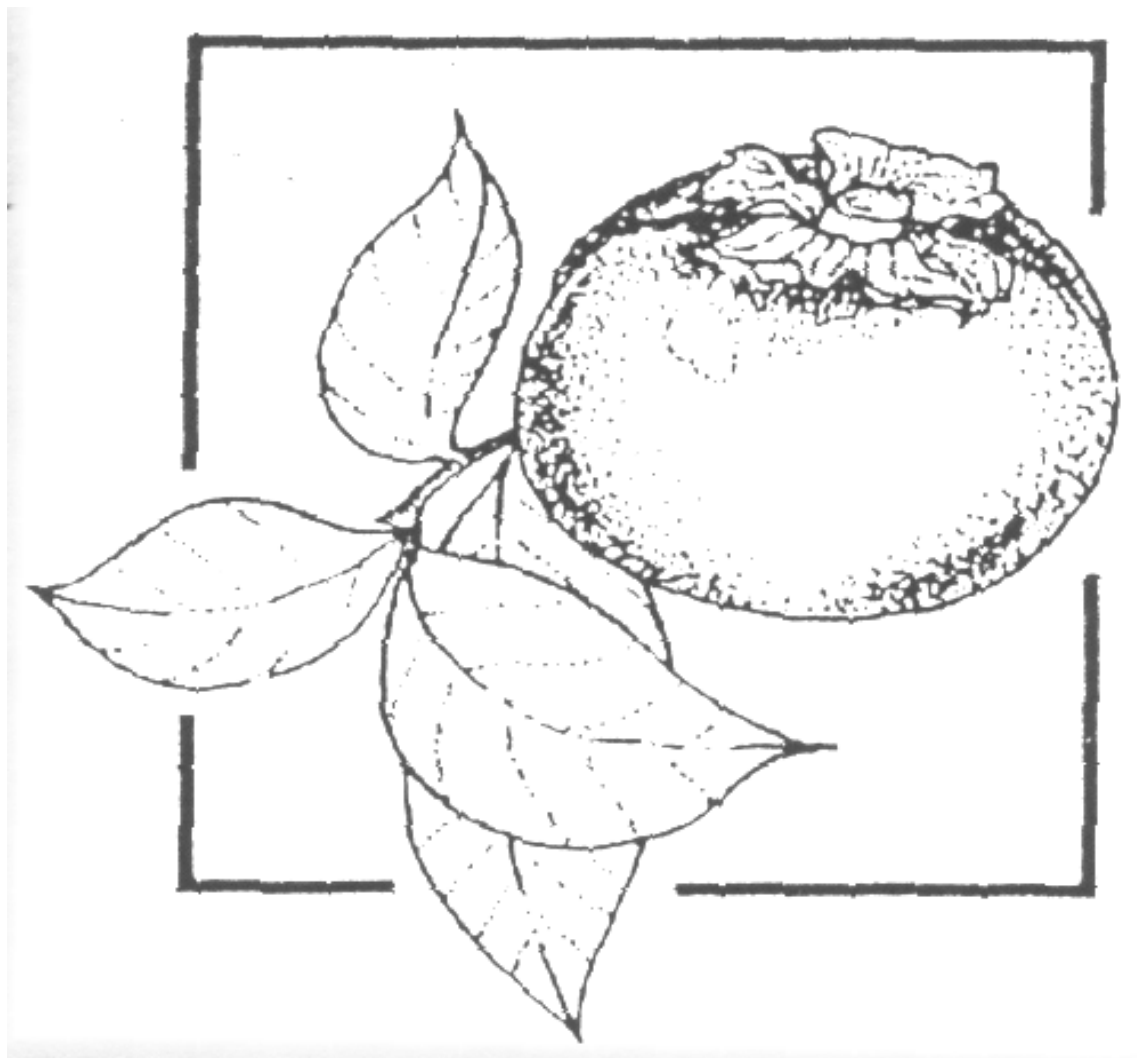


PERSIMMON



PRESS

Official newsletter of
Persimmons Australia Inc.

Issue # 55
June 2013

Persimmons Australia

2013 Executive

President

Nick Hobbs

PO Box 1352

Renmark SA 5341

admin@chinoola.com.au

Phone 08 8595 3178

Mobile 0434 969 514

Vice President

Stephen Jeffers

92 Countryview Street

Woombye QLD 4559

Stephen@jeffersmarket.com.au

Mobile 0408 769 987

Secretary

Jeanette Wilson

26 Burns Road, Ross Creek

Goombourian QLD 4570

admin@rossmount.com.au

Phone 07 5483 3734

Mobile 0423 775 401

Geoff Patteson

MS 90

Kingaroy QLD 4610

gpatteson@bigpond.com

Phone 07 4164 3152

Mobile 0428 457 464

After hrs 07 4162 2416

Kent Andrews

PO Box 419

Waikerie SA 5330

wiaadmin@hotmail.net.au

Phone 08 8541 3667

Mobile 0419 814 244

Brett Guthrey

194 Cobbitty Road

Cobbitty NSW 2570

khaven@bigpond.com

Phone 02 4651 2247

Mobile 0425 247 135

Team Support Manager

Anna-Louise Cross

Horticulture Australia Limited

Level 7, 179 Elizabeth Street, Sydney,

NSW 2000 Australia

anna-louise.cross@horticulture.com.au

Phone 02 8295 2372

Fax 02 8295 2399

Marketing Manager

(pineapples, persimmons, rubus and turf)

Alena Swinbourne

Horticulture Australia Ltd

Level 7, 179 Elizabeth St, Sydney, NSW 2000

Alena.swinbourne@horticulture.com.au

Phone 02 8295 2335

Fax 02 8295 2399

Mobile 0424 452 110



Persimmon Press is published using persimmon grower levies which are matched by the Australian Government through Horticulture Australia Ltd.

Persimmon Press is the official newsletter of Persimmons Australia and is arranged and produced for Persimmons Australia by Jenny Drew.

Contributions

Articles, letters to the editor and other contributions to *Persimmon Press* are most welcome - please send to:

Mrs Jenny Drew

283 Hunchy Road, Hunchy QLD 4555

Email: henry.drew@bigpond.com

Disclaimer

The views, opinions, claims and statements made in this publication are those of the authors and are not, by publication, necessarily those of the Editor or Persimmons Australia.



The President's Perspective

By Nick Hobbs

This is my first president's report since Kent has stood aside due to a change in personal circumstances. With the time and financial pressures that affect all growers today it can be difficult to find growers prepared to commit to the advancement of their industries and on behalf of the committee I would like to sincerely thank Kent for his efforts as president over the past few years.

As we draw near to the finish of the current harvest it is perhaps best remembered for the long hot dry summer that has negatively affected fruit size both in northern and southern growing regions. Persimmons are one of those more unusual fruits in the market where the bigger you grow them the better the return. Hopefully finalisation of harvest will not show yields and returns down too much.

Over the past year or two one of the major issues that has been worked on is the loss of Dimethoate and Fenthion for fruit fly control. Permits for use of Trichlorfon and Maldison as alternative treatments have been put in place. A permit application for pre harvest use of Fenthion was delayed and only came through late in harvest. This permit is current till October with no guarantee of renewal for next harvest and is dependent on the further outcomes of the Fenthion review. Further work has been undertaken by Summerfruit and NSW DPI into the use of Clothianidin. We are piggybacking persimmons on any possible permit applications and will update this as it evolves. For information on current permits look up the APVMA web site and search persimmon.

This leads to the current lack of ability of Persimmons Australia to quickly communicate to persimmon growers and our desire to update email contacts for all growers so issues like this can be communicated quickly. Please update your email contact ASAP. Persimmons Australia has also undertaken and recently finalised a review of all chemical uses in persimmons and will, as funds allow, look to apply for permits to widen options available to growers, particularly for new and softer chemical options.

During the year we have also had to deal with the introduction of phytosanitary regulations for the export of fruit to Thailand. Queensland growers have been exporting to Thailand for many years. It has been a good outlet for larger fruit and like all export it

takes fruit away from domestic markets reducing supply and downward price pressures. While we maintained normal access for this season it looks likely the new regulations will be enforced for next season. Thailand export will only be allowed from Queensland and only using cold sterilisation as the treatment protocol for fruit fly. With cold sterilisation unsuitable for shelf life we are currently applying for alternative treatments to be accepted.

The R and D project undertaken by the Queensland DPI continues with a major focus on improving mealy bug control options and developing procedures for medium and longer term storage of fruit to lengthen the marketing window. As a part of the project grower information days will be held in Queensland in September and Mildura in October. Further information on these will follow and if anyone has a third region that we can get growers together for these updates please contact me.

One of the largest problems we suffer as an industry is a significant lack of awareness of what a persimmon actually is. If you can get non consumers to sample the fruit we find a high proportion that enjoy it. Hence our marketing programme focuses heavily on raising the awareness of the fruit and using our limited funds on gaining media coverage giving us a multiplier effect. The involvement of Masterchef Poh Ling Yeow has certainly helped us get improved coverage both in media and with in-store promotional material. Nearly all the media stories I have seen this year are generated in the background from the PR company media material. A big thankyou to those growers who made themselves available for media stories. This is coverage that we could never pay for.

See you at the grower days.

**New members needed!
Do you know a grower who
might wish to become a
member?**

Snippets from the Secretary

By Jeanette Wilson

At Rossmount

The Persimmon Tree, the tree that keeps on giving!! We had finished harvesting our persimmons about seven or eight weeks ago and yesterday on returning to the scene of abundance I found a ripe fuyu persimmon still hanging on the tree. It was down on the very first row, it is shrinking back from its skin and drying a little. So I guess that we can name this fruit the Grandmother of all Fruits.

The Queensland season was challenging to say the least. The Spring was horrid, we watched our forest trees suffering, frequently watered our orchards, watched the farm across the road burn – an act of arson kilometres away. Then on the Australia Day weekend the skies opened, and we were drenched. A few days later the largest electricity bill for the Spring quarter ever and after having just experienced five days without power that seemed ironic, a week without mobiles and land lines.

We had never experienced such a long break without power and it was a grid problem. I did reconsider a few things though. The ipods, the iphones could all be charged in the car. Our first purchase was a little wireless speaker that dramatically improves the sound quality of ipod music. However, the computer had no proper charging inverter, and the telephone didn't work without electricity, so we bought a telephone that rings without the use of 240V and an inverter to charge the computer in the car. Now we have one new wireless speaker, one old style phone and an inverter to charge the computer (at least we can watch a DVD or listen to music) WE ARE READY!!

Forthcoming Meetings

Our next Industry Meetings will be held on 29th and 30th August. One of our main challenges during this meeting will be to address the challenges of the Persimmon Industry during the next five years and of course to put our Five Year Strategic Plan in place. We have an Advisor appointed to work through this Plan with us and shall advise all levy payers of the results. This is of course an opportunity for you to have input and on the inside cover of your newsletter you have the names of all the Executive, so please feel free to give one of us a call

HAL Forum.

Nick will be attending the HAL Forum and attending a

Risk Analysis Workshop on 26th May. He will also use this opportunity to meet with Alena Swinbourne, our Marketing Manager.

Industry Services Manager - HAL

Our Industry Services Manager, Astrid Hughes has been seconded to another project in HAL. We will miss her support and thank her for all her work Anna - Louise Cross, who has been working with Astrid over the past six months has moved into the Industry Services Manager position and we will conduct our first meetings with her at the end of August.

IMPORTANT DATE -31st August is our Levy Payers Meeting/AGM and Field Day. Please mark the date in your calendars and I will confirm venue etc. when these details are finalised.

Publicity

Once again we seem to be creating a “persimmon” interest out there in the world of fruit and vegetables. I receive many emails from our Industry Website and there are lots and lots of questions. Retaining the services of Poh for this marketing season went well. She has a lot of fans out there and has raised the awareness of persimmons. Our Poster, featuring a smiling Poh is fabulous.

Newsletter on the website

Don't forget the newsletter is available on the Persimmon Industry website.

Important release

Persimmon Pests and Diseases
Manual on CD
**AVAILABLE NOW TO ALL
GROWERS FOR \$25.00**

This has been supplied *at no cost to all financial members*. So, join Persimmons Australia today and get your free copy! The Application for Membership is enclosed in the Newsletter

Membership Fees at \$82.50 or \$25 for the CD
can be forwarded to

The Secretary, Persimmons Australia Inc 26 Burns
Road, Ross Creek, Goomborian Qld. 4570

R&D Update

By Grant Bignell and David Bruun, Department of Agriculture, Fisheries and Forestry (DAFF)
Email- grant.bignell@daff.qld.gov.au, Phone- 07 5453 5947

The third phase of the Australian sweet persimmon industry development project commenced in July 2012 and will run until May 2014. The priorities of this project include:

- improving fruit quality through varietal selection
- increasing post-harvest and long term storage life using cold storage treatments in combination with 1-MCP
- finalise recommendations for post-harvest handling and management protocols, which will be included in a postharvest manual
- identifying improved control measures for mealybug, clearwing moth and leaf and fruit diseases
- dissemination of R&D findings through a series of field and training days for growers in different Australian growing regions.

Mealybug

Systemic insecticide trials have been established at an orchard in Woombye, Queensland and at Maroochy Research Facility (MRF) using the variety Jiro. Trials carried out in Woombye evaluated the efficacy of soil applied Samurai, Actara and Confidor and foliar applied Movento and Sulfoxaflor (applied mid-October) in combination with a standard commercial spray regime of Applaud and Supricide.

Fruit were evaluated three times prior to commercial harvest. Fruit assessment just prior to harvest at Woombye showed Samurai was the most effective in controlling mealybug populations with 6.6% of fruit inspected having mealybug present under the calyx compared to 34% experienced by the control (Figure 1 below).

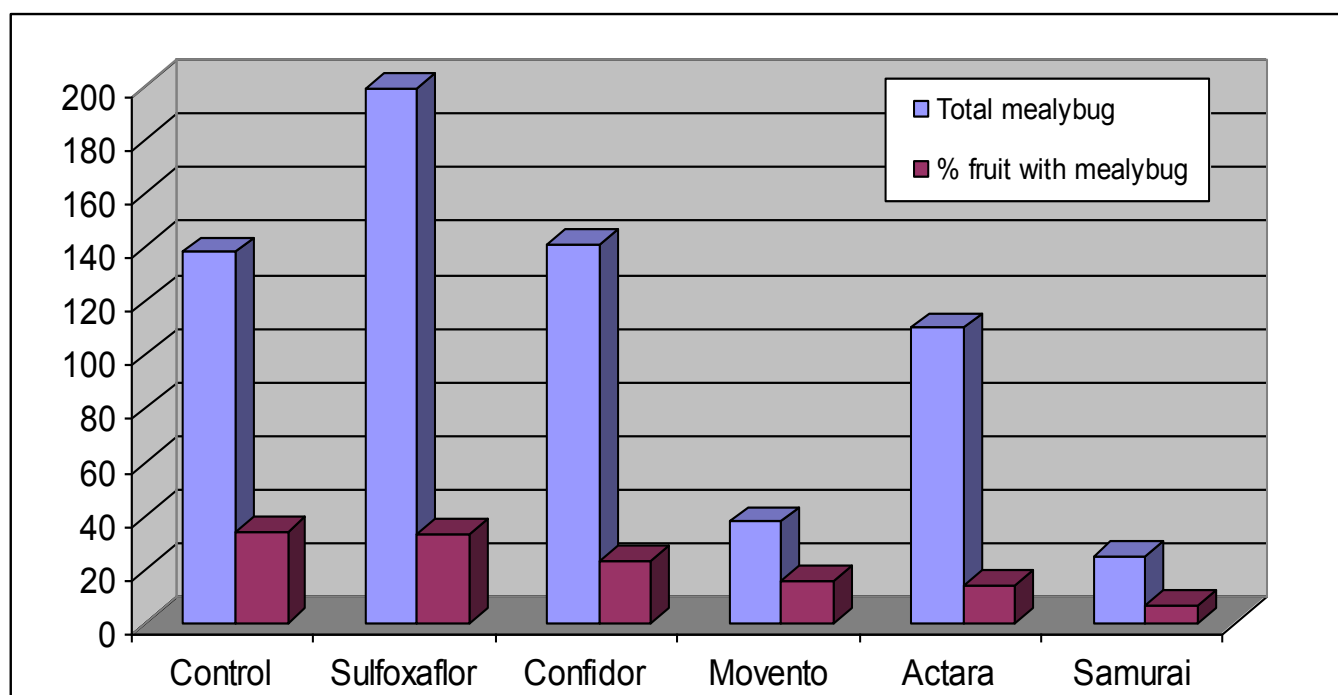


Figure 1- Total mealybug and percentage of fruit with mealybug from Woombye orchard.

The trial at MRF tested the efficacy of the same insecticides without the supportive use of contact kill insecticides such as Supricide and Applaud. Samurai was again the most effective treatment for controlling

mealybug with 3.3% of fruit inspected having mealybug under the calyx compared to the control with 53.3% (Figure 2 on page 6).

Continued on page 6

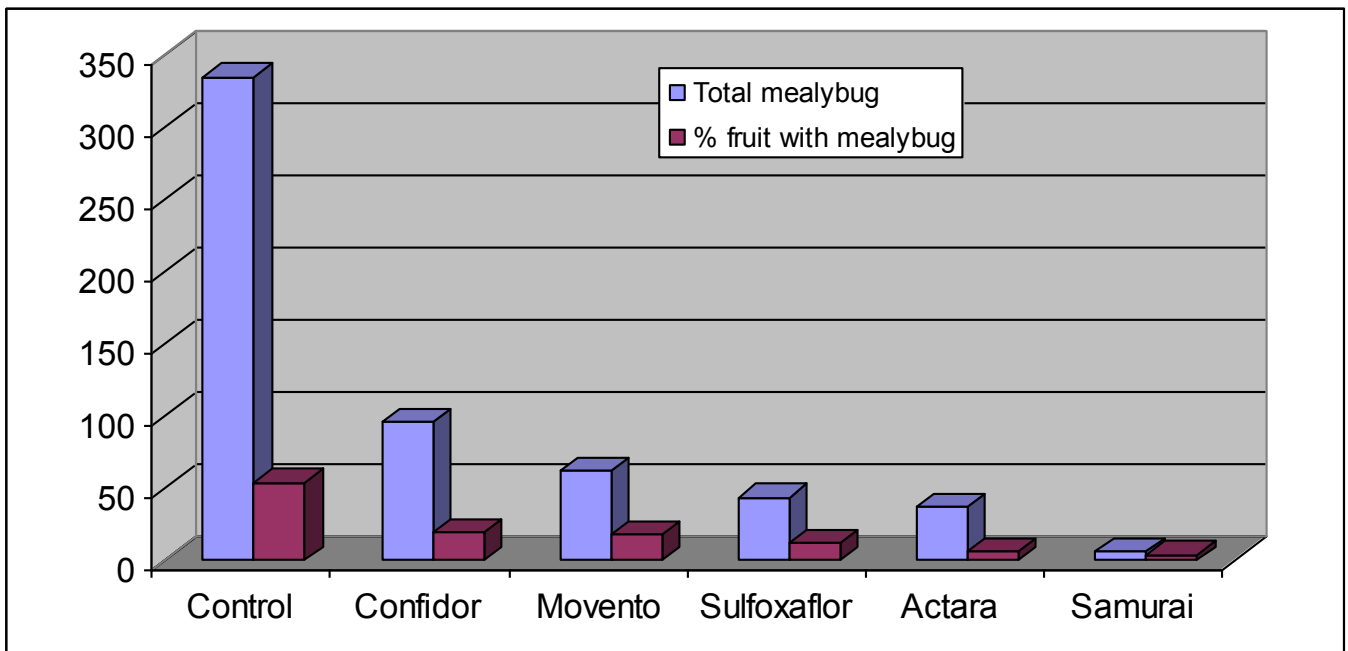


Figure 2- Total mealybug and percentage of fruit with mealybug from Maroochy Research Facility trial block.

Clearwing Moth

A mating disruption pheromone efficacy trial was established at an orchard in Amamoor in August 2012. Pheromones were applied in August at a rate of 1100 dispensers per hectare in two hectares of Fuyu with significant clearing borer damage. One hectare was used as a control in a separate block on the same orchard. Traps have been monitored fortnightly since

early August to establish flight patterns and presence of moth in treated and untreated blocks (Figure 3 below). The first assessment of borer damage was carried out in January. Early results show a reduction in moth activity and damage in the treated block. Final assessments of the treated and untreated blocks will be carried out in June 2013.

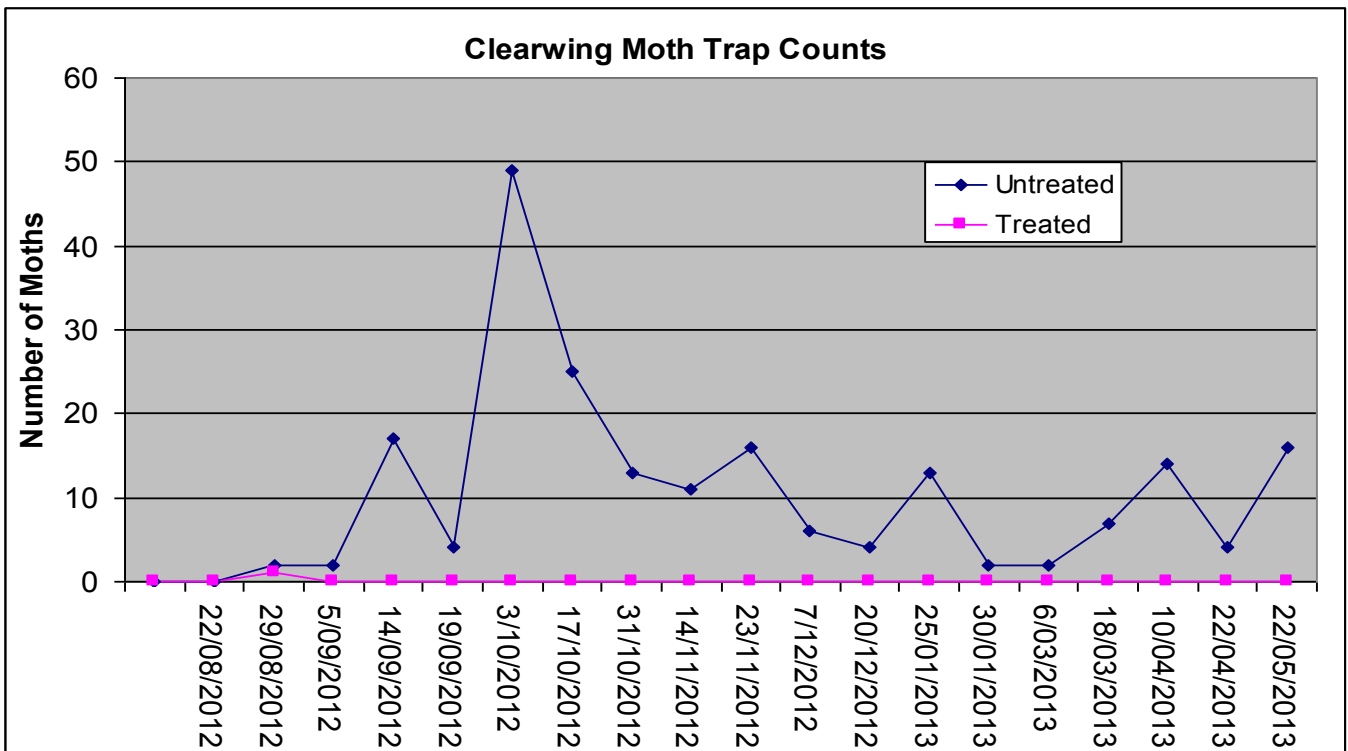


Figure 3- Clearwing moth flight patterns from August 2012 to May 2013

Systemic insecticides have been trialled on an orchard in Grantham with high pressure from clearwing moth. Soil applied systemic insecticides Samurai, Actara and Confidor and foliar applied insecticides Movento and Altacor were applied to Fuyu trees in September/October 2012. Trees were rated for clearwing damage in February 2013 and will be assessed again in June 2013. Results indicate most treatments had less shoot damage than the control; however the best result was achieved by Altacor with 4.5% of new shoots damaged by clearwing compared to the control which had 19%.

Storage Trials

Previous trials conducted during phase 1 and 2 projects showed that persimmon can be stored for up to 3 months using a combination of low temperatures (0°C) and the ethylene inhibitor 1-MCP. Due to the differences in fruit quality between regions, separate protocols need to be developed for each region. These protocols will include decision tools which will also allow growers to choose between different storage strategies to give varying storage lives needed for different markets. It will also give the grower the option to control and to extend the marketing period.

Fruit from coastal regions have a problem with some fruit softening quickly after harvest due to ethylene release. These fruit need to be removed before treatment with 1-MCP and cool storage. Fruit from South Australia and Victoria exhibits little or none of this problem and because of their higher calcium concentrations can be stored for longer time periods

For all regions, we are currently evaluating storage methods to finalise the post-harvest management protocols and to determine storage life under different regimes. These treatments will include:

- 1- Storage at ambient (control 1)
- 2- Storage at 15°C (control 2)
- 3- Storage at 0°C (control 3)
- 4- Storage at 15°C + 1-MCP
- 5- Storage at 15°C + 1-MCP + MA bags
- 6- Storage at 0°C + 1-MCP
- 7- Storage at 0°C + 1-MCP + MA bags

These protocols are currently being trialled on fruit from three growers from each of three, climatically distinct growing regions:

- coastal Queensland,
- Kingaroy/Burnett
- South Australia/Victoria.

One tray will be removed from storage fortnightly for a three monthly period. After removal, fruit will be kept at ambient for one week before being assessed for breakdown, gelling, internal blackening and fruit quality (colour, Brix, appearance).

Results from these trials will be incorporated into a post-harvest manual that will be available to growers in May 2014. Early results show 1-MCP increases shelf life and minimises chilling injury after short-term storage at 0°C (Picture 1).



Picture 1- Fuyu after four weeks storage at 0°C and one week at ambient (20°C).

I would like to thank all growers who assisted this project by supplying fruit during the harvest season and allowing trials on their orchards. I would also like

to thank Persimmons Australia Inc. and Horticulture Australia Limited for their continued support of this industry development project.

The Future of the Newsletter

By Jeanette Wilson

After much discussion in committee and looking at ways to reduce our overheads, I sent an email to everyone on our data base (many bounced back)

This is as the email read:

Dear Fellow Grower,

You will be pleased to hear that we are about to embrace electronic production of our Newsletter. The Newsletter that you receive in May/June this year will be the last hard copy.

Reasons for the change are many but include; the addition of photos (that will be excellent) especially for problem solving, more frequent communication of industry reports, ease of Newsletter distribution, and of course we not only save a few trees, but this will allow us to direct the Newsletter funds into other important areas. That we can update and send more frequent advice notices to all our levy payers will go a long way to making our small industry more cohesive.

I am sending this email through to you and I would appreciate it if you could reply, confirming that you are happy with this as your email address. I am going to repeat the exercise in the Newsletter in the hope that our data base of email addresses will grow.

Best wishes

Jeanette

I found the response to an electronic newsletter overwhelming and very positive. The newsletter will go on our Website but will be emailed out to all levy payers when ready. It is our opportunity to really communicate and create a strong industry, to answer questions and help each other, add coloured photos and share information.

**VITALLY IMPORTANT – ACT NOW
PLEASE FORWARD YOUR EMAIL
ADDRESS AND UP TO DATE PARTICULARS
IMMEDIATELY TO admin@rossmount.com.au**

This will be our last hard copy Newsletter.

2012 / 2013 Marketing Program

By Alena Swinbourne

The 2012/13 marketing program is currently underway with fantastic results already being seen for the industry. Following on from the success of partnering with household name Poh Ling Yeow last year, the industry decided to continue the relationship into the 2012/13 program. Highlights of the program are:

Ambassador:

Poh Ling Yeow was runner-up in the first Master Chef in 2009. She is the presenter of *Poh Lends a Hand* on ABC TV and received a 2011 Logie for the Most Popular New Female Talent. As a fifth generation Chinese Malaysian, Poh adores persimmons and is a keen consumer of the fruit.

This year, rather than use Poh solely for the public relations activities, she also featured on the point-of-sale material that was distributed to national independent stores at the start of the persimmon season. In addition to the point-of-sale, Poh's ambassadorship also included the following:

- Poh's image was used on the persimmon website, for media outreach and on industry marketing materials (e.g. annual reports and brochures)
- Provided quotes for media kit
- Development of the following four recipes featuring persimmons for future media outreach as well as for use on the point-of-sale in the next campaign:
 1. Persimmon, smoked chicken, hazelnuts, hazelnut oil, mesclun salad
 2. Chewy persimmon and ginger cookies
 3. Persimmon, rocket and candied walnut salad with blue cheese dressing
 4. Sago, coconut, lime and persimmon pudding

Public Relations

PR agency Crossman Communications have run a very successful program for the persimmon industry this year, in addition to managing the relationship with Poh, the public relations campaign involved the following components:

1. Media Kit

Crossman developed a media kit including:

- A new season launch media release, highlighting the start of the season and Poh's



return as ambassador

- An updated industry and health benefits fact sheet
 - A new consumer tips and tricks guide (i.e. what to look for when purchasing and how to store)
 - Poh's persimmon recipes (developed last season) were formatted and incorporated into the kit along with high resolution images
- ### 2. Website
- Crossman updated the Persimmons Australia website with Poh's new recipes, images and the 2012/13 season media kit
 - Links to hero coverage was also posted throughout the season to keep the site fresh

Point-of-Sale Development and Distribution:

There were 908 A3 double sided posters and 1222 A6 recipe pads developed and distributed nationally to independent stores. This was done through our contacts at the central markets.



Above : A3 Poster
 Below : A6 Recipe cards front and back
 Persimmon and Herb Chicken Salad

Retail Pilot and Merchandising Program

During the 2011/12 marketing program, HAL negotiated a persimmon sampling program with IGA which involved merchandising and sampling. Due to the success of that activity the same was implemented again in the 2012/13 program.

The program commenced in April and was held in six different NSW based stores in total. Each store that participated received 1 sampling session each and 2 merchandising and retailer education calls.

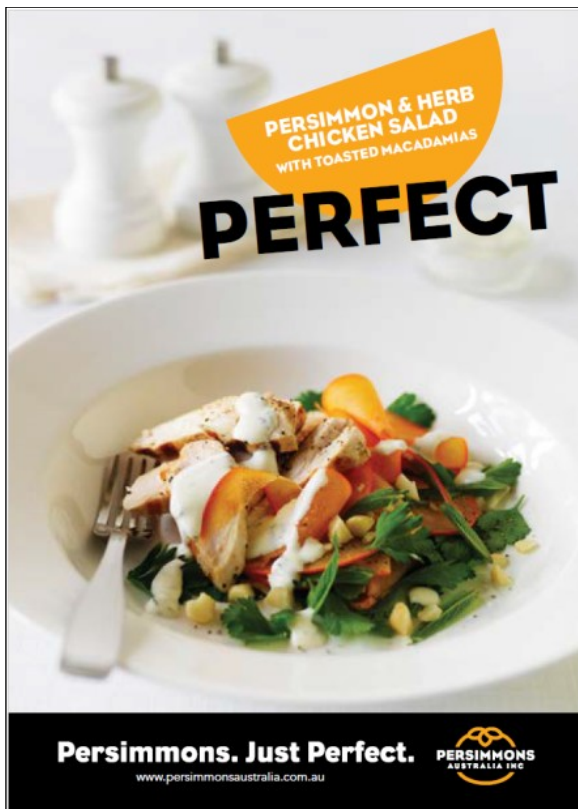
The campaign also included a separate merchandising program which was held in QLD and VIC stores. In total there were 39 stores in QLD and VIC that were merchandised commencing in April. This activity helped create in-store theatre and buy-in from retailers.

The results of this activity are still being finalised, however the approach of having a combination of both merchandising and sampling does allow for maximum impact.

Consumer Research

The IAC commissioned Sprout Research to undertake a consumer research project as part of the 2012/13 marketing program. The project objectives are as follows:

(Continued on page 11)



1. Measure category and varietal awareness of persimmons.
2. Better understand consumers knowledge of persimmons – usage knowledge and health benefits.
3. Determine consumer’s perceptions of where persimmons fit within the fresh fruit category.
4. Better understand the purchase triggers and barriers and how we can overcome the barriers.
5. Measure how frequently consumers are buying persimmons and determine what has to be achieved to increase purchase frequency.
6. Profile both consumers by frequency of purchase and type of purchase.
7. Measure relativeness/appeal of the PR campaign amongst current consumers and non-consumers of persimmons.

8. Feed the thinking for the development of the next 3-year strategic plan.

The research will be conducted using a telephone and online survey, with results used to determine the direction for activities moving forward. Overall, the 2012/13 program has been a great success for the industry and the HAL team are looking forward to another successful year in 2013/14.

For any further information on the marketing program, please don’t hesitate to contact HAL marketing manager for Persimmons Australia:

Alena Swinbourne
 Horticulture Australia
alena.swinbourne@horticulture.com.au
 Phone : 02 8295 2335



From the Farms

New South Wales

By Brett Guthrey

So another season is coming to an end. Looking back it’s the mistakes made on the orchard that drive me to do a better job next year. Next year will always be better! The things I’ve learnt also come to mind, implementing them is the challenge.

We are currently still harvesting Fuyu (6/6/13) and have a couple of weeks to go. Our astringents are all off. We have been blessed with good weather. At the moment we are looking at 6 consecutive days over 20 degrees, an event not seen since the 1930s.

Marketing has had its highs and lows as usual. Gaps between Queensland and Southern growers provided a worthwhile window for a couple of weeks. Glasshouse New Zealand persimmons appeared in the market yesterday; high quality but buyers still prefer the Aussie flavours. An Australian flavoured fruit that looks like the New Zealand product appears to be the dream.

My year was highlighted by a trip to China for the Persimmon Symposium. It was a chance to catch up with international friends and colleagues. Although the worlds largest persimmon producer, China somehow seemed to be quite primitive in its methods. Images of women carrying buckets of water from the

local stream to each individual tree were common. Non astringents were not prolific but gassing of astringents was. A massive market though and one that will hopefully open up to our products in the future.

On the farm I have ventured to pheromones for clearwing moth and lures for Fruit Fly. Both worked tremendously for me and I plan to expand their application next year. We have also done trials with Smartfresh. OK, its back to the field for me. I hope everyone’s season was successful and next years even more.

Inland Queensland

By Geoff Patteson

Another year with heaps of rain and major floods. But fortunately no damage to our orchards and it actually helped the crop. The rain started on 25th January. Prior to this it was very dry after several weeks of extremely high temperatures.

The rain had eased by harvest. Quality and shelf life in all varieties was extra good this year. The high temperatures in the earlier part of the season would appear to have assisted. For most growers it was a lighter crop year. There was no big overlap between crops in the North and the South as occurred last season. Strong export demand was encouraging.

Australian Persimmons

From the DAA Member Newsletter, March 2013

Varieties



1 The Sweet Persimmon (non-astringent)

- Round in shape with a diameter of around 10cm. The fruit has a slightly flattened top that holds the green stem (calyx) and ranges in colour from pale orange to a deep red-orange.
- Best eaten crunchy and firm like an apple but can be left till mushy and soft, like the original persimmon.
- Has a refreshingly sweet and mild flavour.
- Often referred to as Fuyu Fruit.
- Sweet persimmons are harvested in Australia from February to June and are available in supermarkets, and all good fruit stores.



2 The Original Persimmon (astringent)

- Large, heart-shaped fruits, ranging in colour from pale orange to deep red-orange.
- Needs to be harvested once fully mature.
- Ready for eating when the flesh is soft, jelly-like and sweet. If this variety is eaten too early or when firm, it will 'suck your mouth dry' with the astringency. If
- you taste astringency you need to allow the fruit to ripen further.

Nutrient Profile

Persimmon Nutrient Values	PER 100G Edible Portion
Energy	312 KJ
Protein	0.6 g
Total fat	0.2 g
Saturated fat	0.0 g
Carbohydrate	16.1 g
Sugars	16.1g
Sodium	6 mg

Source: FSANZ

Health benefits

- Good source of vitamin C and beta carotene, high in fibre and fat free.
- A sweet persimmon contains almost twice the dietary fibre of an apple and higher levels of many minerals and antioxidants.¹
- Persimmon leaves are several times richer in vitamin C than the fruit itself!

Seasonality & production

- Persimmons are in season from late February to mid June (Autumn to Winter).
- Queensland is the major producing state but harvesting also occurs in coastal New South Wales, the Goulburn and Murray valleys in Victoria and South
- Australia as well as south-west Western Australia.
- Australia produces approximately 2500 tonnes annually, less than 1 per cent of world production. However, production is on the rise here with new plantings in New South Wales and Victoria driving industry growth.
- The original (astringent) persimmon has been grown for decades in Australia.
- Commercial production of original persimmons is generally confined to regions around Sydney and in Victoria.
- Sweet persimmons (non-astringent) were

(Continued on page 13)

introduced to Australia in the late 1970s and now comprise more than 90 per cent of local production.

Storage

- Persimmons should be kept out of the fridge for up to five days and eaten fresh.
- Sweet persimmons that have gone soft are

perfect for use in cooking, but they must be handled gently.

- Persimmons are also delicious eaten fresh with yoghurt or ice cream as a dessert.

For more information visit

www.persimmonsaustralia.com.au

Persimmon Raisin Pudding

From the 2007 Custard Apple and Persimmon Recipe Book

Ingredients

- 1 ½ cups sifted flour
- 1 ½ teaspoons baking powder
- ½ teaspoon salt
- 1 ½ cups sieved persimmon pulp
- ½ teaspoon cinnamon
- ¾ cup milk
- 2 eggs, well beaten
- 1 ¼ cups sugar
- ¼ cup melted butter
- 1 cup seedless raisins
- ½ cup chopped walnuts

Method

Mix and sift together flour, soda, salt and cinnamon. Stir in raisins and nuts. Add beaten eggs. Stir in sugar, then add persimmon pulp and melted butter. Add flour mixture, then milk, and beat until smooth. Pour into a greased baking dish, set in a shallow pan of hot water and bake at 160°C for 1 ½ hours.

Or, pour into a greased mould, cover and steam for 2 ½ hours.

Membership form included

2013/2014 Persimmons Australia Inc
membership is now due

**Please complete the enclosed membership form and
return it with your payment to the association
secretary (details on the inside cover of this newsletter)**

Support your Persimmon industry!

HAL Board Positions Advertised

Forwarded by Nick Hobbs

NON- EXECUTIVE DIRECTORS

Your opportunity to contribute to one of the largest, and growing, agricultural industries in Australia.

Horticulture Australia Limited (HAL) is a national research, development and marketing organisation that works in partnership with the horticulture sector to invest in programs that provide benefit to Australian horticulture industries. HAL is an industry owned company that invests more than \$100 million annually in a wide range of areas including production, marketing, quality assurance, food safety, biotechnology, sustainability and industry communication.

HAL is funded by statutory levies in Marketing and Research & Development from its member industries and also voluntary contributions received from grower associations, commercial enterprises and individuals. The Australian Government also contributes funds on a dollar for dollar basis for expenditure on Research & Development.

The Board is responsible for HAL's strategic direction, investment framework and performance



outcomes.

HAL is seeking expressions of interest from qualified candidates for three board positions. While previous board experience would be highly regarded, it is not essential. This year, the successful candidates ideally will have knowledge of, and experience in, the horticulture or broader agribusiness sectors as well as skills and experience in one or more of the following areas:

- Horticultural production
- Environmental management; and
- Public policy and administration

For further information about HAL, please visit www.horticulture.com.au

Applications addressing the relevant criteria above, plus a brief CV should be sent to the consultant assisting HAL:

Fiona Lavan, Director, Stanton Chase International.
Tel: 02 9251 7188 Email: f.lavan@stantonchase.com

Information packages will be forwarded by Stanton Chase by email upon request.

Applications close Friday 16 August, 2013

Pork Chops with Persimmon

From the 2007 Custard Apple and Persimmon Recipe Book

Ingredients

250 g fillet steak, trimmed
1 persimmon, peeled and julienned
1 cup coriander leaves
1 cup mint leaves
Half cup thai basil leaves
2 shallots, finely sliced
1 long red chilli, seeded and shredded

Dressing

1 clove garlic, crushed
1 teaspoon caster sugar
3 tablespoons fresh lime juice
2 tablespoons fish sauce

Method

Brush beef with a little oil and barbeque, pan fry or grill until cooked to your liking. 2-3 minutes each side will be medium. Set aside to rest for 5 minutes, slice thinly. In a large bowl gently toss all salad ingredients.

To make the dressing, combine all ingredients in a screw top jar and shake until the sugar has dissolved.

Combine beef with salad, drizzle with dressing, serve immediately.

- Continue monitoring for spotting bug and yellow peach moth damage and for mealybugs and thrips. Treat as required.
- For early bearing varieties, start monitoring for fruit fly with traps. Apply bait sprays as required.
- Continue protective sprays, using a registered chemical, for leaf spot at 14 day intervals until about mid December.
- Summer pruning (SA and Victoria) to improve light penetration and stop excessive vegetative growth.
- Leaf pluck around developing fruit from early December to help prevent rub damage (except in areas where sunburn problems occur).

January

- Peak water need.
- Complete application of 60% of annual N, P and K if not finished in December.
- Continue monitoring for spotting bug and yellow peach moth damage and for mealybugs and thrips. Treat as required.
- For early bearing varieties start weekly bait sprays or fortnightly cover sprays (see note below) for fruit fly.
- For mid-season and late bearing varieties start monitoring for fruit fly with traps. Apply bait sprays as required.
- If a mating disruption strategy is used to control clearwing moth put out a second round of pheromone wicks.

February

- Water needs start to decline at this stage.
- No nitrogen during this period.
- Weekly bait sprays or fortnightly cover sprays (see note below) for fruit fly.
- Spray trunks and soil around trunks for ants.

Other comments

Regularly check for signs of stem girdler damage. If detected, scrape clean infested areas and seal the wounds with plastic paint or a tree sealer.



Don't forget to visit the
 Persimmons Australia
 website at
www.persimmonsaustralia.com.au

Don't forget to contact
 your Executive
 if you have issues
 you wish to be addressed

Contents of this issue

President's Perspective.....	3
Secretary's Snippets.....	4
R&D Update.....	5-7
Future of the Newsletter.....	8
Marketing Program.....	9-11
Farm Reports.....	11
HAL Board Positions.....	12
Recipes.....	13 and 14
What to Do.....	15-16

Your OrchardWhat to Do During the Coming Months

By Department of Agriculture, Fisheries and Forestry Horticulturalists

July

- No fertilising is necessary during this period.
- Minimal watering required at this time.
- Regularly check for signs of stem girdler damage. If detected, scrape clean infested areas and seal the wounds with plastic paint.

August

- No fertilising is necessary during this period.
- Minimal watering required at this time.
- If a mating disruption strategy is used to control clearwing moth put out a first round of clearwing moth pheromone wicks in mid August.
- Winter prune four to six weeks prior to bud break.

September

- Apply 20% of annual N, P and K at bud break (early to mid September).
- Steadily increase water application.
- If a mating disruption strategy is used to control clearwing moth put out a first round of clearwing moth pheromone wicks, if not already done in August.
- Winter prune four to six weeks prior to bud break.

October

- Steadily increase water application.
- Thin fruit just after fruit set.
- Start monitoring for spotting bug and yellow peach moth damage and for mealybugs and thrips. Treat as required.
- Spray trunks and soil around trunks with a registered insecticide to control ants.
- Commence protective sprays for cercospora leaf spot when half of the flowers are open. Continue at 14 day intervals until four sprays have been applied.
- If a clearwing moth mating disruption strategy is not used, check for adult clearwing moth activity using pheromone traps and if present apply a registered insecticide spray.

November

- Approaching peak water need.
- Continue monitoring for spotting bug, yellow peach moth damage, mealybugs and thrips. Treat as required.
- Spray trunks and soil around trunks with a registered insecticide to control ants.
- Continue protective sprays, using a registered chemical, for leaf spot at 14 day intervals.
- Summer pruning (Queensland) of water shoots to improve light penetration and stop excessive vegetative growth.

December

- Peak water need.
- Apply 60% of annual N, P and K fertiliser through the period from late December to early January.

(Continued on page 15)