



PHOTOS © VICTORIA BAKER



# pome update





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### Budgeted income 2022–23

Project	\$
General Account Budget (including FFS, Interest, Project Grant Funding)	468,370
Biosecurity Account Budget (FFS, general account transfers & interest)	76,250

### Budgeted expenditure general account for 2022–23

Project	\$
Project Manager including expenses SMW	92,555
Quality Testing Project	35,000
Building Business Capacity Program	20,000
Proposed Grower Study Tour	20,000
RIM Disease modelling support system	10,280
WA Apple Forum 2023	20,000
Promotion and Publicity Project — Fresh Finesse including events with BWEB	37,500
Event Sponsorships	6,000
Annual Meetings and Comms Platforms	15,000
Administration including salaries and office costs	198,000
APC charge @11% of FFS budgeted income	46,200
Transfer to Biosecurity Account	35,500
<b>Total</b>	<b>536,035</b>

### Budgeted expenditure biosecurity account 2022–23

Project	\$
Codling Moth	35,000
On-Farm Preparedness Workshops	10,000
APC charge @11% of FFS budgeted Income	4,400
<b>Total</b>	<b>49,400</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

# Season update



BY NARDIA STACY  
EXECUTIVE MANAGER,  
POMEWEST

It is pertinent to understand the true cost of production to stay ahead of the game.

**S**pring is the time of plans and projects' and with the first bud burst so starts the next pome fruit season and hopefully with a sense of optimism. After this year's challenging harvest, with labour and rising costs of production — it is now time to reflect and plan for Harvest 2023.

Winter for Western Australia in 2022 is looking like another low chill year for most locations. Both Manjimup and Pemberton are tracking along well below the tenth percentile and are going to need some more cold days and nights to get the 70% of the average. The Perth Hills and Donnybrook are tracking along like an average year and potentially will not have an extended flowering period.

The wet and wild weather of the first week of August was well-received, however, we are tracking below average for rainfall, and we will need more to fill the dams.

**We recently made a submission at the end of July to the BAM Act review on behalf of the industry, which we used to state the importance of continued biosecurity security.**

Improved fumigation practises, continued eradications of pest and disease outbreaks, establishing and maintaining trapping grids, provision for regulation of minimum maturity standards for some fruits, and the management of abandoned, neglected orchards and private land for pest and disease control.

At this time, we are pleased to report that our own industry regulated maturity testing program, contracted to TQAS, is tracking well. Of the 283 tests (117 wholesale and 166 retail) collected from February to July 2022, 272 have passed and 12 failed.

Of the fails, 9 were recorded at wholesale and 3 at retail. It remains to be seen whether the quality will continue to hold with stored fruit feeding the market in the next period, however the results so far are encouraging that good tasting quality fruit is being experienced by consumers. See Figures 1 and 2 to demonstrate the result trend to date.

In tracking the latest NielsenIQ Homescan key metrics by state, in comparison to the rest of the country, WA continues to lead the

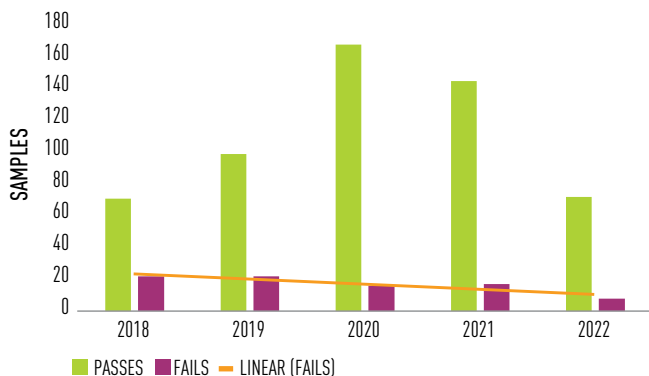
country in sales — albeit the reported decline in sales growth across the board (see Table 1).

Encouragingly, WA continues out-performing the other states in sales growth and household value for both apples and pears (for more details go to [harvesttohome.net.au/fruitmushroomnuts/market-overview](https://www.harvesttohome.net.au/fruitmushroomnuts/market-overview)). In this environment, ongoing and increased promotion is essential to constantly remind consumers about the value of eating fresh produce, as the best natural snacking option for human health and vitality.

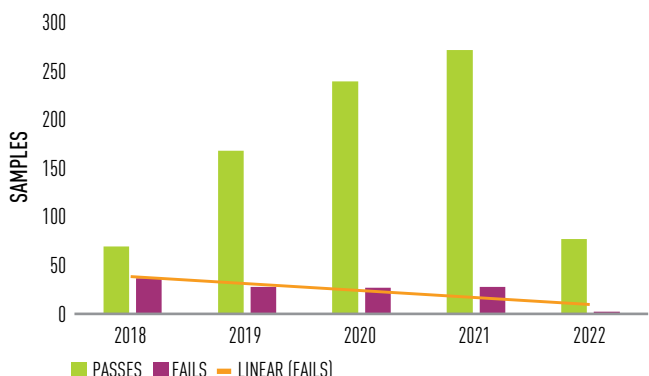
WA continues out-performing the other states in sales growth and household value.

► THE industry regulated maturity testing program results are encouraging — good tasting quality fruit is being experienced by consumers.

**FIGURE 1. POMEWEST QUALITY PROGRAM – WHOLESALE PASSES AND FAILS 2018 TO DATE**



**FIGURE 2. POMEWEST QUALITY PROGRAM – RETAIL PASSES AND FAILS 2018 TO DATE**



With this flat growth period emerging, now more than ever, it is pertinent to understand the true cost of production to stay ahead of the game. Especially with the increased costs resulting from the current global economic environment. Any credible data-based information we can gather will greatly assist planning and decision making. The bonus is that the information gathered will be also very useful to demonstrate our position to government and the public about the health of the industry.

Hence, we encourage producers to take advantage of the opportunity to have a look at your own operations through the APC Vegetable Producers’

Committee, Hort Innovation, DPIRD, and APC subcommittee Pomewest funded *Building Business Capacity Project*. The outcomes will assist you in understanding your business, give you expert advice on how to find more efficiencies and give an overall opportunity to anonymously benchmark the industry. Managed by vegetablesWA and contracted to Plan Farm, for those interested, there are currently still places available to join the program.



During the downside of the season, Pomewest has been busy hosting several industry workshops, orchard tours and industry consultation activities – catching up on some of the events

that just have not been possible in the last few years due to the travel restrictions of the pandemic.

In July, Pomewest facilitated two Disease Modelling Workshops (Perth Hills and Donnybrook). This activity comes from a collaborative project funded by the Donnybrook Orchard Improvement Group, Pomewest and Stonefruit WA. The sessions with guest speakers Marcel Veens and Andrew Taylor DPIRD gave some insight how the RIMpro decisions support system works with on farm weather stations. Hence, providing growers with real-time data to manage pests and disease on their own properties, based on actual weather data and predicted high-risk conditions. Particularly useful for managing diseases such as apple scab, pear scab, powdery mildew and brown rot for pome and stone growers. The sessions were well attended.

Further workshops are planned later in the year to demonstrate the impact of implementing the concept on some project participating orchards.

To boost the value of consultation with growers, we collaborated with a long-awaited APAL visit to conduct our regional annual grower dinners commencing on 16 August in Donnybrook. Following in the footsteps of last year’s model, we again invited the Perth Hills growers back down to visit their cousins in the South. We organised an informative local orchard tour to increase value and provided bus transport down and back for convenience. Feedback from previous years suggested that the Hills growers particularly liked this mixed model of consultation and networking opportunities.

**TABLE 1. APPLE KEY METRICS BY STATE**

	\$ sales growth (%)		Volume (kg) growth (%)		Percentage of buying households (%)		Annual household purchases (value) (\$)		Annual household purchases (volume) (kg)	
	This year	Year ago	This year	Year ago	This year	Year ago	This year	Year ago	This year	Year ago
National	-10.7	2.8	2.3	-7.8	88	87	63.11	71.56	17.5	17.3
Queensland	-8.2	3.4	5.2	-7.4	88	88	60.47	66.73	16.9	16.2
New South Wales	-11.4	3.2	2.7	-5.1	90	88	63.13	73.08	17.5	17.5
Victoria	-13.6	0.6	0.3	-7.6	87	87	61.62	71.19	17.5	17.4
South Australia	-9.8	2.8	4.4	-7.4	83	82	55.54	62.78	16.2	15.8
Western Australia	-7.1	5.8	0.6	-15.5	89	89	79.67	85.89	19.8	19.7

Source: NielsenIQ Homescan for the 52 weeks ending 17/07/2022 for the Australian market. Copyright © 2022 Nielsen Consumer LLC.

► **RIGHT:** Growers at the Hearman Tree Nursery — Local Orchard Tour August 2022.



Check out the new Pomewest website [Pomewest.net.au](http://Pomewest.net.au)

► **BELOW:** Mark Scott, Phil Turnbull APAL and Jason Jarvis of Pomewest at the Hearman Nursery.



► **ABOVE:** Paul Omodei presenting at the Donnybrook Annual Dinner.



► **LEFT:** APAL contingents, Cassie Whelan, Justin Smith, Jenny Van de Meeburg and Jeremy Griffin on the orchard tour.

On Wednesday 17 August, the Manjimup section of the tour commenced with a **APAL Export Workshop at the Manjimup Horticulture Research Institute.**


Interested growers, marketers and exporters attended to discuss future export programs for the progression of the WA industry into overseas markets lead by the ANABP 01<sup>ϕ</sup> variety. One of the key objectives in the WA Apple and Pear industry's current Strategic Plan is to lift exports to 15% of total production within five years.

Both dinners, held on the evenings 16 and 17 August were extremely successful, with a program speaking to the outcomes of the local Building Business Capacity Program for the first two years and the Biosecurity Liaison Officer project for Pomewest and plenty of opportunity for APAL to update members on their current activities on the national arena. The dinners were well-attended by growers and invited stakeholders and great interactive discussion was enjoyed.

### This edition

Susie writes details on the last Future Orchard Walk and a report on the Disease Modelling Project workshops, we celebrate the National award winners Dr Ben Darbyshire and Nicole Giblett from Newton Orchards, and report on the work done by Hort Innovation on the domestic and export market for marketing campaigns for Australian Apples and Pears funded by the Apple and Pear Levies.

Our new website **Pomewest.net.au** is now live; we invite all FFS to visit and register for the grower zone.

I would like finish by again inviting any grower or stakeholder to contact us if you need any assistance with any industry matters. Both Susie and I are committed to our service roles for the pome industry and always welcome your engagement and feedback. 

### MORE INFORMATION ►

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

Ben Darbyshire  
received the Lifetime  
Achievement Award.

*Pornewest celebrates*  
**two Western  
Australian APAL  
award winners**

“Our WA industry  
while very small  
and isolated is  
fortunate being  
the earliest  
innovators with  
regard to growing  
WA-bred apples.”

**Ben Darbyshire**



BY NARDIA STACY  
EXECUTIVE MANAGER,  
POMEWEST

**T**he Lifetime Achievement Award winner Ben Darbyshire, and Marketer of the Year Nicole Giblett, were recently recognised for their significant contributions to the Australian Apple Industry in Melbourne in late May.

There was no surprise for us in WA, as both individuals have worked tirelessly to support the local pome industry over many years.

Ben was described in the recent *Australian Fruit Grower* (AFG) magazine as a reluctant recipient, and as 'uncomfortable' with all this attention, and laughed openly when he was referred to as 'a treasured living asset' through his unique set of skills gained as a scientist, industry leader and apple grower.

However, his wife Geraldine set the record straight and expressed her delight that Ben has been commended for his life's work in the sector. "He saw this vision and worked like bugger to get there," she said about the commercialisation of the ANABP 01<sup>®</sup> variety known as the Bravo<sup>®</sup> branded apple.

"Ben has the visionary skills; he's a logical thinker and he doesn't bear animosity towards other people, able to rise above any criticism or negativity with a sense of humour, which is essential in this business."

Ben stated in the recent Winter edition of AFG: "Our WA industry while very small and isolated is fortunate being the earliest innovators with regard to growing WA-bred apples." He recognises the current challenges for the industry and sites the implementation of robotics in picking and packing and



"The key to marketing is to focus on quality above everything else."

Nicole Giblett

PHOTO © VICTORIA BAKER

► NICOLE Giblett received the Marketer of the Year Award.

the importance of the measurement of profitability by the assessment of operations in and out of the orchard.

Nicole Giblett, on the other hand, told AFG that she was happy to collect this award on behalf of her team at Newton Orchards. She says that: "The key to marketing is to focus on quality above everything else."

She also referred to good relationships with customers, with the understanding of the value of transparency and honesty in business.

While, as Nic states, this is not an individual award, Nic should be praised as she has been extremely pro-active on behalf of the industry, particularly in encouraging local workers to work in the produce industries during the pandemic. No mean feat, as many only came to the regions to get their hands on \$ government incentives.

She claims that the adversity suffered has been a good lesson, and the experience has taught Newtons that it will never look as bleak again.

As now they have happily engaged with their Tongan and Vanuatu teams through the Pacific Australia Labour Mobility (PALM) scheme which has been a blessing for their business. She views 'her people' as their biggest asset, and teamwork is crucial.

Nic has a steady approach and is a 'fixer of many things — like a firefighter' in their business. However, she is always happy to support and advocate on behalf of the industry. She believes in the value of collaboration with others who share similar mindsets and growing practices. Nic, one of the future leaders, is very hopeful for the future of the industry.

On behalf of all our producers we say congratulations to both Ben and Nic for their ongoing service to our sector. 🍏

Recognised for their significant contributions to the Australian Apple Industry.

# Disease modelling for fruit trees

BY SUSIE MURPHY WHITE<sup>1</sup> AND ANDREW TAYLOR<sup>2</sup>

<sup>1</sup> PROJECT MANAGER, POMEWEST

<sup>2</sup> PLANT PATHOLOGIST, DPIRD

**D**ecision support systems (DSS) are one of the tools available to assist in the management of the diseases in the orchard.

Recently, the Donnybrook Orchard Improvement Group and the Perth Hills Orchard Improvement Group met to discuss the benefits of using the Decision Support System RIMpro to improve the management of black spot (apple scab), powdery mildew in apples, pear scab and brown rot for stone fruit.

Guest speakers at the workshops were Marcel Veens Horticultural Consultant and RIMpro agent for Australia and Andrew Taylor DPIRD Plant pathologist.

Andrew explained the lifecycle of the diseases affecting orchards in WA and quoted David Ritchie from North Carolina State University: "Worldwide, brown rot is the most important disease risk for stone fruits in warm, humid climates. It is the primary disease for which fungicides are applied to stone fruits."

The number one disease of economic importance to WA agriculture is powdery mildew, with the horticultural production regions experiencing optimal climatic conditions for powdery mildew outbreaks. While WA was able to keep Black Spot out the pome industry for many years, it is now present in the WA pome growing regions and needs constant management by growers to keep the disease to a minimum.

Winter action is critically important for the control of all diseases. Actions in winter can break the disease cycle and slow the potential spread during the growing season. The orchard clean-up of sweeping and mulching leaves and fruit can stop disease reproduction and maturing of spores over winter.

RIMpro Cloud Service is an interactive DSS for pest and disease management in fruit and wine grape production (see Figure 1).

Marcel explained how RIMpro was developed and tested by scientists in production regions around the world, initially designed for organic growers. But driven by the need for European growers to reduce the number of pesticide applications, a reduction in the number of active ingredients available to growers and the emergence of resistance, RIMpro has seen an uptake in subscriptions worldwide.

To run the DSS, growers will need to have a weather station set up in the orchard that is monitoring; temperature, relative humidity, rainfall, wind speed/direction, solar radiation and two leaf wetness sensors, one inside and one outside the canopy. Then RIMpro's models use the localised weather forecasts to simulate disease development in the coming hours and days. This assists in decisions over

management of diseases, for instance, whether the risk is high enough to warrant a fungicide application or whether it can be postponed for a future time.

Using a DSS has the potential to save growers money and time by only spraying when it is required and not when it's not needed. Overseas data has shown a reduction in the number of sprays applied in orchards using DSS systems, in comparison to those that are not, with the same level of disease control achieved.

Using a DSS has the potential to save growers money and time.

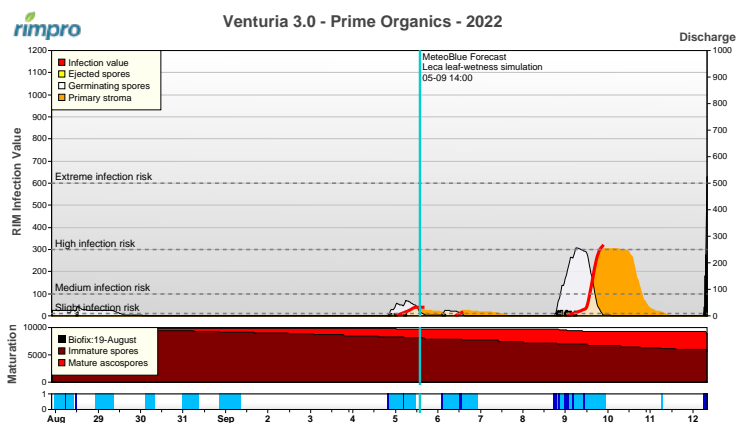


FIGURE 1. RIMPRO BLACK SPOT PRIMARY INFECTION FORECAST.





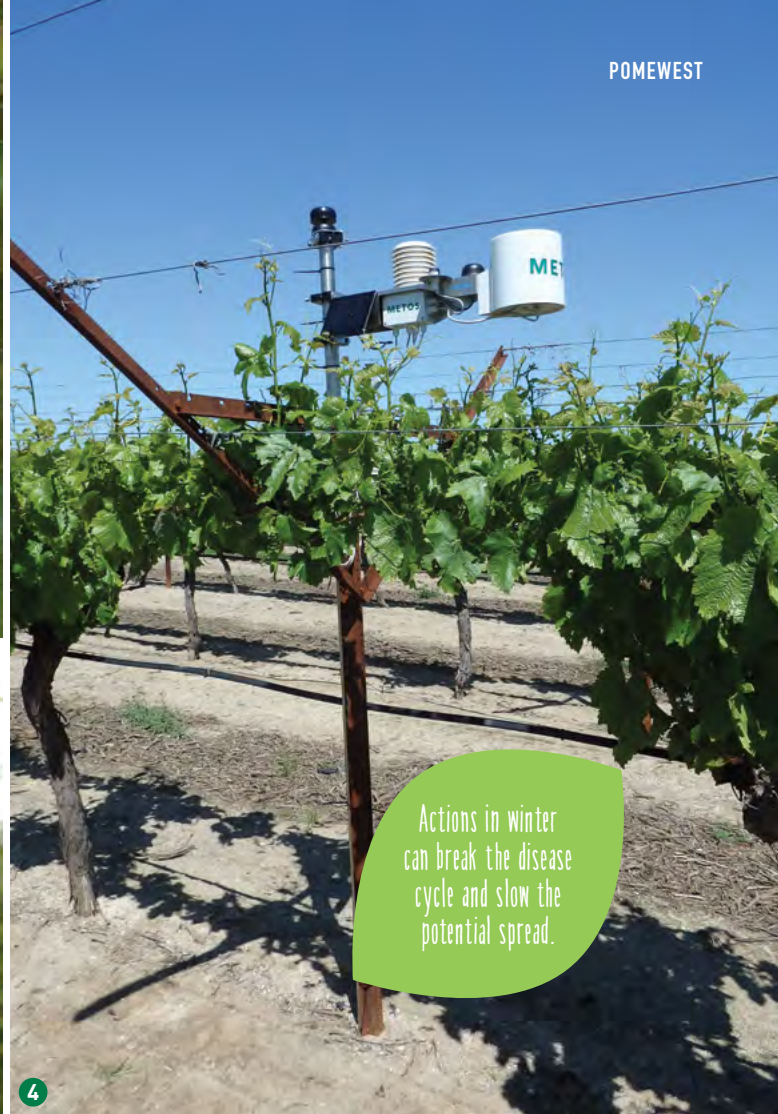
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2



3



4

Actions in winter can break the disease cycle and slow the potential spread.

- 1: Apricot Powdery mildew (*Podosphaera fusca*).
- 2: Pear Scab (*Venturia pirina*).
- 3: Black Spot or apple scab (*Venturia inaequalis*).
- 4: Weather Station with leaf wetness sensors in table grapes.



### New Black Spot project for Pome

DPIRD are developing a project within The Cooperative Research Centre for Solving Antimicrobial Resistance in Agribusiness, Food, and Environments (CRC SAAFE), investigating the management of Black Spot in WA orchards to avoid fungicide resistance. Whilst currently in the planning phase, a component of the project is aimed at spore trapping in WA orchards to validate the disease models available through various DSS.

This will give growers assurance that the DSS models fit the real-world situation within WA fruit orchards.

Once further details of the project are developed and finalised, information will be presented to industry. 🍏

#### MORE INFORMATION ►

Susie Murphy White or Andrew Taylor DPIRD Bunbury [Andrew.Taylor@dpird.wa.gov.au](mailto:Andrew.Taylor@dpird.wa.gov.au)

The disease modelling project acknowledges the funding from the Donnybrook Orchard Improvement Group, Pomewest and Stonefruit WA.

When using the Black Spot model in RIMpro, the model starts the simulations once the green tip date is entered into the program, then simulations begin using the actual leaf wetness, humidity, temperature, and rainfall data from your weather station in the orchard, predicting the spore ejection and germination with the weather forecast predicting the infection period. These predictions continue throughout the day and are updated every 30 minutes.

The DSS can also provide a spray plan providing fungicide efficacy and providing rotations to prevent resistance.

The disease modelling project have another series of workshops in November looking at the disease conditions and management during spring. We'll also be visiting some weather station sites to investigate the importance of real time weather forecasting.

APAL's Future Orchards® winter series walk at Collins Bros Orchard, Pemberton.

► HOSTS Murray and Dean Collins.

# WA Winter APAL Future Orchard® Walk

Collins Bros Orchard, Pemberton



BY SUSIE MURPHY  
WHITE  
PROJECT MANAGER,  
POMEWEST

**A**PAL's Future Orchards® winter series walk in Western Australia was hosted by Murray and Dean Collins, Collins Bros Orchard in Pemberton, during late June.

It was great morning with over 40 growers enjoying the discussion in the orchard. This was the first time we have had APAL, AgFirst and international guest speakers here in WA since 2019. Our South African pome fruit specialists: Willie Kotze, Horticultural Technical Advisor Pomefruit at Dutoit, Peter Allderman, Pome Fruit Manager — TopFruit and Dr Nigel Cook, Crop Physiologist — Prophyta were able to provide some insight into the challenges faced by the South African pome industry.

Ross Wilson from AgFirst NZ led the in-orchard discussion about crop load management and using bud counts to guide pruning. The technique of counting buds to prune to achieve the target bud number and crop target was demonstrated by Ross and Nigel in a Rosy Glow block, as a way of quantifying the amount of wood to leave on the tree. Some of our younger growers were able to demonstrate bud counting while

our older growers were very good at estimating the number of buds.

We visited four blocks, two Rosy Glows, Kanzi and a young twin stem Envy block. Our hosts Murray and Dean Collins were very generous in sharing the successes and challenges they had in each of these blocks and what the goals were for next seasons yield. Collins had invested into picking platforms and their pruning was based around developing a more uniform canopy that was more suited to using platforms for picking.

**This led to the discussion around the Community Orchard Group study on the efficiencies of using a platform vs a bag ladder.**

Data had been recorded from six orchards this season, there were two systems that led the way in improving labour efficiency: investing into a picking platform but also investing into the Pacific Australia Labour Mobility Scheme (PALM). But where the most gains were was where the orchard had continued with the picking system for a second year improving the labour efficiency even more.

In discussions with Australian growers and our New Zealand and South African guests we learned that growers are facing similar challenges globally, with concerns around labour, variety choices, input costs, returns, changing climate

► **IN Orchard discussion between Ross Wilson and Murray Collins.**

and making decisions on how best to manage these challenges. Nigel and Peter said the challenges faced by South African growers included infrastructure and political uncertainty, defects such as sunburn and internal browning, warm climate effects on chilling and breaking dormancy. New Zealand growers face similar challenges to Australian growers, Ross said, including high costs of production, variety mixes, changing international market dynamics and the cost and availability of labour. While the South African challenges were similar, they also included the infrastructure and political uncertainty, managing the effects of warming climate on winter chilling to break dormancy and sunburn defects.

Thank you to our hosts Murray and Dean Collins for hosting an excellent Orchard Walk and sharing their knowledge and challenges they faced in their orchard.

Spring orchard walk is planned for November. Stay tuned for more information as the season develops. 🍏

Spring orchard walk is planned for November. Stay tuned for more information as the season develops. 🍏

**MORE INFORMATION ►**

Susie Murphy White Front Line Advisor for APAL's Future Orchards®.

Ross Wilson from AgFirst NZ led the in-orchard discussion about crop load management.



# New consumer campaigns to promote pome fruit

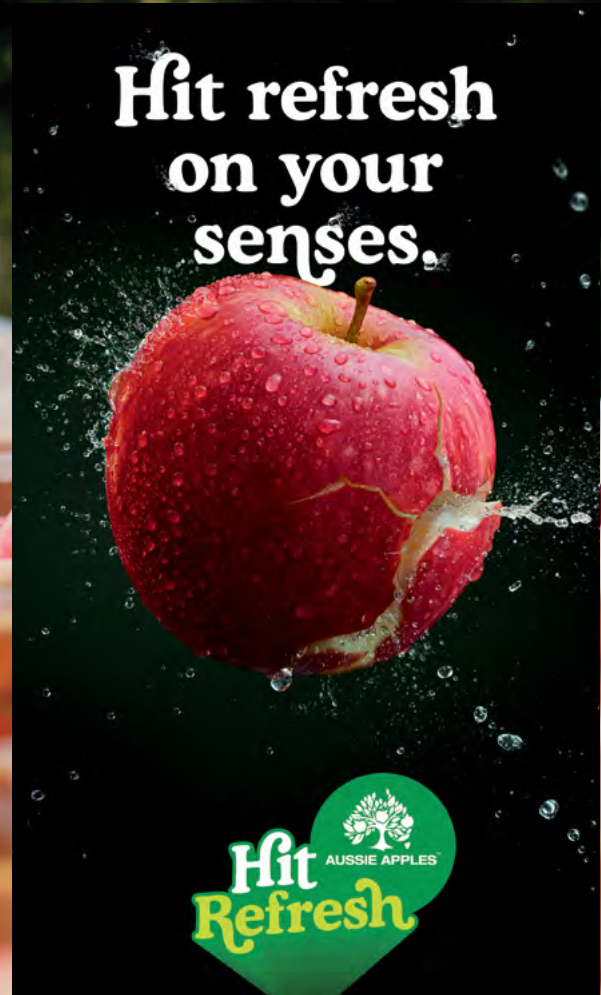


BY ANNA TU  
MARKETING MANAGER,  
HORT INNOVATION

**A**ussie Apples' new domestic marketing campaign will remind people just how enjoyable an apple can be and Taste Australia will promote Australian apples and pears to consumers in Indonesia and Thailand.

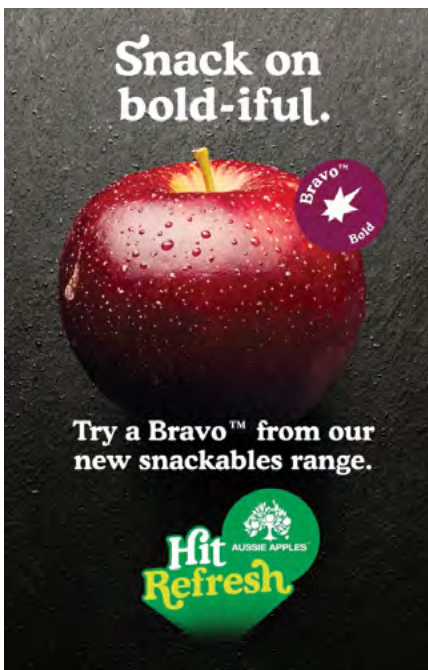
► THE hero image for the Aussie Apples campaign dramatises the refreshing experience of eating an apple.

Promoting Australian apples and pears to consumers in Indonesia and Thailand.





► THE 'Snack on a range for your senses' shopper-focused message aims to drive interest and trial of different apples that are available in store.



► THE Bravo Apple front of store panels will be in rotation across the 3 weeks.

### Domestic consumer campaign

The 2022 Aussie Apples™ 'Hit refresh on your senses' domestic marketing campaign runs from June through to September. The new integrated campaign is targeting occasional and lapsed consumers of apples, including young people and families, and aims to ensure that apples are seen as an enjoyable snack, particularly when there are many new innovations and ever-growing healthy snack options in the market.

The 'Hit refresh on your senses' campaign draws on the insight that when you eat an apple; it's a sensory overload — the taste, the sound, the feeling. The range of new marketing and publicity material highlights these sensory benefits to remind people why they love apples and encourage them to reconsider eating apples as snacks.

### Retail out-of-home advertising

Static and digital advertising on shopping centre panels will keep apples top of mind as shoppers enter stores. This channel is expected to reach 5.9 million main grocery buyers aged 18–54 years old.

### Social media

Static and video social content is running across Facebook and Instagram to build cost-effective reach and awareness across the key audiences of young healthy snackers and family healthy snackers. The content is being targeted across snacking moments throughout the day.

### Radio advertising

To build the campaign's reach and message frequency, two 30-second ads and one 15-second ad are featuring across national broadcast and Spotify streaming platforms, with tactical placements to reach consumers throughout the day across key snacking moments. These ads feature sensorial-inspired sound cues to amplify the deliciousness of apples. This channel is expected to reach over 3 million

listeners about 6.9 times to reinforce the brand message.

### Retailer and shopper

To remind shoppers to include apples in their shopping baskets, a series of brand ads is running across instore and online touchpoints across Woolworths (front-of-store screens, digital and online display) and Coles (full-page ad in *Coles Magazine*, online search terms). This activity will reach 1 million shoppers across Coles and the ads will be seen 4.2 million times across Cartology (Woolworths Group's retail media partner) media channels. The shopper creative including the Bravo Apple execution has been featured across Woolworths media.

Promoting the different sensorial benefits each apple varietal brings to the senses.

To compete against other snacking options instore, the new Aussie Apple shopper-focused material highlights snacking cues and aligns with the sensorial hooks of the main 'Hit refresh on your senses' campaign. The shopper campaign promotes the different sensorial benefits each apple varietal brings to the senses.

This year's campaign builds on the successful 2021 Aussie Apples 'Hit Refresh' brand campaign, which reconnected Australians with apples and provided a clear and distinct message that apples are a healthy snack that make you feel refreshed and revitalised. The key message performed well and had strong recall with consumers who were surveyed post-campaign.

## QA and merchandising field force program update

The *Apple and Pear Quality Assurance and Merchandising program* has been running since mid-April, with 700 Coles and Woolworths stores receiving weekly visits from a team of dedicated merchandising representatives. The project, which is co-funded by the Hort Innovation Marketing and R&D apple and pear levy, aims to gather information and ensure top-tier merchandising standards are being applied to the apple and pear sections in key retailers. The program ended in July and the key goal is to understand if improved displays encourage consumers to increase the frequency and weight of their purchases.

The three key objectives of the program are to:

- 1 improve the quality and appearance of apple and pear displays in store
- 2 educate store staff on best-in-class merchandising standards
- 3 audit and report on key performance indicators such as appearance, visible defects and point-of-sale (POS) availability.

Regular updates from both Coles and Woolworths have been positive, with household penetration reported to have improved by 2 per cent since the program's inception.

Woolworths was the first to take part in the program and has shown impressive results in the first 12 weeks. Availability and quality are strong in both the apple and pear industries and are improving. POS availability and price look-up (PLU) sticker availability have also gained ground through staff training.

At the time of writing, Coles is in Week 8 of the program and has seen strong results on its metrics. Apple quality and presentation are standouts. Pears are seeing progress, with quality and PLU sticker availability being key highlights.

The Hort Innovation Customer Marketing team continues to have regular meetings with Woolworths and Coles to discuss any ongoing availability and presentation opportunities across the season.

As part of the evaluation for this program, sales impact in volume and value will be reviewed with retailers to determine key outcomes for consideration of future programs. A full report will be shared upon completion of this project.



## Export marketing campaign

Taste Australia is the whole-of-horticulture brand used by industry and Hort Innovation to help increase the profile, sales and consumption of premium Australian horticulture products in key export markets, particularly Asia and the Middle East. It is supported by the Hort Frontiers Asia Markets Fund. Through Taste Australia, Hort Innovation undertakes export market development activities including trade shows, trade missions and retail marketing activities.

**A Taste Australia apple and pear marketing campaign began during August 2022 and aims to build in-market awareness and drive consideration for Australian apples and pears in Indonesia and Thailand.**

The export program will include a range of trade, retail and consumer activities:

- **Season launch event:** A media and networking launch event is planned for Indonesia to kick off the season. Key trade partners and local media, covering different industries such as food, lifestyle, news and business, will be invited to communicate the upcoming Taste Australia apples and pears campaign and the quality of Australian produce. Key opinion leaders and influencers in the food, parenting and lifestyle categories will also take part in the event to share their experiences of the produce on their social media channels, highlighting the premium nature of Australian apples and pears and their unique taste attributes.

In Bangkok, a trade and media launch event will be held, targeting industry media to communicate about the quality, taste and seasonality of Australian apples and pears. Invitations will be extended to trade partners, including importers

and retailers. Influencers will also take part in this event to reach a new audience and wider demographic of consumers.

- **Retail program:** A large number of activities will take place as part of the retail program, including instore displays, roadshow activities, retail promotions, gift-with-purchase, display competitions and online promotions. A range of Taste Australia POS material (posters, banners, strip shelf headers) will be displayed in major retailers participating in the program. In addition, the program will undertake retail e-commerce activities in partnership with the retailers' preferred platforms, such as Lazada, Tokopedia or Shopee, to drive brand awareness among local consumers while generating sales. Activities will include advertising banners, discounts and a featured page for 3 to 4 weeks during the season.

A comprehensive instore display and sales promotion campaign will be undertaken in Thailand and Indonesia, involving major retail groups during August and September. Campaign activities will include:

- Taste Australia point of sale material distributed to all participating retail stores
- sales promoters conducting product tastings during the weekend peak periods
- a roadshow with demo and sampling activities across all the retail partners
- retailers' websites and social media platforms being used to drive brand awareness among local consumers while generating sales.



### MORE INFORMATION ►

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