Know-how for Horticulture™

Persimmon

ANNUAL INDUSTRY REPORT 08 • 09

Planning towards growing the Australian persimmon industry

The persimmon industry has seen another year of extremes for most growers, with some regions plagued by wet weather in SEQ and some by continuing drought in southern growing regions. 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), and these projects are supported by a strong industry communication and consultation strategy funded through a Partnership Agreement project (PR08900) with HAL. The Persimmon IAC meets with HAL at least twice a year to advise HAL on which 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 or 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 project summary in this report, or through the HAL and PAI websites (www.horticulture.com.au; www.persimmonsaustralia.com.au).

Market access and industry development remained important priorities within the 2008/09 R&D program. Key activities are detailed in this report, and have included:

- A multi-industry funded project has collected residual data to support continued pre-harvest use 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 may support pre-harvest use, but the outcome of the APVMA review may prohibit any further use for edible peel commodities, therefore longer term control strategies are also being examined.
- Irradiation as a long term strategy for fruit fly control and market access has been trialled in a project by the Queensland Primary Industries & Fisheries (QPIF) with support from the Australian Persimmon Export 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 will next be required to evaluate whether irradiation is cost effective at a commercial level,

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Climate Change is increasingly becoming a significant topic for the horticulture industry. In 2007/08 the industry began contributing to the horticulture component of Phase One of the national Climate Change Research Strategy for Primary Industries (CCRSPI).

The aim of CCRSPI Phase One was to develop a comprehensive research strategy that will allow industries to be informed by good research and be prepared to respond to the opportunities and risks presented by climate change. The scope of the strategy will be broad, covering any issue that needs consideration over the short (3 years), medium (5+ years) and long term (10+ years). The research strategy and Phase One final report is available from the CCRSPI website http://lwa.gov.au/ccrspi/.

HAL is now contributing to Phase Two of the project in 2008/09 in collaboration with other Rural RDCs, CSIRO and Federal, State and Territory Governments. This phase aims to develop an implementation plan for the research strategy for 2009/10 onwards.

These projects have been funded by HAL using the persimmon levy and/or voluntary contributions from industry with matched funding from the Australian Government for all R&D activity.

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and can be accepted by FSANZ (Food Standards Australia and New Zealand).

- Key Australian persimmon researchers participated in a study tour to the International Persimmon Conference in Italy. New technologies in storage, post harvest and production were presented, and industry growth in competitor nations and new varieties were also examined and compared for potential application within the Australian industry.
- The Persimmons Australia management committee, growers, marketers and APEC representatives met in September to develop a new industry strategic plan and evaluate the industry development needs for the persimmon industry. Four key priority areas for future investment were identified during strategic planning. All agreed that the greatest challenge remained increasing on-farm productivity and profits to growers. All participants felt that addressing this challenge would enable growth to occur naturally and thereby strengthen the Australian industry.

The 2008/09 year has been a challenging yet productive year for the persimmon industry. Although it is only the fourth 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 with support from voluntary contribution (VC) projects through the Australian Persimmon Export Company (APEC) and the commitment of diligent researchers working towards solving costly problems at the farm level.

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Persimmon industry strategic plan review and development needs assessment

During 2008/09, a group of persimmon industry stakeholders including growers, marketers and researchers, met to develop a new strategic plan for the Australian persimmon industry.

The intent of the Australian Persimmon Industry Strategic Plan (2009–2013) is to guide the direction and investments of the Australian persimmon industry over the next five years. After reviewing the accomplishments of industry over the previous five years, the group considered key issues, trends, challenges and opportunities that are likely to impact the industry over the next five years. They also looked at the capacity of industry to respond. As a result the new industry strategic plan focuses on four key areas where future industry support and investment is required. These are:

- Increased on-farm productivity;
- Improved supply chain management;
- Increased product demand in both domestic and export markets; and
- Strengthened industry capability.

In parallel with the development of the industry strategic plan the group also began the process of undertaking an Industry Development Needs Assessment (IDNA).

The HAL Board has directed that all horticultural industries with programs operated through HAL undertake an IDNA and prepare an Industry Development Plan aligned with the industry's strategic plan. This is to ensure that all industry development activities aim to achieve the objectives of the industry strategic plan; are appropriate for the industry; are cost effective; and expenditure of funds is accountable to levy payers and the Australian Government.

Industry Development is defined as 'the process of informing and empowering those in horticulture to make better business decisions'. It bridges the gap between R&D and industry adoption and encompasses all activities undertaken with the intention of achieving adoption of R&D.

The Action Plan for the IDNA focuses on key areas where industry development activities will support the achievement of the objectives of the industry strategic plan. These include:

- Industry communication.
- Industry data collection.
- Adoption of production and handling best practice.
- Maintaining a sustainable production environment.

These industry development activities address a range of Australian Government priorities for R&D including: productivity and value adding, supply chain and markets; natural resource management, climate variability and climate change, biosecurity, innovation skills and technology.

Project PR08004

For more information contact:
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Investigating new technologies for increased profits

Developing a sustainable and commercially viable persimmon industry in Australia means growers need access to the latest research and technologies available for use in their industry.

This project addresses several major industry challenges including the clearwing moth, which threatens the survival of the industry, and it also evaluates both pre-harvest and post-harvest factors affecting fruit quality and storage life.

The study findings will be incorporated into a management decision package which should greatly enhance industry performance and improve both domestic and export marketing.

The research and development approach of the project addresses these problems and opportunities through a series of trials and observations both before and after harvest.

There have been a number of achievements in 2008/09, with research indicating the soft fruit disorder (SFD) appears to be caused by soil moisture stress, short-term waterlogging and soil hypoxia. This leads to ethylene being released in the calyx followed by autocatalytic release of ethylene in the fruit.

Based on Japanese, Israeli and local research, various recommendations for pre-harvest and post-harvest procedures have been made to reduce the problem.

Field studies over two seasons have also shown Extenday® reflective mulch increases fruit size by 15 per cent and improves fruit colour and post-harvest storage life. The economics of using this type of mulch still needs to be determined.

Trials over two seasons have shown the growth retardant Uniconazole reduces shoot extension growth by up to 40 per cent, significantly increasing yield and/or fruit size.

The study also found the rate of fruit softening was reduced with increasing fruit and leaf calcium concentrations at fruit set. The optimum calcium concentrations at fruit set are 30 per cent to 40 per cent higher than the current standards recommended by George *et al.* in the *Sweet Persimmon Growers Handbook* (2005).

Preliminary research has shown girdling or scoring at 30 per cent full bloom is effective in increasing fruit set and fruit size. Longer term trials are required to see if this is a commercially acceptable practice.

Based on data from regional surveys, the project team proposes to develop new fruit maturity standards. Preliminary results indicate short-term storage life was greatly increased when fruit were held at 15°C rather than 20°C.

Data also indicates the ethylene inhibitor, 1-MCP, when used alone or in combination with Chilean MA bags, increases storage life at 0°C for three months. However, whilst this technology appears very promising, the research found a small percentage of fruit treated with 1-MCP exhibited some flesh blackening. Further studies are being conducted this season to eliminate this problem.

Project PR06002

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Testing the Chilean MA bag in cold storage trials

Combined effects of reflective mulch and foliar application of Uniconazole on fruit size and set

Persimmons domestic marketing campaign

Developed in conjunction with the Australian persimmon industry, the 2008/09 persimmon marketing campaign built on previous campaigns with the long term aim of increasing domestic consumption of persimmons.

The in-store activity again showed the importance of consumer trial with the majority of consumers who tried persimmons for the first time saying they liked the fruit. Almost 40 per cent of consumers who tried the fruit went on to purchase.

The highlight of the marketing campaign arrived when persimmon ambassador, Daniel Puskas was invited to cook with Kerri-Anne Kennerley on her Channel 9 morning show. Daniel cooked his specially created sautéed squid, cucumber-persimmon salad with squid ink dressing and discussed the many attributes of persimmons with Kerri-Anne.

Persimmons staring on Channel 9's *Mornings with Kerri-Anne*

Public Relations

Following on from the success of the previous year, the 2008/09 campaign sought to generate media using a range of activities.

Persimmons ambassador

This year we recruited an ambassador for the Australian persimmon industry to open the doors to a range of media opportunities. We selected young, up and coming chef, Daniel Puskas to help us target food leaders.

Daniel Puskas

Daniel Puskas' unusual and sensational food creations have made him one of Australia's youngest and hottest food talents. His career highlights include working with Tetsuya Wakuda, at the Boathouse on Blackwattle Bay and Marque. As head chef at Oscillate Wildly, the restaurant won and retained one chef's hat. Daniel is currently working alongside Tetsuya at new restaurant Sepia where persimmons are on the menu featured in roasted Aylesbury duck breast with persimmon pickled daikon and olive oil jus.

Boardroom briefings

In conjunction with two other exotic fruit industries, we visited three key publishing houses in early March: ACP, Pacific Publications and News Limited.

Jeanette Wilson and Daniel Puskas represented Persimmons Australia. Jeanette introduced persimmons and spoke about the history and her personal experience and passion for the fruit. Daniel demonstrated his skill with a specially developed recipe for the event: citrus cured salmon, baby coriander and persimmon salad with pickled potato and puffed rice powder.

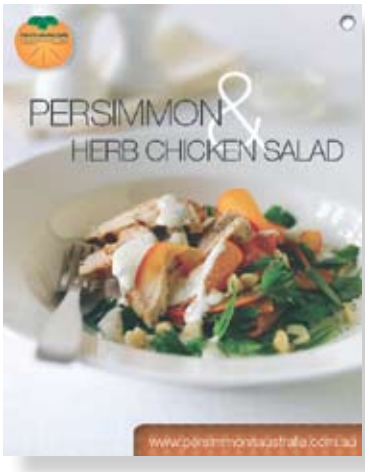
The event was a great opportunity for journalists and food writers to meet and ask a grower questions face-to-face and we had a fantastic attendance and response.

Publicity

Coupled with a press release and product drop, the boardroom briefings resulted in good coverage and culminated in a cooking segment on *Mornings with Kerri-Anne* and a multi-page feature in *Australian Good Taste* magazine.

Point-of-sale

A new recipe was developed for the 2009 season: persimmon & herb chicken



salad. Recipe leaflets and backroom posters were distributed to retailers via the five major market authorities, via mail to selected Melbourne and Sydney retailers, direct into store via a retail education event and in-store demonstrations.

Retail education

An in-store retailer education campaign was conducted for persimmons in Brisbane, Sydney and Melbourne in conjunction with two other exotic fruit industries. A trained brand representative visited 55 independent and Woolworths stores with the goal of educating store staff on key seasonality, storage, handling and merchandising messages.

Feedback showed that the merchandising message was the most compelling and that the education campaign was particularly relevant in Woolworths where staff members are less experienced with exotic fruits. Independent retailers expressed their preference for recipe leaflets to use as point of sale and as a good way to encourage their customers to engage with the fruit.

In-store demonstrations

An in-store campaign was conducted for Persimmons which included sampling and education. This year the number of actual sessions conducted was slightly lower than the previous year but the conversion to purchase was higher resulting in more than 900 persimmons sold. Awareness of the fruit remains low and 67 per cent of consumers had never tried persimmons before. Once tried, 70 per cent of consumers indicated that they liked the sample with 33 per cent indicating that they would purchase the sample.

Project PR08500

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In-store sampling

USING IRRADIATION FOR DOMESTIC MARKET ACCESS

As a fruit fly host, persimmons require disinfestation treatment so they can access domestic markets where there are barriers to fruit flies.

At present, insecticides such as Dimethoate and Fenthion are applied post-harvest for this treatment but their use is now under review. It is possible these chemicals may be banned, or at least severely restricted, as irradiation treatment is now seen as an effective alternative and has the potential to be introduced in a relatively short time frame.

This project has been investigating the response of persimmons to irradiation. It concluded that overall, “good quality fruit, can be irradiated at 250 Gy, a dose sufficient to control fruit fly, without loss of retail quality”.

The study also initiated strategies to begin the process of gaining approval for irradiation as a domestic disinfestation treatment for fruit fly control in persimmons.

Activities in this area include developing an application to FSANZ (Food Standards Australia and New Zealand) for approval to use of irradiation on persimmons.

The draft application for comment is now in the final processes of addressing any issues before being submitted for an internal review prior to final submission. The application will take up to two years for assessment and consultation before final approval is granted.

The project team has also been monitoring and contributing to negotiations between the states to amend the relevant state legislation for approval of the use of irradiation as a suitable treatment for sterilisation of fruit fly larvae. Currently these negotiations are progressing positively.

Another initiative has been the development of a profitable supply chain system recommendation which incorporates irradiation to deliver quality persimmons to customers.

The dose rate used in this system will be 150 Gy, as this is the internationally accepted generic treatment for control of all fruit flies. A recommended supply chain system incorporating irradiation has been tested and is in the final stages of assessment. Guidelines will then be developed and delivered to the persimmon industry.

The project also addressed other market access issues for the industry by developing a validated pest list which is a prerequisite for all market access negotiations by Biosecurity Australia (BA).

A draft validated pest list is nearing completion and has been circulated to the industry for comment.

Project PR08006

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Sharing international knowledge and expertise

International conferences and study tours provide valuable opportunities for growers and researchers to learn from their overseas counterparts and to share the latest technologies.

In November 2008, leading Australian persimmon growers and researchers attended the 4th International Persimmon Symposium in Italy to hear the latest information and ideas about pre-harvest and post-harvest technologies from around the world.

Over 100 delegates from 25 countries attended the international conference and more than 50 research papers and posters were presented.

Australian research on persimmon production was also shared with delegates, with Dr Alan George and Simon Redpath from the Queensland Primary Industries and Fisheries Maroochy Research Station at Nambour presenting two papers. These will be published in upcoming issues of Acta Horticulturae and Advances in Horticultural Science.

Delegates also had the opportunity to visit the major persimmon production regions of Emilia Romagna in northern Italy and Campania in southern Italy.

Information about new pre-harvest and post-harvest technologies was presented to delegates during the symposium and many of these will be trialled in Australia over the next five years.

The new technologies include methods to control soft fruit disorder, improved methods for long-term cool storage and advanced processing technologies.

During the symposium Dr George initiated discussions with Spanish and Japanese plant breeders to introduce new, superior quality varieties of persimmon into Australia.

Delegates at the conference heard speakers describe how world production of persimmons has been expanding at a relatively steady rate of 5.76 per cent. According to FAO statistics, it is currently the fifth fastest developing fruit crop in the world.

World production is currently about three million tonnes annually, with China producing 2,500,000 metric tonnes from 700,000 hectares, a staggering 90 per cent of total world production.

On the other hand, persimmon production in Italy has fallen from more than 250,000 tonnes in 1946 to around 53,000 tonnes in 2008. The Italian persimmon industry is largely based on the astringent variety Kaki Tipo.

In contrast to Italy, there has been a major expansion of persimmon production in Spain, with production levels increasing from 160 tonnes in 1992 to more than 70,000 tonnes in 2008.

This large increase in production is due to the selection of the very high quality Rojo Brillante variety and development of excellent astringent removal and storage techniques. Implementation of a co-ordinated approach to promoting the fruit both within Spain and Europe has also provided a significant boost.

Astringency of the Rojo Brillante variety is easily removed by treatment with 95 per cent CO_2 for 24 hours at 20°C. This does not result in significant loss of firmness.

Project PR08001

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High yielding orchard of 'Kaki Tipo' in Emila Romagna region. The orchard yields an estimated 40 tonnes per hectare (120 fruit per tree) trained on palmette system.

Ongoing market access R&D initiatives

Gaining and maintaining market access continues to be a key priority for Australia's persimmon industry and a science based strategic approach to market access R&D is essential to support these market access initiatives.

In support of market access, horticultural industries and government invested $3.2 million for market access related R&D projects as part of the 2006 HAL Market Access R&D Plan. There are currently 13 market access R&D projects underway as a result of this funding.

The HAL Market Access R&D Plan is administered by the Working Group for Market Access R&D (WGMARD). In 2007/08 WGMARD revised the Market Access R&D Plan under a Strategic Framework termed 'Pathways to Market'. The Plan was further revised in 2009 to better align with the recommendations of the National Fruit Fly Strategy (NFFS) and to keep pace with changes in the international market access environment.

The dynamic nature of domestic and international market access requirements clearly indicate that both pre and post harvest projects remain essential to gain and maintain markets. Development and refinement of pest free areas, pest monitoring and surveillance techniques, alternative pest management and treatment techniques and alternatives to some chemical treatments have been identified as key market access R&D investment areas.

The 2009–2013 Market Access R&D Plan outlines proposed projects to the value of $15 million over five years. Importantly, the Plan provides even greater focus on direct market access outcomes through a multi-industry approach. Copies of the 2009–2013 HAL Market Access R&D Plan are available on request from E: kim.james@horticulture.com.au

Project MT06020

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DEVELOP DATA PACKAGES TO MAINTAIN THE USE OF DIMETHOATE AND FENTHION

MT06022 is a multi-industry funded project with the pre and post-harvest residue studies conducted over two seasons. The project is close to the end of the first year of this two year project.

First season trials

Through industry investment HAL commissioned a number of residue trials for Dimethoate and Fenthion targeted at filling data gaps related to either a lack of residue data or where the existing residue data did not reflect the current pattern of use. The first season's trials have been completed and samples analysed. The field component of the second season's pre-harvest trials have also been completed and samples sent to the laboratory. The commodities involved were as follows:

Dimethoate (pre-harvest): Beans, Beetroot, Blackberry, Blueberries, Broccoli, Brussels sprouts, Cabbage, Capsicum, Carrot, Cauliflower, Celery, Cherries, Chinese cabbage, Cucumber, Grapes, Lettuce, Lychee, Mandarin, Nectarine, Onion, Pea, Peach, Persimmon, Pineapple, Potato, Raspberry, Rhubarb, Silver beet, Strawberry, Sweet potato, Table grapes, Tomato, Zucchini

Fenthion (pre-harvest): Capsicum, Cherries, Grapes, Nectarine, Peach, Persimmon, Table grapes, Tomato

Once the analysis of the second season's trials is available the data will be evaluated in an effort to gauge whether any of the current use patterns might be considered problematic. This would be a provisional assessment as there are specific elements of the APVMA review and analysis that would have a bearing on their analysis of the trial data.

In any event initial indications suggest that it will not be possible to retain the current pre-harvest use in persimmons without significant changes to the use pattern. These changes may involve either a substantially longer withholding period or a limit to the number of applications allowed. While it is possible such changes may maintain access to the chemicals it could be problematic if the current label use pattern is integral to achieving market access.

Future trials

On the basis of the results obtained from the 2007/08 foliar application trials the approach taken to the 2008/09 trial was modified. The second season's trial involves longer sampling intervals as well as exploring residues resulting from a single application.

Review timeframes

It is understood that the APVMA is still in the process of finalising elements of the review associated with fenthion and dimethoate. It has also been indicated that the APVMA intends to finalise the reviews once an assessment of all available data has been completed, i.e., once the results from HAL trials have been submitted and taken into consideration.

Project MT06022

For more information contact:
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APEC STUDY TOUR OF THE PERSIMMON INDUSTRY IN NEW ZEALAND – JANUARY 2009

New Zealand has long been credited with being innovative in developing successful horticultural production systems and marketing strategies. The Australian Persimmon Export Company (APEC) undertook a study tour of the New Zealand persimmon industry in January 2009.

Key objectives of the tour gave Australian persimmon growers an opportunity to:

- Experience the broad range of production environments in that country.
- Investigate the innovative on-farm management practices that have been developed and implemented.
- Discuss the use of storage technology for sea freighting product.
- Develop opportunities for collaborative strategic marketing and research initiatives in the future, such that these findings could be applied to their individual businesses and to APEC's operations.

Eight Australians participated in the tour supported by Horticulture Australia Limited's voluntary contribution funding scheme. The 9-day itinerary was developed in conjunction with key representatives from the New Zealand persimmon industry to cover the three main production regions:

- The most northern region around Whangarei.
- The central region based around Hamilton.
- The southern most region of the North Island centred on Gisborne.

The enthusiasm and hospitality of our hosts in these regions, as well as the marketing and research representatives visited in Auckland, resulted in a highly successful tour.

Of interest was the decline in the size of the New Zealand industry as a result of a reduction in the numbers of small producers but more critically following the withdrawal of a major producer who had previously supplied approximately one third of the country's crop. This has had a significant impact on the industry in the area of levies and as a research resource.

Persimmon production in New Zealand faces many of the same issues as Australia, particularly in terms of fruit drop and accessing on-farm labour. A range of levels of orchard management were observed: however, overall the New Zealanders utilise very detailed and precise cultural practices. This is well illustrated by their use of reflective mulch, leaf plucking, root growth control, detailed spray programs and covered orchards. The attention to detail continues on into post-harvest practices, resulting in their highly successful use of long term storage technologies.

Australia is a significant export market for New Zealand persimmons, and while there are currently no major overlaps in production and marketing periods between the two countries, there may be benefits derived from greater cooperation to minimise competition and maximise returns.

The tour provided participants with significant inspiration to continue to strive towards improving productivity, fruit quality and returns.

Project PR08002

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PERSIMMON-HAL PARTNERSHIP AGREEMENT

All projects in the persimmon levy program are supported by a strong industry communication and consultation strategy funded through a Partnership Agreement project with HAL.

Partnership agreement activities are funded by HAL using 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 IAC 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.

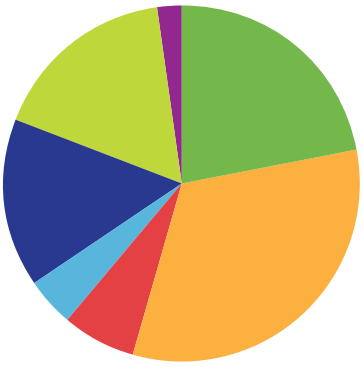
Investing in Australian horticulture

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.

This chart shows the proportion of projects in HAL's persimmon R&D program against each of the Australian Government priorities for rural research and development. Full details across all industries are available in HAL's annual report at www.horticulture.com.au



- Productivity and Adding Value (22.2%)
- Supply Chain and Markets (32.3%)
- Natural Resources Management (6.7%)
- Climate Variability and Climate Change (4.4%)
- Biosecurity (15.5%)
- Innovation Skills (16.7%)
- Technology (2.2%)

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.

Innovation Skills

Improve the skills to undertake research and apply its findings.

Technology

Promote the development of new and existing technologies.

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 to 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

In 2008/09 Persimmons Australia acted as the service provider on one project.

Full details can be found on page 11 of this report.

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. In 2008/09 $25,950 of consultation funding was budgeted to be provided to the Persimmons Australia.

Across Industry Program

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.

Project No	Title	Project start	Project completion	Organisation	Contact
Outcome 1 Enhance the efficiency, transparency, responsiveness and integrity of the supply chain for the total industry to provide clear market signals					
AH04007	Pesticide regulation coordinator	5 Jul 04	1 Jul 09	AKC Consulting	Kevin Bodnaruk 02 9499 3833
AH07033	Incident Response Protocol – development and training for horticulture	21 Apr 08	30 Jun 09	Control Risks	Julian Heath 02 9279 0099
AH08011	A baseline survey of knowledge, attitudes, approaches and aspirations regarding contamination management	31 Jul 08	31 Jan 09	Instinct and Reason	David Donnelly 02 9283 2233
AH08012	Country of origin labelling research project	1 Oct 08	31 Oct 08	Horticulture Australia Limited	David Chenu 02 8295 2300
MT07029	Managing pesticide access in horticulture	1 Jul 07	30 Jun 10	AgAware Consulting Pty Ltd	Peter Dal Santo 03 5439 5916
Outcome 2 Maximise the benefits of horticultural products in the eyes of consumers, influencers and government					
AH07006	Promoting the health advantage of fruit and vegetable to increase their consumption	1 Jul 07	30 Jun 10	Horticulture Australia Limited	Chris Rowley 02 8901 0329
Outcome 3 Position horticulture to compete in a globalised environment					
AH07002	HAL market access coordination	1 Jul 07	30 Jun 09	Stephen Winter & Associates Pty Ltd	Stephen Winter 03 9832 0787
AH07003	Market access support program	30 Jun 08	30 Jun 09	Horticulture Australia Limited	Kim James 08 6389 1407
AH08010	Workshop on quantitative methods applied to horticultural improvement	16 Jul 08	30 Sep 08	Australia Crop Genetic Services	Craig Hardner 07 3346 9465
Outcome 4 Achieve long term viability and sustainability for Australian horticulture					
AH07031	Peri-urban horticulture and land use planning: Literature Review & 'Tool-kit'	1 Apr 08	31 Oct 08	GHD	Luke Jewell 02 9241 5655
AH08002	Horticulture Water Initiative 2008/09	1 Jul 08	30 Jun 09	Horticulture Australia Limited	Alison Turnbull 02 8295 2300
AH08003	Analysis of Horticulture's carbon footprint	15 Jan 09	31 May 09	Horticulture Australia Limited	Alison Turnbull 02 8295 2300
AH08014	Horticulture industry consultation on Award modernisation	17 Nov 08	30 Apr 09	Horticulture Australia Limited	Ravi Hegde 02 8295 2300

Persimmon Program 2008/09

Project No	Project title	Levy or VC	Project start	Project completion	Organisation	Contact
PR06002	Australian sweet persimmon industry development	Levy & VC	1 Jul 06	16 Jul 09	Queensland Primary Industries & Fisheries	Roger Broadley 07 5444 9610
PR08001	2008 International Symposium on Persimmons Italy 2008, November	VC	10 Oct 08	14 May 09	Persimmons Australia	Stephen Jeffers 07 5442 1337
PR08002	APEC study tour of the persimmon industry in New Zealand – January 2009	VC	1 Aug 08	1 May 09	Australian Persimmon Export Co	Alison Fuss 07 4637 9925
PR08004	Persimmon Industry Strategic Plan review and development needs assessment	Levy	11 Aug 08	31 May 09	p2p business solutions pty ltd	Jenny Margetts 07 3366 2710
PR08006	Overcoming constraints to the use of irradiation for domestic market access	Levy	1 Aug 08	31 Aug 09	Queensland Primary Industries & Fisheries	Jodie Campbell 07 3896 9865
PR08500	2008/09 Persimmon Domestic Marketing Program	Levy	1 Jul 08	30 Jun 09	Horticulture Australia Limited	Lynne Ziehlke 02 8295 2335
PR08900/10	Persimmon 2008–2011 Partnership Agreement	Levy	1 Jul 08	30 Jun 11	Horticulture Australia Limited	Kendle Wilkinson 07 3394 8208
MT06020	Improving market access R&D for the Australian horticultural industries	Levy	1 Jul 06	31 Mar 12	Horticulture Australia Limited	Kim James 08 6389 1407
MT06022	Generation of dimethoate and fenthion samples to maintain market access	Levy & VC	6 Jun 07	30 Sep 09	Agronico Research Pty Ltd	Dale Griffin 03 5976 4511
MT08038	Development of a business case for market access R&D	Levy	15 Sep 08	15 Dec 08	IDA Economics Pty Ltd	Greg Martin 02 6227 5502

Financial Report

PERSIMMON INVESTMENT SUMMARY

Year ended 30 June 2009

	Marketing 2008/09	R&D 2008/09	Combined 2008/09
Funds available 1 July 2008	**57,021**	**102,321**	**159,342**
INCOME			
Levies Received	53,087	79,630	132,717
Commonwealth Contributions		34,686	34,686
Other Income	1,214	7,624	8,838
Total Income	**54,301**	**121,940**	**176,241**
Budget	40,700	144,348	185,048
Variance to Budget	*13,601*	*(22,408)*	*(8,807)*
PROGRAM INVESTMENT			
Levy Programs	45,852	61,057	106,909
Service Delivery Programs by HAL	6,245	8,316	14,561
Across Industry Contribution		708	708
Levy Collection Costs	2,723	4,455	7,178
Total Investment	**54,820**	**74,536**	**129,356**
Budget	55,815	173,902	229,717
Variance to Budget	*995*	*99,366*	*100,361*
Annual Surplus/Deficit	(519)	47,404	46,885
Closing Balance 30 June 2009	**56,502**	**149,725**	**206,227**

PERSIMMON INDUSTRY ADVISORY COMMITTEE (IAC)

Stephen Jeffers

Kent Andrews

Nick Hobbs

Geoff Patteson

Jeanette Wilson

FOR MORE INFORMATION CONTACT:

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