



**pomewest**  
Serving WA Pome Growers

**pomewest**



# contacts

## Pomewest Committee and Officers

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### APC—Pomewest FFS Income 2016–17

Project	\$
General Account Budget	450,000
Biosecurity Account Budget	60,000

### APC—Pomewest major projects 2017–18

Project	\$
Commercialisation for WA (FW Co-operative Ltd)	120,000
<small>Note less 50% salary reimbursed for professional services of Nardia Stacy as executive officer as in 16–17 financial year.</small>	
New Technology Project (Susie Murphy White)	52,000
Study Tour to NZ	31,000
Flavonoid Project	40,000
Market Access Project	50,000
Annual Meetings & Communications	14,500
Medfly Surveillance Trapping Network (Ashmere Consulting)	60,000
Codling Moth (DPIRD)	35,000
Maturity Standards Legislation and Compliance	45,000
Industry Sponsorships and Association Memberships	12,500
Promotion & Publicity Local Project (Fresh Finesse)	24,000
Administration	148,060
APC Administration Charge	45,000

### 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

## From the Pomewest

# Executive Manager



BY NARDIA STACY  
EXECUTIVE MANAGER,  
POMEWEST



Spring has sprung and that means we are well on the way with the onset of the next season of apples and pears. The WA industry is looking forward to more volumes of quality apples and capitalising on export opportunities in 2018 this strategy should assist with lifting the value of our product after a particularly challenging year at retail.

It has been well documented that the future of the industry requires growers to continue to work together to improve eating experiences for the consumer. It is important to identify viable varieties to increase the worth of our product. WA Grown, freshness, safety and eating qualities will hold demand steady on the domestic and export markets before Pomewest continues to look for activities and projects to assist and support our growers in this venture.

### Hail damage in the east

The Pomewest committee and WA pome growers pass on their sympathies for our colleagues in Victoria, Tasmania and especially the Adelaide Hills who have endured significant losses due to hail damage which will affect significantly volume nationally for the next season.

This type of news is a terrible blow for the industry as a whole — as we all know growing fresh produce is not easy at the best of times, let alone having an act of nature to completely change the game for a season is a situation that nobody would like to be faced with.



► THE future of the industry requires growers to continue work together to improve eating experiences for the consumer.

### Update from Susie Murphy White

2018 fruit is beginning to size up nicely and measuring the fruit growth during the season enables growers to take the opportunity to make changes to thinning strategies, nutrition and water requirements, as required. This season Susie is undertaking the fruit sizing and crop estimates for WA. She will be visiting orchards each month to measure fruit size. Growers are encouraged to measure fruit weekly in between visits to build an informative dataset that can assist in the decision making during the growing season.

If you would like to participate in this project please contact Susie.



MEASURING FRUIT GROWTH DURING THE SEASON ENABLES GROWERS TO TAKE THE OPPORTUNITY TO MAKE CHANGES TO THINNING STRATEGIES, NUTRITION AND WATER REQUIREMENTS.

### Industry Summit

A WA Pome Industry Summit, sponsored by Pomewest, is planned for **7 February 2018** at the **Mercure Bunbury Sanctuary Golf Resort, Bunbury** between 3.00pm to 6.30pm. The program will include presentations relating to Pomewest's current projects and opportunity to discuss project aspirations and goals for the industry for the future. This type of engagement was suggested at our regional dinner meetings last February, as it offers an opportunity for all growers in all areas to get together to discuss our direction. So I encourage you all to attend.

### Access to China

Pomewest welcomes the news announced by Australian Government focusing on market access for mainland apples in China. To this end, we are happy to announce our involvement the funding acceptance of the National Systems Approach project to market access due to start in February 2018 to assist with this process. An article is on page 76 written by Kim James in this edition of the *WA Grower*.

### ANABP 01/BRAVO™

The commercialisation project for developing new varieties sees the BRAVO™ branded apples activities continue to be 'talk of the town' — with weekly shipments now into the retail market in Singapore being very well received.

The licensed managers Fruit West Co-operative Ltd are looking to other key premium markets in the near future and have recently conducted a national road trip this November to visit for their 67 growers across Australia, where information was shared and strategies moving forward were discussed.

### Promotion

Pomewest has also supported major promotion events this reporting period including Perth Royal Show, 2017 Perth Hills Festival, the Apples in School's Program and Ride2Work Day Breakfast at Elizabeth Quay in the Perth CBD. More on this also is reported in this edition.

### Merry Xmas

I would like to take this opportunity to wish you all greetings for the season from both myself, Susie and the Pomewest Committee. I would like to thank all our project consultants and the other horticultural industries and stakeholders who also support our industry. This includes vegetablesWA who continue to provide us with this valuable opportunity to report our activities throughout the year.

We wish our members a very Merry Xmas and fruitful New Year. Personally I would like to thank you all for your support during the year and look forward to another great year for pome fruit in 2018. 🍏

### MORE INFORMATION ►

Contact Nardia Stacy on **(08) 9368 3869** or [nardia@pomewest.net.au](mailto:nardia@pomewest.net.au)

**pomewest**  
Serving WA Pome Growers

Invites you to a  
**WA POME INDUSTRY  
SUMMIT**

**Wednesday 7 February 2018**

**Mercure Bunbury Sanctuary  
Golf Resort, Bunbury, WA**

Join us for a grower information presentation to update on projects and discuss future innovations for the industry.

**3.00pm–3.15pm**

Registration and Welcome

**3.15pm–3.45pm**

**Commercialising a new  
Variety**

Presentation and discussion

**3.45pm–4.15pm**

**Market Access**

Presentation and discussion

**4.15pm–4.30pm**

**Promotions**

Presentation and discussion

**4.30pm–5.00pm**

**Forward thinking**

Industry discussion

**5.00pm–6.00pm**

Sundowner/networking function

Note: Program is subject to change

**RSVP by Thursday 1 February 2018**

**Nardia Stacy**

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This event will be funded by the Agricultural Produce Commission fee for service collection for the APC Pome, Citrus and Stonefruit Committee — Pomewest subcommittee.

**APC**  
Agricultural Produce Commission

# National systems approach project

**H**orticulture Innovation Australia approved a national systems approach project in early October 2017. The project, led by the Commonwealth Scientific and Industrial Research Organisation (CSIRO) includes three states — New South Wales, Victoria and Western Australia.

\$6.5M  
PROJECT



► *CYDIA pomonella* — codling moth.



**REDUCE PEST RISK WITH: TRAPPING, BAITING, PESTICIDE APPLICATION & FRUIT INSPECTION**

The national project is valued at \$6.5m and thanks to the contributions from Pomewest and the Department of Primary Industries and Regional Development (DPIRD) the Western Australian project budget value will be \$978,000.

The four-year DPIRD project is designed to develop market access options for apples produced in the Manjimup and Pemberton region and will include evaluation of measures within a Systems Approach to improve market access options for apples produced in the region. The systems approach project will determine the cumulative efficacy required to satisfy trading partners that apple trade via a Systems Approach will provide an acceptable level of protection from pests of quarantine concern.

The project will focus on a Systems Approach to pest management with the key pests of quarantine concern being Mediterranean fruit fly and moths in the region.

A phytosanitary system that meets acceptable pest thresholds can replace or compliment prescribed phytosanitary treatment (such as an end point treatment).

The project will use the expertise and knowledge of CSIRO, DPIRD and local apple producers to show how surveillance, good biosecurity and production practice combined with effective pest management in the area can be developed to improve domestic or international market access. DPIRD plan to recruit a project officer to be based in Manjimup.

A variety of measures within a Systems Approach can be used to reduce pest risk, such as trapping, baiting, pesticide application, fruit inspection (dissection of harvested fruit), or by inspection in the shed prior to packing. By collecting evidence of absence data from two or more measures within a Systems Approach the data sets will be analysed and modelled by CSIRO to produce supporting evidence for market access applications.

Accreditation of a Systems Approach for domestic market access is normally done by the national Subcommittee on Domestic Quarantine and Market Access (SDQMA) and for international market access via the Department of Agriculture and Water Resources (DAWR) and the bilateral agreement process between countries.



► *MEDITERRANEAN* fruit fly.

A multi-component Systems Approach to quarantine security shows great potential for expanded use in many areas. It presents more difficulties in terms of acceptance than a single end point treatment, however it will have fewer negative effects on product quality and should open the way to trade not currently possible. The challenge will be to control pests of quarantine concern, quantification of risk arising from each measure, and the integration of those to provide a reliable estimate of end point risk. 🍏

**MORE INFORMATION ►**

For more information contact Nardia Stacy at [Nardia.Stacy@dpird.wa.gov.au](mailto:Nardia.Stacy@dpird.wa.gov.au)



► **MEDFLY** damage.



# AUSSIE APPLES

## get active in Schools



BY NOELENE SWAIN  
FRESH FINESSE

**T**here's no doubt kids LOVE apples and yet consumption is constantly under threat by highly marketed snack food products. With approximately 25% of Aussie kids now considered overweight or obese, it is important to teach kids to enjoy fresh fruit. The current healthy eating focus within schools continues to present opportunities to work with kids through primary schools.



WA primary schools celebrate Fruit and Veg Week in September each year with a particular focus on the Great Vegie Crunch held on 4–8th September when schools across the state focused on activities to highlight the need to eat more vegetables and fruit. This created an excellent opportunity to engage with schools by providing a carton of apples to implement activities within the classroom.

The Apples in Schools program supplied 20 WA primary schools in September, involving over 2,000 students across 56 classes.

Evaluation forms, photos and work samples were returned by participating classes, demonstrating the apples provided an extremely positive experience within schools. Resources were actively used within classroom programs as well as sports carnivals, social justice activities and playground initiatives.

Fresh apples were an excellent trigger for discussions on healthy eating, sustainability, seasons and importance of supporting local producers. They were also integrated across the curriculum into lessons on maths, English, sport, art, drama, music, health, cooking and more. Some schools made the apples the focus of school wide programs and included extensive coverage through their newsletters and parent communications.

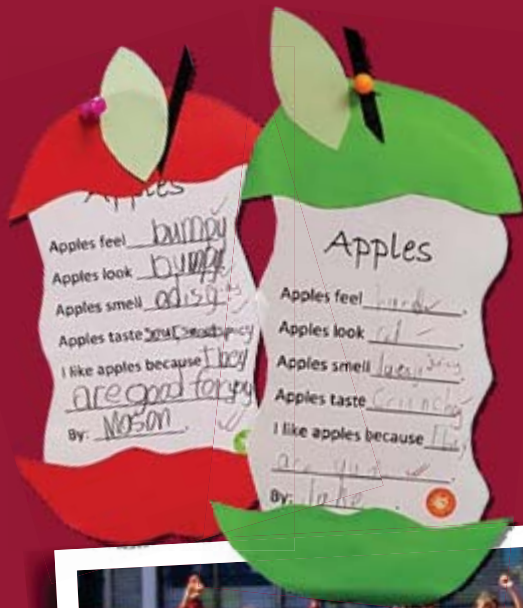
Many primary schools make active use of Apple Slinky machines — either in the canteen, the classroom, or even some Principals were heard to use it as a recess treat and opportunity to connect with the students. These fun gadgets put some fun into eating apples which is well received by students.

Support was also provided at two Health Expos held in senior high schools. These full day expos attract a variety of health agencies and involve the whole school to visit the displays staggered through the day. Apple slinkies were made and shared with some of the 2,500 students in attendance. The attitude of the teenage students was extremely positive to apples being a great healthy and delicious snack.

This is an excellent positive program which has achieved a strong response from teachers and active integration into the classroom programs. Continued support in the future is expected to build positive eating habits and awareness with children.

**MORE INFORMATION ►**

For more information contact Nardia Stacy, Pomewest [Nardia.Stacy@dpird.wa.gov.au](mailto:Nardia.Stacy@dpird.wa.gov.au)





# AUSSIE APPLES

## AT PERTH ROYAL SHOW



BY NOELENE SWAIN  
FRESH FINESSE

**A**pples were once again involved at the IGA Perth Royal Show with a move across to the Walk through WA display in the Centenary Pavilion to achieve an audience focused on regional WA and the fresh food produced in these regions.

This move placed the apple stand amongst other regional displays with a large four metre by six metre stand well positioned in the pavilion. With excellent background signage of apple varieties, supply map and general orchard lifestyle images, this location proved ideal for engagement with individuals, families and children interested in local food.



The apple offer included samples of the new BRAVO™ apples and the opportunity to explain the story behind this premium variety. An estimated 15,000 people sampled the BRAVO™ over the eight day show. Armed with Apple Slinky machines, the apple team also managed to swirl and twirl their way through over 2,000 BRAVO™ apples and over 1,000 Pink Lady and Granny Smith apples whilst chatting to show goers about the importance of eating locally produced fruit.

**Product presentations and cooking demonstrations conducted by Nardia Stacy and Noelene Swain on the Talk through WA stage and the Taste WA stage throughout the show provided further opportunity to share the apple industry story.**

BRAVO™ apples were served at the launch cocktail function and media interest also achieved good coverage through print, video and social media.

An electronic and paper survey was conducted to gather email addresses and details on reactions to the new BRAVO™ apple. It is clear that people are truly impressed with the variety. A separate data report has been prepared to summarize this survey.

Sale of a small stock of Apple Slinky machines appealed to those keen to continue the apple 'magic' at home. Such a simple tool provides a key easy mechanism for kids (of all ages!) to enjoy apples fresh or to prepare apples for cooking. These machines have a strong

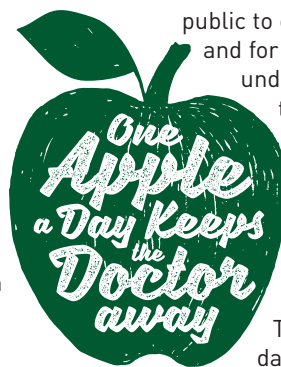


following in Primary Schools and school canteens. Even young adults drooled affectionately over the apples as they recalled their primary school memories.

Thanks are extended to the volunteers who assisted with manning the stand during the show.

This is an excellent forum for the general public to engage directly with growers, and for growers to gain a first hand understanding of what the public think of the produce they buy. Further thanks Horticulture Innovation Australia, Fruit West Cooperative and WA Farm Direct for the support to underwrite this major promotional activity for WA.

The poor weather this year dampened attendance early in the show however the new pavilion proved most successful. The show provides an excellent opportunity to engage with the public. We would recommend continued involvement in this location in 2018. 🍏



**MORE INFORMATION ►**

For more information contact Nardia Stacy at Pomewest on [Nardia.Stacy@dpcirp.wa.gov.au](mailto:Nardia.Stacy@dpcirp.wa.gov.au)

