

# A U S T R A L I A N TREE CROP

THE MAGAZINE FOR THE TREE CROP INDUSTRY

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## TREE CROP NEWS

Macadamia crop  
forecast

Thirty million drums  
collected

Mapping out  
Australia's food  
future

FMA steps up  
campaign

HiveXchange  
expands into Asia

## HORT INNOVATION NEWS

## FEATURED CROP

Cherries

## TREE CROP INSIGHTS

## SPECIAL FEATURES

Flowering, Thinning  
and PGRs

Orchard Irrigation

## PRODUCTS & SERVICES NEWS



## TARGETED CONTROL OF SPOTTING BUGS

# Transform™

INSECTICIDE

ISOCLAST™ ACTIVE



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## EDITOR'S WELCOME

Welcome to our spring edition of *Australian Tree Crop* magazine.

We have put together a super selection of stories for you, with the latest on thinning and pollination strategies, irrigation, new products to improve pest control in your orchards, insights into the future of marketing fresh produce and much more.

Thanks to our dedicated contributors, this edition's cherry feature is packed with a range of valuable insights into better cherry production.

There's an in-depth look at nutrition and the role of calcium in fruit quality and tree health, and tips for improving fruit set and preventing cherry cracking.

**Chris Nealon** from Koala Cherries in Victoria shares his experience about implementing tracking software to help manage the busy packhouse at harvest time. As you know, getting ripe cherries to market quickly is essential so speed and efficiency in getting the fruit out the door is critical.

The cherry industry is a major part of the new Taste Australia campaign, a significant new investment by Hort Innovation. Taste Australia will focus on getting Australian produce and growers in front of more potential buyers, and telling the unique story behind the fruit and nuts grown here.

While the broader campaign will assist all horticultural industries, Hort Innovation has also delved into specific industries to set trade targets. Cherries are expected to show major year on year growth, with the aim of exporting 12,000 tonnes by 2020-21.

We hope this season is a major improvement for cherry growers across Australia and look forward to bringing you news and insights focused on helping you improve productivity and profitability in every edition.

Next time, we are featuring pome and stone fruit, so please get in touch if you have a story to share. Until then, we wish you a spectacular start to spring and hope you will enjoy reading *Australian Tree Crop*.

**Jenny Gilbert**

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## Mapping out Australia's food future

Future growth for Australia's food and agribusiness sector cannot be sustained by productivity improvements alone, according to a report by CSIRO Futures.

After working with industry and researchers to identify major growth opportunities and what the food and agribusiness sector needs to do to achieve them, CSIRO Futures has published 'Food and Agribusiness: A roadmap for unlocking value-adding growth opportunities for Australia'.

Keeping a greater share of food processing onshore and better differentiating Australian food products are the major themes of the roadmap, which calls on businesses to act quickly or risk losing future revenue streams to the competitive global market.

Dr **Martin Cole**, deputy director of CSIRO Agriculture and Food, said Australia was well positioned to act as a delicatessen of high-quality products that meet the needs of millions of informed and discerning consumers both here and abroad.

"Australian businesses are among the most innovative in the world, and together with our world-class scientists, can deliver growth in the food and agribusiness sector amid unprecedented global change," Dr Cole said.

"Less predictable growing conditions, increasingly global value chains and consumers who demand healthier, more convenient and traceable foods are driving businesses to new ways of operating.

"Advances are already being made through the use of blockchain technology and the development of labels that change colour with temperature or time, or are programmed to release preservatives.

"This roadmap will set us on the path to sustainable growth in the sector."

Australia exports over \$40 billion worth of food and beverages each year with 63% headed for Asia.

Dr Cole explained that Australia is a trusted supplier of sustainable, authentic, healthy, high quality and consistent products.

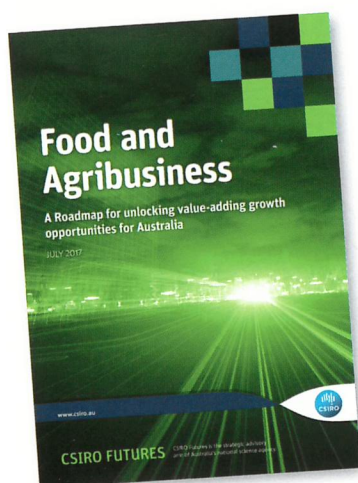
"We must focus on these strengths and enhance the level of value-adding to our products," he said.

"Recent Austrade analysis shows early signs of such a shift, as for the first time in Australia's history value-added foods have accounted for the majority (60%) of food export growth."

The roadmap outlines value-adding opportunities for Australian products in key growth areas, including health and wellbeing, premium convenience foods and sustainability-driven products that reduce waste or use less resources.

Five key enablers for these opportunities are explored in the roadmap: traceability and provenance, food safety and biosecurity, market intelligence and access, collaboration and knowledge sharing, and skills.

"To survive and grow, the challenge facing Australia's 177,000 businesses in the food and agribusiness sector is to identify new products, services and business models that arise from the emerging needs of tomorrow's global customers," Dr Cole said.



The Food & Agribusiness roadmap.

## Promoting a culture of food safety

Food safety in the fruit and vegetable industry was the focus of a recent Fresh Produce Safety conference held at the University of Sydney.

More than 150 fruit and vegetable industry professionals and researchers met to discuss emerging challenges to food safety and the value of promoting a culture of food safety.

**Stephen Fujiwara**, executive officer of the Fresh Produce Safety Centre, said despite the good reputation of safe food produced in Australia and New Zealand, food safety is still top of mind for the industry, particularly after recent high-profile product recalls and the detection of counterfeit food products overseas.

Delegates included retailers, wholesalers, growers, testing labs, certification bodies and researchers from Australia and New Zealand.

The keynote speaker was Dr **Lone Jespersen**, who recently completed a PhD at the University of Guelph on food safety culture.

Her key message was that food safety culture begins at the top and should empower all workers at all levels, with the responsibility of safe food practices.

Speakers from Oneharvest and Simplot presented case studies about instilling a safe food culture into their businesses.

Other presentations covered the changing landscape of food safety regulations and requirements in the United States.

Highlights of recent research outcomes in whole genome sequencing and safe agricultural water were reported, as well as a review of the roll-out of the new Harmonised Australian Retailer Produce Scheme (HARPS).