



pome update





contacts

Pomewest Committee and Officers

Harvey Giblett, Chair	e: newtonbros@wn.com.au
Mario Casotti	e: mario@casottigroup.com
Wayne Ghilarducci	e: strathspey@modnet.com.au
Jason Jarvis	e: twinpack@bigpond.com
Sam Licciardello	e: sam@orchard1sixty.com.au
Mark Scott	e: markscott@bigpond.com

Susie Murphy White, Project Manager
e: susan.murphy-white@dpird.wa.gov.au

Nardia Stacy, Executive Manager
e: nardia@fruitwest.org.au

Natalie Gallagher, Executive Assistant
e: natalie.gallagher@dpird.wa.gov.au

APC—Pomewest FFS Income 2018—19

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

APC—Pomewest major projects 2018—19

Project	\$
New Technology Project (Susie Murphy White)	88,860
Innovative Orchardist Group Project	28,000
Markers, Markets and Validated Nutritional Qualities of Australian Apples	20,000
Market Access Projects	116,280
Annual Meetings and Communications	14,500
Medfly Surveillance Trapping Network (Ashmere Consulting)	60,000
Codling Moth (DPIRD)	36,000
Maturity Standards Legislation and Compliance	80,000
Industry Sponsorships and Association Memberships	4,800
Promotion & Publicity Local Project (Fresh Finesse)	37,500
Natural Mite control/Baseline fungicide resistance — Apple Scab	17,680
Administration	185,000
APC Administration	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



► PHIL Turnbull, Susie Murphy White, Nardia Stacy, Terry Martella, Carol Martella, Steele Jacob and Paul Good.

Hort Connections
18–20 June 2018.



BY NARDIA STACY
EXECUTIVE MANAGER,
POMEWEST

A tribe of WA Pome identities recently travelled to sunny Brisbane, Queensland to attend the Hort Connections 2018 on 18–20 June.

The party included, Terry and Carol Martella, Wayne Ghilarducci, Susie Murphy White, Steele Jacob, Paul Good, Mark Wilkinson and myself, along with other WA horticulture personnel from vegetablesWA and WA Citrus.

We are happy to report that WA had very good exposure at the conference this year and two of the participants were recognised and awarded for their service to the Pome industry. Congratulations to Terry Martella of Santa Rita Orchard and our own Susie Murphy White. See more details in this edition on page 72.

The networking opportunities at these types of events are valuable and our connection to the wider industries is key for good for relationship building and information sharing.

This conference was no exception, it was great to meet up with old and new colleagues, view the massive tradeshow, receive updates on new growing and marketing processes and products and hear about marketing trends and innovations at the information sessions. It was also great to connect with Apple and Pear Australia Ltd.'s CEO Phil Turnbull and APAL's supporting staff and enjoy the APAL Speed updating session along with the Horticulture Innovations Australia Ltd people.

As such we have a Summit in September in Bunbury. This will build on some of the national presentations and expose WA growers to some of the technical speakers.

We have also invited APAL and Hort Innovation to present and update growers on future national strategies and plans for the industry moving forward for research and marketing. Hope to see many growers attend as this promises to be a great informative session and opportunity for growers from all areas of the industry to catch up on activities and have a chat.

Looking forward

Promising spring conditions is an indication of the quality of our next season, and Susie Murphy White has been updating you on chill and rainfall data. We continue with our future orchards and other programs such as the Integrated Pest and Disease Management workshops funded by Hort Innovation under the future technology project.

Don't forget to register for the Innovative Orchardists program, and the September Future Orchard Walk.

This edition we will report on our recent Export Competitiveness grant for Cold Chain disinfection and quality Management of BRAVO™ branded apples by Francis De Lima of AgHort Solutions. We will also report on more of the 2018 Hort Connections.

Finally, we are always looking to improve our communications and services to you. This includes how we can better engage with all growing regions. I encourage you to contact us. The committee will take on board any feedback or suggestions on how we can improve your FFS benefits and we look to you to assist us to direct our energies to build and progress the industry. 🍏

MORE INFORMATION ►

Contact Nardia Stacy on (08) 9368 3869 or nardia@fruitwest.org.au



New Pomewest Contact Policy

Procedures on how to raise industry matters

- 1 Pome growers will be advised of upcoming committee meetings at least one week in advance of the meeting. Notice will include the meeting agenda. Notification will be via email — please note if we do not have a current email for you we will be unable to provide you with the agenda so please take the opportunity to update or check your contact details with us.
- 2 If growers wish to comment on, or add to, the agenda they are encouraged to do so by contacting their local regional sub-committee representative directly — contact details will be included in the agenda. If your region is not directly identified please use the closest area representative.
- 3 Sub-committee representatives will bring the matter to the attention of the committee at the meeting on behalf of that grower member. Growers' identities (confidentiality) will be preserved unless the growers specifically request that their identity is made known.
- 4 Once Minutes of meetings have been confirmed these will be available on request. Minutes are generally confirmed at the following committee meeting.
- 5 Any discussion/queries on the Minutes should be taken up with the committee representative or the Chair.
- 6 The sub-committee will continue with its current policy of holding periodic grower meetings (format/location decided in consultation with growers). All growers are invited to these meetings. They provide an opportunity to interact directly with the committee and other growers. They are also a forum to give and receive feedback on projects undertaken by the committee, and for the sub-committee to identify grower support for proposed projects. 🍏

MORE INFORMATION ►

Contact Nardia Stacy on (08) 9368 3869 or nardia@fruitwest.org.au

Hort Connections 2018

HORT CONNECTIONS 18-20 June 2018
Brisbane Convention Centre



BY SUSIE MURPHY WHITE¹ AND TERRY MARTELLA²

¹ PROJECT MANAGER POMEWEST

² SANTA RITA ORCHARD KIRUP

It was a great week for the WA contingent in Brisbane starting the conference with APAL's welcome function on South Bank sponsored by Woolworths, this was a great opportunity to network with pome growers and researchers from around the country.

Monday's APAL Speed Updating started with the awards breakfast. With nominations from WA in all categories, well done to those who were nominated.

The APAL Speed Updating was full of great information with over 140 people attending. The sessions started with Angus Crawford and Ross Wilson updating everyone on the great progress with the current Future Orchards project. Sally Bound from Tasmanian Institute of Agriculture proceeded to help the audience see ASE (Artificial Spur Extension) as a paradigm shift for chemical thinning after considering the cost comparison. We were then blown away with the advertising campaign

from Aussie Apples and Australian Pears watching the current TV, cinema and digital advertising by Olivia Grey from Hort Innovation. We then saw the reach these adverts had with the Nielsen Homescan data revealing the volume of purchases from the pear isle increasing by 6% and apple isle by 13% from 2017. We then looked at pollination and how many times a bee visits the flower for effective pollination with Romina Rader from University of New England. Romina showed that netting can reduce visitation but there were strategies needed to improve bee health rather than increasing the amount of hives per hectare to improve pollination.

Hannah James from AgroFresh gave a presentation on Harvista Technology which is a real time harvest management tool that can be used in the orchard as the fruit is picked.

International guest speakers to the speed updates were from Germany, South Africa and USA this year with Dr Jens Wunsche from University of Hohenheim talking about the Biennial Bearing project funded by Hort Innovation. Dr Karen Theron from Stellenbosch University presented on the South African industry and how their research strategies are delivered. Lee Kalcsits from Washington State University showed

some impressive technology using MRI's to map the calcium uptake and distribution in apples.

The Variety Showcase was on display during lunchtime with lots of interest at the Bravo™ stand.

Monday evening the trade show was launched with over 250 companies and sponsors displaying their products and services to the 3,000 conference participants. The APAL stand had the BRAVO™ apple on display with WA growers, breeders and marketers promoting the apple.

Tuesday morning and the Hort connections conference was opened at breakfast time. The morning's session was launched with the theme of 'Doubling Productivity and Halving Waste'. Futurist Chris Riddell gave the first presentation which set the scene of consumers choosing convenience food in Amazon and walking out of the store without reach for their wallets. Consumers still face issues of trust as they want to see where our food comes from but the blended reality means the supply chain of fresh produce can be visible to the consumer. A panel discussion with CEO's from AUSVEG and PMA, Julian Cribb Science writer and Jimmy Botella from University of Queensland discussed the need to start talking about food and linking dietitians to food producers.



► **HANNAH** James (AgroFresh), **Susie** Murphy White (Pomewest), **Michele** Allan (APAL Chair), **Nardia** Stacy (Pomewest) and **Phil** Turnball (CEO APA).

In the afternoon we went back into the APAL stream with more in depth presentations from the APAL international speakers and Steve Saunders from the Plus Group Horticulture New Zealand. He talked about innovations in automation and robotics for horticulture. This made the robotic apple picker seem like it could be here tomorrow. This presentation was probably the most exciting.

Breakfast speaker on Wednesday morning was Tommy Lee a Vietnamese refugee that made it to Australia after surviving days in the open ocean in a dinghy with eight other children and four adults was an inspiration to all in the audience. From humble beginnings working two jobs in Adelaide to now being employed by EE Muir & Sons as an advisor to the many Vietnamese growers in QLD.

The morning was full of concurrent sessions covering many interesting topics including the Global Innovations in Horticulture seminar. Interesting to hear the innovation in scientific traceability of our food that can go right back through to its origin.

After lunch the APAL Panel session on Agritech for orchard systems was facilitated by Craig Hornblow from AgFirst NZ where the design and management of the orchard systems of the future were discussed along

with monitoring tools, yield mapping and data management. This session included a rotating panel of growers from around Australia and was a really great forum to debate the pros and cons of the different current and future technology's available to growers.

The last session attended was the Women in Horticulture session with Racheal Robertson talking about 'Leading on the Edge' and her experiences as the first female leader in an Antarctic winter expedition. Racheal was so inspiring with many great leadership tips.

The next speaker was **Liza Dale-Halett** talking about the **Invisible Farmer** project initiated by Museums Victoria, aimed at recording the role of women on farms who were often behind the camera and not visible in our histories.

The Hort connections gala dinner was attended by over 1,400 people and was a celebration for the WA contingent with two from our table on the nomination list for awards of excellence.

We saw Terry Martella awarded with the Innovation Partner Award, a great achievement for Terry and the Santa Rita Orchard family. He was the only Apple and Pear grower to receive an award of excellence at the 2018 gala dinner.



Women in Horticulture session 'Leading on the Edge' with Racheal Robertson.

It was an inspiring conference this year and I hope that others will want to come and share the experience with us again next year in Melbourne.

MORE INFORMATION ►

Contact Susie Murphy-White on susan.murphy-white@dpird.wa.gov.au



WA's apple and pear industry kicking goals at National Horticulture awards!

Congratulations to local apple grower Terry Martella of Santa Rita Orchard Kirup WA and Susie Murphy White Pomewest Industry Project Manager — both winners at the National Horticulture Awards for Excellence in Brisbane Queensland.



► **TERRY** Martella (Santa Rita Orchard, Kirup WA) and **Susie** Murphy White, Pomewest Industry Project Manager.

WA grower Terry Martella was awarded the Innovation Partner Award at the Hort Connections 2018 combined industry horticulture Awards for Excellence. Terry was nominated for the Innovation Partner Award as he has been at the forefront of driving innovation, taking on a fresh approach to improve and build the apple and pear industry in WA.

Terry is an enthusiastic member of the local Donnybrook Orchard Improvement Group and the Future Orchards® community orchard group. He has also

served for many years on the state based industry committees, Fruitwest and Pomewest, providing leadership and the idealism of industry excellence, unity and purpose.

He has been implementing new ideas, with the example of the intensive 2D training systems for their new apple varieties the ANABP 01 (BRAVO™ branded apple) and Modi™ apple. Both blocks are now under net and field ready to see the implementation of robotics. He is also grafting older varieties over to newer varieties and



► L-R: Basil Martella, Terry Martella, Mark Martella and Susie Murphy White.

plans to further net a substantial amount of his orchard. He will also be trialling a twin stem planting system this year, which will be using 'virgin to region' rootstocks. The great thing about Terry's methodology of trying new technologies is that he is happy to share his knowledge with his peers for the benefit of whole growing region. These attributes made him a clear choice as winner of the award of the Innovation Partner announced at the Hort Connections 2018 Gala Dinner Wednesday 20 July in Brisbane QLD.

Along with being a local growing legend, these ideals will continue to the next era and future of his Santa Rita Orchard. Terry has been inspirational in his mentoring of nephew Basil and son Mark to become the next generation of orchardists. Terry is always keen to support to them to look at new technologies, growing systems, and varieties to achieve excellence. He also encourages them to actively participate in industry events to be well positioned as the next wave of industry leaders.

Terry's philosophy, 'it's growers pulling together that will cement the future prosperity of the industry. That way it's a win-win situation. Customers

will be able to access better quality fruit resulting from improved orchard practices, which will in turn maintain and build demand for product and the industry'.

The Martella family has been growing fruit since 1933 and they currently grow apples, pears and stone fruit on their 30ha orchard in Kirup.

Susie Murphy White was awarded the Apple and Pear Industry Association 'Women in Horticulture' Award and a finalist at the Hort Connections 2018 combined industry horticulture Awards for Excellence for her devoted work for the Apple and Pear industry as project development manager. Susie has demonstrated an outstanding ability and success in her role as a Future Orchards® Front Line Advisor, Industry Project Manager for Pomewest and the go-to person for technical advice and assistance for WA growers. She is pro-active and shows commitment to achieving success in the sector which was demonstrated when she recently led a Young Growers Study

Tour to New Zealand, three out of the nine participants were female which is testament to the work she is doing to mentor and encourage female growers.

Nardia Stacy, Executive Manager of Pomewest was delighted to be involved with the nominations of both award recipients.

"It is wonderful that WA industry is being acknowledged on the national stage for the work being done to progress and improve the pomefruit industry. Terry and Susie are very worthy winners, both dedicated individuals making significant contributions to the sector, we are very proud and applaud their achievements," Nardia said. 🍏

National Horticulture
Awards for Excellence

MORE INFORMATION ►

Website: pomewest.net.au

Pomewest Manager Nardia Stacy,
0411 138 103, (08) 9368 3869.

Industry Project Manager Susie Murphy
White 0429 413 420.

Research shows an apple a day keeps the doctor away

Research carried out by The University of Western Australia (UWA) and Edith Cowan University (ECU) has shown the consumption of apples has a direct impact on human health by improving cardiovascular health.

The science behind how apples assist human health was presented at today's Western Australian Horticulture Update by UWA senior research fellow Michael Considine and adjunct research fellow Catherine Bondonno, a postdoctoral research fellow in the School of Medical and Health Sciences at Edith Cowan University.

Dr Considine said the work began about 10 years ago with the aim of trying to validate the health benefits of apples to add value to varieties developed from the Australian National Apple Breeding Program funded by the Department of Primary Industries and Regional Development.

"The research has three parts: to identify the traits of a healthy apple, develop tools to accelerate the breeding program, and use the outcome as a marketing and promotion tool for WA apples," Dr Considine said.

"This is because we knew early on that we had to take a holistic view and could not ignore market and economic realities.

"Apples are consistently among the top three fruits traded worldwide and are therefore an ideal vehicle to promote nutritional health."

Dr Bondonno said apples were high in flavonoids [widely known as antioxidants], which were concentrated in the skin rather than the flesh of apples.

"Apples are particularly high in the flavonoid quercetin, however consumption of the whole fruit is necessary to obtain the health benefits," she said.

"A large number of studies have shown that dietary flavonoids provide many benefits for cardiovascular health.

"We have screened the flavonoid content of over 100 apples from the national breeding program based in Western Australia, and identified apples that are high in flavonoids, including Pink Lady™ and BRAVO™-branded apples.

"Flavonoids work by increasing a molecule that is produced in blood vessels and play a critical role in cardiovascular health by regulating blood pressure and flow.

"Two clinical trials have demonstrated the positive effect of Pink Lady™ apple consumption on cardiovascular health – one study demonstrated improved blood vessel function within hours of eating apple and the second trial showed these effects are sustained following four weeks of daily intake by people at risk of cardiovascular disease.

"A clinical trial is currently being conducted where volunteers eat a



► **UWA'S** Dr Michael Considine (left) and Department of Primary Industries and Regional Development technical officer Kevin Lacey at the WA Horticulture Update with successful varieties bred through the Australian National Apple Breeding Program and marketed as BRAVO™-branded apple and Pink Lady™ — clinically proven to improve human health.

BRAVO™-branded apple a day for four weeks, and we measure markers of blood vessel health, such as blood pressure and flow.”

Dr Considine, who is intimately involved with the national breeding program, said the original motivation was to demonstrate that apples are a natural ‘functional food’.

The research has built towards a new international project to deploy genomic breeding techniques and realise a long-held department vision to transform the Australian National Apple Breeding Program strategy.

“Using genomic data will enable us to really sharpen the breeding strategy to accelerate the selection of high value apples,” Dr Considine said.

“Initially this will target flavonoid content as a ‘pilot’ but progressively the strategy is to develop an economic index of valuable traits, such as crispness, colour and shelf life, as well as fibre and pectin content, which have other health benefits.

“This will enable a sustainable pipeline of high-value apple varieties within the medium term.”

Research supporting the presentation has been funded by Horticulture Innovation Australia, the department, UWA, ECU, Pomewest and Fruit West.

The Western Australian Horticulture Update is an annual event hosted by the Department of Primary Industries and Regional Development, targeted primarily at growers and agribusiness. 🍏

MORE INFORMATION ►

For more information contact Michael Considine, senior research fellow, UWA (08) 9166 4017.

Future Orchards walks

Spring 2018

Managing crop load for better fruit quality will be the focus of the Spring 2018 round of Future Orchards® walks to be held on Friday 28th September for WA.

These walks will continue the focus on production quality begun in June where speakers looked at how practices in the orchard and along the supply chain ultimately impact the quality of fruit delivered to the consumer.

The September walks during flowering will look at how the management of crop load can improve consistency and deliver higher quality fruit.

The aim is to give growers and their managers practical orchard management guidance they can implement immediately.

In the Southern Loop presenters will be Craig Hornblow from AgFirst and Brad Fankhauser from Fankhauser Apples in Victoria. Brad is a progressive fourth generation fruit grower who continues to find new ways to improve production and quality through new growing techniques improved variety mixes.

In recognition of his achievements he earned the APAL Grower of the Year award in 2015.

The Future Orchards program continues to deliver a strong and engaging program bringing the latest orchard management techniques to growers in a practical and accessible way.

The opportunity to hear from world class presenters and see what leading growers are doing on their orchards continues to attract high grower interest, as shown by the 360-strong turnout at the winter walks, the second highest seasonal attendance figures since the program began.

New participants are welcome to attend.

Presentations from the walks will be posted in the Future Orchards library as they become available. 🍏

MORE INFORMATION ►

For more information please contact Susie Murphy White.

ACKNOWLEDGEMENT

Future Orchards® is a strategic levy investment under the Hort Innovation Apple and Pear Fund. It is funded by Hort Innovation using the apple and pear levy and funds from the Australian Government, and is delivered by APAL and AgFirst.





Cold chain disinfestation and quality management of BRAVO™ apples for market access

BY DR FRANCIS DE LIMA
AGHORT SOLUTIONS PTY LTD

Brief project description

West Australian apples cannot access quarantine restricted markets such as Japan and China due to lack of treatments for Mediterranean fruit flies. Pomewest has received a grant from the Department of Primary Industry and Regional Development's Agribusiness Innovation Fund to collect, collate and analyse relevant available data and to develop a program of work on disinfestation and fruit quality on existing and new varieties intended for export, using static and in-transit treatment methods. The focus of this work is WA's new, unique and exciting BRAVO™ variety.

What is the purpose of this project?

1. To provide cold treatment data packages for disinfestation of Mediterranean fruit flies (Medfly) in BRAVO™ apples for access to quarantine restricted markets.
2. To preserve apple quality by using appropriate science and technology for quality management in the cold chain and minimise potential impacts of static and in-transit disinfestation.

Benefits expected from this project

1. Access to quarantine restricted markets for West Australian BRAVO™ apples.
2. Freshness of apples maintained in the cold chain during static and in-transit disinfestation.
3. Premium prices obtained in specialised niches such as 'gift' markets in China and Japan where apples are sold individually and not by the kg.



Fresh WA apples will be supplied for the first time to markets in China, Japan, Korea, Taiwan, USA etc. Niche high priced markets will return higher premiums to WA growers.

Scientific and technically feasibility of the project

Cold treatments by storing fruits at 1 to 3°C for 16 to 20 days are currently used to disinfest fruit flies in Australian citrus and table grapes exported to Japan, China, the USA and several other countries. These countries require that treatments should also be proved for apples before they will accept imports. Apples store well at 1 to 3°C for periods exceeding 90 days. In-transit treatments in refrigerated containers reduces disinfestation time and maintains freshness. Dr Francis De Lima will supervise the conduct of this project. He has worked for 25 years developing similar successful market access science for citrus, table grapes and other fruits.

Other relevant impacts of this project

The goal of the project is to work with DPIRD to better equip WA's Agrifood businesses. This project will support the recently (2018) funded Fruit West Co-operative Ltd BRAVO™ project by obtaining access to quarantine markets and by maintaining quality during in-transit disinfestation. More specifically it will support WA's Agrifood businesses to improve productivity.

Temperature breaks during in-transit treatments affect fruit quality and the lower prices obtained reduces productivity. Higher productivity is achieved by gaining higher prices in high value niche markets such as gift markets in China, Korea, Taiwan and Japan. In such markets individual fruits can be packaged and sold at a much higher premium than in ordinary supermarkets. The project will develop the necessary methods to maintain freshness and minimise impacts of treatments during static and in-transit disinfestation in the cold chain.

WA apples will retain optimum freshness and quality from harvest, through the cold chain and at the final destination. Loss in quality during handling and storage will be reduced by 20% of the exported value of shipped fruits. More money will be received in terms of effort per fruit or per kg. This will raise profitability and productivity by 10% of the exported value of fruits shipped.

By achieving market access the project will successfully introduce BRAVO™ apples to the world. As shown by the citrus and table grape projects, market access can increase the ratio of exports to production by 50%. 🍏

MORE INFORMATION ►

For more information contact Pomewest Nardia Stacy at nardia@fruitwest.org.au