



pome update





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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

► ANABP 01st blossom at La Valle Orchard in Perth Hills.



BY NARDIA STACY
EXECUTIVE MANAGER,
POMEWEST

A celebration of productivity — from bud burst to full blossom and much buzzing activity in the orchard makes a picture perfect postcard at this time of the year.

We have had very mild spring weather with plenty of rain. Some regions have reported some sporadic, dare we say it — hail incidents, fortunately this has been before fruit set. Growers are set to bask in the oncoming sunshine of summer and work to establishing the trees for the upcoming 2019 season.

Whilst last season started slowly in retail, the recent re-adjustment of prices has renewed a sense of optimism for our producers for the upcoming months.

September — October was a busy couple of months for events, starting with our Industry Summit in Bunbury which spoke to around 25 WA growers and other industry stakeholders.

Pome Summit 14 September 2018



► POME Summit — featuring New Leaf Orchard Juices.

Mark Scott, Deputy Chair of Pomewest, welcomed the attendees and opened the program. The first speakers were guests from the Eastern States including the APAL team headed by CEO Phil Turnbull and HIAL's Apple and Pears Relationship Manager Sam Turner and Marketing Manager Olivia Grey. These speakers represented the national industry bodies. They were followed by Rohan Prince, acting WA DPIRD Director of Irrigated Agriculture. The focus of most of these presentations followed a familiar



tune — collaboration and unearthing opportunities to position the future growth of the pome business, whilst focusing on export. Olivia's presentation looked at the outcome of the HIAL marketing spend of Levy funded promotional activities and recorded results. Good discussion resulted, our growers were able to express their views on several points covered. It was a good opportunity to have an understanding from all perspectives.

We were also very fortunate to add to the program some innovative value adding featuring local businesses — Newleaf Orchards and Custard Cider Co who presented their stories and opportunities for value adding products. Juice and Cider samples were enjoyed by the group throughout the breaks on the day.

The technical program featured Harvista presented by Hannah James of Agrofresh and Brevis from Bevan Addison of ADAMA Agricultural Solutions.

Both were well received by the group and if more information is required by any of our members on these applications, please let me know.

A networking BBQ and drinks followed where growers and guest speakers were able to continue valuable discussions. It was very much appreciated that APAL, HIAL and our other guests were able to contribute to the success of the day.

Feedback is always appreciated and taken well into consideration for future events. Please let me, Susie or Natalie know if you can contribute to any ideas for the programming of the next summit. Links to some of the presentations and websites will be made available on the Pomewest website.

This edition...

Future Orchards, IPDM program & Innovative Orchardist Bus Trip

The Spring Future Orchards walk was held at Bluemoon Orchard in Mullalyup on the 28 September, focused on fruit quality. The take home message from the day was no surprise — good quality will sell more apples. More on this story on page 76.

Following along the theme of fruit quality — Susie Murphy White organised a bus load of growers to visit Market City and Woolworths Delivery Centre in November where they were able to see firsthand quality testing requirements of exported fruit and the biosecurity facilities used to treat imported fruit — please see more on this also in this edition.

As part of the Hort Innovation Australia funded project *AP16007: An Integrated Pest, Disease and Weed Management (IPDM) program for the Australian Apple and Pear Industry* we have an update on the workshops which were run in late August, see page 74.

Promotions



► **NARDIA** Stacy, Aussie Apple volunteer and Natalie Gallager at the Perth Royal Show.

Pomewest, again was also involved in supporting the Perth Royal Show from 22–29 September, made possible by funding supplied by Hort Innovation again this year supporting the Aussie Apple message. Our stand supported the WA regional display for local produce and many people were drawn to our stand which featured WA grown BRAVO™ branded apple, Pink Lady™ and Granny Smith apples. This year we sampled 13,000 apple slices and

sold over 3,000 apple slinkys. We were happy to be able to feature samples of local WA made apple juices again supported by New Leaf Orchards. Another successful show this year.

In addition, Pomewest made its usual industry donation to the Perth Hills Festival and there is also a report on this event in this edition. We invited

Georgia Thomas from Fresh

Creative to write a story about Social Media using the BRAVO™ branded apple as a case write up, which we hope you will find interesting.

APAL visit

In October, I was fortunate to meet up with the whole APAL team and my fellow state representatives for an overview and update session led by Phil Turnbull. This was particularly useful to cement a national voice and to support a national based outlook for the industry and its future. I applaud APAL for this opportunity, I really enjoyed the energy and enthusiasm of the group and support this and future occasions to build on these relationships and outcomes.

Water

We have been in discussion with vegetablesWA and other industry bodies regarding the proposed changes to the water licensing fees and Pomewest will be part a joint horticulture response paper as we believe a united voice approach across industries will be most effective we will advise you of the outcome of the submission in due course.

Merry Xmas and Happy New Year

To conclude we, at Pomewest, both Committee and staff, wish you and your families a safe and an enjoyable festive season. However, it won't be long before the next harvest is knocking at the door — when we all do it again in 2019. 🍎

MORE INFORMATION ►

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

Promoting BRAVO™ apples in a digital world



New media the
perfect fit for a
new apple



Share your
**best
bravo
moment**

Upload a photo
for a chance to
win \$1000!

[Click here to enter](#)

As the third commercial season for BRAVO™ apples comes to an end it is an ideal time to review the impact of its ongoing digital marketing campaign.

Despite greater volumes being available the season has concluded even earlier than previous years, with demand continuing to grow for the apple Like No Other™. Part of the success is due to effective and consistent brand messaging across all media platforms.

Through the partnership between Fruitwest Co-operative Ltd and WA Farm Direct, the digital media strategy for BRAVO™ has resulted in the creation of a website, Facebook and Instagram accounts. Considering that worldwide over 50% of the population use the internet (that is around 4 billion people using the internet for an average of six hours a day)*, digital media has never been more important as a tool for marketers.

The BRAVO™ digital strategy has been running over the 2017 and 2018 seasons and has achieved some excellent results in this short time.

- **911** Facebook followers and **1075** Instagram followers
- Around **20,000** people see BRAVO™ content on social media each month
- Nearly **2000** people a month are engaging with BRAVO™ content on social media each month
- The website attracts around **2000** visitors per month
- BRAVO™ social media achieves **5-10** times more engagement than similar branded apple social accounts on Instagram and Facebook
- **50%** followers from WA, **40%** followers from the rest of Australia and **10%** from overseas

In 2017 and 2018 the BRAVO™ team created consumer photo competitions to engage loyal fans and create a stream of new content. The competitions resulted in hundreds of entries and some amazing photos which were a great boost for reach of the brand.



In 2018 the digital strategy also evolved to include influencers and ambassadors.

Athlete Sam Kerr currently being the main ambassador for BRAVO™ with over 60,000 Instagram followers and 14,000 Facebook followers.

As well as being a highly recognised sports star with a healthy lifestyle that suits the ethos of the BRAVO™ apple.

Social influencer Amy Zempilas was also engaged in 2018 to post about BRAVO™ to her media following. Her lunchbox image including sliced BRAVO™ apples resulted in reach of over 15,000 people and over 700 comments... many asking about the apple and where to buy it!

Moving into 2019, the BRAVO™ team has some exciting plans to further develop its collaboration with Sam Kerr and to continue to grow its audience in Australia and internationally. 🍏

MORE INFORMATION ►

Keep up-to-date with the BRAVO™ activities:

 **Bravo Apples**

 **bravoapples**

www.bravoapples.com.au.

* Digital in 2018 in Oceania report by Hootsuite (www.slideshare.net/wearesocial/digital-in-2018-in-oceania-part-1-west)



Around 20,000 people see Bravo™ content on social media each month



BRAVO™ Season Review 2018

► BEN Darbyshire and horticultural adviser Marcel Veens (Qld).



► ROB Green (SA), Steele Jacob (DPIRD) and John Vickers (SA)

The 2018 BRAVO™ branded apple season review has held on Wednesday 31 October – 1 November at the Manjimup Horticulture Research Institute where the ANABP 01[®] variety was bred. The event hosted approximately 27 growers and 14 industry stakeholders with two South Australian growers present.

The program commenced with a welcome by Fruit West Co-operative Chair Ben Darbyshire who outlined the purpose of the review which was to share knowledge and information about ANABP 01[®] growing practices, systems to maximise BRAVO™ pack-outs, marketing activities for 2018 and future planning to successfully introduce the brand to the world.

The initial presentation was delivered by Steele Jacob of Department of Primary Industries and Regional Development who talked about drawing consumers back to the apple category of retail store. Steele's view is that we must develop and promote varieties not only for a definable appearance — but this all must be backed up by taste and texture. This, he believes, is the key to determining the next purchase — quality is still the way to consumer's hearts. He also believes that the BRAVO™ branded apple is set to deliver this ideal — given the value chain works together to achieve this goal. There are a lot of new apples in the global market, as was seen at the recent Asia Fruit Logistica held in Hong Kong, so we need to make sure that BRAVO's distinctive appearance and quality attributes are clearly recognisable valued across the globe.

The next presentation was from a distinguished panel comprised of consultants (including Steele Jacob and Marcel Veens) and pioneer growers and



BRAVO™
branded apple
season review.



► ORCHARD Tours, MHRI, Fontanini Farm and Newton Orchards.

packers (Terry Martella, Dave Stewart and Adam Buckley) that discussed pruning, thinning, nutrient supplements, sunscreens, harvest maturity testing, post-harvest treatment and packing. A robust discussion ensued with views and experiences shared — which was excellent. The participants were advised that outcomes from learnings and trials throughout the last two seasons will be compiled into a Good Practise Guide as part of the Grower Group Research and Development (GGRD) project funded by DPIRD. The plan is to publish the Guide early in 2019.

Marketer Jenny Mercer of WA Farm Direct, the exclusive Licenced Marketer of ANABP 01[®] fruit, presented an overview of the social media exposure of the BRAVO™ brand in 2018.

This led into a marketing report of the season just gone, marketing plans (including export) for next year, and value adding for out of spec fruit. The report covered the extensive Consumer Profiling, Brand Awareness & Development and Value Adding activities and quality control outcomes of the GGRD project.

Dr Catherine Bondonno of Edith Cowan University delivered an update on the BRAVO™ clinical trials with promising results expected which would deliver

valuable marketing outcomes for upcoming seasons based on the health benefits derived from the BRAVO apple's high flavonoids. These trials also form part of the GGRD project outcomes. Catherine's Presentation is available on the Fruitwest website: www.fruitwest.com.au

The first day ended with a networking forum for participants to reflect on the day's proceedings and discuss further, personal experiences with the ANABP 01A variety.

On Thursday 1 November the 2018 Season Review concluded with a tour of the Australian National Apple Breeding Program hosted by Steele Jacob and John Sutton of DPIRD and tours of four year-old trees courtesy of Fontanini Farm and Newton Orchards. Marcel Veens provided growers with an insight into growing practices and trial results known so far for the ANABP 01[®] variety — whilst viewing the trees. Growers attending the orchard visits benefited greatly by the 'hands on' approach and the discussions in the field. Big thanks to the Fontanini's and Newton Orchards for making their orchards available to visit. 🍏

MORE INFORMATION ►

Website: www.bravoapples.com.au
Website: www.fruitwest.com.au

Fruit West Co-operative Ltd; Nardia Stacy, Executive Officer, (08) 9368 3869.

Perth Hills Festival

13 October 2018



BY NARDIA STACY
EXECUTIVE MANAGER,
POMEWEST

The Pomewest sponsorship of the "I Love WA Fruit Kids Corner" assisted the Hills Orchard Improvement Group (HOIG) to promote the "Crunch and Sip" campaign.

This has been running for a number of years. This activity encourages parents and children to sample different types of fresh fruit by creating their own fruit kebabs on the day.

In addition, take away bags of fresh locally grown fruit were also freely given out to children.

To walk out with their own bag of fruit makes a very happy future apple eater. It's great for us to know that apples continue to be a crowd pleaser, and that fruit sourced at this event is readily available on the metropolitan doorstep.

HOIG is committed to support this festival in the name of promoting local growers and their produce to WA consumers. 🍏



Integrated pest, disease and weed management



► GARDEN weevil adults

BY ALISON MATHEWS¹, STEWART LEARMONTH¹ AND SUSIE MURPHY WHITE²

¹ DPIRD MANJIMUP

² POMEWEST MANJIMUP

As part of the Hort Innovation Australia funded project AP16007: *An Integrated Pest, Disease and Weed Management (IPDM) program for the Australian Apple and Pear Industry* workshops were run in late August to inform growers across Australia on the management strategies and monitoring techniques used in IPDM.

The workshops identified grower collaborators willing to participate in individual orchard case studies commencing during the 2018–19 season.

Twenty-six growers and pest scouts attended the Western Australia workshops over the two days. Entomologist David Williams from Agriculture Victoria led the groups through IPDM strategies and the development of their own IPDM plans for this season. The groups were able to hear about trapping methodology and pest thresholds from guest speaker Chris Adams from Michigan State University. Officers from the Western Australian Department of Primary Industries and Regional Development (DPIRD) and Pomewest were on hand to answer any specific local queries.

David said 'while there was a high level of awareness of IPDM and the tools required for growers to use IPDM effectively were available,

grower and advisor confidence in IPDM could be improved by developing a better understanding of, and gaining experience with, the integration process'.

Thanks to those who completed the online survey prior to the workshops. The majority of respondents from WA indicated that they were using IPDM in their orchards. This result was reflected around the country also with over 75% of respondents using IPDM and even more doing regular monitoring in their orchards. Across Australia, the majority of respondents said they could identify all pests in their orchards, but only one third could identify all beneficial insects and less than half said they could identify all diseases. When asked what was required for them to reduce their reliance on pesticides over 80% said more information and over 70% said support to make decisions could be improved.

Out of the survey and discussions at the workshops the most mentioned pests of concern in WA were med fly, weevils, woolly aphids, mites and thrips and for diseases powdery mildew, apple scab and alternaria.

The survey results provide the project team with information on the level of IPDM experience, engagement with IPDM practices, pest priorities and barriers limiting uptake of IPDM for growers, pest management scouts and advisors. This will enable a better targeted response to region specific information and better training

maintain and hopefully improve returns. It is all about deciding on the acceptable damage levels, which vary between orchards, and identifying when the cost of preventing loss will be higher than the value of potential loss.

An example of an IPDM strategy used in WA is the woolly aphid wasp. The wasp parasitises the aphids by laying their eggs into them. Instead of the aphid developing as normal a 'mummy' forms, from which a wasp emerges. If you have aphid mummies in your orchard they can be collected in autumn, stored in the fridge or cool



► ADULT apple dimpling bug.

damage the previous season, will indicate what pests are likely to occur and therefore need regular monitoring. For example, pests such as apple dimpling bug and garden and apple weevil vary in abundance each season. If these pests are present above the action threshold, monitoring will dictate the best time to intervene.

Knowing what monitoring technique to use is important. For weevils monitor weekly using corrugated cardboard bands or check for scalloped leaves near the crown of trees from late October to December. For apple dimpling big, tapping blossoms into an ice cream container works well — if low numbers are found, monitoring frequency should be increased to twice a week.

As the project rolls out, resources and news on pest presence will be available to orchardists to assist with their pest and disease management following IPDM principles. 🍏

MORE INFORMATION ►

Local contacts for the project are Alison Mathews, DPIRD, (08) 9777 0122, alison.mathews@dpird.wa.gov.au, and Susie Murphy White, Pomewest, (08) 9777 151, susan.murphy-white@agric.wa.gov.au.



► WOOLLY aphid wasp parasite and aphid mummies.

For pests that may or may not be a problem in spring, regular monitoring will indicate whether action is required.

guidelines for growers and advisors when the second round of workshops is undertaken in 2019. The survey responses will also help to make the revised IPDM manual more relevant to the needs of the industry.

Growers, scouts and consultants will be able to get regular and timely IPDM information from experts across Australia throughout the life of the project on the Extension Aus web page, which is expected to go live in November 2018. Check out www.extensionAUS.com.au in the coming months and throughout the season as more information is added.

IPDM is a systematic approach to pest and disease management. It incorporates identification and monitoring of pests and their natural enemies, and diseases, and techniques such as cultural practices and selective chemicals that allow natural enemies to keep pest populations under control. The IPDM decisions reduce crop damage while helping to reduce environmental impact and at least

room and then released into the orchard the coming season in late spring when woolly aphids colonise tree canopies. To collect the mummies simply prune wood with parasitised aphids.

For pests that may or may not be a problem in spring, regular monitoring will indicate whether action is required. History of the orchard, especially



► MANJIMUP woolly aphid.

Hort Innovation
APPLE AND PEAR FUND

This project has been funded by Hort Innovation using the apple and pear research and development levy and funds from the Australian Government. For more information on the fund and strategic levy investment visit horticulture.com.au



Striving for good quality apples



BY SUSIE MURPHY WHITE
PROJECT MANAGER,
POMEWEST

The WA Spring Future Orchard Walk was at Blue Moon Orchard in Mullalyup on 28 September and it was all about fruit quality. Ensuring quality and consistency of any product is crucial to ensuring consumer satisfaction and future purchasing decisions.

The morning started with guest speaker Brad Fankhauser from Fankhauser Apples Drouin Victoria speaking about striving for fruit quality. Their orchard strives to produce premium fruit that they pack and market themselves. Brad highlighted the fact that they spend time in the orchard assessing maturity, fruit and tree growth, water availability, pest and disease levels to ensure that premium fruit is grown.

This orchard walk was a little different to previous as it saw the group undertake some taste testing of Pink Lady™ apples.

An eating quality trial had been set-up across Australia with all regions picking the Pink Lady™ apples at three timings (seven days before first pick, at first pick and after second pick) and stored until the September orchard walks.

The WA apple samples were from an orchard in Manjimup and Donnybrook, and had been air cooled stored. Each of these apples were rated for texture, juiciness, sweetness, flavour and the chance of purchasing again. The responses to the apple samples varied across the group with different people showing different responses to the early, mid and late maturing fruit.



► THE eating quality trial rated texture, juiciness, sweetness, flavour and the chance of purchasing again.



The group was asked to describe their favourite apple in one word from what was tasted

crispiness
 crisp refreshing
 sweet overall
 sweetness
flavour
 crunch texture juice
 balance taste
 crunchiness

Growers were then asked what was wrong with the worst apple using one word

soft mealy
 dry bland
floury
 texture
 poor
 pressure



Apple growers can take steps to ensure more consistent and good eating quality of apples are available to consumers through good orchard and post-harvest management practices.

While no two seasons are the same growers can rely on set practices and measurements to ensure optimum harvest time to achieve best post-

harvest quality. Since harvest maturity is most important this demonstration trial looked at the effect various harvest regimes may have on the final quality and eating experience of the product.

Thank you to Tony Giumelli from Blue Moon Orchard for hosting the day and thank you to our growers who donated fruit to the eating quality trial, it was greatly appreciated.

MORE INFORMATION

Contact Susie Murphy White (Pomewest), phone (08) 9777 0151 or email Susie at susan.murphy-white@dpird.wa.gov.au

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.

From the results on the day it looked like the early pick on block B was what most people would return to purchase (see Figure 1).

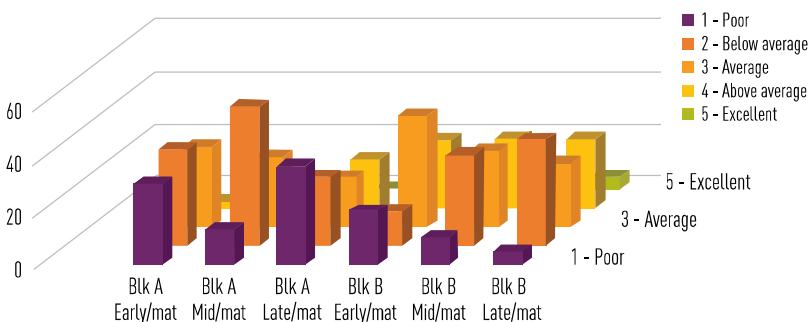


FIGURE 1 Rate the chance of purchasing the apple again



Following fruit quality *all the way to market*



► **TASTING** champagne ciders at Carmel Cider, Lisa, Susie, Claire and Elizabeth.





BY POMEWEST INNOVATIVE ORCHARDIST GROUP

Following this year's theme of fruit quality in the Future Orchards program. Pomewest ran a two day bus tour to Market City and the Woolworths Delivery Centre. The group consisted of growers from the South West and Perth Hills who were also joined by other industry representatives from the HortConnectWA network.

▶ **ABOVE:** At the Naked Apple for cider tasting and dinner.

Over the two days we visited TQAS where we saw the application of quality standards for international export and local standards. Chris Hall showed us how fruit is tested for maturity before it is exported around the world. The group then headed up to the hills to do some cider tasting of champagne ciders at Carmel Cider then onto Naked Apple Cider House for another cider tasting followed by a great meal, all looking at the aspects of value adding to apple products. Next morning we made an early morning visit to Market City with John Mercer from WA Farm Direct who showed us the biosecurity treatment of imported fruit followed by a tour of the market facilities with time to talk to market agents.

It was then onto the Woolworths Delivery Centre where we saw the daily process of distribution of the fruit sent up to market. Again quality testing was in place as new produce was received.

It was a great tour enjoyed by all with some good learnings on how the market system works along with how we can ensure apples remain in great condition all the way through the supply chain.

Thank you to John and Jenny Mercer and team from WA Farm Direct who hosted us over the two days.

MORE INFORMATION ▶

More Information Susie Murphy White Pomewest (08) 9777 0151 susan.murphy-white@dpcir.wa.gov.au

This project is funded through Pomewest Innovative Orchardists Group Project funded from APC Fee for Service grower contribution

- ▶ **TOURING** the Woolworths delivery centre.
- ▶ **WA Farm Direct** Market City produce bays.



Aussie Apples at Perth Royal Show



BY NOELENE SWAIN
FRESH FINESSE

Apples were once again involved at the IGA Perth Royal Show within the Walk through WA display in the Centenary Pavilion.

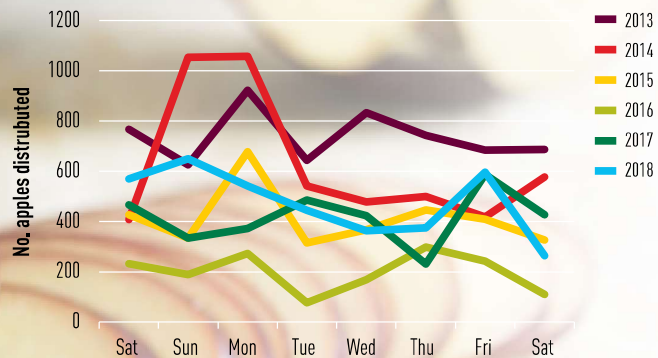


FIGURE 1 Apples distributed by year
Source: Fresh Finesse

This pavilion provided an excellent access to an audience focused on discovering the offerings of regional WA and the fresh food produced in these regions.

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

The apple offer included samples of the new BRAVO™ apples and the opportunity to explain the story behind this new premium variety. An estimated **13,000 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 **2000 BRAVO™ apples** and over **1,250 Pink Lady™** and Granny Smith apples whilst chatting to show goers about the importance of eating locally produced fruit.

Two clear groups emerged whilst canvassing consumer reactions to the new BRAVO™ apple during the show. It became clear that people are all truly impressed with the variety, but fell into a split between those previously aware of the apple and those who'd not heard of it. Those who were introduced to the BRAVO™ at last year's show were very quick to espouse their love of the new apple and their strong commitment to purchasing the apple since discovering it in 2017. Such strongly positive responses provide excellent encouragement that demand for the BRAVO™ will continue to grow as a result of this year's sampling at the show.

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.

BRAVO™ apples were also supplied to the IGA Kids Cooking stage for inclusion in their sessions which provided further opportunity to share the apple industry story. Media interest also achieved good coverage through social media.

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. The combination of youth and experience from Lyster

Orchards was extremely well received as was the display of innovation in value adding to create sparkling apple juices by New Leaf Juices.

Further thanks to Horticulture Innovation Australia, Fruit West Cooperative and WA Farm Direct for the support to underwrite this major promotional activity for WA.

The good spring weather this year provided strong attendance early in the show however a damp day and preoccupation with the West Coast playing in the AFL Grand Final limited the final day. Never the less, the show provided an excellent opportunity to engage with a large and diverse public. We would recommend continued involvement in this location in 2019. 🍏

