

**Communicating Asian
vegetable R&D
through Access to
Asian Foods
newsletter**

Graeme Thomson
RIRDC

Project Number: VG04029

VG04029

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

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

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

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

ISBN 0 7341 1364 1

Published and distributed by:

Horticultural Australia Ltd

Level 1

50 Carrington Street

Sydney NSW 2000

Telephone: (02) 8295 2300

Fax: (02) 8295 2399

E-Mail: horticulture@horticulture.com.au

© Copyright 2006



Know-how for Horticulture™



Australian Government

**Rural Industries Research and
Development Corporation**

Communicating Asian vegetable R&D through Access to Asian Foods newsletter

July 2004 to June 2006

**A report for the Rural Industries Research
and Development Corporation**

by Graeme Thomson

© 2006 Rural Industries Research and Development Corporation.
All rights reserved.

ISBN 0 7341 1364 1
ISSN 1440-6845
Project No. DAV-218J

The information contained in this publication is intended for general use to assist public knowledge and discussion and to help improve the development of sustainable industries. The information should not be relied upon for the purpose of a particular matter. Specialist and/or appropriate legal advice should be obtained before any action or decision is taken on the basis of any material in this document. The Commonwealth of Australia, Rural Industries Research and Development Corporation, the authors or contributors do not assume liability of any kind whatsoever resulting from any person's use or reliance upon the content of this document.

This publication is copyright. However, RIRDC encourages wide dissemination of its research, providing the Corporation is clearly acknowledged. For any other enquiries concerning reproduction, contact the Publications Manager on phone 02 6272 3186.

Researcher Contact Details

Graeme Thomson
Private Bag 15, Ferntree Gully DC VIC 3156

Phone: 03 9210 9222
Fax: 03 9800 3521
Email: graeme.thomson@dpi.vic.gov.au

In submitting this report, the researcher has agreed to RIRDC publishing this material in its edited form.

RIRDC Contact Details

Rural Industries Research and Development Corporation
Level 2, 15 National Circuit
BARTON ACT 2600
PO Box 4776
KINGSTON ACT 2604

Phone: 02 6272 4819
Fax: 02 6272 5877
Email: rirdc@rirdc.gov.au
Web: <http://www.rirdc.gov.au>

Published in December 2006
Printed on environmentally friendly paper by Canprint

Foreword

The *Access to Asian Foods* newsletter has been published in one form or another for nearly nine years. This national newsletter keeps growers, food processing businesses, wholesalers, retailers, exporters and researchers informed of industry developments. We believe that it plays a vital role in facilitating the communication of research findings to the people and companies that can drive change in Australia's Asian food industry.

This report describes project publications and outputs during the period July 2004 to June 2006.

This work was funded by the Rural Industries Research and Development Corporation (RIRDC) and Horticulture Australia Ltd (HAL). RIRDC and HAL are funded by the Federal Government and industry.

This report, an addition to RIRDC's diverse range of over 1500 research publications, forms part of our Asian Foods R&D program, which aims to support continued industry development through effective communication.

Most of our publications are available for viewing, down-loading or purchasing on-line through our website:

- downloads at www.rirdc.gov.au/fullreports/index.html
- purchases at www.rirdc.gov.au/eshop

Peter O'Brien
Managing Director
Rural Industries Research and Development Corporation

Acknowledgments

All authors of contributed articles are thanked.

Corrina Medway (RIRDC) provided valued contributions to final print formatting.

Thanks also go to the project's language translators - Trinh Pham, Vuthy Ear and Jingye Zhang.

Contents

Foreword **iii**

Acknowledgments..... **iv**

Contents **v**

Executive Summary **vi**

Objectives **1**

Background **1**

Outputs..... **2**

Compendium summary..... **5**

Executive Summary

Over this two-year project period (July 2004 to June 2006), a total of approximately 26,500 *Access to Asian Foods* newsletters were delivered to subscribers all over Australia. A two-page newsletter issue was compiled, edited and dispatched every month (excepting December and January).

The subscription list comprised approximately 760 recipient addresses; some of which received more than one copy. For each monthly issue the majority of newsletters were published in English (900 copies), and around 250 Vietnamese, 75 Cambodian and 100 Chinese translations were also produced. Most newsletters go to Victoria (31%), Queensland (28%) and New South Wales (24%).

Newsletter articles have continued to cover a broad range of topics from nationwide sources. During the two years, the newsletter included articles in categories such as - agronomy (4 articles), technology transfer / industry news (11 articles), research news (5 articles), new crops (4 articles), postharvest handling / processing / food safety (6 articles), product / crop descriptors (7 articles), marketing / export (5 articles), pest and disease management / chemical use (6 articles). Content for articles was supplied by authors from every Australian state and territory.

The *Access to Asian Foods* newsletter has enabled researchers to quickly bring findings to a broad industry audience. It also fosters networking and cohesion between the scattered and varied groups that make up the Australian Asian food industry.

Objectives

- To continue the national Asian food newsletter as a means of effective communication, networking and transfer of information in the Australian Asian food industry
- To continue generating interest and awareness of the Asian food industry in Australia and worldwide
- To increase industry awareness of the latest market and scientific research and development outcomes that are funded by RIRDC and state governments.

Background

The Rural Industries Research and Development Corporation (RIRDC), Horticulture Australia Ltd and state governments have funded a series of national and state projects to foster the development of a viable Asian foods industry in Australia. Communicating these results effectively through a national newsletter has helped coordinate the RIRDC national R&D program and ensured that industry is kept up to date with the latest market and scientific R&D practices.

The *Access to Asian Foods* newsletters have been published in one form or another for nearly nine years. The newsletter is valuable as a mechanism for unification and communication within the diverse group of researchers who work in this program. Many researchers undertaking work for RIRDC rely on the newsletter as a component of their project's technology transfer activities. The newsletter also generates interest and awareness of the Asian vegetable / food industry in Australia and worldwide.

The Asian vegetable / food industry in Australia has undergone rapid expansion in the past eight years. Once "niche" but increasingly mainstream, the industry is represented by a large number of crops (over 100 vegetables alone) and value-added food items. These products are grown and manufactured all over Australia from Tasmania to the Northern Territory and across to Western Australia. The people driving the industry are represented by a diverse range of cultures, not all of which have English as their first language. The newsletter is available in English, Vietnamese, Cambodian and Chinese.

The *Access to Asian Foods* newsletter serves as a focal point so that this industry's inherent diversity does not work against it. By covering multiple topics on many crops with relevance to different parts of Australia, the newsletter spreads new information and keeps groups in contact.

The newsletter plays a vital role in facilitating the communication of research findings to the people and companies that can drive change in the industry. RIRDC sees the newsletter as an important mechanism for adoption of R&D outcomes from the latest market and scientific research.

Outputs

A two-page *Access to Asian Foods* newsletter was published in colour ten times a year (ie. every month except December and January) on high quality A4 paper. RIRDC managed the printing and mail-out aspects of newsletter production.

In the period July 2004 to June 2006, a total of approximately 26,500 newsletters were delivered to subscribers located in every Australian state. In June 2006 the subscription list stood at 760 separate recipient addresses, some of which receive more than one copy. Each month, 900 newsletters were published in English and in addition around 250 Vietnamese, 75 Cambodian and 100 Chinese translations were produced.

The editor sourced a range of articles from around Australia that reflected the diversity of our Asian food industry. In the two-year project period, the editor interacted with over 39 researchers to produce 48 articles in the 20 newsletters. Nineteen organisations distributed through every Australian state and territory, contributed content for the newsletter (see below).

Authors* contributing to the newsletter -

Batra, Burt, Byrne, Clarke, Dang, Dimsey, Ekman, Fernando, Gamage, Guest, Hall, Hicks, Holmes, Jaeger, Joyce, Klieber, Kreidl, Lopresti, McGregor, McLaughlin, Midmore, Nguyen, Newman, O'Beirne, O'Hare, Parker, Porter, Premier, Sparrow, Stewart, Tesoriero, Tomkins, Top, Vujovic, White, Winkler, Wong, Wymond, Xue.

[* The editor had contact with these key authors. Some articles had multiple authors but not all names are necessarily listed here].

Organisations contributing to the newsletter -

Rural Industries Research and Development Corporation
Swinburne University of Technology
Department of Primary Industries and Fisheries, Queensland
Brisbane Markets
Australian Herb and Spice Industry Association
Central Queensland University
Department of Primary Industries, Victoria (PIRVic)
Department of Primary Industries, Victoria (CAS)
University of Queensland
New South Wales Department of Primary Industries
Melbourne Market Authority
Department of Business, Industry and Resource Development, Northern Territory
RMIT University
University of Sydney
Food Science Australia
Department of Agriculture Western Australia
AgEconPlus Pty Ltd
University of Adelaide, Waite Campus
Department of Primary Industries, Water and Environment, Tasmania

During the two year project the newsletter published articles in categories including - agronomy, technology transfer / industry news, research news, new crops, postharvest handling / processing / food safety, product / crop descriptors, marketing / export, pest and disease management / chemical use.

Details of content –

July 2004, Issue 72

Update on RIRDC Asian foods program
Visit by growers to NSW Agriculture's Gosford Horticulture Institute
Updating skills in safe chemical use

August 2004, Issue 73

Australian herb and spice industry association
Herbs, spices and Asian vegetables

September 2004, Issue 74

Vietnamese vegetable growers in the Sydney region
Improving the market access of Asian vegetables

October 2004, Issue 75

Irrigating edamame
Hot-water treatment of Shanghai pak choi
Effect of mechanical damage on the postharvest life of Chinese cabbage

November 2004, Issue 76

Visiting scientist from California
Causes of leaf spotting in Chinese cabbage
Workshop for setting RIRDC Asian food priorities
Physiological and biochemical changes of fresh-cut bamboo during storage

February 2005, Issue 77

Red bayberry – a delightful fruit from China
Newsletter evaluation

March 2005, Issue 78

Adding value to Asian vegetables through easier meals for households
Study shows the exotic tropical fruit industry the way forward
Market to produce Asian product guide

April 2005, Issue 79

What Asian vegetable is that? - a survey of retailers
Japanese taro - getting the product to market

May 2005, Issue 80

Australian, Thai and Vietnamese research fights *Phytophthora* diseases of durian
New extension officer appointed

June 2005, Issue 81

Anti-cancer potential of Asian brassicas
NESB vegetable growers successfully complete FCU course

July 2005, Issue 82

RIRDC Asian foods program
Crop protectants – an issue for the Asian vegetable and herb and spice industries

August 2005, Issue 83

Gotu kola - pennywort
Developing integrated management strategies for diseases and pests of Asian vegetables

September 2005, Issue 84

The influence of plant nutrition on postharvest rot resistance of pak choi
Visit to Sydney market by Victorian growers
Increasing the production of Australian wasabi

October 2005, Issue 85

DOTARS Chinese herb farming project in Melbourne's north
Analysing imported dried horticultural products for microbiological and chemical contamination

November 2005, Issue 86

Know your Asian veggies?
Grower seminar at Lara
Announcing release of new Asian vegetable and herb guide

February 2006, Issue 87

Progress of Vietnamese growers in NSW
Victorian growers benefit from collaborative assistance

March 2006, Issue 88

Message from RIRDC Research Manager
Asian vegetable profiles – Chi Qua and Kang Kong

April 2006, Issue 89

Asian vegetable profile – *Brassica rapa* subsp. *chinensis*
Spotlight on Asian food researchers
Australian Green tea conference

May 2006, Issue 90

Development of taro, yam, yam bean and sweet potato exports to Japan and USA (Part 1)
Japanese pumpkin - update

June 2006, Issue 91

Development of taro, yam, yam bean and sweet potato exports to Japan and USA (Part 2)
Asian vegetable profile

Plain English Compendium Summary

Project Title:	Access to Asian Foods Newsletter
RIRDC Project No.:	DAV-218J
Researcher:	Graeme Thomson
Organisation:	Department of Primary Industries, Victoria
Phone:	03 9210 9222
Fax:	03 9800 3521
Email:	graeme.thomson@dpi.vic.gov.au
Objectives	Produce a national newsletter (in the period July 2004 to June 2006) for effective communication, networking and transfer of information within the Australian Asian vegetable / food industry.
Background	The <i>Access to Asian Foods</i> newsletter has been published in one form or another for nearly nine years. This national newsletter keeps growers, food processing businesses, wholesalers, retailers, exporters and researchers informed of industry developments. RIRDC sees the newsletter as an important mechanism for adoption of R&D outcomes from latest market and scientific research.
Research	Articles were sourced from around Australia to reflect the diversity of our Asian foods industry. The editor interacted with over 39 researchers and 19 organisations from every state and territory to gather relevant content.
Outputs	Over the two-year project, approximately 26,500 newsletters were dispatched to subscribers all over Australia. Forty-eight articles were published in 20 newsletters. Categories included - agronomy, technology transfer / industry news, research news, new crops, postharvest handling / processing / food safety, product / crop descriptors, marketing / export, pest and disease management / chemical use. In June 2006 the subscription list stood at 760 separate recipient addresses (some of which receive more than one copy). The majority of newsletters (900) are published in English but each month (excepting December and January) 250 Vietnamese, 75 Cambodian and 100 Chinese translations are also produced. Most newsletters go to Victoria (31%), Queensland (28%) and New South Wales (24%).
Implications	This newsletter enables researchers to quickly bring findings to a broad audience. It also fosters networking and cohesion between the scattered and varied groups that make up the Australian Asian food industry. <i>Access to Asian Foods</i> plays a vital role in facilitating the communication of research findings to the people and companies that can drive change in the industry.
Publications	<i>Access to Asian Foods</i> Newsletter, Issues 72 to 91.