



pome update



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APC—Pomewest FFS Income 2018—19

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

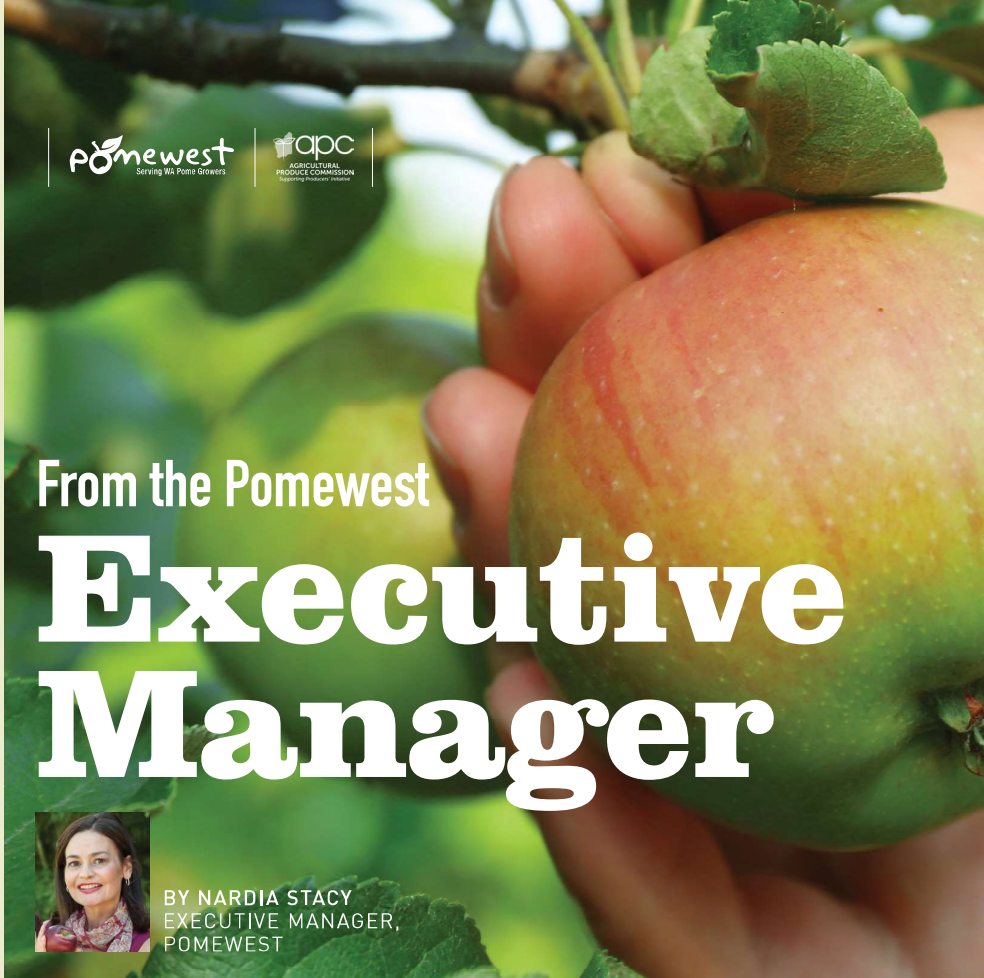
APC—Pomewest major projects 2018—19

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



BY NARDIA STACY
EXECUTIVE MANAGER,
POMEWEST

At the start of the 2019, we can report almost perfect weather conditions leading up to harvest with a reasonable crop achievable for most of our growers.

In particular, Cripps Pink (Pink Lady™) is looking very decent this year and maturities for the season opener Gala varieties are testing very well. We can also add that fruit sizing across all varieties should be sound, with this year's bloom dates five to six days later than those for the 2018 crop, and harvest timing is likely to follow suit.

A good thing, at the time of this report, all apples from the current stocks are sold out and packsheds are eagerly awaiting the first crop of 2019.

I don't think I have ever seen the sight of eerily empty and motionless sheds and machinery anticipating the rush of first fruit bin deliveries.





Strathsprey Orchard Perth Hills Maturity Workshop.



What's up for Pomewest in 2019?

Pomewest has started the year with vengeance, with the introduction of our quality program which will assist and support the new season. As such, we continue to encourage growers, marketers and retailers to work together to raise the maturity standards of Gala, Pink Lady™ and Granny Smith varieties in the WA market. The key message will be that “When you buy a WA apple — it will be a great apple and will be the No 1 choice for quality and taste”. This we believe will further engage with apple eating customers to increase demand and taste experiences. In the West, we are leading the national industry with this endeavour.

This activity was rolled out with our recent maturities workshops. We are providing a step-by-step maturity testing guide, pre-harvest and compliance testing with the outcomes of grower compliance reporting, promotional/media opportunities. See

more details in our article on page 64. We hope to report the results using the testing data gathered this season in the next edition of *WA Grower*.

In addition, Pomewest has been happy to assist with the hosting some visitors from the East and from overseas — Italy. A party of Victorian orchardists came West earlier in the year led by Greg Bradshaw of Kelowna Orchards from the Yarra Valley. The visit included a tour of the Manjimup Horticulture Research Institute and the ANAPB 01th facility followed by orchards visits with various industry leaders in Donnybrook and Manjimup. In addition, a small party from Italy were also welcomed in early February, the tour followed a similar program. Thanks to Terry Martella (Santa Rita Orchard), Bec Whittaker (Lady Croft Orchard), Harvey Giblett (Newtons Orchards) and Ann Lyster (Lyster Orchards) for their hospitality and assistance with these visits. I am sure it was a valuable opportunity to share information on varieties and orchard practices.

Of course, the Future Orchards program will continue this year and there are opportunities for growers to attend the upcoming 2019 Hort Connections conference 24 June 2019 with some support available from the Pomewest Innovative Orchardist Project — run by Susie Murphy White.

What else

This edition, also reports on the Medfly surveillance project in Donnybrook and Community engagement to manage Medfly in Manjimup.

The Committee are planning to meet in April to discuss project applications and fee-for-service budgets.

We encourage and invite growers at any time to contact our committee members with agenda items or suggestions to improve the wellbeing of the industry for the future.

We look forward to a successful harvest and marketing season — a busy time for all ahead. 🍏

MORE INFORMATION ►

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

Three ripe red apples with some yellow-green highlights are arranged on a white, distressed wooden surface. The apples are the central focus of the image. Overlaid on the apples is a quote in various fonts and colors.

“
When you buy a WA apple
it will be a
great apple”



BY NARDIA STACY AND SUSIE MURPHY WHITE
POMEWEST

Western Australian apple growers have launched an intensive apple quality testing program to coincide with the launch of 2019 apple season — so that when you choose to buy a WA apple it will be a great apple.

This year, WA growers will be making sure that their apples will be hitting retail in peak eating condition. The testing program has commenced with Gala apples now in season and in-store. Other traditional favourite apple varieties Granny Smith and Pink Lady™ will follow.

WA apple eaters can look forward to great tasting fruit and, in-turn, make a significant contribution to the future of the local apple industry by taking the time to choose WA grown apples.

Display signs and fruit stickers should assist to identify and promote fruit origin in stores and if you are not sure, ask your friendly retailer.

Pomewest's Executive Manager, Nardia Stacy said that the WA apple industry has an ongoing commitment to consistently delivering great apples to customers. "With the ability to bring the whole industry together we are dedicated to providing excellence in eating quality. We aim to promote consumer confidence and increase demand for WA apples".



► **MATURITIES** Workshop Steele Jacob DPIRD testing apple pressures.

The quality program is an initiative of the Agricultural Produce Commission's (APC) Apple and Pear Committee, Pomewest as part of ongoing strategic commitment to lift the quality of WA apples to market through innovation and quality standards. Funded through the growers fee-for-service funding this industry program is supported by apple growers.

A series of grower workshops were delivered just prior to the gala harvest to promote the quality program.



A series of grower workshops were delivered to promote the quality program.

► **CHRIS** Hall from Total Quality Assurance Services explained the process of how they are continuing to test compliance.

The workshops were a great framework to deliver a 'refresher' to growers on maturity testing, some of the learnings from the day included:

- Testing needs to be undertaken more often
- Understanding of sample size and the need to test more samples
- Good opportunity to see the new equipment that is now available

The sessions demonstrated that 'Testing is a must' to ensure that quality standards were up held during the season. Steele Jacob from DPIRD tested grower samples and much discussion was created on the different stages of maturity throughout the regions.

Chris Hall from Total Quality Assurance Services explained the process of how they are continuing to test compliance at the market floor and retail outlets on random samples of Gala, Granny Smith and Pink Lady™ apples.

To support the ongoing commitment to improving quality of WA apples through the maturity project, Pomewest are excited to offer a free pre-harvest test of Gala, Granny Smith and Pink Lady™ apples via Total Quality Assurance Services. This offer is funded via APC Fee for Service grower contributions. Brix, starch and firmness will be reported against minimum maturity standards which are set by Pomewest. A pre-harvest sample comprises of 10 apples of the same variety, selected from the fruit intended to be harvested of the same age from the same block and rootstock. Confidential testing results will be sent within 24 hours to the email address which you provide with the sample.

Growers walked away with their maturity testing results, a bottle of Iodine Solution so that they could continue to test the starch in their samples during the year and the new *Apple maturity testing: A step-by-step guide* booklet along with the supporting documents of recording sheets, starch charts for Gala and Pink Lady™ apples. All growers will receive a copy of the booklet in the mail very soon.



► SANDY Hetherington and Debbie Nolle, Newtons Orchards.
► INSET the new Apple maturity testing: A step-by-step guide.

'Testing is a must' to ensure that quality standards are held during the season.



► WILL Keusch, Peter Vedeniapine, Geraldine Darbyshire and Susie Murphy White.

Peter Vedeniapine from Agro Fresh presented on the benefits of using the new pre-harvest treatment Harvista™ which can be applied in the orchard before the apples are picked to enhance the quality and value.

ACKNOWLEDGEMENT ►

Thanks to our grower hosts Strathspey Orchard, Orchard One Sixty and Newton Brothers and guest speakers Peter Vedeniapine Agro Fresh, Chris Hall TQAS and Steele Jacob DPIRD who all helped make the maturity testing workshops a success.

New smart traps to detect Donnybrook fruit fly in real time

A new trial is set to provide farmers with an edge in combating fruit fly. RapidAim, a new technology-based insect detection company has installed its Smart Traps in a number of locations in Donnybrook as part of a national R&D project to prove the technology.

The traps are part of a project funded through Horticulture Innovation Australia Ltd (Hort Innovation), with support from the Australian Government Department of Agriculture and Water Resources (DAWR) as part of its Agricultural Competitiveness White Paper, and state project partners. The project will focus on RapidAim smart trap technology for the surveillance of fruit fly in Australia.

In April last year, RapidAIM completed the first semi-commercial field trial, comprising a grid of 80 traps across the Shepparton district, in an active production system in collaboration with agronomists and growers. Some of the feedback received was that growers found the RapidAIM system to be a hugely beneficial addition by means of instant notification of fruit fly presence, and the visualisation of a pest hot spot, meaning management can be proactive around fruit fly control rather than reactive.

They deployed a network of smart traps with very low power sensors that detect and discriminate between insects which then communicate to our cloud servers in real time.

Once a detection is made, and analytics are performed in the cloud, an alert with the presence and location of the pest is sent to a smart phone or desktop for the end user to make management decisions.

RapidAim and the Department of Primary Industries and Regional Development (DPIRD) identified Donnybrook for the smart trap trials in Western Australia. Two surveillance networks are operational; one on Jason Jarvis's Old Cidery orchard around five kilometres out of Donnybrook and the second network is centred on Sam Licciardello's Orchard 1 Sixty on the edge of the town. The two networks have 48 smart traps and 48 comparison traps targeting Mediterranean fruit fly (Medfly).

The RapidAIM monitoring system is made up of low-powered smart traps that have patented sensors that detect "behavioural fingerprints" of fruit flies. These sensors work by communicating detection data over radio frequencies to gateways in each region that then transmit to 4G networks. The traps



have a GPS locator and work just like regular fruit fly traps with pheromone or food based lures.

The Donnybrook Medfly trapping trial in Western Australia will be monitored by DPIRD staff and will run for a year to compare traditional Medfly trap and smart trap results. All data from the trial will be stored anonymously on secure servers and kept strictly confidential. 

MORE INFORMATION ►

For further information contact Dr Nancy Schellhorn, RapidAIM on (07) 3833 5710, email enquiries@rapidaim.io or go to www.rapidaim.io

The project, *Implementation of RapidAIM: real time monitoring by the presence and location of fruit fly*, is funded by Horticulture Innovation Australia Ltd and is managed nationally by CSIRO/RapidAIM. The project aims for the optimisation of RapidAIM technology as a smart-trap solution for detecting fruit fly in real time in five fruit growing regions across Australia.

Manjimup community joins the fruit fly fight

More than fifty residents of Manjimup have joined the fight to reduce numbers of Mediterranean fruit fly (Medfly) in their town.

As part of the development of the national Systems Approach project for local apple growers, the Department of Primary Industries and regional Development (DPIRD) has engaged with the Manjimup Shire and local volunteers to form the Manjimup Fruit Fly Volunteers.

Manjimup residents are aware that fruit flies can move between crops, and a fruit fly problem in their back yard can quickly spread to adjacent properties and orchards. The Manjimup Fruit Fly Volunteers host a Medfly trap in their backyard fruit trees.

Departmental staff from the Manjimup Horticultural Research Facility inspect and service town fruit fly traps on a regular basis.

Hotspots in backyards once identified are mass trapped (an attract-and-kill strategy) to reduce the fruit fly numbers in the area.

DPIRD has developed a Manjimup Fruit Fly Volunteers logo and volunteers receive written information on Medfly control strategies and are requested to clean and destroy up any fallen fruit to limit the impact of Medfly in the town. DPIRD continues to spread the message to control Medfly in and around the Manjimup town site by participating at local garden shows, agricultural shows and engaging with producers and members of the community garden.

MORE INFORMATION ►

For further enquiries contact:
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The project, *Developing a national systems approach for meeting biosecurity requirements to access key Asian Markets*, is funded by the Hort Frontiers Asian Markets Fund, and is part of the Hort Frontiers strategic partnership initiative developed by Hort Innovation, with co-investment from CSIRO, DPIRD, NSW DPI, Agriculture Victoria, Pomewest and contributions from the Australian Government.



Find more information at agric.wa.gov.au/medfly

