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## INDUSTRY NEWS

### The President's Perspective | Nick Hobbs

Another season over and, for most of the growers that I have spoken to, a reasonably successful one with firm pricing holding for most of the harvest period. While I firmly believe we are seeing significant domestic market growth helping to maintain pricing, it also looks like supply was reduced this year due to seasonal conditions, with some growers suffering from hail and frost. Also the severe summer heat will have reduced fruit size and hence yields, and sunburn was a big issue in orchards. Fortunately the market undersupply helped maintain pricing for the smaller counts.

Most of you would probably agree that one of the biggest hurdles to increased persimmon consumption is the lack of awareness of what a persimmon is, yet alone how to consume it. Market research has shown that over two thirds of the population have no idea what our fruit is. Our very limited marketing program has made progress but is restricted by the very small budget we get from the marketing levy. Just about every article in the different types of media about persimmon that I have seen has been generated from the PR program.

Due in part to the current wine grape downturn we are now seeing resurgence in plantings in southern states as growers look to alternative crops. With small industries like ours it will not take a huge increase in plantings to tip into oversupply. We will need to keep growing domestic consumption to take up the extra production otherwise we could see a return to the old days of the mid-May

market crash. Growing consumption remains a major focus of the levy spend.

The HAL review is starting to evolve with the first change initiated. There is potential for significant changes to the way small industry levies are managed, if the recommended changes are fully implemented. More on the review later in the newsletter and a copy of the review is available on the Horticulture Australia Ltd website for anyone interested.

## Upcoming Events

➡➡ ➡ ➡ ➡ **Date Saver** ⬅ ⬅ ⬅ ⬅ ⬅

### **Persimmons Australia Inc. Annual Levy Payers Meeting**

Property of Rod Dalton, 211 Sandy Creek Road, Gatton, Queensland

**9:30am, Saturday 23<sup>rd</sup> August 2014**

Lunch will be provided. RSVP's appreciated.

Further details will forwarded to Levy Payers in July.

Or contact – Alison Fuss – (07) 4637 9925

[amfuss@bigpond.net.au](mailto:amfuss@bigpond.net.au)



The International Society for Horticultural Science's International Horticulture Congress will be held in Brisbane on 17-22 August 2014. With the theme '*Horticulture – sustaining lives, livelihoods and landscapes*', the Congress will highlight the unique potential of horticulture to address the key issues of our modern global society – health enhancement, poverty alleviation, increased food production and environmental sustainability.

Wondering what's on the program? [Click here](#) to have a look through the broad range of symposia that have been confirmed. But don't forget there are also a range of informative workshops which will discuss and debate issues, solutions, strategies and theories of some of the key issues facing horticulture. [Click here](#) to see what workshops are on offer. Interested in attending? [Click here](#) to register.

### **The Advantages of Going Electronic**

Welcome to the second edition of Persimmon Press as an electronic newsletter! The feedback on the first edition was very positive but there is no time for standing still. In this edition we have introduced a number of hyperlinks.

*Hyper-what?* I hear some of you saying. Let me explain. When viewing Persimmon Press on your computer, tablet or other device connected to the internet, hyperlinks allow you to move seamlessly from the article you are reading to some form of supportive information on the web. Just by clicking on the spot indicated, you can immediately view one of Poh's new videos, a recent press release on the HAL Review or a delicious recipe featured on the Persimmon Australia website. It is that easy!

So think before you print. You may just be missing out on some handy information.

### **Membership Fees Due**

Membership fees for 2014/15 are now due. This year membership application forms have been sent out electronically to all previous members and other persimmon growers known to PAI. Thanks those of you who continue to provide additional support to our industry by becoming members of our Peak Industry Body. PAI gives you a voice and also acts as a point of contact for government, researchers and other organisations interested in persimmons. For the small fee of \$82.50 (including GST), PAI would like to encourage other persimmon growers to sign up and reap the benefits of keeping in closer touch with the happenings in your industry.

### **Cooking Up A Storm**

During the season I have had a number of inquiries about the best ways to eat, cook and store persimmons. Needless to say much of the information is already on the website along with the recipes used in this year's promotional recipe leaflets for persimmons. They are:

- Persimmon, smoked chicken and hazelnut salad,
- Chewy persimmon and ginger cookies,
- Persimmon, rocket, blue cheese and candied walnut salad, and
- Persimmon, sago and coconut pudding.

[Click here](#) to look at the latest recipes on the Persimmon Australia Inc website.



Do you have a favourite persimmon recipe you would like to share with others?

Forward it to me and it may feature in the next edition of Persimmon Press. A photo would be great too! Email them to [amfuss@bigpond.net.au](mailto:amfuss@bigpond.net.au).

Just look at the shine that Jeanette Wilson got on her persimmons when she cooked up her favourite Persimmon Slice this season!

## Persimmon Fact Sheet

Did you see the article in the recent Across Industry Annual Report 2012/13 by Horticulture Australia Limited (HAL) about a relationship that HAL developed with the Dieticians Association of Australia (DAA)? The project which aims to maximise the health benefits of horticultural products by providing horticultural industries with access to a key group of 5,300 opinion leaders in health and nutrition through various partnership activities.



**FEATURE**  
**AUSTRALIAN PERSIMMONS**

**PERSIMMONS AUSTRALIA INC**

**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.<sup>1</sup>
- 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.

**Storage**

- Sweet persimmons (non-astringent) were introduced to Australia in the late 1970s and now comprise more than 90 per cent of local production.
- 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](http://www.persimmonsaustralia.com.au)

<sup>1</sup> Gorinstein, S. 2001, 'Comparative Contents of Dietary Fiber, Total Phenolics, and Minerals in Persimmons and Apples', *Journal of Agriculture and Food Chemistry*, vol. 49, no. 2, pp. 953-955.

8 ► DAA Member Newsletter March 2013

One of the key activities is the production of fact sheets for each of the individual horticultural industries which are a part of HAL. They will be used by the DAA in their newsletter and for their own promotional activities. The information in the fact sheets was compiled and crafted by Accredited Practising Dietitians and then designed and produced for publication accessing thousands of dietitians and nutritionists nationwide. The information is based on scientific literature available only through specialised medical and health databases not generally available, or internet-based information. The Persimmon Fact Sheet featured in the March 2013 edition of the DAA Member Newsletter.

## Support Available for the International Horticulture Congress

Horticulture Australia Limited (HAL) is providing funding assistance to members attending the International Horticultural Congress in Brisbane. This will be funded via the HAL voluntary contribution mechanism. More information on the Congress on page 2 of this newsletter.

If you intend to attend the Congress, contact Jo Housenloge, Horticulture Australia Limited (HAL) by phone 02 8295 2325 or email [jo.housenloge@horticulture.com.au](mailto:jo.housenloge@horticulture.com.au)

## Information on Persimmons Levy and Export Charge

The persimmon levy and export charge funds Horticulture Australia Limited (HAL) persimmon research and development (R&D) and marketing. The levy is payable on persimmons produced in Australia where the producer either sells the product or uses it in the production of other goods. Export charge is payable on persimmons produced in and exported from Australia. No export charge is payable if domestic levy has already been paid on the product to be exported.

The current levy and export charge rate for persimmons is 6.25 cents per kilogram and is exclusive of GST.

The Department of Agriculture - Levies (formerly Levies Revenue Service) administers, collects and disburses levies and charges on rural commodities and products under the authority of Commonwealth legislation. In the case of persimmons, the Department of Agriculture - Levies collects the levies and distributes them to HAL. Currently it recovers its costs under the Australian Government cost recovery guidelines.

### Who pays the levy/export charge and submits returns?

Ultimately, the producer is liable to pay the levy/export charge. However depending on how the persimmons are sold, depends on who is responsible for forwarding the payment and the return forms to Department of Agriculture - Levies. The producer is the person who owns the persimmons immediately after harvest.

Producer sells persimmons...	Who pays the levy/export charge?	Who is responsible for forwarding levy/export charge and all return forms to the Department of Agriculture – Levies?
...other than by retail sale (e.g. to restaurants or wholesale markets)	Producer	Producer
...through an intermediary (e.g. first purchaser, buying agent, selling agent or merchant)	Producer	Intermediary (note: can recover the amount of levy paid from the producer)
...by retail sale (e.g. direct to the consumer at roadside stalls or through shed or farm gate sales)	Producer	Producer
...directly to an export market	Producer	Producer
...to an export market through an exporting agent	Producer	Agent (note: can recover the amount of export charge paid from the producer)



### **Making Payments & Lodging Returns**

Generally, returns and payments must be submitted quarterly to the Department of Agriculture - Levies within 28 days of the end of the quarters of March, June, September and December. Producers who sell persimmons by retail sale in a levy (financial) year must submit annual returns on or before 28 August in the next levy (financial) year. A levy year is a financial year—that is, 1 July to 30 June. Returns can be lodged online, via emailing or faxing, or through the mail. The return form can be downloaded from [www.daff.gov.au/levies](http://www.daff.gov.au/levies) or sourced by contacting the Department of Agriculture - Levies state offices.

Payments are best made by electronic funds transfer (EFT) as this is secure and will reduce the processing time and minimise errors. Alternatively, cheques and money orders can be mailed to the Department of Agriculture – Levies.

### **Keeping Records**

Anyone who lodges returns to the Department of Agriculture – Levies must keep records supporting the information they supplied in their returns and anyone who pays levy/export charge to an intermediary must keep information on those payments. Records must be kept for five years and be made available to Department of Agriculture – Levies officers on request.

### **Penalties Apply for Late Payments**

Penalties apply for late payments at the rate of 2% per month, compounding on the total of the unpaid amounts, including any penalties have already been accrued, until the outstanding levy is paid in full.

### **More Information**

Questions can be answered by emailing [levies.management@daff.gov.au](mailto:levies.management@daff.gov.au) or visiting [www.daff.gov.au/levies](http://www.daff.gov.au/levies), or contacting one of the Department of Agriculture – Levies state offices:

ACT and NSW (Sydney office) - Call 1800 625 103 or fax 02 8334 7135

NT, QLD and WA (Brisbane office) - Call 1800 647 801 or fax 07 3716 9177

SA (Adelaide office) - Call 1800 814 961 or fax 08 8201 6099

VIC and TAS (Melbourne office) - Call 1800 683 839 or fax 03 9322 5500

For help with lodging returns online call the Levies Online helpdesk on 1800 022 384.

(Summarised from Information on Persimmons Levy and Export Charge, October 2013 - [http://www.daff.gov.au/\\_data/assets/pdf\\_file/0010/183376/information-persimmons.pdf](http://www.daff.gov.au/_data/assets/pdf_file/0010/183376/information-persimmons.pdf))

## **Send Us Your Ideas!**

Is there a topic you would like to see covered in Persimmon Press?

Send your ideas to Persimmons Australia Inc.

P: (07) 4637 9925

E: [amfuss@bigpond.net.au](mailto:amfuss@bigpond.net.au)

## Grower Profile



**Name:** Brett Guthrey  
**Age:** 49  
**Location:** Cobberty, NSW  
50km south west of Sydney

### ***Where did you grow up and how did this influence your current situation?***

My father was a banker so we moved around a lot. I went to 8 schools in 12 years; 3 years of which were in Fiji. Plus there was boarding school and in the long Christmas holidays we would return back to my grandparents' farm to help with the stone fruit harvest. This gave me a taste for farming.

### ***What got you onto the farm?***

I had been working in pubs and clubs for nearly 4 years after studying at the Ryde Catering College, when a hail storm wiped out the crop at my grandparents' orchard. I decided to come home and help out. That was it and now I am the only one left!

### ***How did you first become involved growing fruit?***

The farm was a family thing and I took over the management when grandfather passed away in 1998. This allowed me to take on a bigger role and ultimately change the direction from producing peaches, plums and grapes to persimmons.

### ***Why did you plant persimmons?***

My grandfather was always up for trying new crops, including pomegranates, Nashi, figs and persimmons. He had every variety of Nashi released but couldn't grow them with enough quality. In the late 1990s there was a lot of immigration to the Sydney region from Asia and I recognized them as a potential market. This coincided with Fuyu coming into production so I started taking the fruit to the



markets and selling them myself. I was able to get first hand feedback from customers. They liked persimmons and I was impressed with their willingness to pay considerably more for them than other fruits. We now have 3 stands at Flemington for the Saturday markets.

***What varieties of persimmons do you have and how many trees?***

I grow 1,200 trees of the main astringent variety, Hachiya, and a similar number of the non-astringent or sweet variety, Fuyu. However the area planted to Hachiya is twice as big, as they are planted at half of the density of the sweet varieties. I still continue my grandfather's ways and have a few other varieties which I am trialing.

***Describe your farm.***

I have just under 100 acres at Cobbitty in the Sydney Basin, with gentle slopes leading down to the Nepean river flats which are ideal for persimmons. Cobbitty is a historical village on the verge of a wave of housing development. This is not likely to be impacted on me but I could subdivide if necessary – it's good security. My grandparents bought the farm in 1958. I live on the farm in a historic two-story, double brick house, "Kathleen Haven", which was built between 1945 and 1948. Hence where we got the name for the business, "Kathleen Haven Orchard Pty Ltd". Unfortunately the "Kathleen" it was built for, died before she saw it. Being close to the river, I have good access to water but supplement with a bore.



***What is your role in the business?***

I am the Managing Director, but in reality I look after everything; from the toilets to doing the business deals.

***How many people do you employ?***

Throughout the year I employ one permanent and one casual to help me run the farm. They are very loyal and have been working on the farm for over 20 and 30 years respectively. During harvest I take on another 10-15 seasonal workers as required; mostly locals who come back year after year. This stability really helps.

***Are family members involved?***

I have a lot of family support which I really appreciate. My father, a retired banker, helps me with financial aspects of the business, and my brother works in tax office – which is very handy to get a good understanding on how that aspect impacts on business! My parents, who live in Perth, come over every season to lend a hand.

My two eldest sons also live in Perth; one works as supplier to Woolworths, Coles and Aldi, and the other is a buyer in the markets for a large fruit shop. They are useful for bouncing ideas around on how to sell my produce.

And my lovely wife, who works full time for YWCA's *Encore* program providing post-cancer breast care after cancer but takes holidays to help me out.



**How would you describe your average day at work?**



There is no set routine – and I am not great with routines anyway so I am always on demand! I usually start my day around 7 and average 80-90 hours per week but there are seasonal differences. In season, I deliver my persimmons directly to the market 2-3 times per week, getting there at 2.30am. I think it is important to know the market, so walk and talk quantities and qualities every time I go. Knowing if there are changes happening, I can alter my supply to meet the current situation.

I hate the office and find it hard to keep the desk clean. Thankfully I have a full-sized billiard table for the overflow!

**What is the timing of your key seasonal activities with your persimmon crop and how are these effected by you location/situation?**

Basically I harvest my astringent crop in two picks during April and May and store all the fruit in a coolroom for sale in marketable quantities. Whereas the Fuyu is harvested in May and June. My main aim is to market the fruit at the end of the season, and try to fill the gap between Australian persimmons finishing and fruit starting to arrive from New Zealand. This was not achievable this year as it was too warm and the fruit come on earlier.

I prune through winter and spring, and thin in January, treating both types of trees basically the same. When the trees are young we train them up but once mature we hedge them. With crop protection, my main concern is leaf diseases in autumn



because we get fogs on the flats in the mornings so trees stay wet for some time. Fruit fly is another problem and requires constant monitoring. With the current concern of Fenthion not being available, we need to keep looking at alternatives. I fertigate in small quantities using micro sprinklers from Israel under the trees and this works well on my sandy soils.

***What is your marketing strategy for your persimmons?***

At the moment I only sell locally but believe that it is essential to know your market and my constant presence in the markets really helps with this. On Saturdays I get to my stands at Flemington at 2am to sell to shop keepers and wholesalers, and then from 6am sales are direct to consumers until 3 pm. Last Saturday [mid-May] I sold 12 large pallets of persimmons, that's 10 tons in a day – a big day!



I supplement Saturday sales with sending fruit, particularly the non-astringent persimmons, into the main Flemington markets during the week but as my production increases I will need to look to expand into Melbourne and Brisbane. I tried sending some astringent

persimmons to Brisbane several years ago but that just didn't work. It is important to find the right customers. I am not interested in exporting. I also sell a little bit of fruit online through "Farm House Direct" which is run by Australia Post. It is easy to start up and you get your own "shop" but for me it is not massive, especially this year as the crop was down. It takes a lot of time and you have to get the packaging just right as the fruit is going through the post. I use special designed "Kathleen Haven Orchards" stickers with a logo of persimmon tree, to differentiate my product but only on front of standard trays.

***How do you keep abreast of advances in horticultural practices and technology and apply new ideas to your situation?***

I am a member of Persimmons Australia Inc and the NSW Farmers Association – Horticulture Section, which keeps me up to date with Australian trends. I also like to travel and have been to Europe, especially Italy, to look at how they grow persimmons and attended the International Horticultural Science symposiums in China and Korea – plus I added on Japan to look at their persimmon industry. At home the internet is a great tool for answering questions and getting information.

***What was the best advice you ever received?***

My grandfather told me not to neglect the small things on the farm as they are often the things that have the biggest impact.

***What do you enjoy most about working in the horticultural industry?***

Definitely the off season – it gives me the ability to pursue other activities, like fishing, at a time that suits me! And I can take as much time off as I choose!

***What are the biggest challenges that you face as a grower?***

Flying foxes and fruit fly. I am erecting more protective netting and trialing a range of different fruit fly products.

***Where do you see yourself in five years?***

That's a hard one – maybe retired, but most probably still working on the farm.

## RESEARCH & DEVELOPMENT

### Mealybug sex pheromones as monitoring tools | Dr Lara Senior, DAFF QLD

#### Sex Pheromones

Female mealybugs emit sex pheromones to attract males (Picture 1). Research has shown that these pheromones have the potential to be used for management of mealybug, for instance in mating disruption, mass trapping, lure and kill and increasing parasitism by attracting parasitoids into the crop. However, the most promising use of mealybug sex pheromones to date has been for monitoring.

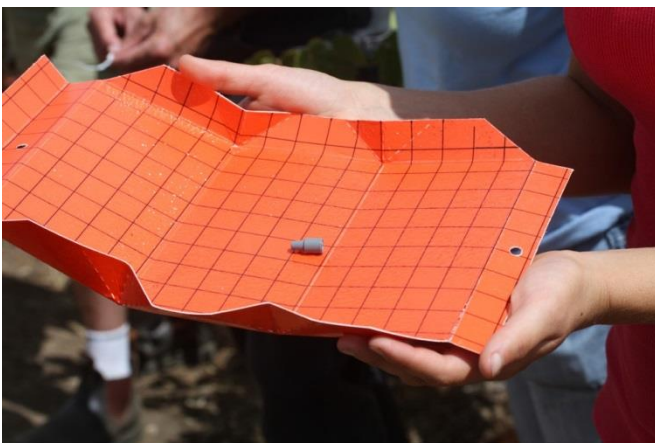
#### Monitoring

Effective, efficient monitoring is the basis of successful pest management. To get maximum efficacy from insecticides they must be targeted at the most vulnerable mealybug stages, and applied before a large population builds up. Older mealybugs are protected by their waxy coating - many contact insecticides (e.g. Supracide) only work well against dispersing crawlers and young mealybugs undergoing moults. Currently, growers rely on visual inspections of fruit. This method is time consuming and is not effective for detecting low or unevenly distributed infestations. Experience has shown that mealybugs are difficult to spot early in the season, and by the time they are present under the fruit calyx the population is well established and difficult to control.



Picture 1. Adult male citrus mealybug. (Photograph by Lyle Buss, University of Florida)

Pheromone based trapping can provide a much less laborious method of monitoring. It is also highly sensitive, enabling insecticides to be applied before infestations reach unmanageable levels. Overseas, pheromone based monitoring systems have been developed for a number of mealybug species in orchards and vineyards (Picture 2). Citrus mealybug lures are available commercially in Australia, and work in the US has indicated that they can provide an effective early indicator of mealybug infestation. Lures for longtailed and citrophilous mealybugs are not yet available in this country, but monitoring programs are being developed by Plant and Food Research in New Zealand, and a citrophilous mealybug lure is expected to be commercially available in the near future.



Picture 2. Pheromone bait trap used for monitoring mealybugs in vineyards in Oregon. (Photograph by Amy J Dreves, Oregon State University)

A proposed project (Grant Bignell, DAFF QLD) will evaluate a number of monitoring techniques for mealybug in persimmon, including pheromone traps. Field trials will be performed to optimise pheromone traps for use in Australian persimmon. The outcome will be an improved monitoring system allowing more effective targeting of insecticides.

*For more information contact Lara Senior, Department of Agriculture, Fisheries and Forestry (DAFF) by phone 0427 600 744 or email [lara.senior@daff.qld.gov.au](mailto:lara.senior@daff.qld.gov.au).*



The use of mating disruption pheromones is an innovative method for controlling populations of clearwing moth in persimmon orchards. Mating disruption relies upon the release of large quantities of synthetic sex pheromones to prevent males from finding females, resulting in unmated females either laying infertile eggs or none at all (Figure 1).

Clearwing moth have been shown to be quite susceptible to mating disruption using pheromone dispensers. Significant reductions in both male moths and larvae have been demonstrated in blocks where pheromone dispensers have been used compared with untreated blocks.

There are many benefits of using mating disruption pheromones, including improved biological control, slower development of pesticide resistance, less exposure to insecticides and a reduction in chemical residues. The effectiveness of controlling a pest using mating disruption can depend on factors such as the size and location of the orchard, pest levels, effectiveness of monitoring and environmental factors like wind, slope and temperature.

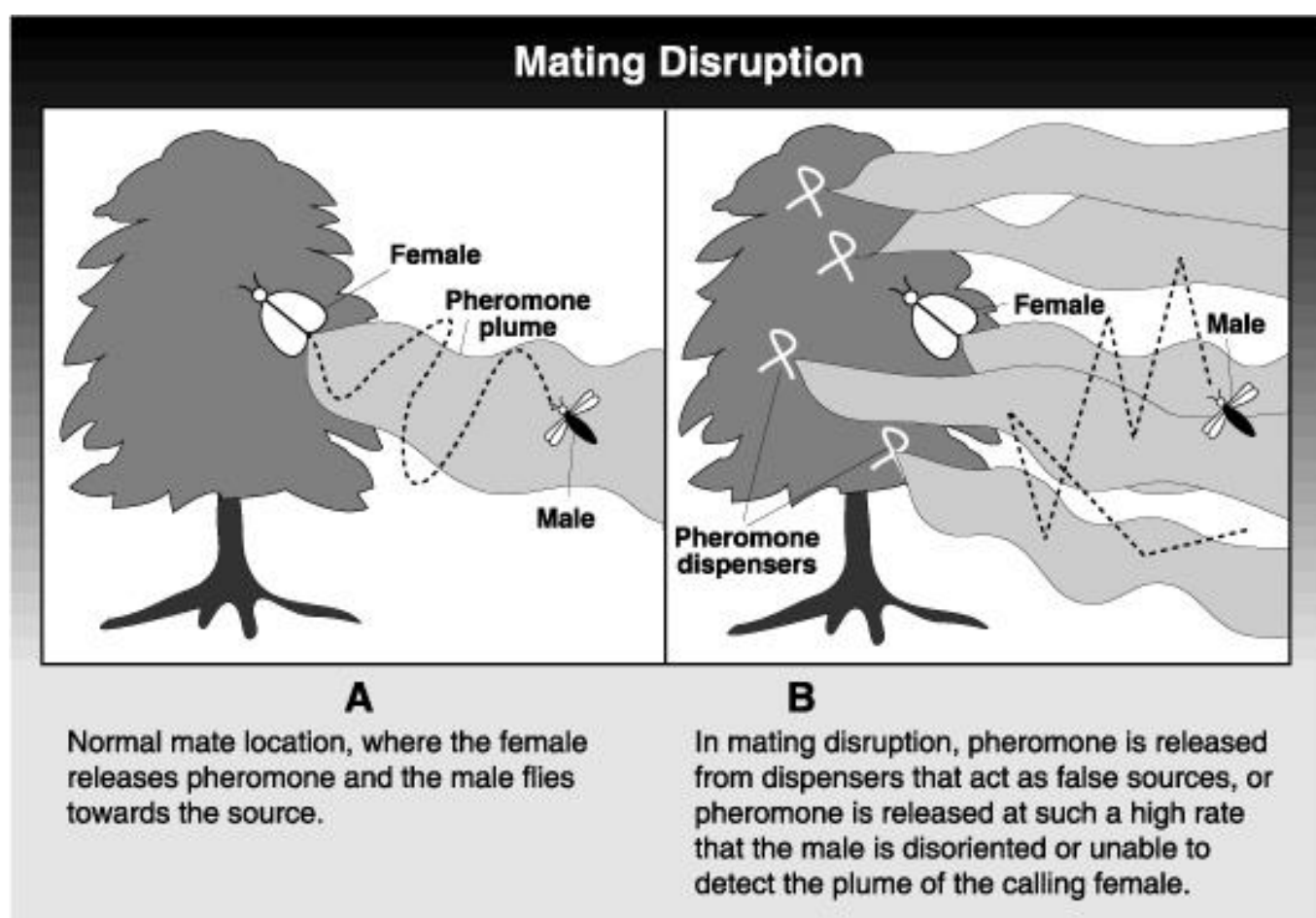


Figure 1. How mating disruption pheromones work in orchards (Source- Washington State University, Orchard Pest Management Online- <http://www.tfrec.wsu.edu>)

Size and location of orchards can influence the success of mating disruption. Native vegetation provides an untreated area from which mated females can fly into treated orchards to lay eggs. Proximity to these areas may limit the effectiveness of mating disruption pheromones. Border sprays with insecticides can reduce the build-up of clearwing moth in surrounding vegetation, which can also aid the effectiveness of mating disruption. Some growers treat surrounding vegetation with pheromones as an additional control measure.

Depending on clearwing moth levels, use of mating disruption pheromones alone may not be sufficient to achieve



control. Mating disruption aims to keep populations low rather than providing total control. Orchards with large background populations may need to use an integrated approach to reduce moth numbers to allow pheromones to be effective. Additional supportive insecticide sprays may particularly be required in the first year that mating disruption is employed to reduce numbers of moths to a level where control can be maintained by pheromones alone.

Monitoring is very important when using mating disruption. Understanding flight patterns in your orchard is essential for applying pheromones at the correct time, which can greatly influence their effectiveness. The use of monitoring traps in areas treated with pheromones will not be effective as the pheromone plume will not allow male moths to find the trap, as traps use the same pheromone as attractants. Traps are more effective when placed in surrounding vegetation where pheromone concentrations are lower.

Mating disruption pheromones are less effective in young orchards as the smaller canopies leave the pheromone plume susceptible to wind, which can reduce the concentration to insufficient levels. Canopy uniformity in older orchards can also affect efficacy. Large areas of replants or smaller trees within older orchards can cause a break in canopy uniformity and reduce the effectiveness of pheromones.

Recent research has confirmed that maintaining sufficient levels of pheromone concentration in blocks exposed to high winds and steep slopes can be challenging. As pheromones are heavier than air they have the capacity to concentrate at the bottom of sloped blocks, leaving the upper areas susceptible to clearwing. Higher temperatures can cause greater emission of pheromones and can influence the length of time dispensers are effective.

Generally, persimmon growers using mating disruption pheromones for the control of clearwing moth have been happy with the results. In most cases pheromones have been part of an integrated approach for controlling this pest at various stages, with mechanical removal (water blasting) and insecticides playing a supportive role (Figure 2).



Figure 2. Clearwing moth larvae (top left), pupae (top right), male (bottom left) and female (bottom right).

The Department of Agriculture, Fisheries and Forestry will be releasing an extension video on control options for clearwing moth through the Persimmon Australia Inc. website. Release is scheduled for July 2014, so keep an eye out on the industry website [www.persimmonsaustralia.com.au](http://www.persimmonsaustralia.com.au). Pheromone twist ties are available from EE Muir and Sons ([sales@eem.com.au](mailto:sales@eem.com.au)).

*For more information contact Grant Bignell, Department of*

*Agriculture, Fisheries and Forestry (DAFF) by phone (07) 5453 5947 or email [grant.bignell@daff.qld.gov.au](mailto:grant.bignell@daff.qld.gov.au).*

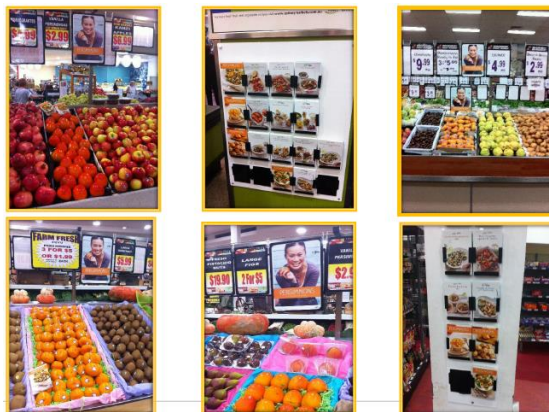
Agency D2C were commissioned to undertake the in-store merchandising activity during the 2013/14 program. There were 50 sessions in independent stores split between Sydney and Brisbane during two weeks from the 24<sup>th</sup> March. Each store visited was provided with two posters as well as sets of the four new recipe pads.



The activity was a success, and in summary:

- 100% of scheduled store visits completed within the allocated program timeframe
- 74 posters were installed by the merchandisers, 21 posters were left with the manager to install.
- 4 stores only accepted one poster with one store not accepting any.
- 77% of posters installed at fruit display, remainder placed up at the checkout, the entrance or a secondary location.
- 80% of stores accepted the full allocation of the recipe pads while 20% only accepted some of the allocation.
- 60% of recipe booklets installed at fruit display, with reminder placed in a secondary location.
- At 100% of stores the Business Case was discussed with relevant store personnel.

Most store personnel were supportive and happy to receive posters and recipe leaflets and many said that they would offer shoppers samples but mostly on request. D2C also picked up that some stores would prefer to purchase direct from the grower and avoid the markets.



The D2C merchandisers often went over and above their commissioned tasks. Some stores requested them to help with merchandising the fruit display to improve presentation. They also found themselves cutting up fruit for sampling and chatting to shoppers as they offered them a tasting. All good promotion for persimmons!



If you have any questions please don't hesitate to contact your marketing manager, Alena Swinbourne, by phone (02) 8295 2335 or email [alena.swinbourne@horticulture.com.au](mailto:alena.swinbourne@horticulture.com.au).

## **Persimmons Hit YouTube** | Katie Lettice, Crossmans Communications

Following the success of last season's public relations campaign, in 2014, along with a traditional media relations campaign, we're bringing persimmons to life online by establishing our own YouTube channel!

Partnering again with the vivacious Poh Ling Yeow, Persimmons Australia has developed a series of 'how to' videos designed to educate, engage and inspire Aussie consumers and show them the best ways to enjoy persimmons. In the three fresh videos, Poh covers how to select the perfect persimmon, provides advice on cutting and storing the fruit, and gives one simple fresh usage idea, all with a dash of her own unique style, cooking expertise, tips and even some of her fondest persimmon memories.



To drive fruit-lovers to our YouTube channel, we're undertaking a comprehensive media program and pushing the videos out to women's lifestyle, health, food and trade websites. Poh is also behind us, promoting the videos via her own Instagram account to her 6000+ followers.

To help support the campaign, please share the videos amongst friends, family and through your own social media channels! For more, visit [www.youtube.com/PersimmonsAustralia](http://www.youtube.com/PersimmonsAustralia).

## **NEW MEMBERS NEEDED!**

Do you know a grower who might wish to become a member?

Get them to contact Persimmons Australia Inc.

P: (07) 4637 9925

E: [amfuss@bigpond.net.au](mailto:amfuss@bigpond.net.au)



## 2014 Export Season | Rod Dalton, APEC Chairman

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The 2014 persimmon export season was quite successful although volumes were below budget due to below average fruit size across the Qld industry and one large grower being impacted by a hail storm, which reduced their available volume of export quality fruit.

The loss of access to Thailand remains a concern though the smaller average fruit size meant the other markets were generally able to handle the available volume of large fruit. The premium prices normally achieved in Thailand were however not achieved in the other export markets.

By managing the volumes being exported, APEC was able to maintain stable pricing through the season and ensured the fruit moved quickly through the marketing chain in each country. Fruit quality was not an issue during the season. APEC was able to work with their partners in the S.E. Asian markets to move the volumes of smaller fruit available at acceptable returns for the members.

From a personal perspective, Grantham Orchards had a good crop though fruit size was smaller than desired. This was a result of the very dry spring and summer and a very small natural fruit drop in December which was not factored into our fruit thinning guidelines. I am sure if we thin harder next year, we will get a large fruit drop and then very large fruit, which will again give our marketers some challenges!!

**Contact your executive**  
**if you have any questions or issues**  
**you would like to have addressed.**

### Machinery For Sale

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- KW packing machine
- Silvan 500 L electric taps mister
- Refractometer
- Sprayrider Generation 2 – 50 L spray tank for a quad bike
- Upright ferti drum (purchased 2010)
- Secateurs
- And more.

If you are interested, please contact Doug & Tereasa George by phone in the evenings on (07) 5484 3412, or email [dtgeorge@spiderweb.com.au](mailto:dtgeorge@spiderweb.com.au).



### **Independent review released to HAL members and Government**

Key recommendations from a comprehensive, independent review into Horticulture Australia Ltd (HAL) and the horticulture levy system have been referred by the HAL Board to industry and government for consideration.

The recommendations are contained in the final report from the review which was conducted by consultants ACIL Allen and overseen by an independent steering committee, as part of a requirement under HAL's statutory funding arrangement (SFA) with the Australian Government.

The final report was released to HAL members and the general public today. HAL CEO John Lloyd said the review involved thorough consultation with the industry over several months.

"A comprehensive process - conducted at arm's length from HAL and the Government - has produced a set of strategic and operational findings that warrant due consideration by our members and levy payers."

The key recommendations include:

- Establish a grower-owned Research & Development Corporation (RDC),
- Remove current specific industry advisory committees from decisions about R&D investment and investigate more appropriate mechanisms,
- Improve direct communication between the RDC (a new HAL) and growers, and
- Create more efficiency and transparency in the management of industry levies.

Mr Lloyd said the HAL Board would respond to the final report and recommendations within the next three months, following consultation with members during a series of member workshops on 27-28 May.

"HAL looks forward to continuing to play a key role in maintaining the competitiveness of Australian horticulture for the benefit of members, growers and the wider community," Mr Lloyd said.

[Click here](#) to view the HAL Review Final Report executive summary.

### **Further comments on the HAL Review**

To view further comments on the HAL Review click on the links below:

- Horticulture review: make better use of levy and taxpayer funds (by Minister for Agriculture, The Hon. Barnaby Joyce MP) [Click here](#)
- Horticulture Australia review draws strong responses (by Clint Jasper and Sarina Locke) [Click here](#)
- Scrap Horticulture Australia Limited and start afresh (by Sarina Locke) [Click here](#)

Horticulture Australia has commissioned the University of Queensland Business School (UQBS) to undertake a baseline measurement of innovation, innovation performance and farm productivity in the Australian Horticulture, as part of the Horticulture Transformational Investment Fund.



*Horticulture Australia*

This study will focus on understanding the range of innovations being adopted by horticulture industries, key drivers of innovation and their impacts on productivity. The project has the potential to impact on the innovation practices of all growers as well as the configuration of the Australian horticulture innovation system, hence supporting the development of evidence based policy and progressive industry change.



The UQBS has conducted similar studies in the past for other stakeholders. These studies have highlighted the importance of a number of capabilities and behaviours, such as collaboration, competitive positioning and the use of technology to improve innovation and productivity. The results of these studies have been used by the industries in their own planning and by the state and federal governments to shape policy. The results have also been used to enhance training programs and more specifically, provide advice to individual industries on how to improve their innovation success. It is expected that the proposed study will have similar advantages for the horticultural sector.

As part of this project, UQBS project team led by Associate Professor Damian Hine will conduct an industry-wide survey of 1,200 growers stratified across industries and regions. The short telephone survey (20-25 minutes in duration) will be conducted by the project team at a time suitable for the growers. The data from the survey response will be confidential and a summary report will be prepared. Horticulture industry members are requested to take part in this survey.

If you would like to nominate an individual contact, opt out explicitly or need additional information, please contact Damian Hine at the UQ Business school (phone: 07 3346 8162; email: [d.hine@business.uq.edu.au](mailto:d.hine@business.uq.edu.au)).

**DON'T FORGET TO VISIT THE  
PERSIMMONS AUSTRALIA WEBSITE AT  
[www.persimmonsaustralia.com.au](http://www.persimmonsaustralia.com.au)**

### From South Australia

The season was one of extremes. We experienced a very windy spring with one event shortly after bud burst producing winds over 100 km/hr. The orchard looked terrible with a carpet of green shoot tips on the ground. The worst event of its type in our growing history and we were unsure what effect this would have on the photosynthetic capacity of the trees for the season.



The Riverland, as for all the southern growing regions, then experienced a severe heat wave in summer, with eleven days over 38 degrees C in January alone. Fruit size was a real concern particularly on any poor trees in the orchard till the autumn rain events prior to harvest that significantly helped fruit size. Given the conditions - a satisfactory season.

*Cheers, Nick Hobbs*

### From Victoria

From a Victorian perspective, we have seen the season in Queensland finishing earlier than expected and so the supermarkets in particular are looking for other supply sources. Having said that it looks as though some early New Zealand fruit will be here soon, as early as the first week of May!

At the moment pricing has been a little stronger than in recent years - which is a positive! Generally quality also appears to be good in Victoria with medium crop loads reported by most.

*Kind regards, Mark Chapman*

### From SE Queensland

I have just finished up the Fuyu. We were about 7 to 10 days early, as my crop here in Blackbutt doesn't normally finish till 10 May. Overall, from my perspective, it was a big crop, with good quality and best prices I have had in a long time!

*Best wishes, Tom Dunn*

### From NSW

I have had a rather large crop of both Jiro and fuyu this year. Unfortunately fruit quality has been ruined by heavy rain pre-harvest however I am hopeful with a little help from above, I should be able to accomplish a profitable persimmon crop.

The Sydney Markets seem to be fairly strong on 10 kg boxes at the moment with the change in supply between production areas. Time will tell!

In the photo you will see what my farm looks like when I open the gates to the gathering crowd for "pick your own persimmons"!

*Regards, Mark Silm*





#### ....More From Queensland

A quick thumbnail- started early, finished early, quality good, prices up on last year, yield and fruit size down. Although my place looks nice and green, it is still unseasonably dry and creeks that normally run into August/September have stopped. A fair bit of scale on some trees which will need treatment as soon as the leaf comes off.

*Regards, Mick McGinnis*

#### ....More From Victoria

In NE Victoria Spring was warm and dry making it perfect for all orchard fruit, Summer was **DRY & HOT** bringing every possible fruit eating bird species with it, but the Autumn break arrived early in March and has been outstanding. Unfortunately the Satin Bowerbirds have arrived to clean up what few persimmons that escaped the summertime flocks! Despite a fairly vigorous reception committee, they have left only enough for us to eat and the markets missed out (our 100 remaining trees have yielded 24 fruit but the autumn colours are magnificent (see the photo below). Normally the birds generally leave the unripe fruit alone until they start to colour but only the well protected trees in the house orchard had

anything on them by 1 April and now very little remains. There is always next year and fortunately the birds don't eat beef!

*Cheerfully, Royce Sample*

#### From Western Australia

This year was an off year re number of persimmons. We were very happy with what we had, because it has been so dry (no rain from Oct. 2013 to May 2014) and we found that the fruit ripened earlier. As we made a decision a few years ago to take out 100 trees, we now only sell direct to the public through the "Farmers Markets" so set our own price. Plus a local outlet. We have been doing this for 10 years have always offered a taster and have managed to convince the WA public how great and good for you persimmons are. We always offer recipes too. We sell out everywhere we go as we just cannot pack enough into the vehicle! We always leave them wanting!!

We sell all our seconds to one buyer and the rest go to our cattle so nothing is wasted

So we are very happy with our year and looking forward to 2015 with a bigger crop.

*Cheerio, Helen Christensen*





- June**
- Minimal watering required at this time.
  - No fertilising is necessary during this period.
  - Regularly check for signs of clearwing moth borer damage. If detected, scrape clean infested areas and seal the wounds with plastic paint or a tree sealer.
- 
- July**
- No fertilising is necessary during this period.
  - Minimal watering required at this time.
  - Regularly check for signs of clearwing moth borer 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.
  - 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).

*Note: Fertiliser recommendations are taken from the 'Sweet persimmon grower's handbook'. For detailed information on persimmon management refer to the 'Sweet persimmon grower's handbook' (published 2005 by the Queensland DEEDI) which is available online <http://era.deedi.qld.gov.au/2210/>.*

For more information on managing your orchard contact Department of Agriculture, Fisheries and Forestry's Research Scientist, Grant Bignell at Maroochy Research Station near Nambour in Queensland by **P:** (07) 5453 5947 or **E:** [grant.bignell@daff.qld.gov.au](mailto:grant.bignell@daff.qld.gov.au)

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