



PHOTOS - Victoria Baker Photographer



# pome update





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### Pomewest budgeted Income 2020/2021

Project	\$
General Account Budget including FFS (Project Grant Funding APAL, HIA and DPIRD)	474,210
Biosecurity Account Budget (FFS)	47,500

### Pomewest budgeted expenditure general account for 2020/2021

Project	\$
New Technology Project (Susie Murphy White)	87,000
Maturity Standards Legislation & Compliance	35,000
Medfly Surveillance Trapping Network (Ashmere Consulting)	61,557
Systems Approach to Market Access	40,000
Promotion & Publicity Local Project (Fresh Finesse) including other projects including investment in BWEB	45,000
Annual Meetings & Communications	15,000
Industry Sponsorships & Association Memberships	4,500
Strategic Plan	33,000
Administration including salary & office costs	187,000
APC charge @10% of FFS income	42,000
<b>Total</b>	<b>550,000</b>

### Pomewest budgeted expenditure biosecurity account 2020/2021

Project	\$
Codling Moth (DPIRD)	35,500
Biosecurity Liaison Officer	16,520
APC charge @10% of FFS income	6,000
<b>Total</b>	<b>58,030</b>

### 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

## Season update



BY NARDIA STACY  
EXECUTIVE MANAGER,  
POMEWEST

**A**s I write this report, it's almost time to reflect on the year that was.

With the East Coast now in the stage of reporting low case numbers with minimal community spread of COVID-19, it is refreshing to be living in a country that remains to be managing the pandemic well. Still, it's difficult to predict the future, but it's valuable to keep ahead of the curve by being prepared.

The labour shortage, with decreased numbers of backpackers in the country, is still of concern. The early indicators are that workers are about, especially in the South West regions.

We have been working with DPIRD in collaboration with a 'Horticulture Network Group' in the past months on the issue, and the silver lining is that industries are collaborating. It is by working together we have maintained a strong voice with the decision makers. In addition, we understand that the State Government has now opted back into the Seasonal Worker program which will further assist our bigger orchards to manage large teams.

Pacific Island and East Timorese labourers can now enter WA via the NT. Still of concern from growers about increased pay rates for the next season, and bad press around 'ripping off' workers. It still remains to be seen how it will play out as we get closer to harvest, but the best plan is to be well informed and endeavour to continue to look after employees well.

The Strategic Plan process is now finalised and complete. We will be sharing the reports with APAL and Hort Innovation for the purpose of aligning our goals for the future and determining an action plan to identify projects that will assist particularly to increase our export capacity. We celebrate the recent news of the continuation of Future Orchards with APAL taking the lead in funding the program. With Susie as an experienced Front Line Adviser, we are well placed to continue to benefit from the program particularly when it comes to addressing our key industry objectives in the R&D space.

The QFly eradication program under the management of DPIRD continues and it is hoped they can manage the return to our area freedom soon. The incursion effort has been massive as this is the largest outbreak since the very first incursion in 1989. We still wait to hear the outcome of details of the Netting Program and the rollout of the grant assistance.





► 20 October Hort Industry meet about labour with Minister MacTiernan at the Minister's office at Dumas House.

**This edition**

See our one page summary of our new Strategic Plan for 2021–25, articles on current rates and conditions such as piece-rates, our recent promotional activities, the recent Grower Dinners, a Medfly trapping update and an insight into the Tassone Family business.

**Merry Christmas**

On a personal note I would like to thank Mark Scott, the Committee, Susie Murphy White, Ingrid Behr and Staff of the APC, the staff at DPIRD and our growers, for your confidence and support in the past year. I know that the Committee would want me to wish all our friends in the Hort Industries and beyond, a joyous festive season and a prosperous New Year for 2021. 🍏

**MORE INFORMATION ►**

Nardia Stacy, Executive Manager,  
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We celebrate the recent news of the continuation of Future Orchards!



# WA POME FRUIT INDUSTRY STRATEGIC PLAN 2021-2025



## VISION

A profitable and sustainable Western Australian pome fruit industry meeting market requirements and consistently satisfying customers with high quality fruit.

## MISSION

Working in partnership with stakeholders to provide industry leadership, strategic direction and innovative solutions to support a profitable and sustainable Western Australian pome fruit industry.

## OBJECTIVES

- 1 Improve WA apple productivity and profitability to 55t/ha yield, 75% Class 1 packout and \$75 spend/household/year.  
( CURRENTLY 48t/ha / 69% / \$68 )
- 2 Build the strategy to export 15% of WA's annual apple production.  
( CURRENTLY 100t, 15% OF WA PRODUCTION OF 35,000t = 5,000t )
- 3 Lift WA pear productivity and profitability to 4,750 tonnes and consumption to \$20 spend/household/year.  
( CURRENTLY 3,800t / \$18 )

## STRATEGIES

1. PRODUCTIVITY AND PROFITABILITY	2. MARKET DEVELOPMENT	3. SUPPLY CHAIN IMPROVEMENT	4. INDUSTRY LEADERSHIP
Improve capability and capacity to build your profitable 'Future Orchard'.	Drive domestic consumption and develop export opportunities for future WA industry security.	Identify and manage WA supply chain inefficiencies.	Provide industry leadership with unity and purpose, and attract funding to deliver the plan.

## TACTICS

<ol style="list-style-type: none"> <li>1 Support capacity and capability building initiatives and benchmarking for improved decision making to drive productivity and profitability, and manage risk (climate, soil, varieties, water, technology, marketing).</li> <li>2 Develop a WA Pome Fruit Industry R&amp;D Plan to maximise orchard productivity and lower the costs of production.</li> <li>3 Improve labour planning, monitoring of efficiencies, OH&amp;S and management.</li> <li>4 <b>Promote commercially available and cost effective new technologies to drive productivity improvements including crop protection, remote sensing, robotics.</b></li> <li>5 Promote improved orchard and marketing data management and analysis to enable timely and accurate decision making.</li> <li>6 <b>Manage increasingly complex biosecurity issues with investment in the WA Pome Fruit Biosecurity Strategic Plan.</b></li> </ol>	<ol style="list-style-type: none"> <li>1 Work with APAL to create an Apple and Pear Strategy for WA domestic market to add value for growers.</li> <li>2 <b>Work with APAL, DPIRD and Fruitwest to create an Apple and Pear Strategy for export markets to add value for growers.</b></li> <li>3 Invest in better understanding consumer preferences and knowledge of WA fruit.</li> <li>4 Develop a clearer brand proposition for WA's apple and pear varieties.</li> <li>5 Encourage grower participation in quality assurance, food safety and traceability programs.</li> <li>6 <b>Re-engage with the DPIRD Apple Breeding Program for a shared pathway for future investment and clearer targets.</b></li> <li>7 Actively work with the beverage side of the apple industry to build profitable market options for growers.</li> </ol>	<ol style="list-style-type: none"> <li>1 <b>Work with stakeholders across the WA supply chain to ensure consumers consistently receive quality fruit.</b></li> <li>2 Drive improvements in cool chain integrity and fruit handling, from harvest to storage and retailing including transport and retail management and display.</li> <li>3 Establish a working group with growers, agents and retailers to address WA supply chain issues and inefficiencies.</li> <li>4 Determine the effect of quality on profitability, price, visibility and trust from the retailer's perspective.</li> <li>5 Promote data sharing to drive benchmarking and continuous improvement across the supply chain.</li> <li>6 Identify levels of waste creation across the value chain and opportunities for value-adding to non-first grade fruit.</li> </ol>	<ol style="list-style-type: none"> <li>1 The Pomewest Committee will provide proactive leadership to improve WA industry cohesion and manage Pomewest with sound governance.</li> <li>2 <b>Cultivate more productive relationships with APAL and HIA - Apple and Pear Hort Fund to achieve greater support for WA project investment.</b></li> <li>3 Manage the Pomewest communication strategy to maintain the industry database, deliver timely and effective communications and organise state workshops or conferences to improve grower and supply chain knowledge.</li> <li>4 Raise awareness of industry issues and provide an industry perspective on WA pome fruit industry issues with industry data and information.</li> </ol>
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Note: highlighted boxes are the 2021 Priorities.

# 2020 Annual Grower Dinner Meetings



BY NARDIA STACY  
EXECUTIVE MANAGER,  
POMEWEST

**O**n 23 September and 13–14 of October Pomewest hosted the three regional dinners in the Perth Hills, Donnybrook and Manjimup as part of the major grower engagement activity for the year.

Our committee was extremely pleased to see over 65 growers attend, particularly when such interaction seemed almost impossible to imagine earlier in this 'like no other' year.

We thank all of those people who devoted for time, interest and for their on-going commitment of support to the industry.

We also thank our speakers, Peter Cooke of Agknowledge who presented our next 2021–25 Strategic Plan, Bernice Russo of Rural Enterprises who spoke about the services of Harvest Trail

as a provider for labour in the South West region.

We also thank, Bronwyn Walsh of Hort Innovation introducing her role as regional extension manager — we look forward to working and seeking her assistance for projects in the future. Bryn Edwards of vegetablesWA and Paul Omedei and Graeme O’Meagher of Planfarm and our own Susie Murphy White and our special guests Ingrid Behr of the Agricultural Produce Commission and Shay Crouch Perth NRM representing WA Stonefruit industry.

Regional dinners:  
Perth Hills, Donnybrook  
and Manjimup.

On surveying our responses from our evaluations it is clear that this format is preferred by most of our growers and we will look to continue these events and potentially other events in 2021.

We will endeavour to be able to report the progress of our strategic plan action items which will be formulated shortly. 🍎

**MORE INFORMATION ►**

Contact Nardia Stacy, Executive Manager, phone 0411 138 103 or email [nardia@pomewest.net.au](mailto:nardia@pomewest.net.au)



► **MANJIMUP Grower Dinner**  
1. Shawn & Bec Whittaker & Jean Pessotto  
2. Tony Fontanini and Fernando Pessotto.  
3. Susie Murphy White, Sabina and Alex Alban.





# Sure and steady for Tassone Orchard

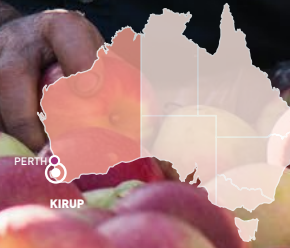
PHOTOS © VICTORIA BAKER

Second generation farming business based in Kirup, Western Australia.

► **JULIE** and Rob Tassone inspecting apples.



BY SUSIE MURPHY WHITE  
PROJECT MANAGER,  
POMEWEST



<b>Farmers</b>	Julie and Rob Tassone
<b>Location</b>	Kirup
<b>Enterprises</b>	Pink Lady, Cherry Gala, Fuji, Granny Smith, Dazzle, Sundowner apples and pomegranates





**S**ure and steady wins the race — this mantra has certainly been the case for the well-known Tassone family over the last 44 years.

This second generation farming business based in Kirup Western Australia has been consistently growing premium produce into the WA market since its inception in 1976. Frank, Rob and Julie Tassone are still committed to continue the legacy set by Rob's parents Frank and Connie (Vinci) Tassone, by continuing to supply elite quality apples to their customers.

The early years saw Frank and Connie purchase the property in Kirup and then when Rob left school leased a property in Myalup to produce potatoes, which they did for 30 years. However, they kept their hand in orcharding during this time, and maintained a small orchard on the Kirup property growing Hi Early, Granny Smith and Yates varieties. Maintaining the Myalup property with the travel for over 10 years became tedious, the family decided to take the opportunity to convert the Kirup property into a fully-fledged apple orchard.

They were one of the pioneer growers in the area to plant first Pink Lady block in 1987 and today, the orchard has expanded to 20-hectares and produces Pink Lady, Cherry Gala, Fuji, Granny Smith, Dazzle, Sundowner apples and pomegranates.

Being enterprising and innovative by nature, they have used this approach as a model for their business. They are always researching and developing new and improved methods to become more productive and cost effective. As such, they are always open to test new growing systems and be involved in trials. For example, Rob takes great



▶ **JULIE**, Frank and Rob Tassone, Pink Lady harvest 2020.



pleasure nurturing new blocks and developing trees into full production. Rob's favourite apples to eat are the Cherry Gala and he prefers the Granny Smith Apple to grow.

**Along with Frank, Rob and Julie who still actively work the orchard, they employ three, fulltime staff and rely on 30-40 backpackers from thinning to harvest.**

During the 2020 harvest and the COVID-19 lock down they were pro-active in implemented physical distancing, hygiene and signage measures to protect workers. They are confident the 2021 harvest will be completed without too much disruption and they are being proactive in planning their labour force for the upcoming season.

The tips that the Tassone's would recommend for the consumer is seasonality. Gala apples are best consumed between February and May and Pink Lady from May to January because these variety's taste, like a good wine, improves with age. You can buy the Tassone's apples from Coles, Woolworths and Bunbury Farmers Markets. We look forward to tasting new season apples from the Tassone family very soon. 🍏

**MORE INFORMATION ▶**

Susie Murphy White, Pomewest Project Manager, [susan.murphywhite@dpird.wa.gov.au](mailto:susan.murphywhite@dpird.wa.gov.au)





# Fair pay

## Let's get it right



BY NARDIA STACY  
EXECUTIVE MANAGER,  
POMEWEST

**L**et's be proactive to counteract the damaging claims the fruit industry is 'ripping off' workers. Considering the current labour shortage and the incentives being offered by government to attract local workers, it is more important than ever to make sure we are fully transparent and renumrating our workforce correctly.

Make sure you are fully transparent and renumrating your workforce correctly.

### Industrial Relations in Australia

There are heavy fines for breaches of the regulations if you are found to be underpaying your workers.

There are two industrial relations systems, Federal and State which are regulated by Fair Work Ombudsman and the Department of Mines, Industry regulation and Safety respectively.

If you are a 'Constitutional Corporation' e.g. Proprietary Limited Company you come under the Federal Award. If you are partnership, trust or sole trader it will be the State Award — note trusts depend on who the trustee is.

For more information to assist you establish which system is applicable to your business see link [www.commerce.wa.gov.au/labour-relations/guide-who-wa-state-system](http://www.commerce.wa.gov.au/labour-relations/guide-who-wa-state-system)

### Keep records

We have been made aware that Fair Work Ombudsman will be targeting horticulture industry this year for compliance. To protect your business, make sure you educate yourself about the award systems and keep good records for audit purposes.

See links below to assist you:

- **Federal system** — [www.fairwork.gov.au/how-we-will-help/templates-and-guides/fact-sheets/rights-and-obligations/record-keeping-pay-slips](http://www.fairwork.gov.au/how-we-will-help/templates-and-guides/fact-sheets/rights-and-obligations/record-keeping-pay-slips)
- **State system** — [www.commerce.wa.gov.au/labour-relations/employment-records-employer-obligations](http://www.commerce.wa.gov.au/labour-relations/employment-records-employer-obligations).

### Be transparent

When you are engaging personnel make sure that the employee is fully aware of how your organisation pays either by the Federal or State award or by piece-rate contract agreement signed by both parties. That way both parties are fully informed at the outset of the conditions which will avoid any common misunderstandings and future conflict or penalties. If you want to research the best method for your business, there is a really great resource video to watch — *Pay and Piecework rates in the Horticulture Industry* — [https://m.youtube.com/watch?feature=emb\\_title&v=A51FS5jWCUw](https://m.youtube.com/watch?feature=emb_title&v=A51FS5jWCUw)

▶ **MAKE** sure employees are fully aware of how your organisation pays either by the Federal or State award or by piece-rate contract agreement signed by both parties.







Employees getting piecework rates are paid by output.

► **PIECEWORK** agreements may be entered into between the employer and employee.

**Piecework rates can't be based on group effort**

**Piecework rates must be based on individual effort**

► **EMPLOYERS** may need to 'top up' the wages paid to pieceworkers to ensure they do not receive less than the minimum award wage.

Employers may need to 'top up' the wages paid to pieceworkers to ensure they do not receive less than the minimum award wage.

Employees getting piecework rates are paid by output, such as the number of kilograms or bins of produce picked, rather than hourly rates for time worked. Practices that employers should avoid:

- Don't ask workers to overload buckets or bins
- Don't ask workers to pick bad produce for free
- Don't apply group rates, where a group of workers is paid at a combined rate.

To learn more on piece rates go to [www.fairwork.gov.au/horticulture-showcase/pay-piecework-rates/how-to-use-piecework-agreements](http://www.fairwork.gov.au/horticulture-showcase/pay-piecework-rates/how-to-use-piecework-agreements). On this site you can gather other information on how to create an agreement, record output, setting rates, templates and tools. 🍏

**MORE INFORMATION ►**

Contact Nardia Stacy, Executive Manager, phone 0411 138 103 or email: [nardia@pomewest.net.au](mailto:nardia@pomewest.net.au)

Links to awards for payrates:

- **Federal system** — Horticultural Award 2020 page 43 [www.fwc.gov.au/documents/documents/modern\\_awards/award/ma000028/default.htm](http://www.fwc.gov.au/documents/documents/modern_awards/award/ma000028/default.htm)
- **State system** — Fruit Growing and Fruit Packing Award [www.wairc.wa.gov.au/en/FullAwards](http://www.wairc.wa.gov.au/en/FullAwards)

**Piecework**

Piecework agreements may be entered into between the employer and employee subject to the piecework rate being fixed and reviewed as necessary from time to time so as to enable the 'average competent employee' to earn during ordinary working hours not less than 15 per cent above the hourly rate of

the class of work performed (the target earnings). Such an hourly rate is to be ascertained by dividing the appropriate weekly rate by 40.

Where the minimum amount received by a pieceworker falls below the target earnings for more than three consecutive ordinary working days the piecework agreement may be terminated by either party. If neither party elects to terminate the piecework agreement it continues to operate as normal.

Although pieceworkers are not guaranteed to earn the target earnings based on their output, they cannot be paid less than the minimum award wage for the hours they work.







# Students enjoy apples in our recent promotional activities



BY NOELENE SWAIN  
POMEWEST PROMOTIONS  
CO-ORDINATOR

**T**here is no doubt primary schools LOVE having apples involved in school activities. Whilst most kids are apple lovers, consumption is constantly under threat by highly marketed processed snack products.

With an estimated 28 per cent of Aussie kids now considered overweight or obese, it is important to teach kids to enjoy fresh health fruit.

The healthy eating focus within schools continued this October, to present opportunities to work with kids across age groups in schools to promote the industry and good eating habits.

WA primary schools celebrate Crunch and Sip Week in September each year with a focus on the Great Aussie Crunch held on 7–11th September when schools across the state focused on activities to highlight the need to eat more vegetables and fruit. This created an excellent opportunity to engage with

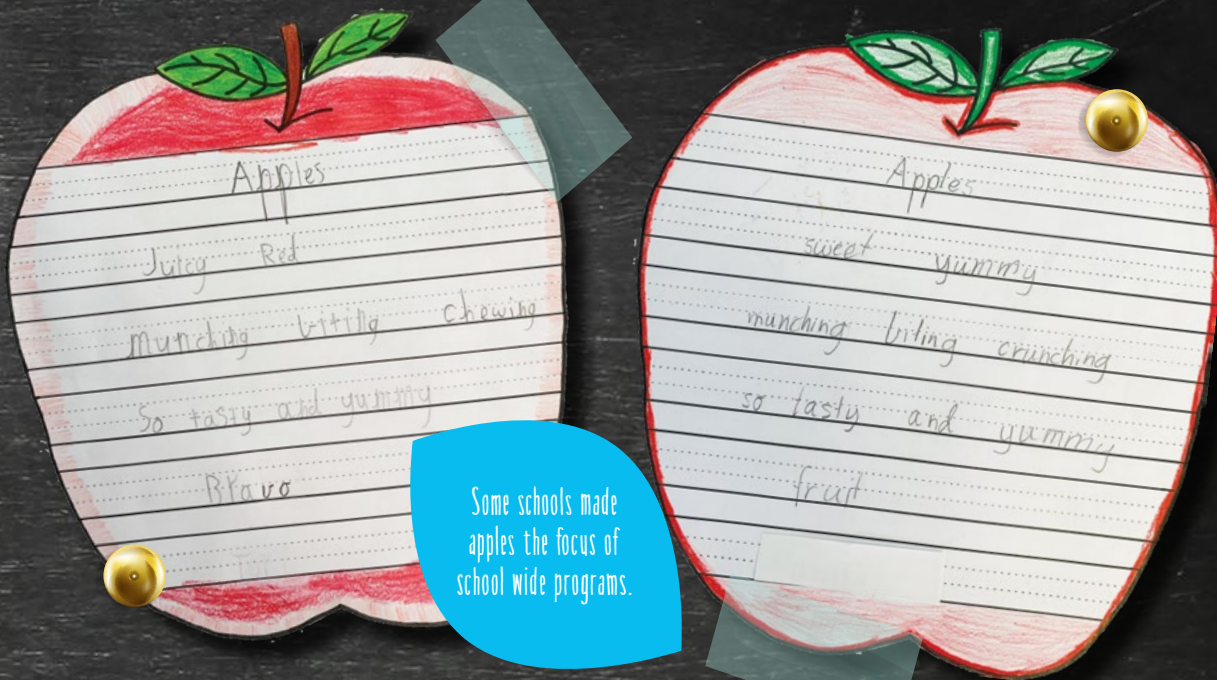
schools by providing a carton of shining red apples to implement activities within the classroom.

The Apples in Schools program supplied 20 WA primary schools metropolitan schools in September 2020, involving over 1300 students across approximately 44 classes.

The Apples in Schools program supplied 20 WA primary schools in September 2020.

The creativity of teachers and students never ceases to impress. Evaluation forms, photos and work samples returned by participating classes, demonstrate the apples provided an extremely positive experience within schools. Apples were consumed in classroom programs, as well as sports carnivals, breakfast club activities and playground initiatives as well as incorporated into mental health awareness through R U OK Day.





Some schools made apples the focus of school wide programs.

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

Many primary schools make active use of Apple Slinky machines — in either the canteen, the classroom, or use as a recess treat and opportunity to connect with the students. These fun gadgets put some fun into eating apples. It was pleasing to note that many schools are still actively using apple slinky machines

that have previously been provided as part of the Apples in Schools project.

Senior School Health Expos, previously been supported, were suspended due to COVID-19 restrictions. We hope to engage in these events again in 2021.

This is an excellent positive program, which has achieved strong response from teachers and active integration into the classroom programs. Future support is expected for next year, which will continue to build positive eating habits and awareness with children.

In addition to the schools program, Pomewest donated apples to the 2020 South West Food Bowl. This two day

event was started in 2012 by local growers to help celebrate the “Australian Year of the Farmer”.

The 1st day, Friday, focuses on introducing school children from around the South West about where your food comes from and introduces various activities around farming, food science and career and training opportunities. The apples went down a treat, many students enjoying apples for morning tea after a long bus trip to Nannup.

**MORE INFORMATION ►**

Contact Noelene Swain, Fresh Finesse, [noelene@freshf.com.au](mailto:noelene@freshf.com.au)





# Case study

## Apple pests and export markets



BY KIM JAMES  
SENIOR RESEARCH  
OFFICER, DPIRD

**A** Horticulture Innovation-funded project between CSIRO, the Department of Primary Industries and Regional Development (DPIRD), and industry body Pomewest is looking at systematic pest management and monitoring to access new export markets.

This project will evaluate a 'Systems Approach', which involves a number of measures to provide the level of protection from a specific pest or disease that an importing country requires.

The West Australian case study is part of a broader national collaboration between industry, researchers and regulators to help Australian horticultural businesses realise export market opportunities by developing a systems approach.

Systems Approaches consider the combined effect of monitoring programs, good in-field management, grading in the packinghouse and other steps that are part of good agricultural practice. With the right verification processes, we could demonstrate that fruit export is acceptable to these markets without substantially increasing the cost of production.



► DPIRD Manjimup  
Technical Officer — Helen  
Collie — inspecting a trap.

The project involves a surveillance network of about 450 traps across 19 orchards and 14 town sites in Manjimup and Pemberton to monitor for known pests including Mediterranean fruit fly, Light brown apple moth and Western fruit moth; and not-known pests Queensland fruit fly and Codling moth. Fruit cutting to evaluate the absence of pests of quarantine concern will also be implemented. The project will collect data from two or more measures with a systems approach, which will be analysed and modelled by CSIRO to produce supporting evidence for future Pomewest and apple industry market access applications.

The project involves a surveillance network of about 450 traps.

The case study activities include:

- Develop market access options for apples produced in the south-west of the state
- Monitor and control pests of quarantine concern to determine the risk arising from each systems approach measure

- Determine the cumulative efficacy required to satisfy trading partners that apple trade via a Systems Approach will provide an acceptable level of protection from pests of quarantine concern.

The case study is currently expanding its moth surveillance into other pome fruit growing areas to better understand the spread and impact of moths as pests of quarantine concern. Growers are encouraged to continue their yearly IPM and pest control programs in their orchards and their region. 🍏

### MORE INFORMATION ►

Contact Susie Murphy White, Pomewest Project Manager, at:  
[susan.murphywhite@dpird.wa.gov.au](mailto:susan.murphywhite@dpird.wa.gov.au)

