



Grower Sam Licciardello at the Donnybrook Apple Festival. See story over page.

# POMEWEST Report



# Smooth PICKINGS

It's been a busy start to the season and it's not slowing down: Pomewest executive manager Nardia Stacy.



**HARVEST** was busy, but smooth, for most this season. A few unlucky orchardists, however, were hit with a bout of random strikes of hail. Mercifully, it was minimal (unlike the East coast). Most have had good outcomes and even labour was managed effectively, although accommodation remained tight.

Trees are now picked over and bare, and clean up has commenced.

Decisions will be made on paper about block yield performances and hopefully many can have a well-deserved rest before starting to prune and prepare for the next cycle of growth.

With the coolness of winter now setting in, we are optimistic for a good amount of steady rain. If April is anything to go by, it looks promising that water supplies will again be replenished. We are looking forward to plenty of good chill hours to set up the next season. Prices to date are comparable to last year, with the pick and sell contributors making volumes high at the start of the marketing period.

The WorkSafe *Inquiry into the Agricultural Industry in Western Australia* report was released in April. As a result, it is expected the rural industry will see an increase

in inspections and compliance. WorkSafe Commissioner, Darren Kavanagh, hopes this will address the high level of workplace injury and deaths in the sector. We suspect

growers' orchards and pack sheds. We strongly encourage our growing community to consistently practice good safety measures to prevent any harm to themselves, their

**“Pomewest promotes and supports a safe workplace...”**

this is aimed to match the lower comparison result recorded from the building and mining industry standards.

At Pomewest, we prioritise the safety of workplaces in our

families or their workers. We truly value each one of you and aim to ensure that no-one gets hurt while on the job.

In these pages, we share with you an



*POMEWEST REPORT continued*

**“Trees are now picked over and bare, and clean up has commenced. Decisions will be made on paper about block yield performances and hopefully many can have a well-deserved rest”**

article by Source Certain, which was introduced at the WAAVIC conference. This is a company that provides provenance science as a service to verify and track produce origins. We also start our next round of grower stories – showcasing pear growers Anthony and Cathy Martella of Newlands.

I would like to finish by again inviting any grower or stakeholder to contact us if you need any assistance with any industry matters (see contacts p63). I also remind you to visit our website [pomewest.net.au](http://pomewest.net.au) and invite all fee-for-service payers to visit and register for the grower zone for more information. Susie and I are committed to our service roles for the pome industry and always welcome your engagement and feedback.

**RIGHT** Attendees at the WAAVIC conference (from left): Grower Dino Rizzato, Stanthorpe QLD; Grower Chris Georgopoulos, Goulburn Valley Vic; Hort Innovation's Dumi Mhlanga; consultant Marcel Veens; Isolcell's Tito Spaldi; and Pomewest chair Jason Jarvis.

## **PIPS Results Released**

A presentation was held on the PIPS 3 Project, which is the apple and pear industry's flagship R&D program, in Manjimup on June 1. This event presented and showcased the successes and challenges of the trials conducted by Dr Nigel Swarts, which included testing the impacts of soil and tree health, IPDM and fruit quality on typical orchard management. Pomewest's Susie Murphy-White led a discussion on cover cropping, treeline management and tree nutrition. She also introduced the SINATA program to Swan Systems John Bussell, to assist decisions on water and nutrients. The day was well attended by many growers thanks to the great co-ordination effort from Susie.

## **APAL Forum: Dare to Grow**

A few growers and industry representatives, including chair Jason Jarvis and me, travelled east to Melbourne for the annual APAL industry Forum between June 1 and 2. Both Jason and I will communicate some key messages at our grower dinners for the benefit of growers who were unable to make the long journey. In summary, speakers were selected to follow the theme 'Dare to Grow'. It focused on macroeconomic trends, the current state of the industry and shared vital retail insights. It was all very interesting information, especially the understanding of how the major supermarkets make operational decisions. Bernard Salt again offered his latest version of consumer behaviour, with the current economic environment and megatrends. Nigel Collin, the keynote speaker, demonstrated to the audience how to achieve sustainable growth based on data gathered from prominent business leaders, entrepreneurs and leading organisations.





Murray Collins: APAL  
2023 Grower of the Year.

## CONGRATULATIONS!

WA had some triumphs in the APAL awards for excellence: Murray Collins from Collins Brothers Orchards was awarded the 2023 Grower of the Year; Ann Lyster of Lyster Orchards was named the 2023 Woman in Horticulture; and Jenny Mercer of WA Farm Direct took out the 2023 Marketer of the Year. We congratulate each of the WA winners. It is pleasing that each have been nationally recognised for their great work for the industry. More details will be in the next issue of *WA Grower*.

## Hort Connections Success

Susie Murphy-White and I headed to Adelaide for Hort Connections between June 5 and 8. This major horticultural conference is a premier event and provides the opportunity to gain cross-industry knowledge and a chance to listen to the latest trends for the fresh-food sector. It's vital for us to attend such events to network, develop and cultivate more productive relationships and to leverage funding to support future WA project investment.

## Big Start to Year

We have extensively reported the outcomes of the first of our first four events for 2023 in our newsletters over the past few months. But here's a recap: The Great Graze in the Cottesloe Civic Gardens on March 6; the WA Apple Variety Innovation Conference between March 28 and 30; the Donnybrook Easter Festival Street event on April 8; and, lastly, the 2023 Cider Australia Conference in the Perth Hills from May 3 to 5. All these events were great and achieved their own unique success.

## What's Up Next?

**THE** Pomewest Committee has met to review current and future projects applications, as well as approve the 2023 budgets. Outcomes of this process will be shared with our growers through our various communication platforms.

Planning has commenced for our Annual Grower Dinners to be held in conjunction with Biosecurity Readiness Workshops in early August. Details will be circulated in our weekly newsletter in coming months. We hope this will be a good opportunity for you all to come together in your respective regions to network, recap the harvest and state of play, and have your say on the future of the industry.

We also look forward to the biennial WA Horticulture Update (WAHU) from October 31 to November 1. The theme is 'Practical Technology Innovation and Application' to improve horticultural practices from grower to consumer. This two-day event has a new venue, the Ascot Racecourse, and will include a tradeshow this year.

This gives WA growers an opportunity to attend a local cross-industry forum, without the air travel. Program planning is underway, but will include plenty of interesting sessions, concurrent topics, panel discussions, exhibits, machinery displays and networking. We are also excited that it was recently announced the 2024 evokeAG 2024 conference will be held in Perth. It's a great result for the State. 🍏



# Global LEADER

A world-first provenance program in the apple industry protects the value of the locally bred ANABP 01<sup>®</sup> Australian Bravo apple.

**Words** Sarah Wong,  
Source Certain business development manager

 **SourceCertain**

# “Annual covert sampling of Bravo apples in retail stores provides verification of the orchard origin, confirming production of the ANABP 01<sup>Ⓛ</sup> fruit by licenced growers only”

Only licenced orchards are permitted to grow the ANABP 01<sup>Ⓛ</sup> Bravo apple. The premium nature of this Australian apple exposes it to counterfeit risk in both Australian and global markets. The requirement to find a reliable method to protect the licenced growers and support integrity in the brand is an extremely important one.

Using an innovative provenance science solution, provenance testing service Source Certain began a supply chain integrity program for WA Farm Direct, which was the licenced marketer of ANABP 01<sup>Ⓛ</sup> Bravo apples in 2021. The program has since been extended for the 2022 and 2023 seasons to cover all 96 licenced orchards across Australia.

## Scientific Provenance Verification using TSW Trace

Whether something is natural or manufactured, its chemical composition

represents where it is from and how it has been produced. This is consistent across various commodity groups. For example, animals absorb these trace elements, isotopes, chemicals and molecules through their feed, water sources and nutrient uptake, and gold absorbs trace elements during mineralisation events.

For fruits, each growing location will result in the absorption of a combination of naturally occurring chemicals, molecules, elements and isotopes into the fruit itself, creating a unique chemical fingerprint.

ANABP 01<sup>Ⓛ</sup> apples from each licenced orchard

block were collected and analysed by Source Certain to establish the unique chemical fingerprint for each orchard origin. This data is captured and stored in a secure Provenance Database that can be cross-referenced with in-market samples to verify the origin claim of any Bravo apple in the retail market.

## In-Market Verification Surveillance

In-market surveillance has been an important element of the Bravo apple program. Annual covert sampling of Bravo apples in retail stores provides verification of the orchard origin,

confirming production of the ANABP 01<sup>Ⓛ</sup> fruit by licenced growers only. This assists WA Farm Direct and protects current licenced ANABP 01<sup>Ⓛ</sup> apple growers in making sure that quality produce supplied by licenced growers is the only product reaching the retail market. Source Certain is proud to partner with WA Farm Direct and its growers in contributing to building trusted and transparent supply chains for the industry. 🍏

## MORE INFORMATION

To contact Sarah Wong, call 0432 036 925 or email [sarah.wong@sourcecertain.com](mailto:sarah.wong@sourcecertain.com) or visit the website at [sourcecertain.com](http://sourcecertain.com).





# Perfect PEARING

We turn the spotlight onto WA pear growers Anthony and Cathy Martella.

Words Nardia Stacy Photography Victoria Baker





**PICTURED** Anthony and Cathy Martella are passionate about providing quality fruit for WA.



**“[The rosata] can’t be beaten for its sweetness and ready-to-eat straight from the tree attributes” – Anthony Martella**

**MARTELLA** Orchard is a third-generation farm that has matured in size over the years to 12.45 hectares. Anthony and Cathy Martella have been growing fruit as a family business for 45 years. They started with nectarines, apples and pears, and now exclusively grow pears and peaches.

The couple grow a selection of varieties – rosata, beurre bosc, packham and corella – on the property from about 11,000 trees. The growing styles are tatura trellis and palmette, with the older trees on the traditional vase system. When asked to pick

a favourite, it’s the rosata pear that wins for both Anthony and Cathy.

“It can’t be beaten for its sweetness and ready-to-eat straight from the tree attributes,” says Anthony. It seems many others agree, with the Martellas marketing all their bins picked at harvest.

While not actively serving on committees, they are both very supportive of the direction and future of the pome industry, and their hearts remain loyal to growing quality fruit for the West Australian community.





Anthony and Cathy know the value of fruit quality, especially for taste, and recommend the consumer understands that nature is imperfect. A flawless appearance is not necessarily the way to determine excellence in fruit. For instance, it's always the taste and ripeness that determines a perfect pear.

The pear is sometimes regarded as the forgotten fruit. However, it is actually a versatile product that's at home on a cheese board and in savoury or sweet dishes. It's also full of fibre and is said to have many health benefits.

Anthony and Cathy market most of their fruit through the Canning Vale Markets. Both agree that the best bit about growing pears is seeing and tasting the end product. They say that there is a sense of satisfaction after all the hard work – pruning, thinning, careful picking – that makes growing worthwhile.

Hopes for the future? Anthony and Cathy hope that prices/returns will soon start to match outputs, which continue to challenge the industry's viability. Many in the industry are fearing that growing is becoming unsustainable with current market prices not reflecting the pressure of inputs, such as labour and fuel, which continue to be on the rise.

Pomewest thanks Anthony and Cathy for agreeing to be part of our second round of photographic and grower story features, which we will be sharing in editions to come. Sharing local grower narratives are essential to personalise the industry to encourage continuity of unity and collaboration. 🍐





## Staff & Committee

### Pomewest Committee

<b>Jason Jarvis</b> chair	e: jason@primeorganics.com.au
<b>Mario Casotti</b>	e: mario@casottigroup.com
<b>Wayne Ghilarducci</b>	e: strathspey@modnet.com.au
<b>Harvey Giblett</b>	e: harvey.giblett@newtonorchards.com.au
<b>Sam Licciardello</b>	e: sam@orchard1sixty.com.au
<b>Mark Scott</b>	e: markscott@bigpond.com
<b>Susie Murphy White</b> project manager	e: susan.murphy-white@dpird.wa.gov.au
<b>Nardia Stacy</b> executive manager	e: nardia@pomewest.net.au

### 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	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	4400
<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

