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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
Total	550,000

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
Total	58,030

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

By the time you get to read this report the 2021 harvest season will be done and dusted.

By all accounts, we have managed to struggle through again this year — albeit at a higher cost associated with labour shortages, the impact of lockdowns, Qfly incursions and dealing with the usual culprits that challenge the business of orcharding.

Getting through has taken a great deal of organisation and collaboration by you all, and the Western Australia (WA) horticultural industries at large.

Now, we again have to look to the next season of pruning, thinning and harvest with similar concern.

The impact of the COVID-19 pandemic continues across the world and recovery will be slow, despite the introduction of vaccinations. Sourcing backpackers in the conventional way, with international travel, will remain difficult until the virus is under control. This is why the Seasonal Worker Program must continue to source skilled workers from low-risk countries. Pomewest continues to work with the State Government to maintain this scheme, keep the flights coming, and strive to improve the process to be more cost effective and streamlined. We also will continue to explore ways to find other workforce alternatives moving forward.

The good news is that the State Government does recognise that securing labour is essential for WA food security and it is firmly on the agenda.

We would like to thank the Hon Minister Alannah MacTiernan MLA, and her office, for her personal commitment of assistance with this ongoing situation. We also thank DPIRD for continued funding of a Labour Scheme Facilitator, supported and housed by vegetablesWA to assist the hort industry.

What else has been happening...

Netting scheme

The perfect piece of fruit is always in high demand and the only effective way to truly achieve this is growing under netting. Pomewest were pleased that finally DPIRD advised the WA rollout of the National Horticultural Netting Infrastructure Scheme in early April, following the Federal Government's announcement in December 2019. The WA pome industry welcomed this news, as many had been anticipating some funding assistance to upgrade their farms with protective cropping measures. Recognised as the future of orcharding, netting is an effective tool to increase efficiencies in production, by managing climatic events, water usage and pests. As cost of production is high in this country, matching returns of premium fruit are critical for our growing businesses to remain viable.

Pomewest has remained an advocate for a fair and equitable approach to the allocation of funds and recognises that WA has only been granted a small amount in comparison to the other states. As such, it was always difficult to manage the distribution process as it was always likely to be oversubscribed. We therefore call for consideration for additional Government funding to continue this essential investment to create resilience and protect the industry.

Committee business

The committee have been busy looking at the objectives, strategies and tactics of the 2021–25 strategic plan and addressing the priorities established late last year. We are working on developing our own industry R&D plan to maximise orchard productivity and lower the cost of production. In addition, working with stakeholders and growers to develop return to export strategies, further engagement with DPIRD and the breeding program, and cultivating more productive relationships with APAL, Hort Innovation and DPIRD to leverage greater support for WA industry investment.

This includes consideration of project proposals and setting budgets for 2021–22. Projects that are likely to continue to be supported include:

- 1 Susie Murphy White’s role as Project Manager to facilitate various projects including Crop Estimation, Future Orchards, Biosecurity Liaison Officer, PIPS 3 Soil Health Field trial, APAL Tree Census Data collection.
It is pleasing to report that this role is now being 40 per cent externally funded, by APAL, Hort Innovation and DPIRD thanks to our continued cultivation of valuable relationships.
- 2 The introduction of a capacity building for business program will be announced shortly. Pomewest will be collaborating with other Hort sectors to assist growers to attain a clear understanding of the profit levers inside the cost structure of their businesses. Additional to produce a robust set of industry benchmarks which will bring clarity and certainty to decision making for future funding support. This project stands to gain a considerable amount of leverage funding to extend our investment. We hope our growers will take full advantage of this opportunity.
- 3 Maturity Testing Program — this project will continue to maintain the success of the minimum standards, that been measured in wholesale and retail throughout the season of 2021.
- 4 Promotions program lead by Fresh Finesse, including all events and social media, to promote produce to consumers and develop a clear value proposition for WA apple and pear varieties.

There is still high support within the Committee to fund ongoing study tours to build industry development, particularly for the younger players, however due to travel restrictions with the pandemic this activity will be put on hold, at least until early 2022.

The Committee have been proactively seeking and inviting interested parties to apply to sit on the Pome Committee, particularly from the next generation. This drive will continue so that we increase our capacity to engage more growers for additional ideas and concepts.

This edition

We review the recent Export Readiness Event we held in late March. This was an opportunity to review future market development and encourage collaboration with supportive and interested businesses.

Susie continues to report on on-farm biosecurity management by asking “do you know your exotic Pome fruit pests?”. This is part of her new role working as Horticulture Liaison Officer, in conjunction with Citrus and Stonefruit, to prepare the industry for any biosecurity threat. This project is funded by the APC and DPIRD, as well as Pome, Citrus and Stonefruit Producers’ Committees.

We report on our recent promotional events to support the 2021 season, with insights and pathways to improve these activities in the future.

State Government recognises that securing labour is essential for WA food security.

I would like to take this opportunity to invite all our growers to contact me if you need any assistance with industry matters. I am committed to my role in the industry and welcome your calls or emails to discuss issues or provide feedback. Both Susie and I are working hard to maintain our service to you, via Pomewest, for return on your investment via the APC fee for service. Our committee and staff are always open to take on board any ideas on how we can improve our services to you, so please contact us with your suggestions.

Finally, we congratulate your pursuit of excellence and integrity in these most demanding times of uncertainty, during the harvest season. The industry has again displayed its ability, resilience, and mental and physical toughness to push through this period admirably. With all the beautiful fruit in store as a result, I am sure the consumer is applauding you too! 🍏

MORE INFORMATION ►

Contact Nardia Stacy, Executive Manager, 0411 138 103 or nardia@pomewest.net.au





Show time Launch for apple and pears



BY BY NOELENE SWAIN
FRESH FINESSE

Through March and April, Pomewest kicked off the 2021 season with a range of activations and events to showcase early season varieties, and get consumers focused on eating apples and pears once again as the Autumn dawned.

The aim of early season promotional activities was to present new season fruit varieties, along with the awareness of the industry quality program, that keeps consumers aware that when they buy a WA apple it will be a great apple, and a reminder to support the hard-working WA farmers by buying local.

Buy West Eat Best (BWEB) Belmont Forum Activation

6 March 2021

A range of cooking demonstrations and interactions with Chefs Don Hancey and Sophie Budd captured shoppers' attention. This was supported with social media postings.

Warren Districts Agricultural Show — Manjimup

13 March 2021

Getting active in the heart of apple growing country was a great opportunity to focus on celebrating the history of apple breeding and local growers.

It was also an opportunity to promote awareness of the industry's quality programs and efforts being made to ensure that apple maturity testing achieves optimal eating outcomes.

Events to showcase early season varieties.

Live Lighter Donnybrook Apple Festival

2-3 April 2021

After cancelling the 2020 festival due to COVID-19 restrictions, there was excitement and a little caution in preparing for the 2021 Donnybrook Apple Festival, yet the sun was shining and the crowds pleased to be able to attend. Pomewest took on the coordination of the apple and pear tasting and sales.

With substantial support from growers, ably lead by Sam Licciardello, 11 different varieties were available for people to try and buy as part of a small or large mixed bag of fruit. It was a particularly good opportunity to introduce consumers to Modi™ apples and Piqaboo® pears — both of which received extremely positive responses. Approximately 2500kg were distributed during the weekend.

Great exposure was also achieved with support from Anna Gare presenting cooking demonstrations, featuring a range of apple and pear varieties.

PHOTOS © PHILLO LOVES REPHILO LOVES





► POMEWEST participated in the inaugural WA Great Graze celebration.



► SAM Licciardello and daughter Mia helping dad out at the Apple Festival.

The activities were well supported with resources like apple banners and display material and cookbooks. A number of media opportunities were also offered to those involved.

We recognise and applaud Sam for his kind-hearted and generous personal contribution, to the event. Especially his ability to rally local growers to contribute and support with fruit donations. Pomewest will continue to improve our presence at this event in the future.

WA Great Graze

18 April 2021

Pomewest participated in the inaugural WA Great Graze celebration — a collaboration of local producers promoting the currently popular theme of grazing platters. A feature event held

at Perth City Farm on April 18 provided a perfect Autumn day for food enthusiasts and media representatives to see the expansive range of local produce.

The inaugural WA Great Graze celebration!

An apple stand featured seven varieties of apples and pears, allowing the opportunity to taste and discover new and unfamiliar varieties of fruit.

People were particularly interested and keen on new Piqaboo® pears and the still widely unfamiliar Bravo™ apple. The Minister for Agriculture was in attendance and happy to add her support to the apples promotional efforts. 🍏

MORE INFORMATION ►

Contact Nardia Stacy, Executive Manager, 0411 138 103 or nardia@pomewest.net.au

Sam and Vanessa Licciardello Orchard 1 Sixty



BY SUSIE MURPHY
WHITE
PROJECT MANAGER,
POMEWEST

Sam and Vanessa Licciardello are the third generation of orchardists on Orchard 1 Sixty in Donnybrook. The orchard was started in 1950 by his grandfather Sam, who emigrated from Sicily.

On the 45-hectare orchard they grow mainly apples and pears along with plums, nectarines, peaches and cherries with his dad Cirino.

The varieties of apples include Fuji, Granny Smith and Pink Lady, while the majority of their production come from the pears; Barlett, Packhams, Golden Bosc and Corrella.

During the warmer months they also grow summer crops of pumpkins to utilise fallow areas of the orchard, which are being turned over to new varieties.

Sam and Vanessa said they changed their business model to become more cost-efficient, increase yields on smaller production areas and focus on growing for the consumer demand.

They are always striving to produce the best fruit they can and to ensure the maximum freshness they only pack to order for their markets and into the chain stores.

Their farm shop shows their commitment to quality produce, as only best fruit is on display.

Selling from their farm shop and being highly involved with the Donnybrook Apple Festival provides the opportunity to give time to educate the consumers.

At the Apple Festival this year, Sam was able to give time to people concerned about cool storage and help them to understand that there is nothing adverse happening to fruit in cool store.

“They almost died when I told them that the Pink Lady samples they were enjoying were 11 months old,” Sam said.

Sam’s passion for the Donnybrook Apple Festival is to be commended, as his commitment to the festival ensured that we had a great range of apples and pears for sale from 12 different growers from the Donnybrook area.



▶ VANESSA and Sam Licciardello with daughters Mia, Amber and Jade.



LONG term employee



► CIRINO Licciardello.



His support to the local community and the pome industry is also apparent in his commitment to the Pomewest committee.

Daughters Amber, Jade and Mia are very much the apple of Sam's eye and already showing an interest in continuing the family tradition, helping out in the pack shed during the holidays.

Middle daughter Jade was keen to talk to festival goers about apples and pears.

Sam's wife Vanessa keeps everyone on track, running the books and administration.

The crew of long-term employees became very important during the pandemic for Orchard 1 Sixty – ensuring they were able to continue operating with minimal impact. 🍏

MORE INFORMATION ►

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





EXOTIC PLANT PEST HOTLINE
1800 084 881

Do you know your exotic pome fruit pests?



BY SUSIE MURPHY
WHITE
PROJECT MANAGER,
POMEWEST

TABLE 1. EXOTIC (NOT FOUND IN AUSTRALIA) PESTS OF THE POME INDUSTRY.

Common name	Scientific name
Apple leaf curling midge	<i>Dasineura mali</i>
Apple maggot fly	<i>Rhagoletis pomonella</i>
Asian gypsy moth	<i>Lymantria dispar</i>
Asiatic brown rot	<i>Monilinia polystroma</i>
Brown rot	<i>Monilinia fructigena</i>
Brown marmorated stink bug	<i>Halyomorpha halys</i>
European canker	<i>Neonectria ditissima</i>
Fire blight	<i>Erwinia amylovora</i>
Manchurian fruit moth	<i>Cydia inopinata</i> syn <i>Grapholita inopinata</i>
Monilinia leaf blight (blossom wilt)	<i>Monilinia mali</i>
Nun moth	<i>Lymantria monachal</i>
Oriental fruit fly	<i>Bactrocera dorsalis</i>
Peach fruit moth	<i>Carposina sasakii</i>
Rosy apple aphid	<i>Dysaphis plantaginea</i>
Spotted-winged drosophila	<i>Drosophila suzukii</i>
Tropilaelaps mites	<i>Tropilaelaps clareae</i> and <i>Tropilaelaps mercedessae</i>
Varroa mites	<i>Varroa destructor</i> and <i>Varroa jacobsoni</i>

Exotic pests can be devastating for the Australian Pome Fruit Industry.

Make sure you and your staff are familiar with plant health symptoms to look for and what these pests look like.

Early detection and reporting of these pests will help protect the Australian Pome Fruit Industry. Report any suspected finding immediately to the Exotic Plant Pest Hotline on **1800 084 881** at Plant Health Australia.

Table 1 is a list of Australian high-priority exotic pests of apples and pears. These pests were identified during the development of the 'Biosecurity Plan for the Apple and Pear Industry' in consultation with industry, government and scientists. They have been assessed as high-priority pests based on their potential to enter, establish and spread in Australia due to environmental factors, host range and vectors, as well as the cost to industry of control measures.

More detailed information about these pests, including photos of what the pests look like and fruit damage, can be found on the Plant Health Australia webpage: www.planthealthaustralia.com.au/industries/apples-and-pears

What happens when an exotic pest is found?

Identification of an exotic pest must be confirmed by two separate diagnostic laboratories before any control action is taken.

A temporary quarantine zone, restricting movement of material, may be established while awaiting laboratory results.

Once an exotic pest is confirmed, notification is provided to State and National Governments, as well as affected industries. An official response according to a nationally-approved Response Plan may occur.

Possible restrictions and eradication activities may impact an individual orchard, a growing region, or the entire State. Preparing for these events before they occur is important for business continuity.

Create a biosecurity plan for your business and implement management activities to reduce threats to help protect your business during a pest incursion.

► **ASIAN gypsy moth** has an extremely wide host range, feeding on the foliage of more than 650 species of plants.



Fire blight

Fire blight (*Erwinia amylovora*) is a serious bacterial disease of pome fruit including apple, pear, quince and loquat. It gets its name from the burnt appearance of affected plants. Symptoms of fire blight infection generally affect all parts of the plants from blossoms and leaves to branches and roots, eventually killing the tree. There is no cure for the infection. The disease spreads easily and rapidly since it can be spread by wind, rain and insects as well as by people, vehicles and equipment.



► *ERWINIA amylovora* bacteria attacks fruit trees leaves and causes disease, bacterial burn of apple tree.

Asian gypsy moth

Asian gypsy moth (*Lymantria dispar*) is a destructive pest of forest, horticultural and urban trees and if it were introduced into Australia it could cause extensive environmental and economic damage to our native bush, forests, crops and gardens. The larval (caterpillar) stage of this pest causes heavy defoliation of trees and shrubs — killing them or increasing their susceptibility to other pests. Asian gypsy moth has an extremely wide host range, feeding on the foliage of more than 650 species of plants. Moths have greyish-brown wings (30–40mm wingspan) in males or white with grey markings (40–70mm) in females.



Brown rot

Apple brown rot (*Monilinia fructigena*) is a fungal pathogen of apple and pear trees. Infected fruit typically develop spreading firm, brown spots that rapidly develop into rotting. These rotting areas will normally be surrounded by conidial pustules, often in concentric circles. These pustules resemble small, raised white-cream spots. Within five days of infection, the entire fruit can be rotted and covered with pustules. Infected fruits become mummified and tend to remain on the tree. Symptoms can spread to the stems resulting in blighted twigs developing into cankers. Leaves may turn dark brown and remain attached instead of abscising. Cankers are generally restricted to the twigs and do not extend into the previous year's wood. At harvest, apparently healthy fruit may be contaminated with spores and decay during storage and marketing. Apple brown rot produces similar symptoms to other brown rot species that are present in Australia, however, Apple brown rot produces more severe symptoms in apples and pears than other species.



Spotted winged drosophila

Spotted winged drosophila (SWD, *Drosophila suzukii*) attacks a range of soft-skinned fruit species, depositing eggs in maturing firm fruit. Adult SWD are yellow-brown coloured flies with dark bands on the abdomen and red eyes. They are 23mm in length and the female flies have a serrated ovipositor at the tip of their abdomen. This ovipositor allows the females to lay eggs in healthy, thin-skinned fruit. Males have a small dark spot on the front edge near the tip of each forewing (unlike females). Larvae are cream or white coloured and about 3mm long. Pupae are red to brown, 2–3mm in length and cylinder shaped with two small projections on the end.



► *DROSOPHILA suzukii*, commonly called the spotted wing drosophila or SWD, is a fruit fly originally from southeast Asia.

Leading the WA industry to take a fresh look at exports



BY NARDIA STACY
EXECUTIVE MANAGER,
POMEWEST

Boosting exports is a key priority in reducing industry risk but will require industry to shift from a 'reactive price taker' into a 'proactive market maker'.

Progressing the recent consultative process of developing our new Strategic Plan, the Pome Industry's Number 1 objective is to lift Class 1 packouts and raise spend for apples and pears per household, per year.

In addition, the second phase is to build a strategy to enable the export of 15 per cent of Western Australian (WA) annual apple production within five years.

It is the view of many that the expansion of markets will continue the growth and protection of the sector for future generations.

It is not for everybody; however, it is crucial for orcharding businesses who are invested in future growth.

Export can be a lonely journey, so a collective industry approach may be

the solution to share the benefits and manage risk.

This may be achieved by bringing together a group of like minded individuals willing to open the door again.

This industry has a rich history of export success, especially in premium markets, so the timing could be right for a re-launch, particularly if there was an avenue to capitalise and celebrate our past achievements. We can't forget the fact that WA is home to two unique and exciting apples that continue to attract high demand and present so many opportunities for our local growers.

There are risks to consider: our continued reliance on the domestic market with the ongoing threat of imports, and oversupply resulting from increased production with improve practises, planting more trees and varieties. The reality may be that there's not enough room for so much choice, which could result in more consumer confusion.

To start the ball rolling, Pomewest facilitated a two-day event on March 23 and 24 in Manjimup, to bring a select group of interested parties together to engage in some frank and robust discussion.

Pomewest lead the activity by engaging APAL export manager Justin Smith, APAL head of trade Jenny Van De Meeberg and Marketing Licensee for Pink Lady® apples Peter Richardson, to present before the discussion.

A strategy to enable the export of 15% of WA annual apple production within five years.

The event started with a workshop, which started with a SWOT analysis of the reasons why and why not, highlighting the obvious opportunities and threats.

It was suggested that if collaboration was the answer, there were real advantages to developing a platform of trust between businesses, underpinned by a working policy of transparency, commitment and collaboration. This would be essential component for an industry led approach.



► EXPORT workshop participants.

Benefits to looking at a collaborative export approach recognised.

APAL's Jenny Van De Meeberg then presented a comprehensive presentation covering a big picture synopsis for the future global trade and mega trends, current Australian export programs, summary of opportunities and threats, and an overview of the 'Technical Market Access Strategy', particularly looking at Japan and Taiwan.

This was followed by practical advice of how to run an export business:

- Developing a strategy
- Regulatory considerations
- Commercial considerations
- Where to go for further assistance.

The next component of the workshop was to have an open discussion about the current situation, outlining the advantages of developing a state export working group, a coalition of willing participants to build an export program.

This resulted in most of the participants recognising the fact that exporting needs to be prioritised and there were benefits to looking at a collaborative approach in order to progress.

APAL kindly invited the participants to a dinner after the workshop, to continue discussions, network and build trust within the group to develop and suggest ideas.

The next day, the APAL visited the participants to get some true reflections of the previous day and to collate this valuable feedback.

The service provider team (Pomewest and APAL) continued to brainstorm and explore some opportunities while APAL were in town.

The positive outcomes of this exercise were that a group of industry businesses came together, as industry leaders, and understood the need to be ahead of the game before being forced to find new markets to survive.



► L-R: Peter Richardson, Nardia Stacy, Justin Smith, Susie Murphy White and Jenny Van De Meeberg.

Hence, the understanding of the power of market diversity, commitment to supply, growing varieties that appeal, and finding markets that are viable.

We still have a way to go in putting a plan together, however, we have taken the first steps to re-engage WA industry consideration and buy in.

The next steps are to build on the momentum and present back to the group a viable proposition and path for success. 🍏

MORE INFORMATION ►

Pomewest acknowledges the support of APAL to make this event become a reality, particularly since it was tricky planning travel during these uncertain times, with restrictions of the pandemic.

If anyone would like to access any information about exporting, please go to this link <https://apal.org.au/programs/export-readiness-market-access/> on the APAL website. This project is overseen and managed by APAL and funded by Hort Innovation using the apple and pear R&D Levy.

Justin Smith at jsmith@apal.com.au or Nardia Stacy at nardia@pomewest.net.au, 0411 138 103 or go to pomewest.com.

New Strategic Investment Panel member

We congratulate Terry Martella of Santa Rita Orchards on his recent appointment as industry representative for Hort Innovation's Strategic Investment Panel for the Apple and Pear Research and Development Fund.

We look forward to working with Terry to progress and improve productivity and profitability for pome growers with initiatives funded by the National Levy system. 🍏

