http://savegido.arris.com.au/>

Summary by Month										
Month	Daily Avg				Monthly Totals					
	Hits	Files	Pages	Visits	Sites	KBytes	Visits	Pages	Files	Hits
Apr 2005	37	27	5	1	24	25030	25	70	383	525
Mar 2005	42	28	5	1	39	40282	49	173	873	1319
Feb 2005	65	31	7	2	45	46540	64	202	887	1842
Jan 2005	16	10	1	1	18	6720	29	40	302	472
Dec 2004	14	7	1	1	37	11647	35	51	231	430
Nov 2004	18	8	2	1	22	9947	47	72	258	546
Oct 2004	36	18	4	2	43	103690	63	135	571	1134
Sep 2004	35	19	3	1	32	17742	37	64	363	666
Totals						261598	349	807	3868	6934



Are the proposed outcomes still achievable?

- Information directory including distribution - yes - finalised.

Communication / Industry liaison:

- Project Development and Management Committees, GMP, Water Industry Development Project on NAP , National Greenhouse Project, National Brassica Project
- Committee, State AUSVEG R&D Committee, SA Bunchline Growers, SA Horticultural Coalition, Lettuce growers meetings
- VegLink - 6 pages quarterly in the Grower magazine. Monthly Vegetable Platter column in Good Fruit & Vegetables
- How are you interacting with industry? Meetings (state and national), direct, general and commodity mail outs, workshops, field days, training days and printed publications.
- State Vegetable Industry Development website <http://savegido.arris.com.au/> - updates on projects, vegetable industry events, resources and other links - see usage table (as of April 10th 2005) Complete revamp of website in February with large increase in hits when hung on the web.
- 20 to 50 telephone calls/day from/to all levels of Industry
- Email, group, commodity and specific.
- Major VEGEnotes post-out with AUSVEG yearly calendar

Front Page from SA Vegetable Industry Information CD



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Milestone No. 5

October 2005

Aim of Project - Summary:

- Increased awareness of projects and levy investment (identify use of levy money)
- Awareness and utilisation of industry development officer
- Improve understanding of the levy - as an investment
- Improve understanding of the R&D process
- Facilitate opportunities to increase awareness of where and how to access information
- Create the desire to seek information
- Facilitate uptake of new technologies
- Identify and prioritise industry issues
- Improve understanding of industry information
- Improve opportunities to convert information to knowledge to allow better business decisions - thus increase business profitability (includes outcomes from R & D)
- Improve communication links
- Promote active participation from growers
- Promote pro-active participation by other Stakeholders

Expected outcomes of Milestone 5

Needs Analysis for Vegetable Industry and forward 6 month work plan produced

Criteria: Survey growers and other levels of industry. Sign off on previous 6 months work and review forward 6 month work plan.

Agricultural Research and Advisory Committee (ARAC) forms published in The Grower magazine in the June 2005 issue and on Vegetable IDO website. Discuss during grower visits, the current needs for the industry and review against the SA Vegetable Industry Strategic Plan.

Are the proposed outcomes still achievable?

- yes - finalised.

Communication / Industry liaison:

- Project Development and Management Committees, GMP, Water Industry Development Project on NAP, National Greenhouse Project, National Brassica Committee, State AUSVEG R&D Committee, SA Bunchline Growers, SA Horticultural Coalition, Lettuce growers meetings
- VegLink - 6 pages quarterly in the Grower magazine. Monthly Vegetable Platter column (up to 4 tabloid pages) in Good Fruit & Vegetables
- How are you interacting with industry? Meetings (state and national), direct, general and commodity mail outs, workshops, field days, training days and printed publications.
- State Vegetable Industry Development website <http://savegido.arris.com.au/> - updates on projects, vegetable industry events, resources and other links
- 20 to 30 telephone calls/day from/to all levels of Industry
- Email, group, commodity and specific.
- Direct mailouts to Lettuce, Brassica, Carrot and Bunchline growers and associated industries with regard to project outcomes, meetings and workshops
- Providing database to Dynamic Direct for Vegetable Australia magazine mail-out

- Assist PIRSA (John Fennell) with Industry statistics collation for potential project applications
- Worked with Celery and Rhubarb growers to get minor use chemical applications approved through AgAware (Peter Dal Santo).
- Entered discussions with the SA organic vegetable industry as to how the levy funded IDO can assist in priority identification and project development as well as the facilitation of information extension.
- Surveyed 30 growers and industry personnel regarding the Vegetable Australia publication.
- Industry Partnerships Program meeting in Melbourne following the survey of key growers in South Australia with consultant Ken Moore.
- Greenhouse reference group, attendance at Sydney meeting, grower survey/consultation regarding outcomes. Review project proposals as a result of the meeting
- Work with Tony Burfield regarding the “clean up now” campaign for weed management on the Northern Adelaide Plains
- Discussion with the Australian Science Media Centre for the formation of a Science Advisory Panel for the vegetable industry in SA

Other issues:

- Is the project on track against the timetable? - yes
- See 6 month work-plan attached

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Milestone No. 6

April 2006

Aim of Project - Summary:

- Increased awareness of projects and levy investment (identify use of levy money)
- Awareness and utilisation of industry development officer
- Improve understanding of the levy - as an investment
- Improve understanding of the R&D process
- Facilitate opportunities to increase awareness of where and how to access information
- Create the desire to seek information
- Facilitate uptake of new technologies
- Identify and prioritise industry issues
- Improve understanding of industry information
- Improve opportunities to convert information to knowledge to allow better business decisions - thus increase business profitability (includes outcomes from R & D)
- Improve communication links
- Promote active participation from growers
- Promote pro-active participation by other Stakeholders

Expected outcomes of Milestone 6:

- Information Directory Produced, Forward 6 month work plan produced
- The information directory was produced at an earlier phase of the second project SA Vegetable IDO and has also been placed on the SA Vegetable IDO website - this is continually updated to maintain live links and monitored for usage.
- Directory produced and distributed, Sign off on previous 6 months work.

Communication / Industry liaison:

• *Project Development and Management Committees, IPM Stocktake, State Greenhouse and Bunchline Chemical Audit, Water Industry Development, Fluid Fertilisers in Horticulture - information collation, National Greenhouse Project, National Brassica Committee, State AUSVEG R&D Committee, SA Bunchline Growers, SA Horticultural Coalition, State Plant Health Committee. Grower/AUSVEG liaison with John Roach, Ian James, Jonathan Eccles and key industry personnel. Also involved in the programme development with Arris/IDOs/Jonathan Eccles and Lisa Maguire for the Vegetable Industry Conference to be held May 2006.*

The Vegetable IDO position is a very fluid position and is directed not only by the state-based management committee, but the identified information and facilitation needs of growers, both state and nationally. To this end, chemical issues, IPM uptake, the IPM stocktake (with Sandra McDougall, Tony Burfield and Brad Wells), the chemical use audit in Greenhouse and Bunchline crops has been undertaken. Also there has been on-farm Brassica IPM development (as user-pays) with Paul Horne (IPM Technologies) implementing a robust, cost efficient IPM system for Brussels Sprouts growers in the Adelaide Hills.

The Revegetation project on the Northern Adelaide Plains has had some remarkable results with regard to harbouring beneficial insects and a field day was held and outcomes published in industry magazines. The RIRDC Asian Vegetable reporting meeting was attended in Sydney as well as a subsequent field excursion - again reported in industry publications.

John Roach, Ian James and Jonathan Eccles were toured around SA's production regions over a three day period to acquaint John with growers, issues and successes.

The SA Horticulture Plant Health Consultative Committee has met twice during the period of this milestone. I have presented information on Currant-Lettuce Aphid incursions and spread as well as management measures available, Lettuce Leaf Blight in WA (Lettuce Leaf Blight is widely distributed on field and glasshouse lettuce crops in Europe and America, but this is the first time it has been found in Australia), Plant Health Australia and other AUSVEG initiatives.

The IPM Stocktake program with Dr Sandra McDougall and Tony Burfield (and a cast of thousands) has met twice in Sydney with Brad Well, the last time with SA grower representation to sort through the availability, use and transferability of IPM information and resources. This will be finalised at three Entomologist and Pathologist meetings in Brisbane in May 2006 as part of the Vegetable Industry Conference.

The Strategic Gap Analysis for Chemicals used in Vegetables (specifically Bunchline and Greenhouse crops) has had a number of preliminary meetings to sort through 11 spreadsheets for chemicals, uses, IPM compatibility and gaps. Two half-day sequential meetings involving key growers, consultants, IPM specialists, researchers and resellers will finalise this process for SA. Outcomes from other states for Brassica, carrot (root), leafy and other crops will be sent to relevant industry personnel for comment prior to the strategic direction setting (for permits/registration) of the project.

Facilitation and management of committees such as the State R&D committee and the National Brassica committee has also occurred. The state committee has met once to review the R&D priorities and projects and a review of current Brassica R&D projects and outcome assessment was held in Sydney.

- *VegLink* - 6 pages quarterly in the *Grower* magazine - recently converted to as many pages as possible on a monthly basis. Monthly Vegetable Platter column in *Good Fruit & Vegetables* (with new vigour and up to 5 tabloid pages monthly with John Fitzsimmons as *GF&Veg* editor). Monthly column in 'Burst of Freshness', the Adelaide Produce Market magazine.
- How are you interacting with industry? Face-to-face one on one recently with many Industry leaders wishing to speak to key growers in the industry. Meetings (state and national), direct general and commodity mail outs, workshops, field days, training days, and email, phone, teleconferences, printed publications.
- State Vegetable Industry Development website <http://savegido.arris.com.au/> - updates on projects, vegetable industry events, resources and other links.
- 20 to 50 telephone calls/day from/to all levels of Industry.
- Email, group, commodity and specific.

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Milestone No. 7

October 2006

Aim of Project - Summary:

- Increased awareness of projects and levy investment (identify use of levy money)
- Awareness and utilisation of industry development officer
- Improve understanding of the levy - as an investment
- Improve understanding of the R&D process
- Facilitate opportunities to increase awareness of where and how to access information
- Create the desire to seek information
- Facilitate uptake of new technologies
- Identify and prioritise industry issues
- Improve understanding of industry information
- Improve opportunities to convert information to knowledge to allow better business decisions - thus increase business profitability (includes outcomes from R & D)
- Improve communication links
- Promote active participation from growers
- Promote pro-active participation by other Stakeholders

Expected outcomes of Milestone 7:

- Needs Analysis for Vegetable Industry. A needs analysis was produced for the carrot industry in conjunction with John Baker and Simon Drum, a needs analysis for the protected cropping industry was produced in South Australia with Tony Burfield over 3 consecutive meetings with approximately 60 growers attending. The outcomes of these meetings formed the needs analysis and input to the National Protected Cropping Industry Strategic Plan being developed nationally with Simon Drum of Horticulture Australia Limited.

Forward 6 month work plan produced

- Survey growers and other levels of industry. Report/Strategic Plan produced.
- Sign off on previous 6 months work.

Communication / Industry liaison:

- *Project Development and Management Committees, IPM Stocktake, State Greenhouse and Bunchline Chemical Audit finalisation, National Protected Cropping Industry Strategic Plan Development Project, Carrot Industry soil issues survey, National Brassica Committee, State HAL R&D Committee, SA Bunchline Growers, SA Horticultural Coalition, State Plant Health Consultative Committee .Grower/Ausveg liaison with Ross Ord and key industry personnel.*

National Nematode(Vegetable Industry) workshop in Tasmania.

The Vegetable IDO position is a very fluid position and is directed not only by the state-based management but the identified information and facilitation needs of growers, both state and nationally. To this end, chemical issues, IPM uptake, the Carrot Industry soil needs survey, the Protected Cropping Industry Strategic Development Plan and the chemical use audit in Greenhouse and Bunchline crops has been undertaken. Initial development work was also undertaken with regard to an IPM information hub and decision making pathway. This was an outcome of a number of industry meetings included the IPM Stocktake, Chemical, Nematode, Brassica, APVMA and Protected Cropping. A discussion paper was prepared and circulated for comment and preliminary development of an interactive CD-ROM was undertaken. This is on hold at the moment.

Vegetable Industry Communication Strategy

The vegetable industry audit, completed in late 2004, revealed that the industry faced many communication challenges. Up until that time there had been little nationally coordinated communication to industry and as a result awareness levels of the National Vegetable Levy and its research and development outcomes remained very low. Over the last two years, the vegetable industry has significantly increased its focus on formal communication. This was based on a communication strategy that was approved under the National Vegetable Levy with funding commencing in 2005. The main objective was to establish a number of communication frameworks from which to promote the National Vegetable Industry and its investments, particularly to growers.

This Communication Strategy is a continuation of this work and is based on a consultation process involving all State Vegetable Industry Development Officers, AUSVEG staff and grower representatives from the AUSVEG Board and Industry Advisory Committee (IAC). This consultation process identified that the communication strategy must be broadened to reach new audiences such as the supply chain and consumers.

Australian Vegetable Protected Cropping Industry Strategic Plan (AVPCISP) 2006-2011

The development of an industry strategic plan is essential for the vegetable protected cropping industry as it prepares to go through a significant growth phase in a challenge business environment. "Vegetable Levies" are paid on many of the crops grown using protected cropping production systems. No statutory levies are paid on fresh tomatoes whether they are field grown or not. Funding research and development in the vegetable protected cropping market segment using levy funds is therefore dependant on "Vegetable Levy" support.

The mainstream vegetable industry (vegetable levy) have aligning their research and development priorities to VegVision 2020, the industry wide strategic plan produced as a result of the Industry Partnerships Program (IPP) partnership between the Department of Agriculture Fisheries and Forestry (DAFF), Horticulture Australia and AUSVEG Ltd.

The AVPCISP was developed by industry growers nationally, predominantly from New South Wales and South Australia over a series of meetings culminating in plan developments meetings on the Northern Adelaide Plains from August to October 2006. Meetings that were 'grower only' to thrash out issues preceded general meetings to incorporate issues into the strategic plan.

Consolidation of feedback from the widely distributed plan will be in Adelaide late October. This will involve the Vegetable IDO, Simon Drum from HAL, Tony Burfield (SARDI), NSW Vegetable IDO Alison Anderson and Maria Yfantidis, the South Australian Protected Cropping Industry representative. The Final Industry Strategic Plan is due for completion in late November 2006.

Well Informed Carrot Grower Project and Soil Issues Survey

Carrot growers and the industry generally, are faced with an information imbalance, with buyers in Australia and internationally being in a much stronger position than their suppliers. As a result, pressure continues to be placed on returns and profitability.

A similar situation is faced by many other industries, including apples and pears, which have acted to address the imbalance. Apple and pear growers, packers and marketers have been working together for over two years and their Well Informed Grower networks are providing measurable \$ benefits to participants and the industry generally.

The State's carrot growers met at Virginia with Simon Drum, Ross Ord and the facilitator John Baker to identify information needs and develop research concepts that could be commissioned to address the issues. An outcome of this meeting was the carrot soil issues survey led by Tasmanian Vegetable IDO Stephen Welsh. SA Carrot growers were surveyed with respect to nematode and associated soil/production issues and results forwarded.

Plant Health Consultative Committee participation

The SA Horticulture Plant Health Consultative Committee has met twice during the period of this milestone. I have presented information on Currant-Lettuce Aphid incursions and spread and distribution in SA as well as management measures available and related articles published in the local press both community and rural, Lettuce Leaf Blight in WA (Lettuce Leaf Blight is widely distributed on field and glasshouse lettuce crops in Europe and America, but this is the first time it has been found in Australia), Biosecurity issues raised through Plant Health Australia and other AUSVEG initiatives.

National Strategic Pesticide Gap Analysis for Vegetables

The Strategic Gap Analysis for Chemicals used in Vegetables (specifically Bunchline and Greenhouse crops) has had a number of preliminary meetings, to sort through 11 spreadsheets for chemicals, uses, IPM compatibility and gaps. Two half-day sequential meetings involving key growers, consultants, IPM specialists, researchers and resellers will finalise this process for SA.

Outcomes from other states for Brassica, carrot (root), leafy and other crops will be sent to relevant industry personnel for comment prior to the strategic direction setting (for permits/registration) of the project. Subsequent meetings were held with the Bunchline and Protected Cropping Industries to validate and sign off on the developed data. At the end of the process, the analysis will provide the horticultural industry with sound pesticide options for the future that the industry can pursue for registration with the manufacturer or minor-use permits.

States that have undertaken this process thus far are South Australia, Tasmania and Western Australia with other states to follow soon. The process will be completed every couple of years to ensure that the industry remains ahead on crop protection issues and where possible is able to progress towards IPM with suitable products. The outcomes of this work will be available on an industry website (under production) and via this and other publications.

State R&D Group and National Brassica Commodity Group Facilitation

Facilitation and management of committees such as the State R&D committee and the National Brassica committee has also occurred. The state committee has met once to review the R&D priorities and projects and a review of current Brassica R&D projects and outcome assessment was held in Sydney.

Other Communication

- *VegLink - 6 pages quarterly in the Grower magazine - recently converted to as many pages as possible on a monthly basis. Monthly Vegetable Platter column in Good Fruit & Vegetables (with new vigour and up to 5 tabloid pages monthly with John Fitzsimmons as Good Fruit &Vegetable editor) Monthly column in 'Burst of Freshness' the Adelaide Produce Market magazine.*

- How are you interacting with industry?

Face-to-face one on one recently with many Industry leaders wishing to speak to key growers in the industry. Meetings (state and national), direct general and commodity mail outs, workshops, field days, training days and, email, phone, teleconferences, printed publications.

- State Vegetable Industry Development website <http://savegido.arris.com.au/> - updates on projects, vegetable industry events, resources and other links.
- 20 to 50 telephone calls/day from/to all levels of Industry
- Email, group, commodity and specific

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Milestone No. 8

April 2007

Aim of Project - Summary:

- Increased awareness of projects and levy investment (identify use of levy money)
- Awareness and utilisation of industry development officer
- Improve understanding of the levy - as an investment
- Improve understanding of the R&D process
- Facilitate opportunities to increase awareness of where and how to access information
- Create the desire to seek information
- Facilitate uptake of new technologies
- Identify and prioritise industry issues
- Improve understanding of industry information
- Improve opportunities to convert information to knowledge to allow better business decisions - thus increase business profitability (includes outcomes from R & D)
- Improve communication links
- Promote active participation from growers
- Promote pro-active participation by other Stakeholders

Expected outcomes of Milestone 8

Vegetable Industry Communication Plan produced and forward 6 month work plan produced

Criteria: Communication Plan produced and published. Sign off on previous 6 months work and review forward 6 month work plan.

Are the proposed outcomes still achievable?

- Yes - finalised.

Communication / Industry liaison:

- Project Development and Management Committees, Water Industry Development Project on NAP, National Greenhouse Project, National Brassica Committee, State AUSVEG R&D Committee, SA Bunchline Growers, SA Horticultural Coalition, Lettuce growers meetings, State Fruit & Vegetable Coalition, SA Plant Health Consultative Committee (Biosecurity).
- VegLink - 6 pages quarterly in the Grower magazine. Monthly Vegetable Platter column (up to 4 tabloid pages) in Good Fruit & Vegetables
- How are you interacting with industry? Meetings (state and national), direct, general and commodity mail outs, workshops, field days, training days and printed publications. That is in addition to the thousands of phone calls and emails. There have also been many one-on-one meetings with growers and Industry (R&D) staff including HAL/AUSVEG and Research Institutions.
- State Vegetable Industry Development website <http://savegido.arris.com.au/> - updates on projects, vegetable industry events, resources and other links
- 20 to 30 telephone calls/day from/to all levels of Industry
- Email, group, commodity and specific research and institutions.
- Met with Richard De Vos to discuss the latest IDO review and implementation program (the 6th in my 8.5 years in vegetables).
- Reviewed grower survey with Dijana Jevremov (SARDI) for posting out to Brassica growers.

- Direct mail-outs to Lettuce (2), Brassica (4), Carrot and Bunchline growers and associated industries with regard to project outcomes, meetings, workshops and forums.
- Maintain SA based grower/researcher/Industry database.
- Providing database to Dynamic Direct for Vegetable Australia magazine mail-outs (2)
- Finalised National Protected Cropping Strategic Plan with Simon Drum, Dr. Alison Anderson. Tony Burfield (SARDI) and a host of state and national greenhouse growers.
- Provided information and proposals for the NAB Grower of the Year, Chairman's Award etc.
- Worked with vegetable growers to develop minor use chemical applications approved through AgAware (Peter Dal Santo).
- Meetings with Growers and Alan Norden (APVMA) and Peter Dal Santo to develop the minor use chemical regulation to the legislation in SA as well as gap analyse minor use requirements and prioritise for action/funding.
- Provided the SA organic vegetable industry with R&D outcomes and information to assist in priority identification and project development as well as the future development and facilitation of information specifically for organics.
- Project/Survey/Strategy development for the SARDI Security Sensitive Ammonium Nitrate project with the late Norbert Maier and Kerry Porter - communicated to all states participating (through IDOs)
- HAL/AUSVEG R&D proposal meetings Sydney
- Attended the Yamba Roadblock 50th Anniversary
- Two meetings of the SA Plant Health Consultative Committee - provide information on vegetable biosecurity issues and provide committee with pest updates.
- Work with Tony Burfield regarding the "clean up now" campaign for weed management on the Northern Adelaide Plains and extended information to growers/resellers and media.
- Apply for industry scholarship/application to the QA/EMS conference in Hobart.
- Met with Ceris Crosby (Farmbis) to develop a plan of action for training in SA.
- Met with Playford City Mayor, Tony Burfield and Maria Yfantidis to initiate a series of meetings for Farm Waste Management on the NAP (develop action plan and find funding).
- Participated and provided contacts to David Hanlon for the 'Vegetable Industry Survey'.
- Organised a grower meeting at Maria Yfantidis and had the ACCC gentlemen from Canberra to explain the Horticultural Code of Conduct.
- Networked with Suzanne Laing from AVIDG to obtain information from that program.

Other issues:

- Is the project on track against the timetable? - yes
- See 6 month work-plan attached

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Milestone No. 9

October 2007

Aim of Project - Summary:

- Increased awareness of projects and levy investment (identify use of levy money)
- Awareness and utilisation of industry development officer
- Improve understanding of the levy - as an investment
- Improve understanding of the R&D process
- Facilitate opportunities to increase awareness of where and how to access information
- Create the desire to seek information
- Facilitate uptake of new technologies
- Identify and prioritise industry issues
- Improve understanding of industry information
- Improve opportunities to convert information to knowledge to allow better business decisions - thus increase business profitability (includes outcomes from R & D)
- Improve communication links
- Promote active participation from growers
- Promote pro-active participation by other Stakeholders

Expected outcomes of Milestone 9

Description: SA Vegetable Industry Strategic Plan Updated and forward 6 month work plan produced

Criteria: Report produced and published.

Are the proposed outcomes still achievable?

- Yes

Communication / Industry liaison:

- Project Development and Management Committees, National Greenhouse Project, National Brassica Committee, State AUSVEG R&D Committee, SA Bunchline Growers, SA Horticultural Coalition, Lettuce growers meetings, State Fruit & Vegetable Coalition, SA Plant Health Consultative Committee (Biosecurity).
- How are you interacting with industry? Meetings (state and national), direct, general and commodity mail outs, workshops, field days, training days and printed publications. That is in addition to the thousands of phone calls and emails. There have also been many one-on-one meetings with growers and Industry (R&D) staff including HAL/AUSVEG and Research Institutions.
- Attended the TQA Conference in Hobart
- Attended the National Greenhouse Conference in Launceston.
- State Vegetable Industry Development website
- 20 to 30 telephone calls/day from/to all levels of Industry
- Email, group, commodity and specific research and institutions.
- Direct mail-outs to Lettuce (2), Brassica (2), Carrot and Bunchline growers and associated industries with regard to project outcomes, meetings, workshops and forums.
- Maintain SA based grower/researcher/Industry database.
- Providing database to Mailcare for Vegetable Australia magazine mail-outs (2)
- Worked with vegetable growers to develop minor use chemical applications approved through AgAware (Peter Dal Santo).

- Publish and distribute the National Vegetable Protected Cropping Industry Strategic Plan 2006-2020.
- HAL/AUSVEG R&D proposal meetings Sydney
- Meeting of the SA Plant Health Consultative Committee - provide information on vegetable biosecurity issues and provide committee with pest updates.

Other issues:

- Is the project on track against the timetable? - yes
- See 6 month work-plan attached

My resignation from the SA Vegetable IDO position will be effective from close of business 30th of November 2007.

ARRIS has advertised for a replacement to fulfil the SA Vegetable IDO contract, closing date for applications 12/10/2007.

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Milestone No. 10

April 2008

Milestone Description:

- Review Vegetable Industry Technology transfer process
- Forward 6 month work plan produced

Milestone Criteria:

- Produce report detailing effectiveness and plan for the future
- Sign off on previous 6 months work
- Next six monthly work plan agreed

Minor Variations

1. Craig Feutrill, SA VIDO resigned in November 07
Melissa Fraser commenced employment as the SA VIDO in mid December 2007
2. Due to Melissa's recent appointment, a detailed review of the technology transfer process is not yet completed. Melissa is planning activities to capture this information and it will be included in the final project report, due for submission upon the completion of the project on 1 October 2008.

Aim of Project - Summary:

- Increase awareness of projects and levy investment (identify use of levy money)
- Improve understanding of the levy - as an investment
- Improve understanding of the R&D process
- Facilitate opportunities to increase awareness of where and how to access information
- Create the desire to seek information
- Facilitate uptake of new technologies
- Identify and prioritise industry issues
- Improve opportunities to convert information to knowledge to allow better management decisions - thus increase business profitability (includes outcomes from R & D)
- Improve communication links
- Promote active participation from growers
- Promote pro-active participation by other Stakeholders

1. Summary of activities (mid December 07 - March 08)

- Planning:
Management committee meeting in December to discuss work plan and identify activities to be undertaken.
- Networking:
The IDO has spent a considerable amount of time liaising with industry stakeholders to develop relationships and identify needs including:
 - Key growers from each region: Northern Adelaide Plains, Adelaide Hills, South East, Mallee and Riverland
 - E.E Muir & Sons, Sales Agronomists & Elders Limited Virginia, Branch Manager, P&P Agricultural Supplies, Manager

- Staff at Virginia Horticulture Centre (the IDO works here 1 day per week)
- Staff at PIRSA & SARDI
- Adelaide Produce Market
- Vietnamese Farmers Association
- Cambodian & Khmer Krom Horticultural Association Inc (CKKHA)
- A visit to Melbourne to meet staff from AUSVEG & HAL and key growers with the VIC IDO
- Met with consultants Vic Szabo and Dominic Cavalaro
- Met with FarmBis to determine training opportunities and the availability of funds for industry training
- Organise and host field trip on NAP for Bachelor of Agriculture students to showcase the Vegetable Industry and expose them to the exciting career opportunities this industry possesses

- Communication:

The IDO has been featured in the Vegetables Australia, Burst of Freshness and RIPE publications since commencing. Melissa is currently compiling articles for a State based Newsletter, which has not been produced before in SA.

Brassica IPM and Lettuce Leaf publications have been mailed out to relevant stakeholders.

- R&D:

In addition to scoping the R&D needs of industry, the IDO has been involved with the following groups/activities

- HAL/AUSVEG R&D Advisory group meetings in Sydney
- Member of the SA Plant Health Consultative Committee
- Work closely with the recently formed CKKHA to initiate the needs analysis process
- Met with all researchers currently conducting &/or recently completing HAL funded projects to determine how the IDO can aid the delivery of these projects or extend/communicate the outcomes to industry
- Aided growers and Peter Dal Santo by sourcing information for and communicating outcomes of the Minor Use Program for chemicals
- Prepared information for State Based exemptions for Chemical Use
- Prepared funding submission to SAFF & HAL on behalf of carrot growers in SA
- Attended the State Biosecurity Meeting
- Followed up on a request from AUSVEG, HAL and BA to investigate Potato exports from SA to determine the impact of the new Import regulations for Taiwan
- Liaised with and accompanied Hannah Burns (AUSVEG) on her scoping tour of LOTE growers in SA

- Database:

The IDO has spent considerable time updating/deleting contacts from the Database. All IDO's cross-referenced interstate contacts and amended databases as necessary. The database mailing lists have been forwarded twice for Vegetables Australia, with amendments made after each mail out to remove addresses for any returned mail, approx 200 contacts and duplicates removed to date.

2. Work Plan for coming 6 months (outstanding duration of project)

- Planning:
A management committee meeting will be held in April to review and prioritise the outcomes from the R&D priority setting exercise. Activities will be identified and actioned and a report will be sent to AUSVEG/HAL by mid May highlighting SA's needs.

 - Networking:
The IDO will continue to network with the following groups:
 - Key growers from each region: Northern Adelaide Plains, Adelaide Hills, South East, Mallee and Riverland
 - Agronomists and consultants
 - Staff at Virginia Horticulture Centre (VHC)
 - Staff at Primary Industries and Resources SA & SARDI
 - Adelaide Produce Market
 - Vietnamese Farmers Association
 - Cambodian & Khmer Krom Horticultural Association Inc
 - AUSVEG, HAL and other IDO's

 - Communication / Extension activities:
The planned state based newsletter will be compiled and distributed by mid April. Featured articles will include: a comprehensive 'Research Round Up'; information about the Levy system; EnviroVeg program and workshops; engaging industry in R&D priority setting; Training and certificates that can be gained through VHC and the Recognition of Prior Learning (RPL) process; recently approved minor use permits; changes to water permits etc.
- The IDO will endeavour to make regular submissions to Burst of Freshness, RIPE and the SA Grower publications on relevant industry information / news.
- During winter the IDO intends to host a Field Day on the NAP in collaboration with PIRSA and SARDI researchers to showcase the outcomes of HAL funded projects ie Revegetation at property scale - designing the 'right' biodiversity for sustainable vegetable production.

- R&D:
One main activity the IDO will facilitate is the determination of the SA Vegetable Industry's R&D needs. Initially a letter and pro-forma will be mailed to growers seeking their responses. In addition to this the IDO will seek face to face feedback with growers across regions, cultural groups and commodities to determine the needs of each of these groups. A more detailed questionnaire will be presented, capturing information about current opportunities and threats to industry; the effect of the drought; the technology transfer process; the role of and support for the IDO position. This process will identify research, development, extension and training needs of industry. A detailed report will be prepared that summarises this information and will be included in the final project report.
- The IDO will continue to participate in the Plant Health Consultative Committee and has submitted an Expression of Interest for the Horticulture Industry Development Board.

- Database:
The database will continue to be updated and distributed to the mail house throughout this time.
- Website
The IDO will work with the IT / Design team at ARRIS Pty Ltd to update the website with relevant info regarding the Levy system, the roles of AUSVEG / HAL, publications, research outcomes and contact lists / web links.
- Training for Industry
The IDO is currently working closely with the Cambodian & Khmer Krom Horticultural Association to identify their training and development needs. In collaboration with Tony Burfield, Dominic Cavallaro and VHC and with financial support from FarmBis, the IDO is conducting a needs analysis with this group and will identify / develop / deliver activities to meet their needs.

The IDO is also working with VHC to encourage growers to participate in the RPL process to gain formal qualifications recognising their acquired skills.

- Forums/conferences
The NAP is fast succumbing to the deleterious effects of salinity / sodicity due to a combination of poor quality water and poor irrigation and land management. There is also a push for horticulture to be moved further north on the NAP as urban sprawl encroaches on this area. The soils north of this region have already been identified as being less fertile and more saline, hence the need for increased awareness / education around this problem is needed for industry. The IDO is attending the 2008 International Salinity Forum in Adelaide to keep abreast of the latest research findings and amelioration strategies for managing transient / irrigation induced salinity and will communicate this information in the newsletter and other publications.
- Technology Transfer Kit
A review of technology transfer processes in industry will be conducted. This will include a literature review of technology transfer systems nationally and internationally. Forums will be held with growers and extension officers to identify industry needs with respect to technology transfer and what has and has not worked in the past.

Review of this work will be sort by Vegetable IDO's from each state to be sure that any state or region nuances are considered in the final output.

A kit will be produced to assist those who need to communicate with industry and produce resources that will inform and educate vegetable growers. It is envisaged that the kit will be included on the HAL website for industry access and use.

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Milestone No. 11

October 2008

Milestone Description:

- Progress report against project deliverables highlighting outcomes and achievements

Milestone Criteria:

- Sign off on previous 6 months work
- Next 3 month work plan agreed

Minor Variations

1. The initial project VG03076 was contracted from 01-Oct-03 until 31-Oct-08, however a recent extension was granted and the project will now expire on December 31 2008. Melissa Fraser will remain as the SA Vegetable IDO until this time.

Aim of Project - Summary:

- Increase awareness of projects and levy investment (identify use of levy money)
- Improve understanding of the levy - as an investment
- Improve understanding of the R&D process
- Facilitate opportunities to increase awareness of where and how to access information
- Create the desire to seek information
- Facilitate uptake of new technologies
- Identify and prioritise industry issues
- Improve opportunities to convert information to knowledge to allow better management decisions - thus increase business profitability (includes outcomes from R & D)
- Improve communication links
- Promote active participation from growers
- Promote pro-active participation by other Stakeholders

1. Summary of activities (March 08 - September 08)

- Planning:
A management committee meeting was held in May to review and prioritise the outcomes from the R&D priority setting exercise. SA AUSVEG IAC representative Andrew Mathews was also invited to this meeting. After extensive consultation with industry, the IDO presented the key topics raised by stakeholders as areas for R&D investment. The list was refined and the priority projects for SA were submitted to AUSVEG for consideration by the Advisory Committees and the IAC.

A plan of activities for the following six months was finalised.

- Networking:
The IDO has continued to network with the following groups:
 - Key growers from each region: Northern Adelaide Plains, Adelaide Hills, South East, Mallee and Riverland
 - Agronomists and consultants
 - Staff at Virginia Horticulture Centre (VHC)

- Staff at Primary Industries and Resources SA & SARDI
 - Adelaide Produce Market
 - Vietnamese Farmers Association
 - Cambodian & Khmer Krom Horticultural Association Inc
 - AUSVEG, HAL and other IDO's
- Communication / Extension activities:
The planned state based newsletter Vegelink SA, was compiled and distributed in Autumn. Featured articles included a comprehensive 'Research Round Up'; information about the Levy system; EnviroVeg program and workshops; engaging industry in R&D priority setting; recently approved minor use permits; and the powdery mildew outbreak in SA. The Winter/Spring edition of Vegelink SA is in the final stages of construction and will be distributed in the coming weeks.

The IDO has made submissions about broader industry issues in every RIPE publication this year. The IDO has also assisted the SA Grower publication with relevant industry information / news and contacts. An article has also been prepared for the next edition of Vegetables Australia about the NZ young growers tour.

During winter the IDO intended to host a Field Day on the NAP in collaboration with PIRSA and SARDI researchers to showcase the outcomes of HAL funded projects ie Revegetation at property scale - designing the 'right' biodiversity for sustainable vegetable production. This field day is now scheduled for November 11 and the IDO is playing a key role in facilitating this day.

The Brassica IPM and Lettuce Leaf publications as well as the Brassica ICM toolkit have been mailed out to relevant stakeholders throughout SA. The IDO has also maintained the database to coordinate the Vegetables Australia mailout.

A lecture was delivered on 'Managing Plant Nutrition in Vegetables' to the Mineral Nutrition of Plants students (University of Adelaide). It was followed with a tour with the students to the Northern Adelaide Plains, a key element of the tour is to promote career opportunities within the Vegetable Industry

- R&D:
One main activity the IDO has facilitated is the determination of the SA Vegetable Industry's R&D needs. Initially a letter and pro-forma was mailed to growers seeking their responses. In addition to this the IDO sought face to face feedback with growers across regions, cultural groups and commodities to determine the needs of each of these groups. This process identified the research, development, extension and training needs of industry in SA.

A more detailed questionnaire will be presented to industry with the next Vegelink SA newsletter capturing information about current opportunities and threats to industry, the effect of the drought, the technology transfer process, and the role of and support for the IDO position. A detailed report will be prepared that summarises this information and will be included in the final project report.

The IDO will continue to participate in the Plant Health Consultative Committee, providing information to this group about potential risks and current pest/disease incursions.

The SA IDO was also successfully appointed to the Industry Development Board for Horticulture, a board commissioned by the SA Minister for Agriculture, Food & Forestry. Attending monthly meetings, the IDO represents the vegetable industry for SA.

In collaboration with NSW IDO Alison Anderson, the SA IDO hosted and facilitated the Brassica Think Tank in early August. This day was a great success and the brassica industry was well represented by growers, consultants and researchers. The outcomes of the day were presented to the Advisory Groups for consideration in the 2008/09 R&D priorities.

- Database:
The SA Vegetable database has been refined this year, with returned mail reducing significantly with each mail out.
- Website
The SA IDO website is currently being upgraded and improved with relevant information available for industry to access. The website can be viewed at <http://savegido.arris.com.au>
- Training for Industry
The IDO has worked closely with the Cambodian & Khmer Krom Horticultural Association this year to identify their training and development needs. In collaboration with Tony Burfield, Dominic Cavallaro and VHC and with financial support from FarmBis, the IDO conducted a needs analysis with this group to identify / develop / deliver activities to meet their needs. To date we have had 18 members of this association complete courses in IPM and Soil and Plant Nutrition. The IDO has also organised a visit to Adelaide Produce Market Ltd to introduce growers to the market environment in an attempt to increase profitability.

The IDO is also working with VHC to encourage growers to participate in the RPL process to gain formal qualifications recognising their acquired skills.

- Forums/conferences
This year the IDO has attended:
 - The 2008 International Salinity Forum in Adelaide, keeping abreast of the latest research findings and amelioration strategies for managing transient / irrigation induced salinity.
 - A workshop with Syngenta to explore opportunities for the vegetable industry and areas for future R&D.
 - The Vegetable Industry Awards at the Vegetables WA 60th Dinner.
 - The Precision Agriculture Symposium in Sydney in September.
 - A value chain workshop with SA Thinker in Residence Professor Andrew Fearn. Representing the vegetable industry, the IDO participated in the workshop to help identify how to overcome the obstacles that inhibit growers from getting more involved in value chains.
 - Think Big, a workshop aimed at young growers to help them to identify how they can diversify their business and manage the value chain.

The SA IDO also hosted the young grower's tour to NZ in July/August. The tour group consisted of 12 growers from Qld, NSW, Vic, SA, Tas and WA. Touring the North Island for 10 days, the group visited numerous vegetable producers and attended the Horticulture NZ conference.

All of these forums and conferences have been/will be communicated to industry through the Vegelink SA and RIPE publications.

- Technology Transfer Kit

A review of technology transfer processes in industry is currently being conducted, including a literature review of technology transfer systems nationally and internationally. Interviews will be held with growers and extension officers to identify industry needs with respect to technology transfer and what has and has not worked in the past. It is imagined that the Inovact Consulting report on Industry Development will be useful for this project.

Review of this work will be sort by Vegetable IDO's from each state to be sure that any state or region nuances are considered in the final output.

A kit will be produced to assist those who need to communicate with industry and produce resources that will inform and educate vegetable growers. It is envisaged that the kit will be included on the HAL website for industry access and use.

2. Work Plan for coming 3 months (outstanding duration of project)

- Planning:

A management committee meeting will be held in October to review Milestone 11 and to discuss the work plan and identify activities to be undertaken until the completion of the project.

- Networking:

The IDO will continue to network with the following groups:

- Key growers from each region: Northern Adelaide Plains, Adelaide Hills, South East, Mallee and Riverland
- Agronomists and consultants
- Staff at Virginia Horticulture Centre (VHC)
- Staff at PIRSA, Rural Solutions & SARDI
- Adelaide Produce Market Ltd
- Vietnamese Farmers Association
- Cambodian & Khmer Krom Horticultural Association Inc
- AUSVEG, HAL and other IDO's

- Communication:
The Winter/Spring edition of Vegelink SA is due for release in the coming weeks. A final Summer edition will also be produced before the completion of the project in December 2008.

Submissions to RIPE will continue.

The NAP field day will be facilitated by the IDO on Nov 11, 2008.

The IDO will host the Australian Society of Soil Science SA Branch field trip on October 2nd to the Northern Adelaide Plains (NAP) to visit vegetable growers in both soil based and hydroponic systems. The aim of this day is to identify areas for future research and to investigate how soil science knowledge can be transferred to new growing systems.

In addition to this the IDO will host the Bachelor of Agriculture students from The University of Adelaide on October 24 on a soils field trip to the NAP. The aim of this trip is to investigate the measures vegetable growers are employing to overcome soil based issues that lead to decreased production and to increase student awareness of the opportunities that exist in the vegetable industry.

- R&D:
The IDO will facilitate a research project development workshop with SA researchers once the Industry Priorities for R&D have been announced by HAL. We will discuss the tender process and what / how R&D projects could be submitted from SA.
- Forums & Conferences
The IDO will attend the Vegetable Industry Carbon Workshop in Sydney on October 15.

The SA and NSW IDO's will attend the Australia/New Zealand Soil Science Society conference in Palmerston North in December.
- Project Reports:
The final project reports for the NZ young growers tour and for VG03076 will be produced and submitted upon completion of this project in December 2008.
- Database:
The database will continue to be amended throughout the life of the project.

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Milestone No. 12

December - 2009

Milestone Description:

- Progress report against project deliverables highlighting outcomes and achievements

Milestone Criteria:

- Sign off on previous 3 months work
- Next 6 month work plan agreed

Minor Variations

Project VG03076 was initially contracted from 01 - Oct-03 until 30 - Sept -08, however an extension was granted with the project due to expire on 31 December 2008. Melissa Fraser will remain as the SA Vegetable IDO until this time. Another extension is currently being negotiated and it is anticipated that Jim Kelly (Arris) will fulfil this role in a part-time capacity until the projects completion.

Action: Jim Kelly to contact management committee to discuss his continuation of the IDO project in line with proposal from Richard Stevens (HAL). JK to report findings and discuss with HAL for project continuation.

1. Summary of activities (September 08 – December)

- Networking:

The IDO continued to network with the following groups:

- Key growers from each region
- Agronomists and consultants
- Staff at Virginia Horticulture Centre & Grow SA (VHC)
- Staff at PIRSA, Rural Solutions & SARDI
- Adelaide Produce Market Ltd
- Vietnamese Farmers Association
- Cambodian & Khmer Krom Horticultural Association Inc
- AUSVEG, HAL and other IDO's

- Communication:

The Winter/Spring edition of Vegelink SA was released in mid October. A summer 08/09 edition is currently in print and will be distributed in early January.

The IDO hosted the Australian Society of Soil Science SA Branch field trip on October 2nd to the Northern Adelaide Plains (NAP) to visit vegetable growers in both soil based and hydroponic systems. The aim of this day was to identify areas for future research and to investigate how soil science knowledge can be transferred to new and existing growing systems.

In addition to this the IDO hosted the Bachelor of Agriculture students from The University of Adelaide on October 24 on a soils field trip to the NAP. The aim of this trip was to investigate the measures vegetable growers are employing to overcome soil based issues that lead to decreased production and to increase student awareness of the opportunities that exist in the vegetable industry. Paul Bowden

from Jeffries Compost, John Norton from Biotech Organics and Domenic Cavallaro where all guest speakers arranged by the IDO for the field trip.

The NAP Research Round-Up Field Day was organised, advertised and facilitated by the IDO on Nov 11, 2008. The day was a great success with over 20 industry stakeholders touring around the region to view the outcomes from research being conducted on the NAP. Helen DeGraff and Glennys Wood (SARDI) reported on the outcomes from the Revegetation by Design and other associated projects. Jeanette Chapman from PIRSA Rural Solutions then gave an update on the outcomes of her soil and irrigation research at Virginia. The day was rounded off by viewing a soil pit at Andrew Mathews capsicum farm, exhibiting the significant benefits of ameliorating soils with plant derived compost and gypsum.

The IDO has also aided researchers from SARDI and Stoller Australia to organise a study tour report to be held on January 30 2009. SA researchers Barbara Hall, Kaye Ferguson and Domenic Cavallaro recently toured Peru, Spain and Portugal to attend conferences and symposiums, visiting key protected cropping regions. The outcomes from their tour will be presented to industry at the session.

- R&D:

The IDO met with various researchers and organisations to discuss the 2008 R&D priorities, aiding them in developing sound project proposals for the coming funding round.

SA has a state based horticultural chemical exemption scheme. The IDO regularly communicates with staff from PIRSA and members of industry to ensure that growers can legally use chemicals for an off label purpose. The information gathered through this process is communicated to APVMA through Peter Dal Santo, leading to minor use permits being issued for key chemicals required by SA growers. The SA IDO plays a vital role as the conduit between growers and APVMA through this process.

- Forums & Conferences

The SA and NSW IDO's attended the Australia / New Zealand Soil Science Society conference in Palmerston North in December. The SA IDO gave an oral presentation at the conference to report on the outcomes of her PhD research titled 'Structural decline in a saline Vertosol with climate change and implications for land management in the Upper South East.

- Project Reports:

The final project report for the NZ young growers' tour was produced by the IDO and was submitted to AUSVEG in late October.

- Database:

The database will continue to be amended throughout the life of the project.

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Milestone No. 13

June - 09

Milestone Description:

- Progress report against project deliverables highlighting outcomes and achievements

Milestone Criteria:

- Sign off on previous 3 months work
- Next 3 month work plan

Minor Variations

Following the completion of Melissa Fraser's role as the South Australian Vegetable Industry Development Officer on 31st December 2008, the project has been extended until 30th June 2009. Jim Kelly is contracted to the role at 0.4 FTE to undertake core roles until the establishment of the National Industry Development Program.

1. Summary of activities (September 08 – December)

- Networking:

The IDO continued to network with the following groups:

- Key growers from each region;
- Agronomists and consultants;
- Staff at PIRSA, Rural Solutions & SARDI;
- Cambodian & Khmer Krom Horticultural Association Inc;
- AUSVEG, HAL and other IDO's.

- Communication:

The autumn edition of Vegelink SA was released in May. The final edition of Vegelink will be produced and distributed by the end of June 2009.

PIRSA initiated a meeting on the emerging problem associated with managing chemical resistance in greenhouse production. As a consequence, there is over use and off label application of chemicals.

Discussions with Treena Benadictos of the Bureau of Ag Research in relation to issues facing CALD growers participating in Agriculture. This has led to recognition that there are barriers to participation in industry leadership and also with change facilitation. This has led Treena to look at the Nation Building Program if there are opportunities for funding programs for CALD businesses

Compost for soil strategy meeting called by Katie Fischer, IDO for Compost, who has subsequently applied for and received training funding for growers from the Farm Ready Program.

Working with the Organic growers of SA to develop a grower association. Core driver for the development of the association is to get unity amongst the industry and to apply for funding to drive industry programs.

Organised and participated in a tour of the Northern Adelaide Plains by The University of Adelaide Agronomy Students. The tour is planned to build interest in the horticulture sector and provide real life experiences for students.

- R&D:
Participated in the National IDO Meeting in Sydney with Lucy Keatinge and the other IDOs nationally.

SA has a state based horticultural chemical exemption scheme. The IDO regularly communicates with staff from PIRSA and members of industry to ensure that growers can legally use chemicals for an off label purpose. The information gathered through this process is communicated to APVMA through Peter Dal Santo, leading to minor use permits being issued for key chemicals required by SA growers. The SA IDO plays a vital role as the conduit between growers and APVMA through this process.

PIRSA called a meeting with key stakeholders from the Northern Adelaide Plains, including representatives from SARDI, Compost IDO, The NRM Board, and SAVIDO to discuss a range of issues. The major issue that is a continuing concern is irrigation and salinity management. It was agreed at the meeting that a broader meeting involving key stakeholders be called to develop and action strategy.

- Forums & Conferences
Participated in the National Vegetable Industry Conference 2009 in Melbourne where I presented a session on Soil Health and promoted the use of the Australian Vegetable Industry Soil and Land Management Knowledge Exchange.

Attended the National Vegetable Industry field day at Werribee where, in collaboration with Dr Alison Anderson, NSW IDO, delivered a number of soil pit workshops to growers and industry stakeholders.

In collaboration with the EnviroVeg Program and the NSW IDO delivered soil management workshops in Myrtleford, Victoria, and Bunbury, Western Australia.

- Database:
The database will continue to be amended throughout the life of the project. Following the updating of the database after the final distribution of Vegelink, the database will be forwarded to HAL to complete the final milestone.

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