

# PERSIMMON

INDUSTRY REPORT 06 | 07

## THE YEAR IN REVIEW



Know-how for Horticulture™

This report provides a summary of the main persimmon industry project activities funded via the industry levy, as well as voluntary contributions and matched funding from the Australian Government through HAL. The program is managed in partnership with the Persimmon Industry Management Committee, and these projects are supported by a strong industry communication and consultation strategy funded through a partnership agreement with HAL.

The R&D program has continued its focus on overcoming market access issues related to quarantine and increasing industry development and orchard productivity. Key activities are detailed in this report, and have included:

- A multi-industry project MT06022 has been undertaken to provide residual data to support continued pre-harvest use of fenthion and dimethoate. The use of these chemicals (used to control



fruit fly) is currently being reviewed by the Australian Pesticides and Veterinary Medicines Authority (APVMA). The potential loss of these chemicals presents a serious threat for persimmon market access on both domestic and export levels. Residue data will help support pre-harvest use, and alternative control methods such as irradiation are also currently being trialed in a separate project (PR06008) by the Queensland Department of Primary Industries (QDPI) and with support from the Australian Persimmon Export Committee (APEC).

- A multi-faceted project PR06002 recently commenced, "Development of the Australian Sweet Persimmon Industry" to address issues including clearwing moth, fruit quality, post-harvest and long term storage, orchard management and grower training and extension. This project has already identified new and potential clearwing moth control strategies and has also established strong links with the well-established New Zealand persimmon industry from whom much can be learnt.

Key activities undertaken within the 2006/07 marketing program included:

- A comprehensive media relations campaign directed at increasing the awareness and recognition of persimmon fruit by consumers.
- Education of consumers via in-store demonstrations and recipe development.

These activities are estimated to have



had a reach of over four and a half million consumers and the impact of this campaign has already been observed with reports of increased sales after in-store demonstrations were completed.

The 2006/07 year has been a productive year for the Persimmon Industry. Although it is only the second full year of levy collection and a relatively small investment program, significant industry benefits are already being generated. Prospects for the Australian Persimmon Industry remain extremely positive and exciting.

**For more information contact:**

Kendle Wilkinson  
Industry Services Manager, HAL  
T 07 3394 8208  
E [kendle.wilkinson@horticulture.com.au](mailto:kendle.wilkinson@horticulture.com.au)

# BATTLE FOR MARKET ACCESS PESTICIDES

The Australian Pesticides and Veterinary Medicines Authority (APVMA) are re-evaluating pesticides as part of its Chemical Review Program. The re-evaluations are undertaken to ensure they meet current standards of safety and performance. As part of this process both dimethoate and fenthion are currently being reviewed. Results of this review are expected within two years.

It is likely that uses for dimethoate and fenthion will become restricted or removed following the review by the APVMA. This situation is particularly critical for post-harvest uses on commodities with edible peel, such as persimmons, stone fruit, pome fruit, tomatoes, capsicum, cucumber and zucchini. Preliminary dietary intake calculations show that it is highly unlikely that post-harvest uses with either dimethoate or fenthion are sustainable on these commodities.

Affected Horticulture industries need to consider the impact of losing either access to these pesticides altogether or restricting post-harvest uses of these pesticides. It is essential industry identify and implement strategies to ensure quarantine compliance, for example, generation of pre-harvest residue and efficacy data or alternative technologies.

An assessment of the data available for these pesticides presently indicates that a large number of current uses will come under pressure due to either a lack of suitable residue data and where data exists there are potential dietary intake concerns.

The persimmon industry is participating in this APVMA review with other potentially affected industries. This project addresses the data gaps which are necessary to maintain market access, mostly domestic, for the identified industries. Efficiencies and cost-benefit will be gained as the

residue studies conducted in this project will be conducted by one qualified research company.

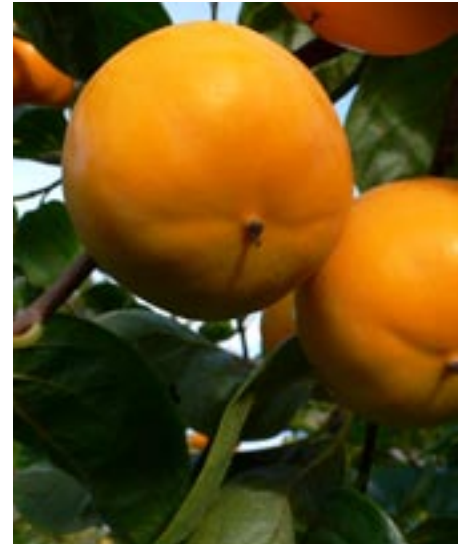
The lack of residue data for dimethoate has been partially addressed with the Dimethoate Task Force (mostly the major international chemical companies manufacturing dimethoate), recently submitting a data package to the APVMA. However, this data will only help support pre-harvest uses in crops where the Australian use pattern can be aligned with the submitted data. This may not always be the case as pre-harvest intervals vary appreciably. This could be problematic where relatively short pre-harvest intervals are needed to ensure quarantine levels of Fruit Fly control.

MT06022 encompasses good laboratory practise (GLP) residue studies to be conducted over two seasons prior to the release of the findings from the APVMA review. Quotes have been received for a tender and an agency is being selected to conduct the GLP residue studies. In the project, there is a trial on persimmons in the first and second year for pre-harvest uses of both dimethoate and fenthion.

HAL and DAFF through OCPPO (Office of Chief Plant Protection Office) are coordinating this issue with industry, State and Federal Governments to minimise the negative impact upon market access and maximise regulatory harmonisation. This research is an important part of the Horticulture Industry's Market Access Strategic R&D Plan and is being administered by HAL through the Industry's Working Group for Market Access R&D.

Project MT06022

**For more information contact:**  
Brad Wells, Horticulture Australia  
T 02 8295 2300  
E [brad.wells@horticulture.com.au](mailto:brad.wells@horticulture.com.au)



## Australian Government Priorities for Rural Research and Development

As part of the Australian Government's commitment to rural research and development, horticulture industries can access matching Commonwealth funding through HAL for all research and development activities.

All R&D programs managed through HAL are driven by the strategic direction of horticulture industries and address the Australian Government's Priorities for Rural Research and Development. These Government priorities and a breakdown of the number of projects and the value of projects that address each priority are available in HAL's annual report. This can be accessed at [www.horticulture.com.au](http://www.horticulture.com.au).

# MARKETING CAMPAIGN ON TRACK WITH TARGETS

The 2006/07 persimmon marketing program continued the second year of its campaign with the aim to increase domestic consumption of persimmons by 30 per cent between 2006 and 2009.

The campaign continued with last year's theme which was aimed at educating consumers and increasing the awareness of persimmons. Media relations, recipe development, in-store demonstrations and point-of-sale distribution made an exciting and busy program this year and results show that the industry is on track with targets.

Fresh Australian  
Persimmons



“Pure Pleasure” demonstration banner

To start off the persimmon season, PR agency Beyond the Square put together media samples of persimmons and distributed these to key food media. Part of the public relations strategy was to educate the food media on the different types of persimmons available. Key marketing themes were carried over from last season including “Pure Pleasure (sweet persimmons) the delicious, crunchy fruit that’s a pure pleasure”

A total of 27 stores across Sydney and Melbourne were targeted for in-store demonstrations. Each demonstration was held over a four-hour period varying according to peak store times.

Beyond the Square selected suitable Harris Farm stores and independents according to their location and customer demographics. Initially, in-store demonstrations were organised for only Sydney-based Harris Farm stores but industry decided to increase demonstrations to allow interstate independent greengrocers to participate.

The demonstrations were well received with many greengrocers reporting that sales of persimmons had dramatically increased whenever a demonstration had taken place. Customer feedback forms were developed to capture relevant market research data and to evaluate the success of each demonstration. The forms were designed to be non intrusive via an easy, anonymous multiple choice questionnaire to ensure participation and accuracy of information collated. In total, 246 customers completed feedback forms across 28 in-store demonstrations.

Results from the in-store demonstrations showed:

- The persimmon in-store demonstrations reached over 2,000 consumers, almost half of these never having tried a persimmon before.
- Over 75% of people who had never

tried one said they would purchase persimmons now or in the future.

- 48% of the people who sampled persimmons, purchased immediately.

The Italian persimmon salad recipe pads were distributed to key independent retailers nationally during April. Harris Farm Markets in Sydney were very keen to promote the persimmon point-of-sale material and distributed the pads to their 17 Sydney stores in time for the in-store demonstrations.

Key contacts at the central markets promoted point of sale material to key stores in Melbourne, Brisbane, Adelaide, Perth and Newcastle by providing a reliable system to distribute point-of-sale material to the key retailers and wholesalers. This ensured that the point-of-sale material was fully utilised.

Recipe development for the persimmons was conducted by renowned stylist and recipe developer, Kate Brown, who has worked with persimmons for a number of seasons. Kate created sumptuous low fat persimmon muffins and prawn persimmon rice paper rolls and these

continues page 4



Comparison of astringent (left) with non-astringent persimmons (right)

recipes will be used for the 2007/08 public relations program.

Results show that this program is estimated to reach more than 4,600,000 consumers via 39 print media sources. Media coverage for persimmons has been extensive, across print, television and online. Print media included *New*

*Idea* and *Notebook*, major newspapers *The Courier Mail* and *Sunday Telegraph*, lifestyle magazines *Australian Gourmet Traveller* and *Australian Country Style*, suburban and regional newspapers including *The Manly Daily*, *Illawarra Mercury* and *Bundaberg News Mail*. Several websites have also included persimmon information and recipes

including [www.calorieking.com.au](http://www.calorieking.com.au), [www.cookingdownunder.com.au](http://www.cookingdownunder.com.au) and [www.foodcoach.com.au](http://www.foodcoach.com.au).

**For more information contact:**

Alena Swinbourne, Horticulture Australia  
Project Manager - Domestic Marketing  
T 02 8295 2335  
E [alena.swinbourne@horticulture.com.au](mailto:alena.swinbourne@horticulture.com.au)

## PROMISING START TO INDUSTRY DEVELOPMENT PROGRAM

Promising developments have begun to emerge from the Australian sweet persimmon industry development project. Although only the first year of a three year levy funded project, the focus has been to develop strategies to improve fruit quality, post harvest and long term storage, orchard management and grower training and extension.

Collections of larvae from several farms throughout Australia have shown that at least three species of moth larvae are involved in damaging persimmon trees. A new species of clearwing moth has been collected from North Queensland, while the common clearwing moth *Ichneumoptera chrysophanes* has been widely collected in southern Queensland. In Victoria and South Australia an Oecophorid moth has been collected tunnelling into trees. While difficult to rear, several moths that have emerged have been tentatively placed in the genus *Echiomima*. Taxonomists are



Male clearwing moth

currently attempting to further sort out the classification of this species.

An insecticide screening trial has been completed on dormant plants infested with mature clearwing moth larvae. No highly effective results were gained from these treatments but more trials are planned for this year.

A literature review has commenced in the development of strategies to avoid soft fruit. Results will be presented at the July 2007 conference.

Early fruit from nine growers in south-east Queensland has been collected and stored at 20 degrees Centigrade to determine fruit storage life. Both Fuyu and Jiro fruit are under observation. Fruit was collected from both vigorous and non-vigorous shoots and from sunny and shaded parts of the plant to determine whether these factors influence storage life. These trials are still in progress. Early data suggests quite reasonable storage life this season, although there are significant differences between farms.

Mid-season Fuyu fruit is being collected from three growers in each of the four eastern Australian states. After measuring fruit quality, four trays are being held at 20 degrees centigrade and another four at 0 degrees centigrade. The trials are still in progress.

In addition, the shelf life of fruit from three Queensland growers being held at 0 degrees centigrade, and treated with *SmartFresh* and placed in modified atmosphere bags is being investigated. It is hoped that fruit can be stored up to



### New Zealand persimmon orchard

four months. These fruit will be exhibited at the persimmon conference.

Work is under way to determine Brix levels non-destructively using infra-red technology and is looking very promising.

Strong ties are developing between Australia and New Zealand persimmon growers. Australian researchers recently visited to New Zealand to view practices used by NZ persimmon, who appear to be the most technologically advanced in the world. This trip has a lot of relevant information to offer Australian growers with a detailed report on the trip currently being prepared. Guest speakers from NZ have been invited to speak at the persimmon conference which is being held at the Sunshine Coast on the 19-21<sup>st</sup> July 2007.

### Project PR06002

**For more information contact:**

Roger Broadley, DPI Queensland  
T 07 5444 9610  
E [roger.broadley@dpi.qld.gov.au](mailto:roger.broadley@dpi.qld.gov.au)

# ACROSS INDUSTRY PROGRAM 2006/07

The persimmon industry contributes funding towards an across industry program that addresses issues affecting all of horticulture. Details of the current program are listed below. A full report of the program can be found at [www.horticulture.com.au/industry/acrossindustry.asp](http://www.horticulture.com.au/industry/acrossindustry.asp).

Project No	Title	Start Project	Project Completion	Organisation	Contact
<b>Outcome 1: Enhance the efficiency, transparency, responsiveness and integrity of the supply chain for the total industry to provide clear market signals</b>					
AH04006	Horticulture gene technology communication	2004/05	2006/07	AgriFood Awareness Australia Limited	Paula Fitzgerald 02 6273 9535
AH04007	Pesticide regulation coordinator	2004/05	2009/10	AKC Consulting Pty Ltd	Kevin Bodnaruk 02 9688 0444
AH04009	Coordination of minor use permits for horticulture	2004/05	2007/08	AgAware Consulting Pty Ltd	Peter Dal Santo 03 5439 5916
AH04035	Minor use coordination HAL management costs	2004/05	2009/10	Horticulture Australia Limited	Brad Wells 02 8295 2300
AH05018	Review of successful consumer satisfaction projects	2005/06	2006/07	Horticulture Australia Limited	Sarah Pennell 02 8295 2300
AH06004	Horticulture Code of Conduct – Industry support package	2006/07	2006/07	Horticulture Australia Council	Kris Newton 02 6273 9600
AH06007	Primary production and processing Standards	2006/07	2007/08	Horticulture Australia Limited	Richard Bennett 03 5825 3753
AH06012	Evaluation strategies for varieties derived from Australian breeding projects or imported varieties	2006/07	2006/07	Horticulture Australia Limited	Marian Sheehan 02 8295 2300
AH06013	Horticulture for the consumer CRC – Business Plan	2006/07	2006/07	Australian Institute for Commercialisation Ltd	John Kapeleris 1300 364 739
<b>Outcome 2: Maximise the health benefits of horticultural products in the eyes of consumers, influencers and government</b>					
AH06008	Human nutrition needs for horticultural industries allocation	2006/07	2006/07	Horticulture Australia Limited	Sarah Pennell 02 8295 2300
AH06010	Promoting the health advantages of F&V to increase their consumption - Phase 2	2006/07	2006/07	Horticulture Australia Limited	Chris Rowley 02 8901 0329
<b>Outcome 3: Position horticulture to compete in a globalised environment</b>					
AH05003	Coordination of market access for horticulture products	2005/06	2006/07	Stephen Winter & Associates Pty Ltd	Stephen Winter 03 9832 0787
AH05024	Fruit fly workshop	2005/06	2006/07	Horticulture Australia Limited	Brad Wells 02 8295 2300
AH05034	Market access support program	2005/06	2006/07	Horticulture Australia Limited	Kim James 08 6389 1407
AH06006	Establishment of a pesticide residue task force	2006/07	2006/07	Horticulture Australia Limited	Brad Wells 02 8295 2300
AH06014	Codex attendance 06/07	2006/07	2006/07	Horticulture Australia Limited	Richard Bennett 03 5825 3753
<b>Outcome 4: Achieve long-term viability and sustainability for Australian horticulture</b>					
AH06003	Horticulture for Tomorrow – Phase II	2006/07	2006/07	Horticulture Australia Limited	Alison Turnbull 02 8295 2300
AH06002	IMC horticulture industry strategic plan contribution	2006/07	2006/07	Horticulture Australia Limited	John Webster 02 8295 2300
AH06009	Horticulture Water Initiative Phase 3	2006/07	2006/07	RMCG	Anne-Maree Boland 1300 306 043

## ACROSS INDUSTRY PROGRAM 2006/07

AH06011	Industry development review	2006/07	2006/07	Richard de Vos	Richard de Vos 02 9973 4507
AH06015	Cooperative venture for capacity building (CVCB) membership fees	2006/07	2007/08	Horticulture Australia Limited	Richard Stephens 02 8295 2300
AH06016	Human capability – building strategy benchmarking horticulture's labour and skills needs	2006/07	2006/07	Horticulture Australia Council	Kris Newton 02 6273 9600
AH06019	Australian horticulture's response to climate change and climate variability	2006/07	2006/07	Horticulture Australia Limited	Alison Turnbull 02 8295 2300
AH06100	Horticulture data audit	2006/07	2006/07	AEC Group Limited	Ashley Page 07 3831 0577
AH06101	Horticulture data audit associated costs	2006/07	2006/07	Horticulture Australia Limited	Andrew Collins 02 8295 2300
<b>AUSHORT</b>					
AH01015	Key genes for horticultural markets	2001/02	2006/07	CSIRO Plant Industry	Steve Swain 03 5051 3159
AH03002	Area wide management of fruit fly – Central Burnett	2003/04	2006/07	QLD Department of Primary Industries & Fisheries	Annice Lloyd 07 3896 9366

## PERSIMMON LEVY PROGRAM 2006/07

Project No	Title			Organisaton	Email
PR06500	Persimmon marketing Program - umbrella project	01-Jul-2006	30-Jun-2007	Horticulture Australia Limited	Alena Swinbourne 02 8295 2300
PR06501	Recipe development and photography	01-Jul-2006	30-Jun-2007	Horticulture Australia Limited	Alena Swinbourne 02 8295 2300
PR06502	Point of sale	01-Jul-2006	30-Jun-2007	Horticulture Australia Limited	Alena Swinbourne 02 8295 2300
PR06503	In store sampling	01-Jul-2006	30-Jun-2007	Horticulture Australia Limited	Alena Swinbourne 02 8295 2300
PR06504	Consumer research	01-Jul-2006	30-Jun-2007	Horticulture Australia Limited	Alena Swinbourne 02 8295 2300
PR06505	Media relations	01-Jul-2006	30-Jun-2007	Horticulture Australia Limited	Alena Swinbourne 02 8295 2300
PR06002	Australian sweet persimmon industry development	01-Jul-2006	16-July-2009	QLD Department of Primary Industries & Fisheries	Roger Broadley 07 5444 9610
PR06008	Effect of irradiation treatment on quality of persimmons	01-May-2007	30-Jun-2007	QLD Department of Primary Industries & Fisheries	Rod Jordan 07 3896 9450
PR06900	Partnership agreement - General consultation	01-Jul-2006	30-Jun-2007	Horticulture Australia Limited	Kendle Wilkinson 07 3394 8208
PR06910	Partnership agreement - Industry consultation	01-Jul-2006	30-Jun-2007	Horticulture Australia Limited	Kendle Wilkinson 07 3394 8208
MT06022	Generation of dimethoate and fenthion residue samples to maintain market access	01-Jul-2006	31-May-2009	Horticulture Australia Limited	Brad Wells 02 8295 2300
MT06027	Woolworths scan data	01-Jul-2006	30-Jun-2007	Horticulture Australia Limited	Alena Swinbourne 02 8295 2300

# FINANCIAL REPORT (UNAUDITED)

## PERSIMMON INVESTMENT SUMMARY

TEN MONTHS ENDED 30 APRIL 2007

	Marketing 2006/2007	R&D 2006/2007	Combined 2006/2007
<b>Funds available 1 July 2006</b>	31,933	74,248	106,181
<b>INCOME</b>			
Levies Received	36,960	55,448	92,408
Commonwealth Contributions		51,828	51,828
Other Income	2,240	4,890	7,130
<b>Total Income</b>	<b>39,200</b>	<b>112,166</b>	<b>151,366</b>
<i>Budget</i>	<i>29,900</i>	<i>105,658</i>	<i>135,558</i>
<i>Variance to Budget</i>	<i>9,300</i>	<i>6,508</i>	<i>15,808</i>
<b>PROGRAM INVESTMENT</b>			
Levy Programs	11,761	91,231	102,992
Service Delivery Programs by HAL	1,602	12,426	14,028
Across Industry Contribution		1,058	1,058
Levy Collection Costs	2,297	3,446	5,743
<b>Total Investment</b>	<b>15,660</b>	<b>108,161</b>	<b>123,821</b>
<i>Budget</i>	<i>39,501</i>	<i>128,233</i>	<i>167,734</i>
<i>Variance to Budget</i>	<i>23,841</i>	<i>20,072</i>	<i>43,913</i>
Annual Surplus/Deficit	23,540	4,005	27,545
<b>Closing Balance 30 April 2007</b>	<b>55,473</b>	<b>78,253</b>	<b>133,726</b>

### PERSIMMON INDUSTRY ADVISORY COMMITTEE

Stephen Jeffers (Chair)

Kent Andrews

Geoff Patteson

Nick Hobbs

Jeanette Wilson (Secretary)



#### FOR MORE INFORMATION CONTACT:

Kendle Wilkinson  
Industry Services  
Manager

Horticulture  
Australia Limited  
(HAL)

Suite 329, 433 Logan Road  
Stones Corner QLD 4120  
T 07 3394 8208

E [kendle.wilkinson@horticulture.com.au](mailto:kendle.wilkinson@horticulture.com.au)

