

# PERSIMMON

ANNUAL INDUSTRY REPORT 07 | 08

## INVESTMENTS CONTINUE TO STRENGTHEN INDUSTRY

The 2007/08 year started and ended well for the persimmon industry, commencing with a successful conference jointly held in conjunction with the custard apple industry, and ending with the forecasted levy income coming in almost on target.

While many growers suffered from excessive rains earlier in 2008, causing fruit splitting and increased disease, for other growing regions the receipt of rain was drought breaking and enabled a return to normal production levels. This report provides a snapshot of the main persimmon industry project activities funded via the industry R&D and marketing levies, as well as voluntary contributions and matched funding for research projects from the Australian Government through Horticulture Australia Limited (HAL).

The levy program is managed in partnership with the Persimmon Industry Advisory Committee (IAC). The Persimmon IAC meet with HAL twice to advise HAL on what industry priorities should be addressed, based on the industry strategic plan. All levy payers are able to provide input into this process, and can contact their regional Persimmon Australia Inc (PAI) representative/IAC member at any time to discuss what they feel the industry's priorities should be. More detail on all projects can also be obtained through the contacts listed at the end of each summary, or through the HAL and PAI websites [www.horticulture.com.au](http://www.horticulture.com.au) and [www.persimmonsaustralia.com.au](http://www.persimmonsaustralia.com.au).

[www.persimmonsaustralia.com.au](http://www.persimmonsaustralia.com.au) and [www.persimmonsaustralia.com.au](http://www.persimmonsaustralia.com.au).

Market access and industry development remained important priorities within the 2007/08 R&D program. Key activities are detailed in this report, and have included:

- The joint persimmon industry/custard apple industry conference (MT06054) provided a comprehensive series of presentations on all the projects listed within this report, as well as an opportunity for growers and industry stakeholders to communicate their needs to the IAC and to HAL.
- A multi-industry project (MT06022, within MT06020 parent project) continued to provide residual data to support continued pre-harvest use



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of fenthion and dimethoate. The use of these chemicals is currently being reviewed by the Australian Pesticides and Veterinary Medicines Authority (APVMA). The potential loss of these chemicals represents a serious threat for persimmon market access on both domestic and export levels. Residue data will potentially help support pre harvest use, for at least the short-term. Longer term control strategies need to be identified.

- Alternative control methods of fruit fly such as irradiation were also trialled in a separate project (PR06008) by the Queensland Department of Primary Industries (QDPI) with support from the Australian Persimmon Export

*continued on page 2*



## A SYSTEMATIC APPROACH TO MARKET ACCESS R&D

Market access is a key priority for Australia's horticulture industries including the persimmon industry. The HAL Market Access Research and Development (R&D) Strategic Plan, administered by the Working Group for Market Access R&D, has been revised during 2007/08 under a Strategic Framework termed 'Pathways to Market'. The revised plan will provide improved focus directly on market access related R&D for a wide range of pests using a multi industry approach, where possible.

The revised R&D approach is designed to support the normal World Trade Organisation (WTO) Sanitary and Phytosanitary Measures (SPS) market access framework. Systems Approaches and Disinfestation are the two major categories for market access R&D within this revised framework. Within these two major categories there are

eight key Pathways to Market priorities to accommodate the scope of research which may be required to address the various pathways that lead to international market access.

The Systems Approach category contains market access data packages, pest control and management and other systems approaches. The post harvest Disinfestation category contains fumigants, chemical treatments, cold disinfestation, heat treatments, irradiation and other disinfestation treatments. The plan describes an R&D program investment of \$18.3 million over five years, and follows on from the industry, agency and government investment of around \$6.5 million since the original market access strategic R&D plan was conceived.

It is important to note that the scope of the original eight key research areas

within the original R&D plan, are included within the revised and expanded market access plan R&D framework. While fruit flies remain one of the main concerns, other insects e.g. light brown apple moth, fullers rose weevil, codling moth, mealy bugs, scales, mites, etc are also of significance and have been considered within this plan. The plan places an emphasis on multi-industry projects. This is relevant to pre-harvest systems, in mixed crop orchard areas as well as in areas where there is a patchwork of single crop orchards growing fruit fly or pest hosts.

The next step in the implementation of the plan will be development of benefic cost analysis (BCAs) and business case's for investment in the plan. Industry, government and other funding bodies will be consulted for funding support for the Pathways to Market Access R&D Plan for the 2007/08-2012/13 period.

### Project MT06020

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## INVESTMENTS CONTINUE TO STRENGTHEN INDUSTRY *continued from page 1*

Committee (APEC). Overall this research shows that good quality fruit can be irradiated at a dose sufficient to control fruit fly, without loss of retail quality. Further work is required in 2008/09 to investigate whether irradiation is cost effective at a commercial level, and will be accepted by FSANZ (Food Standards Australia and New Zealand).

- PR06002 continued in 2007/08 with the 'Development of the Australian Sweet Persimmon Industry' project to increase the productivity and profitability of persimmon growers. Key achievements are detailed in this report, and the breadth and results of activities already undertaken is a credit to the diligence and expertise of the researchers involved.

Key activities undertaken within the 2007/08 marketing program included:

- A comprehensive media relations campaign including a tropical workshop that resulted in a large amount of free press.
- Media awareness via the Woolworths Market Fresh Report.
- Education of retailers via development of a back room poster for Coles and Woolworths.
- Development of a new website for growers and consumers.
- Consumer awareness and sales via in-store demonstrations and recipe development.
- Design of a new Persimmon Industry Logo to be utilized in all branding and create a strong presence for persimmon.

These activities are estimated to have had a reach of over four million consumers and the impact of this

campaign has already been observed with reports of increased sales after in-store demonstrations were completed.

The 2007/08 year has been a challenging yet productive year for the persimmon industry. Although it is only the third full year of levy collection, the levy program activities have already achieved positive results for the industry within grower, retail, consumer, and even market access sectors. Despite the small size of the levy program, significant benefits have already been accomplished, thanks largely to the "extra mile" approach of diligent researchers and an industrious IAC that volunteers so much of their time towards supporting the Persimmon industry.

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# AUSTRALIAN SWEET PERSIMMON INDUSTRY DEVELOPMENT

Persimmon growers will soon have access to a comprehensive management package that aims to improve industry returns in both the export and the domestic market.

The 'package' will be based on findings from an industry project that addresses major production problems such as the clearwing moth, which threatens the survival of the industry, as well as evaluate both pre- and post-harvest factors affecting fruit quality and storage life.

## The R&D approach

A series of on-field trials and observations are evaluating pre-harvest orchard management practices that could affect fruit quality. A range of growth regulators, growth retardants, reflective mulching, pruning systems and nutritional practices are also being evaluated in south-east Queensland.

Nationally, 15 orchards are being surveyed to identify and evaluate the different production issues in each region during the season as well as causes behind the variability in fruit quality and rapid fruit softening at post-harvest. Two studies to develop maturity indices for this fruit have also been conducted.

## Achievements for 2007/08

In May 2008, researchers held a workshop at Maroochy Research Station, in Queensland, to address the clearwing



**Figure 1 – Extenday® reflective mulch increased fruit size and appeared to reduce blemish in persimmon fruit**

moth issues and to discuss future research. So far, field studies reveal that water-blasting is an effective method of killing larvae in dormant trees. Several new insecticides, deltamethrin and chlorpyrifos+dichlorvos, have also shown promise in reducing larvae infestations but, further studies are required.

The field studies also found that Extenday® reflective mulch increased fruit size by 15 percent and improved fruit colour and post-harvest storage life (Figure 1). The growth retardant, uniconazole, reduced shoot extension growth by 15 percent with no adverse effects on fruit quality or yield. Leaf plucking in December (2007) improved fruit quality and reduced fruit blemishing.

To date, post-harvest studies have highlighted a wide variability in storage life between orchards and regions. Enhanced storage life appears to be related to increased calcium, potassium and lower nitrogen concentrations in fruit. Post-harvest storage trials on combined 1-MCP and MA bag treatments are currently in progress. Two types of MA bag are being trialled, New Zealand bags that are heat sealed and Chilean bags that are twisted and then clip sealed (Figure 2).

## Project PRO6002

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**Figure 2 – New Zealand MA bag with heat seal**



**Chilean Bag with clip seal**

# EFFECT OF IRRADIATION TREATMENT ON THE QUALITY OF SWEET PERSIMMONS

Taking persimmons from growing regions with fruit fly to domestic and export markets free of the pest requires a disinfestation treatment.

Currently our major export markets in SE Asia do not require quarantine treatment, however, this quarantine status is under review and the requirement for a disinfestation treatment could be introduced. For domestic markets the insecticide treatment now used is also under review and its future use may be restricted.

To ensure unbroken access for Australian persimmons a preliminary assessment of the most commercially viable alternative disinfestation treatment was undertaken in this project.

Irradiation treatment of fresh produce is increasingly gaining worldwide acceptance and the presence of commercial facilities able to conduct the treatment adds to the potential for

this technology as a suitable alternative. The treatment is so widely accepted that the researchers only needed to assess fruit quality responses at the low range of doses already known to be effective against the quarantine pests of concern.

Researchers compared the response of the two major cultivars 'Jiro' and 'Fuyu' at doses of 250, 400 and 500 Gray (Gy) against untreated fruit.

Although all persimmons showed evidence of fruit softening during the trial, irradiated fruit softened more than untreated fruit and this effect increased with increasing treatment dose. The final level of softening was dependent on the source of the fruit. Fruit from some orchards softened more than from others indicating that the irradiation increased the natural tendency of the fruit to soften and choosing fruit from orchards that were not prone to fruit softening would result in a better quality result. Overall

Jiro fruit showed less softening than Fuyu. In addition Jiro fruit showed no other quality loss symptoms while Fuyu showed a slight amount of skin injury, which was again dependent on the orchard from which fruit was sourced.

Overall this research shows that good quality fruit can be irradiated at 250 Gy, a dose sufficient to control fruit fly, without loss of retail quality. Further research is required to investigate the different responses in more detail and develop guidelines for the low dose commercial treatment.

The findings will be distributed to all project collaborators and Horticulture Australia Limited for further action.

## **Project PR06008**

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## SUPPORTING DIMETHOATE AND FENTHION APPROVAL TO MAINTAIN MARKET ACCESS

Efforts are progressing to maintain as many essential legal uses of dimethoate and fenthion as possible following the review of these chemicals by the Australian Pesticides and Veterinary Medicines Authority (APVMA).

The APVMA is re-evaluating pesticides as part of its chemical review program which is undertaken to ensure products meet current standards of safety and performance.

To effectively review both dimethoate and fenthion, the APVMA requires trial data that reflects current Australian use patterns. This project is aimed at generating the data needed to meet the APVMA requirements.

Preliminary industry assessments suggest that some uses for dimethoate

and fenthion maybe withdrawn following the APVMA review due to either a lack of suitable residue data or potential dietary intake concerns. This possibility is particularly critical for post harvest uses on commodities with edible peel, such as persimmons, pome fruit, stonefruit, tomatoes, capsicum, cucumber and zucchini.

This is a multi-industry project with pre and post harvest residue studies conducted over two seasons. The project is close to the end of its first year. All field trials and sample analyses are near completion and all necessary monthly reports have been received and approved by Horticulture Australia Limited (HAL).

The potential for lower doses of dimethoate, applied postharvest to

provide fruit fly control equivalent to the current 400ppm rate, is to be explored on edible skinned produce including tomatoes and two vegetable commodities. If these trials indicate lower doses are effective, further studies may be required to satisfy quarantine security requirements to access certain markets. Should lower doses be deemed effective, further consultation will be conducted with edible-skinned commodity industries, including persimmons, to determine priorities and available funding.

Studies will also be undertaken to compare the residue levels of postharvest treatment such as flood spraying or dipping.

Results from the first year's trials are expected in mid-2008. These will

# CUSTARD APPLE/PERSIMMON CONFERENCE

In July 2008, Persimmon Australia Inc (PAI) and the Australian Custard Apple Growers Association (ACAGA) hosted the Combined Custard Apple and Persimmon Conference at Surfair, Marcoola Beach on the Sunshine Coast of Queensland. The conference theme of "growing for love or money", was chosen to emphasise the importance of small but growing industries to look at farming more professionally instead of just for lifestyle.

This is the first time both industries have worked together to put on a conference. The Australian Custard Apple Growers Association held their last conference in 2003. Persimmon Industry Australia has not held a national conference before. As both industries are of similar size, use similar researchers in their R&D projects and are working together on combined promotions, it seemed only sensible to combine conferences.

Surfair, Marcoola on the Sunshine Coast was chosen as the venue as it

be collated and assessed before being reviewed by the project team and discussed with the APVMA. Outcomes from this stage may cause amendment of the trial program in the project's second year.

This research is being administered by HAL as part of the horticulture industry's market access strategic R&D plan.

## Project MT06022

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has excellent facilities, is central to both growing regions and acts as an attractant to delegates as a holiday destination. Conference registration costs were kept to a minimum (full registration \$200) to encourage as many growers as possible to attend. Sponsorship amounts were kept at reasonable levels to encourage smaller businesses involved with the industry to participate.

Day one of the two day conference was a combined session and looked into the future of each industry, learning of new innovations in the industry that will help improve efficiency, yield, quality and marketing ability. Marketing the health aspects of a product has become a very positive tool so we dedicated a session into looking at this aspect.

At the conference dinner, the persimmon and custard apple recipe book was launched. This book is available for promotions and for sale.

Day two saw concurrent sessions for each industry, with the theme "Growing my Way" prevalent.

The persimmon program took growers on a trip all over the persimmon world, with speakers from New Zealand and talks on growing in Korea and China. Once again, growers from both Australia and New Zealand spoke on their own experiences. The final session was very interesting with an open discussion on Australian and New Zealand persimmon growers working together to grow their market.

The third day consisted of a bus tour of the district, visiting one custard apple and

one persimmon orchard. The bus tour then showed delegates the sights of the Glasshouse Mountains including a picnic lunch at Maleny.

Approximately 160 delegates attended the conference with growers from all growing regions present, including Queensland, New South Wales, South Australia, Victoria, New Zealand and Thailand. The response from those attending was very positive, with many publicly thanking all those concerned for a very friendly informative conference. Delegates were asked to fill in an evaluation sheet, the results of which are reported on the following page. Summarising these evaluation sheets, 99 per cent of the comments were very positive

Conference proceedings were handed out to delegates at the beginning of the conference. These have also been made available to those who did not attend the conference. Papers from the proceedings have been summarised and printed in the *Persimmon Press* newsletter and on the Persimmons Australia website [www.persimmonsaustralia.com.au](http://www.persimmonsaustralia.com.au). Information presented at the conference will be presented at local industry meetings and field days over the coming months.

In summary, the Combined Custard Apple and Persimmon Conference was considered a great success.

## Project MT06054

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# PERSIMMONS DOMESTIC MARKETING CAMPAIGN

The persimmon marketing plan for 2007/08, developed on behalf of the Australian Persimmons industry, identified key opportunities that would benefit the industry and increase sales volumes in the coming years. The main objectives were specifically;

- To increase awareness of the persimmons and position it as a fruit with a unique fresh taste, easy to enjoy and yet also maintain a high level of desirability.
- To successfully communicate the programs key messages including:
- Normalising the fruit whilst maintaining its uniqueness.
- How to eat the fruit and tips such as how to select, store etc.
- To create demand among 'new users', increase consumption with 'infrequent users' and maintain loyalty with 'frequent users' of Australian Persimmons.
- To ultimately increase sales of Australian Persimmons.

The execution of the program included a varied approach from creating new

recipes to in-store demonstrations to web-site development just to name a few. This diverse approach was specifically aimed to achieve maximum coverage within the selected target markets.

## Point of Sale (POS)

The inspiring and informative point of sale material was developed and distributed to independents in Sydney and Melbourne and the national markets. It contained information about the seasonality, storage and handling, as well as the newly developed persimmon website in order to increase traffic to the site.

## In-store Demonstrations

To directly reach and communicate with consumers, in-store demonstrations were secured at independent retail stores in key areas across Sydney, Brisbane and Melbourne. Suitable stores were selected according to their location and customer demographic. The aim of the demonstrations was to educate consumers, encourage trial and purchase of Australian persimmons. Over 3,200 consumers were approached and spoken to about Australian persimmons in the

course of the 40 demonstrations. The demonstrations resulted in approximately 760 people purchasing persimmons.

## Retail Education

It was decided to implement retail education activities as part of the 2007/08 program as there was a need to educate the key retail stores and independents on the most appropriate way to store and display persimmons in order to have the best quality fruit provided to consumers. However, due to budget constraints and following feedback from the key retailers, it was decided to develop a single poster between the Persimmons and Custard Apple industries. The persimmons section also provided visual examples of what is classified as fruit that is suitable to display, as well as showing a whole and cut fruit.

## Woolworths Market Fresh Report

Woolworths featured Australian Persimmons on their Market Fresh Report on Thursday 10th and Friday 11th April 2008. The advertisement went to air on channel 7 and 9 during the national nightly news as well as during the popular morning programs. The key messages of selection, handling and storage were covered as well as information on the growing regions.

## Media Relations

The persimmons PR program was two-pronged including both media and consumer elements designed to engage the public. The program's aim was to secure maximum national coverage across the gamut of media. The campaign was designed to build on previous years and to convert non-consumers to consumers.

The PR agency conducted media relations with attending Sydney media via the fruit workshop. Media materials were developed and provided to media

**Persimmon muffins**



which included:

- A persimmons media release highlighting the start of the season.
- Update of Australian persimmons fact sheet.
- New recipe sheets.
- Produce and recipe photography.

### Tropical Fruit Workshop

More than 20 media representatives were present for the event that was held on the 18th of March 2008. The aim of the workshop was to provide media with the opportunity to be 'hands on' with tropical fruits, therefore, giving them more confidence and experience in using them and also to unlock any uncertainty and to educate and excite the media to use these fruits in publications. Further to this a total of 39 clips were secured with various print media with a reach over 3.8 million paying consumers.

### Consumer Website

A consumer orientated website, [www.persimmonsaustralia.com.au](http://www.persimmonsaustralia.com.au) was finally given the go ahead in 2007. Furthermore, the site also contains a grower section providing access to relevant industry documents and contact details. The site contains information on storage, selection and handling as well as delicious ways to enjoy Australian Persimmons. There is also a section

on the site for media articles and press releases to be stored, this will not only be interesting for consumers but will benefit any media who are keen to learn more about Australian Persimmons.

### New Logo

A new industry logo has been developed and is situated on the new website as well as on the back-room poster. The new logo represents the fruit clearly highlighting the features of Australian Persimmons. It will be placed on all newly developed point-of-sale material to create consistency and brand recognition for Persimmons Australia.

### Recipe Development & Photography

Recipe developer and stylist Kate Brown and photographer Stuart Scott produced two recipes which will be used in the 2008/09 season. Kate and Stuart were responsible for previous recipe development and photography for persimmons, using them again will ensure consistency. Both recipes are healthy and easy to prepare and in the image persimmons will be the main focal point.

### Project PR07500

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## PERSIMMON-HAL PARTNERSHIP AGREEMENT

The persimmon levy program is managed by Horticulture Australia Limited (HAL) on advice from the Persimmon Industry Advisory Committee (IAC), and these projects are supported by a strong industry communication and consultation strategy funded through a Partnership Agreement project with HAL.

The partnership agreement is funded through the Persimmon R&D levy and matched funds from the Australian Government. These matched funds enable Persimmons Australia Inc (PAI) to undertake: the Annual Levy Payers Meeting (ALPM); a communications program incorporating the *Persimmon Press* newsletter; support for the industry secretariat in preparing meeting papers; and program consultation to enable the IAC committee members to meet with HAL and advise HAL on the levy program investment.

More specifically, the general consultation element of the partnership agreement covers the participation and/or input into the Persimmon IAC, attendance at HAL industry forums, attendance at HAL/PAI Executive Board to Board consultation meetings, and other formal and informal consultation between personnel of PAI and HAL. These costs are reviewed by PAI and HAL at least annually.

Through the partnership agreement funds, PAI ensures regular consultation on the R&D and marketing levy programs that HAL undertakes on behalf of the industry and is thereby instrumental in ensuring consultation between HAL and levy payers on these activities. PAI personnel also consult on specific matters and work with HAL personnel on special projects or other items related to HAL program activities.

### Project PR07900

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Persimmon prawn rice paper roll

## ACROSS INDUSTRY PROGRAM 2007/08

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
<b>Outcome 1</b>	<b>Enhance the efficiency, transparency, responsiveness and integrity of the supply chain for the total industry to provide clear market signals</b>
AH04007	Pesticide regulation coordinator
AH04009	Coordination of minor use permits for horticulture
AH06004	Horticulture Code of Conduct - Industry Support Package
AH07033	Incident Response Protocol - development and training for horticulture
<b>Outcome 2</b>	<b>Maximise the benefits of horticultural products in the eyes of consumers, influencers and government</b>
AH07006	Promoting the health advantage of fruit and vegetables to increase their consumption
AH07007	Horticulture Wellbeing Initiative
<b>Outcome 3</b>	<b>Position horticulture to compete in a globalised environment</b>
AH07002	HAL Market Access Coordinator
AH07003	Market access support program
AH07017	Codex Committee on Fresh Fruit and Vegetables participation
<b>Outcome 4</b>	<b>Achieve long term viability and sustainability for Australian horticulture</b>
AH06002	Horticulture Industry Strategic Plan (Future Focus)
AH06015	Cooperative venture for capacity building (CVCB) membership fees
AH07009	Horticulture Water Initiative
MT07029	Managing pesticide access in horticulture
AH07001	Horticulture Statistics database
AH06019	Australian horticulture's response to climate change and climate variability
AH07022	Horticulture for Tomorrow - Environment Communication Program
AH07026	The Current and Future Human Resource Needs of Australian Agriculture
AH07027	Horticulture component of the National Climate Change Research Strategy for Primary Industries
AH07031	Peri-urban horticulture and land use planning: Literature Review & 'Tool-kit'
AH07032	Independent quarantine and biosecurity review

## PERSIMMON PROGRAM 2007/08

Project No	Project Title	Levy or VC	Start Project	Project Completion	Organisation	Contact
PR06002	Australian Sweet Persimmon Industry Development		01-Jul-06	16-Jul-09	QLD Department of Primary Industries & Fisheries	Roger Broadley 07 5444 9610
PR06008	Effect of irradiation treatment on quality of persimmons		02-Jul-07	30-Jun-08	QLD Department of Primary Industries & Fisheries	Rod Jordan 07 3896 9450
PR07002	Industry website		02-Jul-07	30-Jun-08	Horticulture Australia Limited	Alena Swinbourne 02 8295 2300
PR07500	Persimmon Domestic Marketing Campaign 2007/08		01-Jul-07	30-Jun-08	Horticulture Australia Limited	Alena Swinbourne 02 8295 2300
PR07900	Persimmon Partnership Agreement 2007/08		01-Jul-07	30-Jun-08	Persimmon Industry Association Inc	Stephen Jeffers 07 5442 1337
MT06020	Improving Market Access R&D for the Australian Horticultural Industries		01-Jul-06	01-Jul-10	Horticulture Australia Limited	Kim James 08 6389 1407
MT06022	Generation of dimethoate and fenthion residue samples		06-Jun-07	30-Sep-09	Horticulture Australia Limited	Brad Wells 02 8295 2300
MT06054	Combined Custard Apple and Persimmon conference		31-Mar-07	31-Aug-07	Australian Custard Apple Growers Association Inc	Jeanette Wilson 07 5483 3734



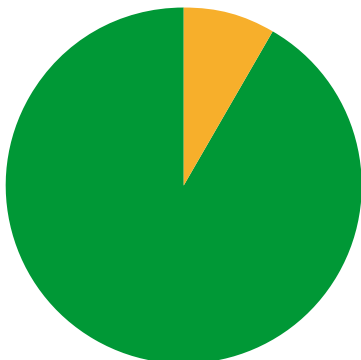
# INVESTING IN AUSTRALIAN HORTICULTURE

## AUSTRALIAN GOVERNMENT PRIORITIES

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.

The Australian Government's Rural Research and Development Priorities aim to foster innovation and guide R&D effort in the face of continuing economic, environmental and social change. HAL's operations are closely aligned with these priorities.

**Percentage by value of Persimmon Projects**



- Productivity and Adding Value (8.6%)
- Supply Chain and Markets (91.4%)
- Natural Resources Management (0%)
- Climate Variability and Climate Change (0%)
- Biosecurity (0%)

This chart shows the percentage of expenditure in HAL's persimmon R&D program against each of the Australian Government priorities for rural research and development. Projects are allocated against the priority with the most relevance to the project. Some projects may have relevance to more than one priority but can only be allocated once. Full detail of expenditure across all industries is available in HAL's annual report at [www.horticulture.com.au](http://www.horticulture.com.au)

### Productivity and Adding Value

Improve the productivity and profitability of existing industries and support the development of viable new industries.

### Supply Chain and Markets

Better understand and respond to domestic and international market and consumer requirements and improve the flow of such information through the whole supply chain, including to consumers.

### Natural Resource Management

Support effective management of Australia's natural resources to ensure primary industries are both economically and environmentally sustainable.

### Climate Variability and Climate Change

Build resilience to climate variability and adapt to and mitigate the effects of climate change.

### Biosecurity

Protect Australia's community, primary industries and environment from biosecurity threats.

In 2007/08 the Persimmons Industry Association acted as the service provider on one project.

Full details where Persimmons Industry Association acted as the service provider can be found on page eight of this report.

## RELATIONSHIPS AND ROLES RELATING TO HAL PROGRAMS

Horticulture Australia Limited (HAL) is a not-for-profit industry owned company. Its role is to manage the expenditure of funds collected by the Australian Government on behalf of horticulture industries.

HAL invests \$85 million annually in projects that benefit horticulture industries.

An Industry Advisory Committee (IAC) is established for each industry with a statutory levy and annual income exceeding \$150,000. The IAC is a subcommittee of the HAL Board. It makes recommendations to HAL on the expenditure of funds.

The Peak Industry Body (PIB) for an industry is responsible for recommending to HAL the establishment of, and any changes to, statutory levies. The PIB for an industry with a statutory levy recommends membership of the IAC to HAL and must demonstrate how the skills required on an IAC are met by the persons they recommend for appointment to the committee.

For more information please visit [www.horticulture.com.au](http://www.horticulture.com.au)

## CONSULTATION FUNDING

Consultation funding is paid by HAL to cover costs for IAC meetings, annual levy payers' meetings and costs within the partnership agreement between HAL and the member industry that are specified as consultation, for example R&D program consultation. Consultation does not include funding for conferences, publications or general communication or industry development officers/managers. These activities can be funded as projects in the industry program. In 2007/08 \$24,650 of consultation funding was budgeted to be provided to the Persimmons Industry Association.

# FINANCIAL REPORT (UNAUDITED) PERSIMMON INVESTMENT SUMMARY

YEAR ENDED 30 JUNE 2008

An audited financial report for 12 months ending 30 June 2008 will be available via the HAL website on 15 September 2008.

	Marketing 2007/2008	R&D 2007/2008	Combined 2007/2008
<b>Funds available 1 July 2007</b>	61,501	105,310	166,811
<b>INCOME</b>			
Levies Received	40,848	61,272	102,120
Commonwealth Contributions		66,346	66,346
Other Income	1,912	7,671	9,583
<b>Total Income</b>	<b>42,760</b>	<b>135,289</b>	<b>178,049</b>
<i>Budget</i>	<i>45,320</i>	<i>159,577</i>	<i>204,897</i>
<i>Variance to Budget</i>	<i>(2,560)</i>	<i>(24,288)</i>	<i>(26,848)</i>
<b>PROGRAM INVESTMENT</b>			
Levy Programs	39,036	116,786	155,822
Service Delivery Programs by HAL	5,317	15,906	21,223
Across Industry Contribution		1,355	1,355
Levy Collection Costs	2,887	4,231	7,118
<b>Total Investment</b>	<b>47,240</b>	<b>138,278</b>	<b>185,518</b>
<i>Budget</i>	<i>33,667</i>	<i>187,461</i>	<i>221,128</i>
<i>Variance to Budget</i>	<i>(13,573)</i>	<i>49,183</i>	<i>35,610</i>
Annual Surplus/Deficit	(4,480)	(2,989)	(7,469)
<b>Closing Balance 30 June 2008</b>	<b>57,021</b>	<b>102,321</b>	<b>159,342</b>

## PERSIMMON INDUSTRY ADVISORY COMMITTEE (IAC)

Stephen Jeffers (Chair)

Kent Andrew

Nick Hobbs

Geoff Patteson

Jeanette Wilson



## FOR MORE INFORMATION CONTACT:



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