



PHOTOS © VICTORIA BAKER



# pome update





## Committee and Officers

Jason Jarvis, Chair	e: twinpack@bigpond.com
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Nardia Stacy, Executive Manager	e: nardia@pomewest.net.au

### Budgeted income 2021–22

Project	\$
General Account Budget (including FFS, interest Project Grant Funding APAL, Hort Innovation and DPIRD)	482,780
Biosecurity Account Budget (FFS and interest)	61,245

### Budgeted expenditure general account for 2021–22

Project	\$
Project Manager including operating expenses – Susie Murphy White	96,000
Quality Testing Project – Maturity and Retail	36,000
Building Horticulture Business Capacity Program	20,000
Medfly Surveillance Trapping Network Kim James	12,500
Systems Approach Low Pest prevalence for Market Access	40,000
Promotion & Publicity Local Project – Fresh Finesse including events with Buy West Eat Best	37,500
Annual Meetings and Communication including publications	15,000
Industry Sponsorships and Association Memberships	6,000
Study Tour COVID-19 permitting	20,000
Producing Sustainable Crop Load Project – DPIRD	30,000
Platform Project	40,000
Administration including salary and office costs	192,000
APC charge @10% of FFS income	42,000
<b>Total</b>	<b>587,000</b>

### Budgeted expenditure biosecurity account 2021–22

Project	\$
Codling Moth (DPIRD)	35,500
APC charge @10% of FFS income	6,000
<b>Total</b>	<b>41,500</b>

### APC fee-for-service charge

#### POME FRUIT EFFECTIVE FROM 1 JANUARY 2015

Type of fruit	\$/kg
Fresh fruit – apples, pears, Nashi, other	0.015
Processing fruit	0.005
Biosecurity FFS for fresh fruit	0.002
Biosecurity FFS for processing fruit	0.001

## Harvest 2022

*done and dusted!*



BY NARDIA STACY  
EXECUTIVE MANAGER,  
POMEWEST

Harvest 2022 done and dusted!

**B**y the time pome growers read this report, this season's picking season will be well-and-truly over. This year, compared to the previous two years, was particularly difficult managing low levels of available workers, whilst managing revolving cases of COVID-19 infections in the orchards and pack-sheds.

Good volume and quality was achieved this year for both apples and pears.

► PRICES at retail must be indicative to the cost of production to support the ongoing growth of our industry.

WA domestic retail prices for apples and pears remain buoyant

TABLE 1. KEY METRICS APPLES

	\$ sales growth (%)	Volume (kg) growth (%)	Percentage of buying households (%)		Annual household purchases (\$)		Annual household purchases (kg)	
			This year	Year ago	This year	Year ago	This year	Year ago
National	1.0	-5.6	87	88	66.44	65.36	16.3	17.2
Queensland	3.1	-3.4	87	88	64.13	62.00	15.9	16.4
New South Wales	-0.8	-4.3	88	88	66.78	67.67	16.3	17.1
Victoria	-4.3	-7.4	86	88	63.82	65.82	16.0	17.1
South Australia	3.1	-3.4	84	85	59.26	57.58	15.1	15.6
Western Australia	12.1	-10.9	87	91	82.79	71.47	18.8	20.5

Data for Tasmania not available

Source: Nielsen Homescan for the 52 weeks ending 05/09/2021 for the Australian market. Copyright © 2021 The Nielsen Company.

TABLE 2. KEY METRICS PEARS

	\$ sales growth (%)	Volume (kg) growth (%)	Percentage of buying households (%)		Annual household purchases (\$)		Annual household purchases (kg)	
			This year	Year ago	This year	Year ago	This year	Year ago
National	-0.6	2.6	60	59	19.95	20.31	6.7	6.6
Queensland	-0.9	2.3	59	59	18.95	19.60	6.7	6.7
New South Wales	-4.9	2.2	61	60	20.78	22.40	7.1	7.1
Victoria	1.9	5.8	59	58	18.98	19.06	6.4	6.2
South Australia	0.0	0.2	56	59	20.11	19.37	6.2	6.0
Western Australia	6.7	-3.3	58	61	20.46	18.32	6.0	5.9

Data for Tasmania not available

Source: Nielsen Homescan for the 52 weeks ending 05/09/2021 for the Australian market. Copyright © 2021 The Nielsen Company.

Our growers, always resilient, rose to the challenge all finding ways to get through. Though I suspect many will be glad to see the back end of harvest and are looking forward to a well-deserved breather. Hopefully with the borders reopening, casual workers, and more labour solutions will be in place in time for next year.

### Season update

Reports received by this office throughout the picking period suggested good volume and quality was achieved this year for both apples and pears with limited waste due to labour shortages (see Figures 1 and 2). WA domestic retail prices for apples and pears remain buoyant compared with some early indications of dissatisfaction in returns from the East Coast producers. Prices at retail must be indicative to the cost of production to support the ongoing growth of our industry.

Growers are reminded to try to supply premium product wherever possible to maintain returns for sustainability, particularly this year with higher outputs — fertilisers, fuel, transport, and labour costs.

Many growers are reporting the very long and dry harvest period may affect the long-term storability of this year's fruit.

Lack of rain means water shortages continue to become an issue and dam levels need replenishing quickly with the prospect of steady winter rain. Some orchardists report the best crops of apples yet for Gala in particular, and shared implementing Harvista has been an excellent tool in crop management. Netting is becoming a necessary other.





PHOTOS © GURU PRODUCTIONS

► **CLOCKWISE FROM TOP:** OSOAP Pomewest Staff and Jeremy Price on location. The Golden Mile, Donnybrook. Filming — featuring WA Pears.

We welcome the world to our State and will encourage future investment and export opportunities.

In late April, WA pears were featured on 'Our State on a Plate' — a local Channel Nine production to celebrate the harvest season, focusing on Donnybrook grown pears. See full story at link here [youtube.com/watch?v=XfmKdUtrX4](https://www.youtube.com/watch?v=XfmKdUtrX4)

This program reaches an average of 212,000 viewers (metro, regional and nationally). It also airs on 9 Life with an extra 128,000 views and on-demand Channel 9 now x 3 times per week, with an extra 91,200 average views. Weekly views across channels are estimated at 431,000 with an age demographic of 25–64-year-old grocery buyers, foodies, and gourmet travellers.

Thanks to orchard manager Jeremy Price of Erceg Orchards for doing a stellar job speaking on behalf of the WA pear producers on this com's platform.

### Committee update

We welcome back three existing Committee members — Harvey Giblett, Mario Casotti and Sam Licciardello have renominated for another three-year term on the committee. We thank them all for their continued commitment to serve the industry on behalf of WA Fee for Service (FFS) producers.

In the last few months, Pomewest staff and committee have been reviewing current projects and deciding on new activities for the new financial year. Many will continue and extend

to improve their value; more details on new activities will be reported in the next edition. One of which is likely to be supported is an industry-sponsored International Apple event in March 2023 to shine the light on WA's impressive growing pome industry regions, in particular Manjimup. As our industry has been supported by the WA-owned apple breeding program, this will feature and highlight the tasty and healthy WA-bred apple varieties bred from the Manjimup Horticultural Research Institute and promote our unique growing regions.



# Vale

## John Cripps AO

The creator of the Cripps Pink 'Pink Lady®', Cripps Red 'Sundowner' apples

Last month, the Western Australian Apple Industry was saddened to hear of the passing of John Cripps AO. John, a true pioneer and legend in our sector, was famous for developing the iconic Cripps Pink — Pink Lady® apple, grown by most apple producers in this state, country and many apple growing regions throughout the world.

His legacy is a living asset to our sector, bringing international success to the Department of Primary Industry and Regional Development's WA Apple Breeding Program and the State. His work continues with the breeding team recently releasing the ANABP 01<sup>®</sup> variety marketed as the Bravo™ apple, born from Cripps Red 'Sundowner' parentage and there are more apples to come.

John's contribution has placed WA on the world stage for apple breeding, which will be remembered and indeed celebrated for years to come. We thank and acknowledge John and his family for his enduring gift to the WA apple industry and offer our condolences on the news of his passing.



► JOHN Cripps was famous for developing the iconic Cripps Pink — Pink Lady® apple, grown by most apple producers in this state, country and many apple growing regions throughout the world.

Good news stories about accessing and eating WA produce and buying local are part of our promotion strategy to champion the pome FFS growing community.

We also launched our new Pomewest website this month, which is designed to be more user-friendly and a one-stop shop for growers to access information on news, projects and the governance and compliance workings of the committee. FFS Pome contributors, we invite you to register for the grower portal to be better informed about the activities of the committee.

### Events and meetings

In late April, Pomewest Chair Jason Jarvis, and staff Nardia Stacy and Susie Murphy White attended the WA Water User Coalition's Spring Rights

Exemption Forum at Manjimup Truffles. Pomewest will continue to support and communicate channels for growers to voice their concerns on new legislation to take rights away from landholders. With the rising climatic warming, sustaining our water resources will play a significant role to support state food security and the subject needs careful consideration.

In late May, several members of the committee and staff from Pomewest travelled to Melbourne to represent WA growers at the national APAL update event. We were pleased that some of most prominent producers were recognised for their contributions of excellence to the Australian Apple Industry — more of which will be featured in the Spring edition of *WA Grower*.

Sustaining our water resources will play a significant role to support state food security.

## This edition

Susie writes an interesting article on internal browning from a WA perspective. WA Farm Direct has provided us with an article on the progress of the Bravo™ apple juggernaut, and we introduce you to our newly-developed *Biosecurity Strategic Plan Summary* for the industry.

I would like finish by again inviting any grower or stakeholder to contact us if you need any assistance with any industry matters. Both Susie and I are committed to our service roles for the pome industry and always welcome your engagement and feedback. 🍏

### MORE INFORMATION ►

Contact Nardia Stacy, Executive Manager, 0411 138 103 or [nardia@pomewest.net.au](mailto:nardia@pomewest.net.au)

**pomewest**  
Serving WA Pome Growers

**apc**  
AGRICULTURAL  
PRODUCE COMMISSION  
Supporting Producers' Initiative



# Pomewest develops biosecurity strategic plan



**BY SUSIE MURPHY WHITE**  
PROJECT MANAGER,  
POMEWEST

**T**he purpose of Biosecurity Strategic Plan is to set the industry aligned priorities and strategies required to protect the West Australian pome fruit industry from the impact of invasive plant pests and disease and to maintain and improve market access.

Freedom from major pests as well as lower pest levels overall, combined with integrated production systems provides quality and some cost advantages to the WA industry over other Australian and international production areas.

Biosecurity planning provides a mechanism for the apple and pear industry, government and other relevant stakeholders to assess current biosecurity practices and future biosecurity needs. Planning identifies procedures that can be put in place to reduce the chance of pests reaching our borders or minimise the impact if a pest incursion occurs.

Pomewest's biosecurity initiative on behalf of the industry has two components. The Biosecurity Strategic Plan and the WA Pome Fruit Growers' Biosecurity Fund Rules.

The Plan will be the basis for more effective surveillance; improved control and management of regionally significant endemic pests and disease; and increasing awareness, preparedness and ability to protect pests or disease entering, emerging, establishing or spreading in key production areas within

the state. The Plan will guide Pomewest in ensuring adoption of a proactive approach in all the identified areas.

The Plan has been developed to work in conjunction with the APC Pome biosecurity Fee for Service (FFS) charge which commenced in 2015. The WA Pome Fruit Grower's Biosecurity Fund document defines the rules of expenditure for the biosecurity FFS and aligns with the Plan's four strategic investment areas.

- 1 Protect industry against exotic plant pests and disease (Exotic)
- 2 Address threats from established pests in Australia but not present in WA (Endemic)
- 3 Support industry management and control of established pests of trade concern (WA)
- 4 Strengthen orchard and property biosecurity.

The pest and disease lists were identified during the development of the *Biosecurity Plan for the Apple and Pear Industry* in consultation with industry, government and scientists. The exotic pest and diseases have been assessed as high priority based on their potential to enter, establish and spread in Australia due to environmental

factors, host range and vectors as well as the cost to industry of control measures.

There are a number plant pests and disease which are endemic to Australia and are absent in WA at present.

The pests and diseases listed in the Biosecurity Strategic Plan summary table have the potential to cause serious crop losses to the pome industry in WA. By using early detection and reporting systems we can protect our pome industry.

## Found a pest or disease?

If you find any suspicious pests or diseases, or something you are unsure about, report it immediately to the Pest and Disease Information Service either by phone or through the MyPestGuide Reporter app on your phone. This is a free service and you will receive a timely response with identification information and management options. 🍏

There are a number plant pests and disease which are endemic to Australia and absent in WA.

## MORE INFORMATION ►

Contact Susie Murphy White, Project Manager — Pomewest, on 0429 413 420 or [susan.murphy-white@dpird.wa.gov.au](mailto:susan.murphy-white@dpird.wa.gov.au).

Pest and Disease Information Service:  
**(08) 9368 3080**



► **CODLING moth**  
(*Cydia pomonella*).

# WA Pome Fruit Growers' Biosecurity Strategic Plan 2022–2025

VISION		MISSION	
To protect, prepare and respond to invasive pests and disease that threaten trade, profitability, sustainability and the environment of the Western Australian pome fruit industry.		Working in partnership with stakeholders to provide industry leadership, strategic direction and innovative solutions to support a profitable and sustainable Western Australian pome fruit industry.	
OBJECTIVES AND STRATEGIES			
1. Protect industry against exotic plant pests and disease	2. Address threats from established pests in Australia but not present in WA	3. Support industry management and control of established pests of trade concern	4. Strengthen property and orchard biosecurity
<ul style="list-style-type: none"> <li>Actively engage with APAL as the peak national body for the apple and pear industry in Australia</li> <li>Actively engage with DPIRD as the peak state government body for agriculture in WA</li> <li>Actively engage with Plant Health Australia as the national Biosecurity body</li> </ul>	<ul style="list-style-type: none"> <li>Awareness of biosecurity threats</li> <li>Preparedness to implement resources needed</li> <li>Response to the incident</li> <li>Recovery after the incident</li> <li>Surveillance to prevent the spread</li> </ul>	<ul style="list-style-type: none"> <li>Targeted surveillance and monitoring by growers</li> <li>Management of pests and diseases of quarantine concern by growers</li> </ul>	<ul style="list-style-type: none"> <li>Be aware of biosecurity threats</li> <li>Use pest-free propagation material</li> <li>Keep it clean</li> <li>Check the orchard and monitor trees frequently</li> <li>Report anything unusual</li> </ul>
PESTS AND DISEASE THREATS			
Exotic	Endemic (Aus)	Established (WA)	
<ul style="list-style-type: none"> <li>Oriental fruit fly</li> <li>Spotted wing drosophila</li> <li>Apple maggot</li> <li>Rosy apple aphid</li> <li>Brown marmorated stink bug</li> <li>Polyphagous shot-hole borer</li> <li>Asian gypsy moth</li> <li>Varroa mite</li> <li>Fire blight</li> <li>Brown rot</li> <li>Asiatic brown rot</li> <li>European canker</li> </ul>	<ul style="list-style-type: none"> <li>Queensland fruit fly</li> <li>Citrophilus mealybug</li> <li>Chaff scale</li> <li>White peach scale</li> <li>Oystershell scale</li> <li>Black vine beetle</li> <li>Codling moth</li> <li>Oriental fruit moth</li> <li>Painted apple moth</li> <li>Pear leaf blister mite</li> <li>Bull's eye rot</li> </ul>	<ul style="list-style-type: none"> <li>Mediterranean fruit fly</li> <li>Woolly apple aphid</li> <li>Apple dimpling bug</li> <li>Eucalyptus weevil</li> <li>Fuller's rose weevil</li> <li>Light brown apple moth</li> <li>Apple looper</li> <li>European earwig</li> <li>Two spotted mite</li> <li>European red mite</li> <li>Powdery mildew</li> <li>Apple scab</li> </ul>	
KEY PERFORMANCE INDICATORS			
<ol style="list-style-type: none"> <li>If an exotic pest incursion occurs, WA pome industry has been consulted and actively participated in response and/or mitigation.</li> <li>WA pome growers understand, are informed, aware and prepared to prevent and respond to the spread of pest and diseases that are not present in WA but are established in other states (endemic).</li> <li>WA Pome Industry is aware and prepared to control and manage pests of quarantine concern.</li> <li>WA pome growers are informed about and actively using, industry best standard biosecurity practices on their orchards.</li> </ol>			



► **HARVESTING** the apples at the recommended harvest maturity for optimal storage is critical to managing the risk of developing internal browning.

Pink Lady® is a chilling sensitive variety.

# What's the risk of internal browning developing for WA Pink Lady® apples in 2022?



BY SUSIE MURPHY  
WHITE  
PROJECT MANAGER,  
POMEWEST

**I**nternal browning is caused by the oxidation of phenolic compounds that occurs when cells in apples are damaged. This is similar to the browning reaction that happens when you cut an apple and expose the surface to air.

Three main types of internal browning have been identified in Pink Lady® apples;

- diffuse (chilling injury),
- radial (maturity or senescence related) and
- CO<sub>2</sub> injury (storage atmosphere).

Diagnosing the type of internal browning is important so that the appropriate management strategies can be employed.

Both pre-harvest and post-harvest factors can contribute to the risk of internal browning developing. In the recent APAL webinar Hannah James explained that pre-harvest factors (fruit maturity, climate, nutrition, crop load) establish the risk for the given season and post-harvest factors can contribute to the risk (storage conditions) but can also be used to manage and reduce the risk. Any combination of these risk factors can contribute to the probability of internal browning developing in stored Pink Lady® apples.

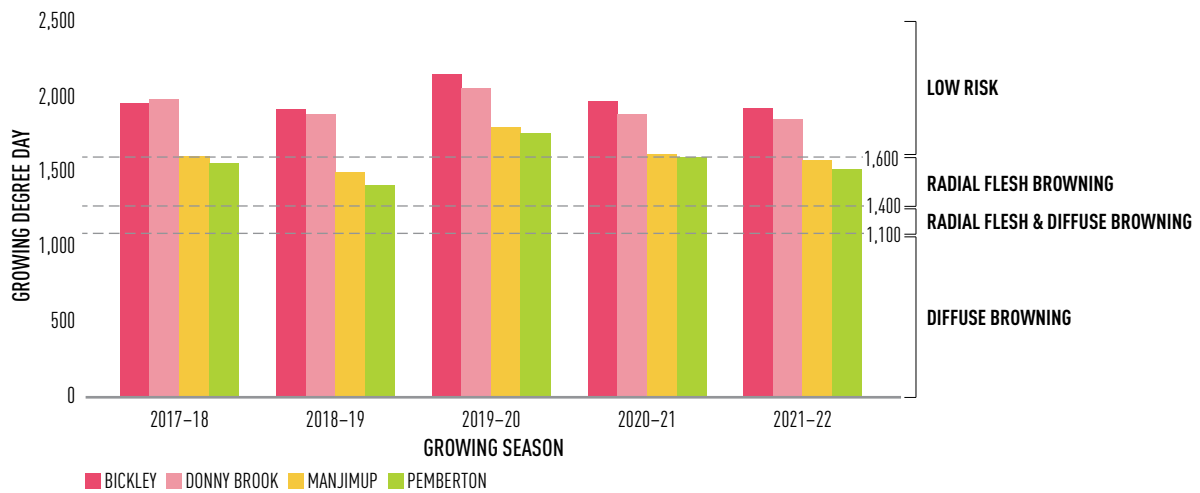
When looking at the climatic conditions for WA, the Growing Degree Days (GDD) the measure of heat accumulation from full bloom until harvest, has been above the 1100 threshold in most years, diffuse internal browning develops in cooler districts with a GDD below 1100.

Radial internal browning is usually seen between 1400–1600 GDD, and both Manjimup and Pemberton are in this window for 2021–22 season as they were in previous seasons.

**In the warmer districts of Perth Hills and Donnybrook it would be less likely to see radial internal browning as the temperatures are usually too warm.**

In Figure 1 the growing degree days have been calculated for the last five years using the 24th October as a common full bloom date and 25th April as a common harvest date (not much heat is accumulated at the beginning or end of the season). These will not be correct for all districts or all years but will allow us to look at some general differences and trends.





**FIGURE 1. GROWING DEGREE DAYS FOR POME GROWING REGIONS IN WA. HEAT ACCUMULATION FROM FULL BLOOM UNTIL HARVEST.**

A guide to Growing Degree Days and the risk of internal browning;

- above 1700 risk is very low
- between 1400 to 1600 prone to radial flesh browning
- between 1400 to 1100 you might see both types of symptoms
- and below 1100 you will only see diffuse browning

There are other factors to consider at harvest and post-harvest. Harvesting the apples at the recommended harvest maturity for optimal storage is critical to managing the risk of developing internal browning. Using plant growth regulators to hold maturity around weather and labour issues is one way to manage the harvest period. While continually checking maturity well ahead of predicted harvest date.

Radial internal browning is usually seen between 1400–1600 GDD.

Pink Lady® is a chilling sensitive variety. A stepwise cooling regime should be followed. A standard stepwise cooling regime would be to set the room to 4°C during fruit loading, then cool by 1°C per week until the destination temperature is achieved.

Now that we know what the climate risk is for this season in WA pome regions, the maturity the fruit was picked and stored, and how the fruit was cooled and stored.

Good decisions can be made around how long the fruit will remain in storage and the right time to market, to avoid internal browning risks. 🍏

**MORE INFORMATION ►**

Contact Susie Murphy White, Project Manager — Pomewest, on 0429 413 420 or [susan.murphy-white@dpird.wa.gov.au](mailto:susan.murphy-white@dpird.wa.gov.au).

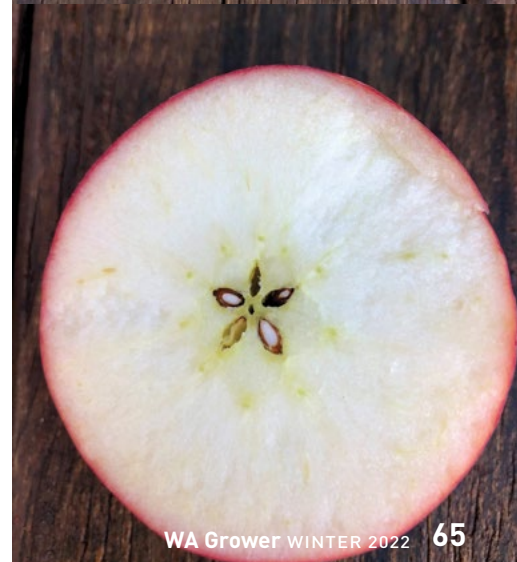
- APAL Internal Browning webinar with Dr Hannah James: [youtube.com/watch?v=EavPTF1jDV8](https://www.youtube.com/watch?v=EavPTF1jDV8)
- More videos: [youtube.com/user/applespearsau/videos](https://www.youtube.com/user/applespearsau/videos)  
<https://apal.org.au/internal-browning-what-causes-it-and-how-to-reduce-the-risks/>

**Harvest risk factors**

- High crop loads can increase susceptibility
- Second pick fruit is higher risk than first pick fruit
- More mature fruit have a higher risk
- High calcium reduces risk (but low calcium doesn't cause it)

**Post-harvest risk factors**

- Rapid postharvest cooling increases the risk
- Prolonged exposure to CO<sub>2</sub> increases the risk
- The longer fruit is kept the higher the risk of flesh browning occurring



# Comparing apples with apples



BY BRONSON GLEDHILL  
PLANFARM

**Y**es, the pun was intended. The age-old saying is the reality for Planfarm’s newest group of growers included in the Building Horticulture Business Capacity (BHBC) Program as we conduct our first ever deep dive into Pome (Apples and Pears) industry business analysis.

This has been an extremely exciting process that has allowed us to understand and identify key areas of business improvement for an industry that we have begun providing a consulting service to through the help of the BHBC project.

### Is fruit paying the bills?

A metric that we refer to regularly in the broadacre industry is that of operating efficiency. The concept of operating efficiency defines the businesses’ ability to retain income as operating profit.



► **INCREASES** in wages, fertiliser, chemicals and fuel cost has put a strain on business profitability.

The top performing businesses participating in the program **achieved an operating efficiency of 60%** — meaning they spent 60 cents to generate every dollar of income. The average managed a 74% efficiency, while the bottom third achieved just 88%. Through this initial analysis, we have determined that a business exceeding an operating efficiency of 70% (which over half the participating businesses have), faces the risk of not covering overhead costs, which limits capital growth potential and jeopardises business equity.

Understanding and identifying key areas of business improvement.

There is one clear trend when assessing Figure 1. The operating expenses are almost identical for the top third, the average and the bottom third of the dataset. However, the top performing businesses are generating almost \$30,000/ha more revenue than the bottom performers. But how is this the case?

### What are the top performers doing different?

In farm businesses there are two components that drive income — yield and price. Our analysis has provided a clear message as to what is driving revenue generation. It’s common for producers to blame poor profitability on weak prices.

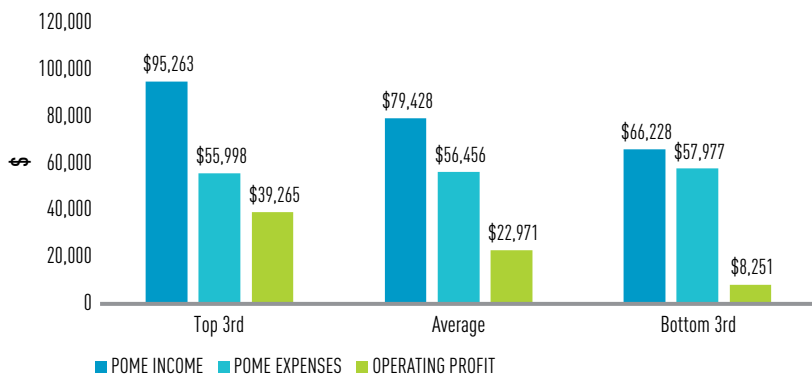


FIGURE 1. POME INCOME, EXPENSES AND OPERATING PROFIT PER HECTARE

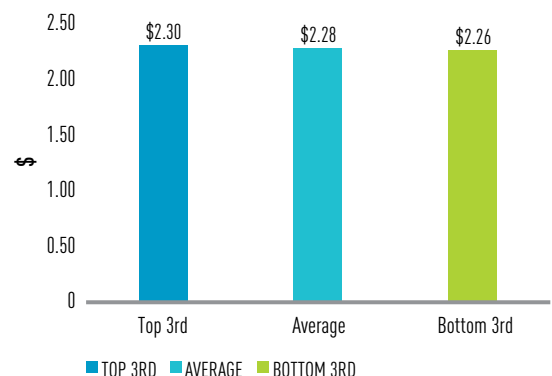


FIGURE 2. APPLE PRICE \$/KG



However, the benchmarking process has displayed that this is NOT a defining factor. Figure 2 supports this comment, with just 4 cents per kilograms separating the top and bottom producers in the project.

Hence, the clear message is that **higher saleable yield is the recipe to a top performing business**. This is supported once more by results from our analysis, showing that the top businesses had 27% higher saleable yield than the average and a significant 60% more than the bottom third of the program.

While most would suggest that this is an obvious objective of many businesses, it is worth questioning how many growers are spending adequate time, resources, and capital on actively improving saleable yield given it is the predominant driver of profitability.

Some focuses of top performing businesses include:

- 1 Investment into capital such as hail and bird netting.
- 2 A strong systems and team approach to key high labour tasks such as pruning, thinning, and picking.
- 3 An emphasis on pollination throughout the orchard.
- 4 Nutrition and tree health given that there is some biennially of apple trees.

► **TOP performing businesses invest into capital such as hail and bird netting.**

### Risks to profitability of pome businesses

As is the case with primary producers across all industries, the recent dramatic rise in operating costs continues to put a strain on business profitability. At a recent presentation to Pome West, we asked how much they thought that five major operational expenses had increased throughout the past year. The following assumptions were made:

- Fertiliser costs being 70% higher.
- Chemical costs being 70% higher.
- Fuel costs being 50% higher.
- Wages costs being 10% higher.
- Insurance being 40% higher.

The result — **an increase to operating costs of over \$60,000** for the average participating business in the project. This figure poses a real risk to all Pome businesses, particularly those that are already lacking profitability. When discussing opportunities to offset the increase to costs, an increase to price per kilogram of 16 cents or an increase to yield of 2,500kg/ha would suffice based on dataset information. Unfortunately, achieving these requirements are not easily done and will require considerable

planning and management between the Planfarm consultants and the participating growers.

### What can you do to address this now?

Your business and the factors contributing to its success are unique.

The fully funded BHBC program gives you the opportunity to partner with Planfarm consultants to gain a better understanding of how your business is truly performing. While there is benefit to having benchmarking information at an industry level, it holds little relevance to you without conducting analysis that isolates your business. Understanding where your business is at will allow you to make decisions and implement changes to ensure its continued success.

Participation presents very little time commitment as we have developed systems to make it as streamlined and easy as possible through our work with over 450 busy broadacre clients.

If you would like to gain a better understanding of how Planfarm can assist your business, please reach out to myself or another member of the team.



### MORE INFORMATION ►

If you would like to gain a better understanding of how Planfarm can assist your business, please reach out to myself or another member of the team on (08) 9284 1044 or visit [planfarm.com.au](http://planfarm.com.au)

Your business and the factors contributing to its success are unique.





# Expansion of the Bravo™ apple program set for 2022

BY WA FARM DIRECT

The exclusively Australian grown and marketed Bravo™ apples are set for a strong domestic and export program for season 2022. WA Farm Direct are preparing for an expected increase in volume by 20+% of the ANABP 01<sup>®</sup> variety this season to be marketed and sold under the Bravo™ and Cripps Gem™ branding.

As Australian and overseas markets move towards a 'post' COVID-19 era, there is a strong sense of positivity that the Bravo™ apple program will continue its high rate of growth and enable more customers the opportunity to become devoted consumers of this premium product.

Within a very crowded domestic apple category, the expectations for strong growth of the ANABP 01<sup>®</sup> variety are high for season 2022. Even though season 2021 was extremely difficult for the fresh produce industry, we were able

to lay strong foundations for both the Bravo™ and Cripps Gem™ platforms that will allow further growth within our supermarket and independent retail programs.

Export programs of Bravo™ apples in 2022 will continue to show strong growth following a positive 2021 season under difficult conditions. With export growth from 2020 to 2021 of over 91% of Bravo™ apples, this season it is set to expand even further. Over the past two years we have provided our trade partners with a premium quality apple that is exclusively grown in Australia to consumers in Thailand, Malaysia, Singapore, Hong Kong, Indonesia and UAE. The successful establishment of Bravo™ programs into overseas retailers in Thailand and in UAE, gives confidence to Australian apple producers that the ANABP 01<sup>®</sup> is a strong export apple variety, especially within the Asian region. This upcoming season we are expecting to triple our export volume to our key markets boosting Australian Apple exports considerably.

This season will also see greater focus on technology within the program from tree to consumer. We have seen the successful implementation of the Fresh Supply Co QR Code system throughout the Bravo™ apple program, allowing consumers to instantly learn more about the variety and even the opportunity to win \$100,000 in season 2021. This technology will also provide benefits for ANABP 01<sup>®</sup> growers, with WA Farm Direct partnering with Source

Certain for national implementation this season. The Source Certain system provides a trace element signature from each producer which allows Bravo™ apples anywhere in the world to be traced back to their orchard block and grower, with or without a QR code.

Export volumes are expected to triple this upcoming season.

If you are interested in becoming an ANABP 01<sup>®</sup> grower, get in touch with us to find out more about the program. 🍏

**MORE INFORMATION ▶**

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▶ BRAVO™ apples in Siam Makro Thailand.

