



POMEWEST
Serving WA Pome Growers



Pomewest Committee Members

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Nardia Stacy — Executive Manager
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APC-Pomewest FFS Income 2016-17

Project	\$
General Account Budget	500,000
Biosecurity Account Budget	70,000

APC-Pomewest projects 2016-17

Project	\$
Commercialisation for WA (FW Co-operative Ltd) <small>Note less 50% salary reimbursed for professional services of Nardia Stacy as executive officer as in 15-16 financial year.</small>	120,000
Dormancy and New Technology Project (Susie Murphy White)	68,135
Medfly Surveillance Trapping Network (Ashmere Consulting)	58,025
Codling Moth (DAFWA)	35,620
Maturity Standards legislation and compliance (Ashmere Consulting)	25,000
Flavonoid Project	25,000
Natural Mite control Project (shared with the Stone Fruit Subcommittee) (Stewart Learmonth DAFWA)	7,900
Promotion & Publicity Local Project (Fresh Finesse)	16,000
Industry Sponsorships and Association Memberships	12,000
Administration	123,500
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



Executive Manager Report



BY NARDIA STACY
EXECUTIVE MANAGER,
POMEWEST



The 2017 West Australian harvest season has mostly been smooth sailing with the weather being very kind for picking.

Cold mornings have ensured good colour development with most varieties having a two week delay. Pink Lady™ picking only started in Manjimup on the 10 May. Fruit size has been just on or just below the WA and Australian averages. By all reports the volumes are sound and prices are holding up very well.

Committee

There are positions available on the Pomewest Committee and the APC will appoint from nominations received from the recent nomination call. Pomewest will advise the outcome of this process shortly.

Tomato potato psyllid (TPP)

After a month of concern about exporting our WA apples and pears to the East Coast there has been some welcome news for the WA Pome industry.

After negotiations between industry, Department of Agriculture and Food (DAFWA) and the States and the carrier host status as part Rosaceae family, it is now pleasing to report there has been major progress for our export conditions. This result has come about after DAFWA hosted a workshop in Adelaide 8-9 May to discuss protocols to facilitate interstate trade and market access and TPP movement restrictions.

The outcome has been that fruit from WA has been placed in a new category and recognised as a non-TPP carrier which aligns with the current NZ imports protocol.

This means that trade can stay as normal provided they are free of any green plant or leaf material. This will have a significant impact for our market access to the East especially for developing markets for the Bravo™ apple and for organic growers with pre-existing contracts in the East. Along with other conventional growers who were planning to export to the

East later in the season. On behalf of the Pome industry I thank DAFWA for their assistance in sorting out this matter for our industry — it is a great example of how DAFWA has acted in the best interests of industry and by working together we have been to achieve this outcome.

Other planned activities for 2017–18 FFS funding year:

Social media

As you are already aware, Pomewest has funded social media campaign, a new initiative of the Pomewest Committee this season. Facebook www.facebook.com/ApplesWA Instagram: [waapplesandpears](https://www.instagram.com/waapplesandpears)

We encourage our members to have a look at both sites — and please like the Facebook page and follow Instagram as support to the industry. Contributions for images and positive comments are welcome, just use your mobile phone to assist us with great stories, images/videos of your produce. Be aware that images surrounding picking, packing, fruit on trees, farmers markets — anything that will be of interest to the consumer will assist us in promoting the industry and demand for our fruit. Please be aware that content should be only be positive and reflect the industry's dedication to provide consumers with a top quality product.

Study Tour NZ

Exciting news Susie Murphy White is planning a Study Tour to NZ for our members for the opportunity to visit orchards in New Zealand and encourage the transfer of orchard technology.

► **CONTRIBUTIONS** of images and positive comments assist us in promoting the industry and demand for our fruit.



Our new
Facebook page
[facebook.com/
ApplesWA](http://facebook.com/ApplesWA)

Study tours are an essential part of the orchard technology transfer process necessary in the WA Pome fruit industry. It will influence participants on the impact of important decision making, feeding conversations and changing practices in the industry. At present there is a generational shift in some WA orchards, this is an opportunity to encourage the future orchardists to identify and develop new skills and techniques which can be adapted to suit their own circumstances. For example varietal choices, rootstock choices, staff management, planting architecture and tree training options.

Part of the technology transfer process is to see the growing systems, varieties being planted in major pome fruit areas of NZ, new technologies and mechanical assistance in the orchard, learn about their export process and what NZ expect to be exporting. The NZ Pome fruit industry is geared towards export and our WA Pome fruit industry has much to gain from the NZ experience.

Timing of this tour will be decided shortly.

Minimum Maturity Standards — Royal Gala, Pink Lady™ and Granny Smith

All WA growers have supported maturity standards for the above varieties. Francis Delima of Aghort Solutions has been contracted to test fruit to ensure that growers and the supply chain are adhering to the proposed maturity standards that were agreed to earlier this year. It is important to make sure that these standards are achievable as it is the WA industry intention to legislate these standards for the 2018 season. This will improve the eating qualities for WA consumers. Reporting to growers will happen shortly along with an article in this edition.

Bravo™ launch

The Bravo™ Apple 2017 WA Season launch took place on 9 May at the Perth City Farm. This event was sponsored by the appointed marketers WA Farm Direct. The event, a long table dinner, featured four course Bravo™ dishes from Ambassador Chef Sophie Zalokar. Brand champions, from growers, retailers, media, and hospitality all enjoyed this amazing evening.



Sponsorships and promotions

The Donnybrook Apple festival over the Easter Break, and School Health Week featured new season's fruit in May was supported by Pomewest via promotion and sponsorship programs.

The Perth Royal Show is again being considered again as the main feature for WA pomefruit promotion in late September/early October.

Upcoming events

Please note that the next Future Orchard walk will take place on **Friday 23rd June** for a 9.00 am start — venue will be announced via our email distribution communication systems.

We welcome any queries or suggestions from our members please feel free to contact me any time for assistance. 🍏

MORE INFORMATION ►

Contact Nardia Stacy on (08) 9368 3869 or nardia@pomewest.net.au

Market quality testing

for Royal Gala, Pink Lady and Granny Smith in 2017

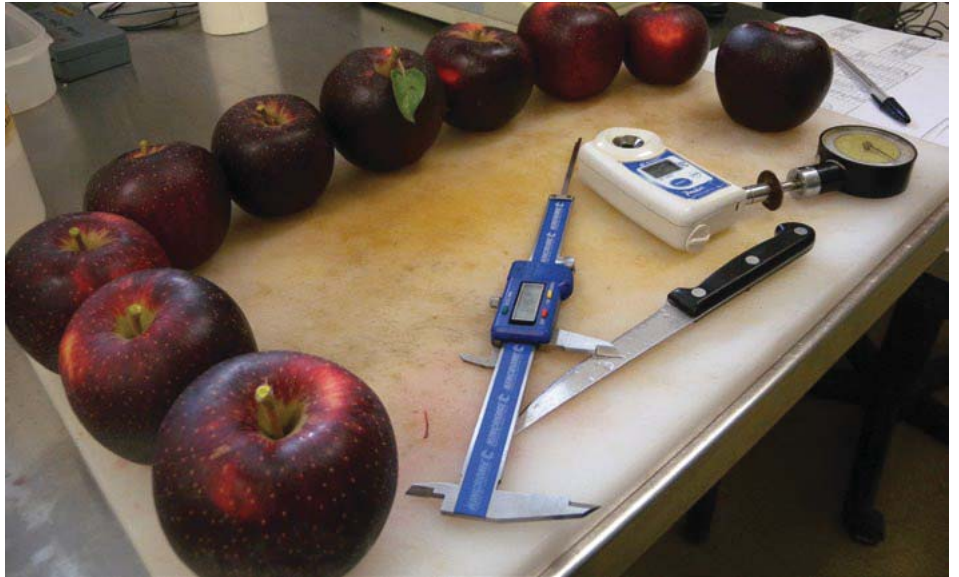
BY DR FRANCIS DE LIMA
DIRECTOR AGHORT SOLUTIONS PTY. LTD.

To retain market share in the midst of high competition, major fresh food retailers require growers to supply good quality and safe fruit.

In keeping with consumer demand large supermarket chains have ceased their requirement to wax apples this year. The Western Australian pome fruit industry is focussed on delivering high quality fruits to consumers. Pomewest has funded research for many years with the aim of boosting quality.

Early in 2017 provisional draft minimum maturity standards were presented by Pomewest for consideration by industry.

This led to a short project running from February to September 2017 to test WA grown Gala, Granny Smith and Pink Lady™ apples supplied to the market. The aim is to assess quality at harvest in the orchard and follow through in the supply chain at the wholesale market and at selected retail outlets including the major



► THE testing measures fruit pressure, total soluble solids, starch index and fruit acidity.

supermarkets. The project's significance is in providing information on industry's ability to supply fruit that will meet the minimum standards proposed under the *WA Biosecurity and Management Act 2007*.

The apples are tested using techniques for assessment approved by Apple and Pear Australia Ltd (APAL) as well as the methodology used for the 2015-16 Pomewest project that tested the maturity of WA apple varieties.

Fruit pressure (kg) is measured by using a FT 327 Penetrometer (11mm tip); total soluble solids (°Brix) are measured using a high precision digital sucrose refractometer with automatic temperature compensation; fruits are scored on a Starch Index test (SI) Department of Agriculture and Food Western Australia (DAFWA) and fruit acidity (Malic acid) is measured using a Hanna Instruments mini titrator for fruit juice analysis.

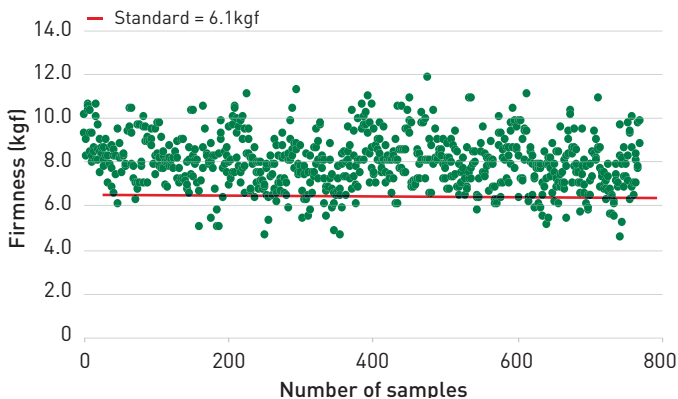


FIGURE 1 Record of firmness (kgf) of Gala apples presented for sale in 2017
Samples below the 6.1 kgf standard represent approximately 3% of the apples sold

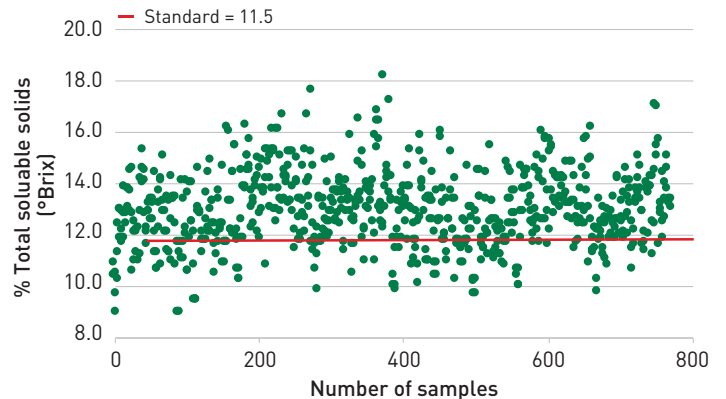


FIGURE 2 Measurement of total soluble solids (°Brix) of Gala apples sold in wholesale and retail markets in 2017
Samples below the 11.5 standard represent approximately 15% of the apples sold

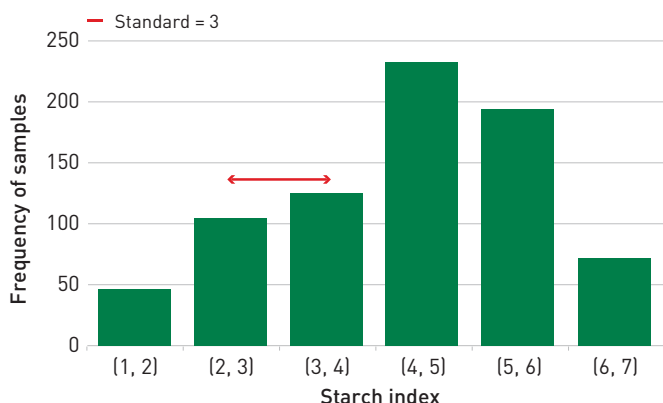


FIGURE 3 Starch Index of Gala apples sold in wholesale and retail markets in 2017
 Samples below the 3.0 SI standard represent approximately 20% of the apples sold

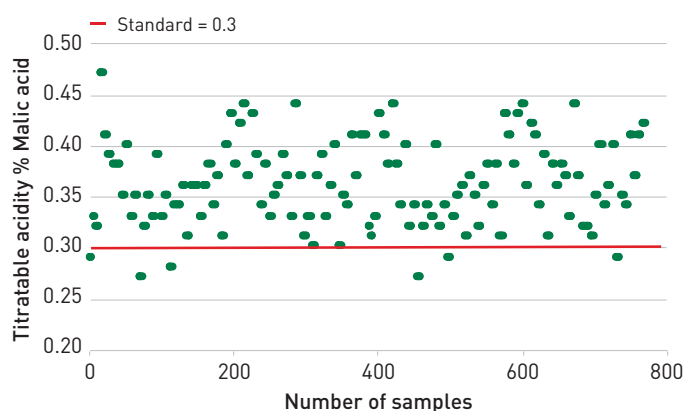


FIGURE 4 Measurement of acidity in Gala apples sold at wholesale and retail markets in 2017
 Samples above 0.3% malic acid indicate higher tart taste in the majority of apples sold. The taste will moderate in storage

Photographs of the test apples are taken and external appearance is scored using supermarket guidelines. Data with diagnostic information is supplied to Pomewest in fortnightly reports.

The expected project outcome is scientific data and analysis of the quality of market supply from the 2017 harvest.

Industry benefits are information on:

- a) quality of supply with regard to the proposed standards;
- b) age of fruit supplied i.e. from the 2017 or an earlier harvest;
- c) storage capabilities in the supply chain that affect quality at point of sale. This information will assist industry to determine where quality improvements can be made at harvest and in the supply chain and the requirements for further information and/or training.

The data obtained for fruits supplied to wholesale and retail markets are shown in Figures 1–4.

Results for Gala apples sold in wholesale and retail markets including supermarkets show that the majority of growers are

supplying good quality fruits. Some produce below standard has been recorded. There is some mixing of old fruit (2016 harvest) which shows up as firmness approaching 4 and starch index (SI) of 6.

Some fruits have SI of 1 indicating immature fruits. The °Brix content in immature fruits show that some fruit records are as low as 8%. The majority of fruits have % malic acid above 0.3 indicating tartness. This will moderate in a few weeks of cold storage. The data shows that the majority of growers are supplying very good crops even though the 2016 climatic conditions did not represent optimum conditions. There is sufficient opportunity to raise the standards to be more in line with international standards for Gala such as observed in New Zealand. 🍏

MORE INFORMATION ►

Contact Nardia Stacy for further information on email nardia@fruitwest.org.au or phone (08) 9368 3869



Team Bravo attended Hort Connections



BY NARDIA STACY
 EXECUTIVE MANAGER,
 POMEWEST



► MATTHEW McInerney, Jenny Mercer, Steele Jacob, Nardia Stacy & Dan Kuzmicich.

The trademarked Bravo™ apple was very well received especially during the tradeshow.

It was the ideal platform to increase national market/brand awareness and increase the army of 'Bravo™ champions'.

Team Bravo™ were present at the recent **Hort Connections 2017**, 15–17 May in Adelaide, to promote the Bravo™ apple. Many thanks to Visy for championing the Bravo™ apple at this event.

bravoTM
 LIKE NO OTHERTM



WA launch

Photos courtesy Craig Kinder Food Photography.



Sophie drew attention to BravoTM apple's sweetness and fresh aroma that she likens to the earthy smell of rain on dry earth. The apple also has hints of woody, Christmas spice and red wine flavours.

"BravoTM is so striking in its appearance and the good news is that it excels in the flavour department as well," said Sophie.

Fruit West Executive Officer, Nardia Stacy, said, "Commercial production of BravoTM will increase every year allowing the introduction of this very impressive apple into many more retail outlets."

"We want to educate retailers and apple eaters about the special qualities of BravoTM, from its visual appeal to its refreshing flavour, so that they can help spread the word," she added.

Jenny Mercer, Managing Director of WA Farm Direct, and the national supplier of the BravoTM apple, said "we're really hopeful that BravoTM will be a turning point for Australian orchardists who have been doing it really tough for a long time. BravoTM is only grown in Australia and because it's so unique the export demand has been strong. If we can start the process of helping orchards become sustainable again, it does a lot to increase jobs in rural Australia and bring some much needed investment back into our rural communities.

This could really be the start of a brand new industry, which will benefit all Australians."



► **STEELE** Jacob (DAFWA), Nardia Stacy (FWCL) and Mario Casotti (FWCL).

► **SOPHIE** Zalokar (Chef & BravoTM ambassador), Alannah MacTiernan (Minister for Agriculture & Food MLC), Nardia Stacy (FWCL) and Jenny Mercer (WA Farm Direct).

The launch provided the perfect opportunity to showcase the striking burgundy apple, currently available in independent retailers and Woolworths stores in WA. The launch also kicked off the **#BiteYourBravo** photography competition to be run through social media (**@bravoapples** on Instagram and **@bravoapplesofficial** on Facebook) with the winner to receive a weekend getaway in the heart of apple country at Foragers in Pemberton.

Guests were served a menu created by renowned chef and local food champion Sophie Zalokar, with BravoTM apples featured in every course.

Industry heavy weights gathered May 9th for the 2017 launch of BravoTM, the apple that is truly Like No OtherTM.


Top Perth chefs, retailers, media and social commentators joined Agriculture and Food Minister Alannah MacTiernan and horticulture industry leaders for the launch of the 2017 BravoTM apple season at the Perth City Farm. The event was sponsored by WA Farm Direct. The apple, over two decades in the making, is an exciting new choice for Australian consumers.

► **INGRID** Behr & Bill Ryan (APC), Harvey Giblett (Pomewest) and Gail (Ipson Cutts).





Colin Griffin Buyer for The Boatshed Market commented "Celebrating years of tireless work put into the development of this unique variety — a world first — was the culmination of a dedicated program from Fruit West Co-operative Ltd to showcase Bravo™ on the National and International stage. Attendees at the dinner were proud to be charged as champions of the Bravo™ apple."

The apple was bred by the Department of Agriculture and Food as part of a program supported by the State Government and industry. 

Bravo™ apple history

In 1992, John Cripps, crossed two apple varieties — Cripps Red and Royal Gala — which bore a number of seedlings.

Over the next twenty years, the Department of Agriculture and Food (DAFWA), as part of the Australian National Apple Breeding Program, developed and further tested these apple trees and their fruit. It was quite apparent through this time that the program had something like no other apple, in the fruit of ANABP 01 variety from which we get the Bravo™ branded apple.

Interest in the new variety and its distinctive fruit peaked interest from local Western Australian growers, as well as growers from the eastern states.

ANABP 01 was released to commercial orchards in Australia in 2014 through a commercialisation arrangement with Fruit West Co-operative Limited.

In 2016, Bravo™ branded apples debuted on premium retailers' shelves in WA and New South Wales.

Bravo™ apples have a distinct sweetness, are crisp and crunchy, and have a striking dark burgundy colour like no other apple in the Australian market. Bravo™ has been embraced by growers, retailers and consumers alike, as an exciting new choice for apple lovers.



WIN

A weekend stay at Foragers!

#BiteYourBravo Social Media Competition

To celebrate the 2017 launch of Bravo™ apple, WA Farm Direct is giving away a weekend stay at Foragers in Pemberton.

The competition was launched on Facebook and Instagram on the 10th May. For a chance to win the ultimate getaway, customers need to follow Bravo™'s official pages on Instagram or Facebook and post a picture featuring a delicious Bravo apple using the hashtag **#BiteYourBravo** and tagging **@bravoapples** (Instagram) or **@bravoapplesofficial** (Facebook). One winner from all entries on Facebook and Instagram will be selected with the competition closing on the **31st August 2017**. Terms and conditions apply, head to the Bravo™ Facebook page for more details.

 Bravo Apples  bravoapples

Bravo™ apple tasting notes

(by Sophie Zalokar)

Colour and appearance

- A medium to large, full and rounded sized apple with a distinctively rich, deep burgundy coloured skin and golden lenticels or sparkle-like flecks over the skin surface
- Creamy, parchment white flesh colour, which beautifully contrasts to the skin. When cut, the flesh is slow to oxidize
- The apple flesh has a firm, crisp texture loaded with juice, holding its shape well when cooked
- Great crispy crunch and feel in the mouth when eaten as table fruit.

Aroma and flavours

- Sweet with a fresh aroma similar to the earthy smell of rain on dry earth
- Hints of woody, Christmas spice and red wine flavours
- Very pleasant, well balanced sugar to acid flavour.

Stockists

Wholesale via WA Farm Direct

MP 58 Market City, 280 Bannister Road, Canning Vale WA

Jenny Mercer

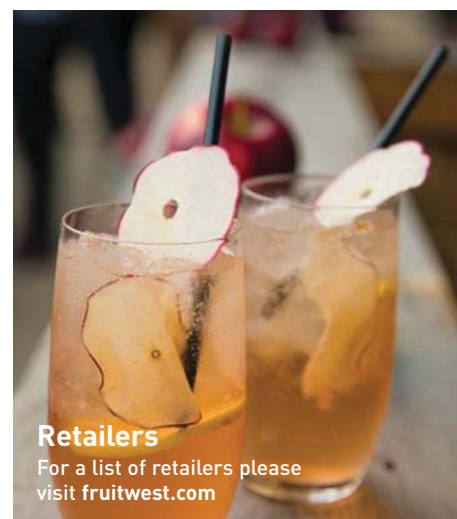
M: 0409 880 569

E: jenny.mercer@wafarmdirect.com.au

Brad Mercer

M: 0419 492 677

E: brad.mercer@wafarmdirect.com.au



Retailers

For a list of retailers please visit fruitwest.com



Improving natural control of mites in WA

Release and monitor new species of predatory mites

BY STEWART LEARMONTH
DEPARTMENT OF AGRICULTURE AND
FOOD WESTERN AUSTRALIA MANJIMUP

This project studies the role of predatory mites in both pome fruit and stone fruit orchards with the aim of improving natural control of the main species of pest mite through the introduction of predatory mite species considered to be absent from Western Australia. This report summarises activities for pome fruit in the 2016–17 season.

Four mite species were monitored. These include two-spotted mite, bryobia mite, apple rust mite and European red mite.

There was an emphasis on European red mite because the main aim of the project is to introduce, release and monitor the effect of the predatory mite, *Typhodromus pyri*, which has a reputation of controlling ERM in eastern Australia. Comments on the abundance and natural control of all four species in the orchards monitored are included. Orchards chosen for study were in the Donnybrook, Manjimup/Pemberton and Nannup areas. No apple orchards in the Perth Hills were included in this study because European red mite has the reputation of being more prevalent in the southern areas of production.

Two-spotted mite was conspicuous by its veritable absence in these southern areas of apple production. There may be a couple of reasons for this. Now endemic predators of two-spotted mite have the reputation of not being as efficient in controlling European red mite and so it may be that two-spotted mite may have



▶ EUROPEAN red mite leaf damage.



Photo courtesy of Professor Yang Cao (ASAG)

▶ A predatory mite (*Typhodromus pyri*) eating a tobacco beetle egg.

been displaced by European red mite. Also miticide use against two-spotted mite is well timed through regular monitoring as well as the strategic use of the chemical abamectin early.

Bryobia mite has been of importance in apples in a Nannup orchard. Unlike other pest mite species, bryobia mite is not known to have any particular species of effective predatory mites. A preliminary examination of the efficacy of releases of the predatory mite “californicus” seem to have been ineffective. Discussions with orchardists on managing this mite in both pome and stone fruit orchards relate to use of oil sprays in spring.

Apple rust mite is a relatively common species in apple orchards but consistently is controlled by predatory mites.

This pest mite is microscopic and it is important for orchardists to understand that it occurs so sprays possibly disruptive to the predator can be avoided.

The species of predatory mite identified and associated with apple rust mite is not considered to be effective against pest mites that belong to the family of mites that contains the pests two-spotted mite, bryobia mite and European red mite.

ERM was present in two orchards at good levels for releasing *T pyri*. Unfortunately this predator was not available from Victoria in time this season. An extension of the project will be requested to import and assess this natural control agent. 🍏

MORE INFORMATION ▶

For more information contact Stewart Learmonth at stewart.learmonth@agric.wa.gov.au



Department of
Agriculture and Food

