



POMEWEST
Serving WA Pome Growers



Pomewest Committee Members

Harvey Giblett — Chair
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Sam Licciardello
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Mark Scott
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Nardia Stacy — Executive Manager
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APC-Pomewest FFS Income 2016-17

Project	\$
General Account Budget	500,000
Biosecurity Account Budget	70,000

APC-Pomewest projects 2016-17

Project	\$
Commercialisation for WA (FW Co-operative Ltd)	120,000
<small>Note less 50% salary reimbursed for professional services of Nardia Stacy as executive officer as in 15-16 financial year.</small>	
Dormancy and New Technology Project (Susie Murphy White)	68,135
Medfly Surveillance Trapping Network (Ashmere Consulting)	58,025
Codling Moth (DAFWA)	35,620
Maturity Standards legislation and compliance (Ashmere Consulting)	25,000
Flavonoid Project	25,000
Natural Mite control Project (shared with the Stone Fruit Subcommittee) (Stewart Learmonth DAFWA)	7,900
Promotion & Publicity Local Project (Fresh Finesse)	16,000
Industry Sponsorships and Association Memberships	12,000
Administration	123,500
APC Administration Charge	45,000

APC fee for service charge

POME Fruit effective from 1 January 2015

Type of fruit	\$/kg
Fresh fruit — Apples, Pears, Nashi, other	0.015
Processing fruit	0.005
Biosecurity FFS for fresh fruit	0.002
Biosecurity FFS for processing fruit	0.001

From the Executive Manager



BY NARDIA STACY
EXECUTIVE MANAGER,
POMEWEST

Happy 2017 to all members and pome fruit friends.

As we go to press our harvest has started well, albeit slightly delayed by a few weeks due to a late bloom last year and with some unexpected but also welcomed rain in February. Our prelude variety Royal Gala apples should be well into the market and pears will be in full swing. We look forward to a great season with high volumes, top quality expectations and good marketable sizes.

Grower meetings

In early February we held a grower roadshow dinners in an attempt to find a better way to consult with members from the three major production regions. On reflection it was an overwhelming success as the participants very much enjoyed the informal approach.

We found it encouraged more two way conversation and assisted with improved engagement between the Pomewest Committee and the members.

We hope that this is only the start of a continued strategy on how we can facilitate ways to unite and serve our industry.

There is a Pome Committee only meeting scheduled for 27 March in Bunbury for the purpose of assessing projects, allocating funding and budgets for the next financial year. Please let me know if you wish the Committee to address any industry concerns.

John Gregorovich

It is with regret that we say goodbye to John who has been an active member for the Committee for the last two and a half years we wish him well with his future pursuits.

Resulting from John's exit there is an opportunity to induct a new pome growing member on the Committee. Applications will be sent out the by the APC in April or May. Please watch out for this will be communicated by our usual email distribution communication method.

Also if you are interested in the position please feel free to contact me personally or contact any other member the Committee so we can record your interest.

New projects

Grower grant applications

We have applied for in the recent round Royalty for Region Grower Group Funding to extend our current work on the Medfly Surveillance Trapping Network project data sets. We hope this will assist us to establish areas of low pest prevalence. The outcomes should increase our market access and export opportunities which would boost the industry. We hope to report on the outcomes of our application shortly.

Season promotion — social media

Promotions will continue this year but with a more WA focus promoting our growers and our produce. The Committee are also looking to engage social media to promote WA Apples and Pears with good news stories to engage and entice the consumer about this industry. We will be looking to growers and stakeholders to share information and contribute — again, watch this space.



Minimum Maturity Standards — Royal Gala, Pink Lady™ and Granny Smith testing has commenced

In order to offer consumers quality taste experience with WA fruit — we have consulted industry with proposed minimum maturity standards via mail out, email and grower meetings. Growers have mostly been fully supportive.

Pomewest has engaged a consultant and commenced maturity testing in orchards, markets and retail from February to September.

Growers not meeting standards will be informed, supported and assisted this year. It is important that you look at your own maturity assessment and share the proposed standards with your market agents and retailers alike. It is important that we all be ready for the planned legislative enforcement which could be in place as early as next season.



This initiative will improve the consumer perception of good quality of fruit which in turn will benefit us all (see Table 1).

This edition

Susie Murphy White reports on her on fruit sizing program, in which several WA growers have been involved in monitoring and measuring sizes and collecting data for comparisons to submit to a database nationally.

We talk more about the Roadshow agenda and discussion points.

We look at the Future Orchard walk which took place on 20th March, these walks are proving to be a very popular with grower attendance increasing at every walk. This program has been recognised an excellent way for growers access information about how good orchard practice can increase productivity and profitability.

I thank you for your continued support and look forward to being part of another great year for Pome fruit in 2017. Please do not hesitate to contact me if you wish to discuss any industry matters either mentioned in this publication or of a general manner.

MORE INFORMATION ►

Contact Nardia Stacy on (08) 9368 3869 or nardia@pomewest.net.au

TABLE 1 Pomewest proposed minimum maturity standards

Apple variety	Firmness (kgf) = or >	Starch Index on 6 point scale	Total soluble solids (°Brix)	% malic acid (g/100ml)	°Brix: Acid ratio	Colour style
Royal Gala	6.1	3	11.5	0.3	15:1	A green background with less than: <ul style="list-style-type: none"> • 75% red stripe • 60% red stripe
Granny Smith	6.1	3	11	0.7	9:1	Mid green skin
Pink Lady	6.1	3	12	0.5	12:1	A green fruit with: <ul style="list-style-type: none"> • 75% red blush • 60% red blush • 50% red blush



Pomewest Grower Roadshow

Perth Hills, Boyanup and Manjimup



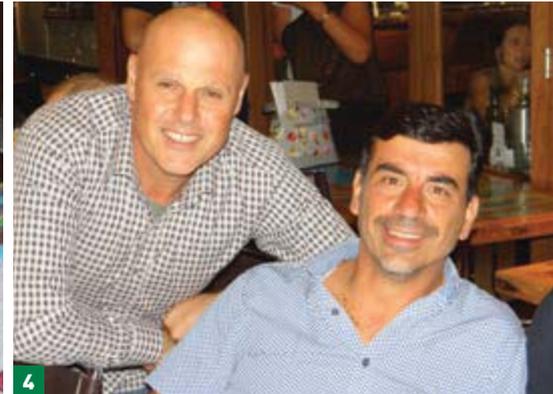
BY NARDIA STACY
EXECUTIVE MANAGER,
POMEWEST

55 grower members from the three major growing areas attended recent dinner meetings held in key production regions.

Pomewest Chairman Harvey Giblett chaired the meetings and other grower members of the committee, Mark Scott of Nannup, Sam Licciardello of Donnybrook, and Mario Casotti of Perth Hills and Manjimup were in attendance in their respective areas. Pomewest employees Project Manager Susie Murphy White were also on hand with Executive Manager Nardia Stacy and Ingrid Smith, Manager of the Agricultural Produce Commission (APC).



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To kick off the grower meetings Harvey introduced growers to Pomewest, an industry service provider under subcommittee of the Pome, Citrus and Stonefruit Committee governed under the APC's Act. Harvey then invited Ingrid Smith to engage in more active discussion on the processes and definitions of the functionality of the APC.

Ingrid explained the Commission's abilities and the collection of fee for service (FFS) to fund industry identified projects and explained why this process was the envy of other Australian states.

She also discussed how funding could be utilised to best serve the industry.

The program then progressed with Nardia Stacy's report on process of how projects were assessed and awarded. She made mention 2015-20 Strategic Plan's vision, missions and objectives to increase the industry's profitability, sustainability, fruit quality and consumption of fruit to market. Also for Pomewest to provide leadership, unity and purpose for growers. It was also explained that the budget was managed for projects and administration from the income of the general account. The separate biosecurity account was set up to provide funding for identified pest and disease risk management. Both accounts make-up the total collection of FFS for pome fruit. No other commodity contributes to Pome owned projects unless there is a joint funding agreement in place.

The following current projects including the funding allocation were then elaborated on and discussed at length by the participants. Susie Murphy White also discussed her projects:

- Commercialisation for WA Bred varieties
- Dormancy Project
- Future Orchards
- Mite Control
- Codling Moth trapping
- Climate control including netting
- Low Pest prevalence trapping network data for Medfly in Pemberton and Manjimup
- Maturity Testing and Standards
- Promotions
- Communications
- Biosecurity engagement with government, other agencies and other commodities.

New projects under current consideration for 2016-17 were then considered by industry including:

- Opening Access to markets including Japan by utilising data from medfly trapping including external funding applications
- Social Media approach to building consumption for WA apples
- Drones — how they can improve orchard practice
- Improving storage
- Study Tours



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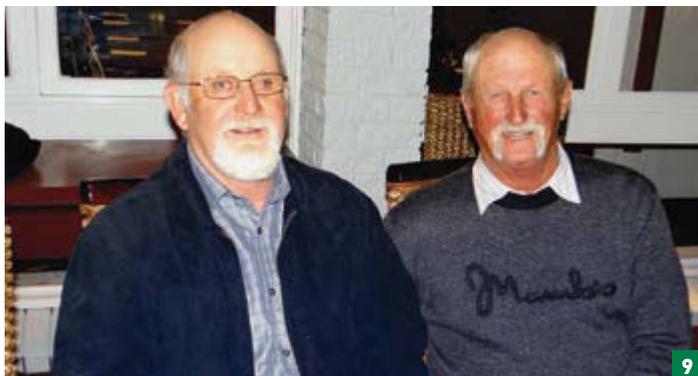
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- Continuing to explore water use efficiencies

Dialogue was encouraged throughout the presentation, and growers took the opportunity to voice their concerns on the value of certain projects and well as their support on others. Some worth mentioning are :

1. Many are keen to have a better understanding the benefit to industry resulting from the variety commercialisation project
2. Support a commitment to engage in social media to promote WA fruit
3. General consensus for overwhelming support of maturity legislation
4. Concern surrounding accessing HIAL funding collected via National Levies — how we can get more support for WA based initiatives.

All points were taken by the Committee on notice for consideration.

As part of a final assessment of the success of the roadshow, each group were asked at the end of the evening for feedback. It was generally indicated by most that they were in favour of the concept. It was agreed that it enabled our members to unite in healthy and useful conversation about industry matters within a more relaxed format.

On behalf of the Committee, we thank the growers who attended for their time to support this event. 🍷🍷🍷

MORE INFORMATION ►

Contact Nardia Stacy at Pomewest at: nardia@fruitwest.org.au

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1. Libby Carruthers, Tony Arena, Mario Casotti and Joe Giglia.
 2. Susie Murphy White, Harvey Giblett and Nardia Stacy.
 3. Ann Lyster and Ingrid Smith.
 4. Ben Scaravilli and Sebastian Fiolo.
 5. Bruno Delsimone and Steve Guiladucci.
 6. Murray Collins and Tim Lyster.
 7. Alex Alban, Dean Baker and Vic Grozotis.
 8. Carmel Fontanini.
 9. Trevor Fontani and Maurie Lyster.
 10. The Manjimup dinner.

FRUIT SIZE

is important for profits in pome fruit orchards



BY SUSIE MURPHY WHITE
PROJECT MANAGER,
POMEWEST

They say.... “It’s all about the right size fruit at the right time to the right market to achieve that premium price”.

This year a group of growers in Donnybrook, Manjimup and Pemberton have been monitoring their fruit growth to ensure their fruit reaches the desired size.

It all starts at 40 days after full bloom when the first measurements are taken, four trees are selected and five fruit on each tree are tagged and monitored weekly over the growing season. The growth rate from these measurements can be used to predict the final fruit size. Improvements to the growing conditions can be made during the season to increase the size or slow the growth by changing;

- thinning strategies;
- irrigation and nutrition strategies; or
- use of growth and maturity regulators.

Variable responses to chemical thinning can mean that the crop load may need to be hand thinned more to ensure that the fruit achieves the desired size. When monitoring the fruit growth rate against the fruit size target lines, the point when fruit growth declines can be easily

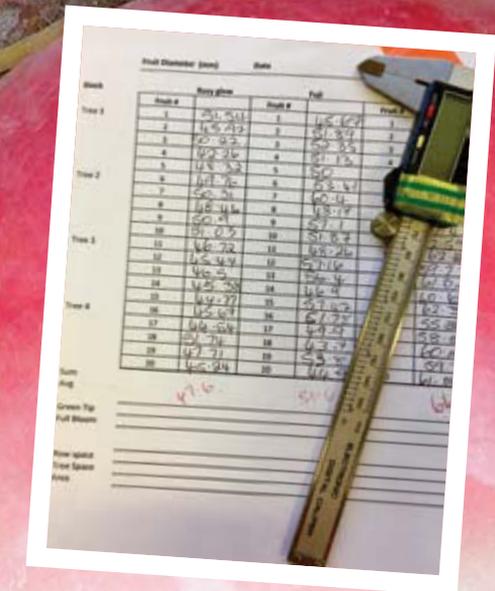
identified and rectified with hand thinning during the growing season or adjustments to nutrition and irrigation.

This year the Pomewest funded project *Adoption of New Technologies* supported growers to collect their fruit size data on three blocks of pome fruits.

Varieties of pome fruit monitored this season included Pink Lady™ (inclusive of all Cripps Pink strains), Gala (inclusive of all Gala strains), Fuji, Granny Smith, Kanzi, Jazz and Packham Pears.

Monthly visits to orchards started with randomly selecting fruit to be monitored. The most meaningful dataset was achieved when the fruit were monitored on a weekly basis by the grower. After each visit the growers collecting data receive a fruit size graph where they can compare their fruit sizes. These average fruit sizes have been uploaded into the OrchardNet™ data base, building a good dataset for WA growers to compare their fruit growth rates against the WA and Australian averages for each variety.

OrchardNet™ is an online orchard benchmarking database available to all pome fruit growers across Australia (www.hortwatch.com/orchardnet).



CALLIPERS were used to record fruit diameter in millimetres. Five apples selected from four trees, an average diameter is recorded for each variety.

2017 apple crop

The same growers participated in the National Pome Fruit Industry project estimating the crop size. From the grower estimates and the fruit size data collected until the first week of February the following predications can be made about the WA apple harvest.

Gala (inclusive of all Gala strains)

The average Gala apple monitored was tracking above the Australian average of 58mm with most growers estimating the gala crop yield to be down. Indicating we are going to have good sized apples here in WA although the size of the crop might be slightly less (see Figure 1).

Pink Lady™ (inclusive of all Cripps Pink strains)

The WA Pink Lady's are on target for a 186g (73.6mm) apple with the average fruit size of 40mm as of the first week of February. Most growers have estimated higher Pink Lady yields this year (see Figure 2).

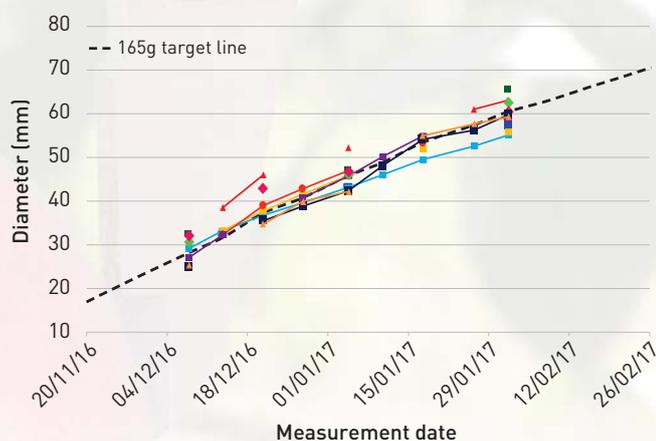


FIGURE 1 Gala fruit size, each symbol represents an orchard block

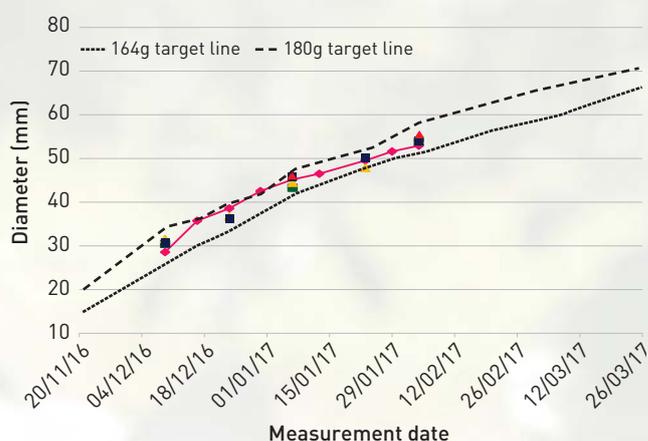


FIGURE 3 Granny Smith fruit size, each symbol represents an orchard block

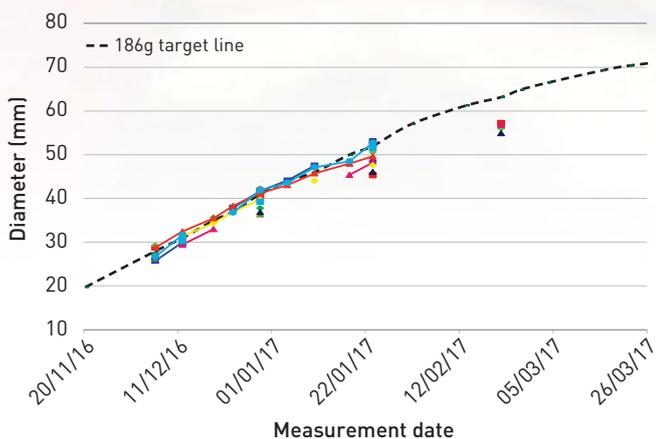


FIGURE 2 Pink Lady™ fruit size, each symbol represents an orchard block

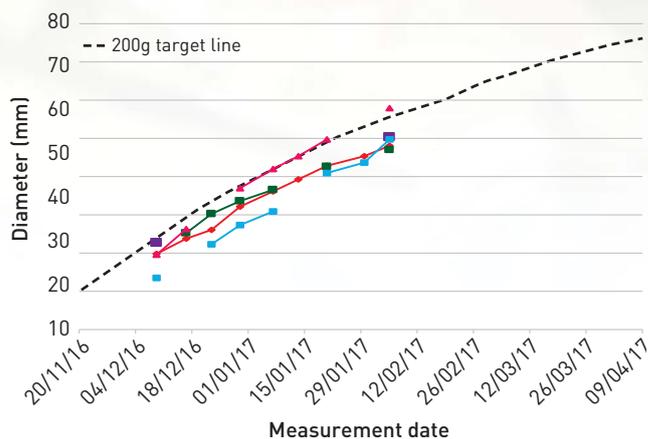


FIGURE 4 Fuji fruit size, each symbol represents an orchard block



LUCY Fontanini using callipers to measure apple fruit size in Manjimup.

Granny Smith

As of the first week of February, Granny Smith apples were above the Australian average of 53mm (see Figure 3). For a target weight of 180g, WA apples are just below the required diameter. If you're aiming for smaller fruit at 164g WA apples are above the target line. Grower estimates indicate that the crop yield is up from last year.

Fuji

Fuji crop yield estimate appears to be up for most. Size appears to be smaller than average. For a target weight of 200g (76.5mm) all but one block was below 60mm diameter required at 100 days after full bloom (see Figure 4).

Building a fruit size dataset for your own orchard will give you the most value as you compare against previous seasons and know when improvements to the growing conditions gives you the most benefit in your own orchard.

Thank you to all growers who have participated in the project this year it looks like WA are in for a really positive season with good yields with good sized fruit, that will meet market specifications. 🍏

MORE INFORMATION ►

For more information contact Susie Murphy White at Pomewest on Susan.Murphy-White@agric.wa.gov.au or (08) 9777 0151.



Future Orchards Walk — Pemberton



BY SUSIE MURPHY WHITE
PROJECT MANAGER,
POMEWEST

The Autumn 2017 Future Orchards walk was held on Monday 20 March at Michael, Kaye and Matt Foxes of 177 Fox Road Pemberton.

APAL's special international guest Dale Goldy, Assistant General Manager of Stemlit USA along with AgFirst's Craig Hornblow presented. Dale specialises in orchard production and particularly improving young tree development from growing the nursery tree through to ensuring the orchard reaches full production as early and efficiently as possible.

Dale's presentation 'Young tree development, brand promise and profitability' explored how to efficiently fill space and produce high quality fruit on balanced trees at a profit. Too often we are producing new varieties on highly vigorous young trees and trying to go to the market with the worst fruit the orchard will ever produce.



Dale shared his ideas to help growers cut the number of years that the young tree is producing poor quality fruit and how to maximise high volume, efficient production.

Thank you to all of the growers who attended and we look forward to hosting the next walk and discussion. 🍏🍏



MORE INFORMATION ►

Contact Susie Murphy White on 0429 413 420 or email susiemurphywhite@gmail.com

