

Final Report

Custard Apple Communication and Extension Program

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CU16001

Project:

Custard Apple Communication and Extension Program CU16001

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Summary

Custard Apples Australia is a national organisation representing all custard apple growers in Australia. There are about 140 growers of custard apples in Australia. About 80% of growers are members of Custard Apples Australia.

The custard apple industry in Australia is a small but growing industry with growers spread from the Atherton Tablelands to Northern NSW.

Good communication between growers, industry representatives, national horticulture organisations and researchers is essential to keep growers informed of R&D results, latest developments, improvements in growing and marketing. The best forms of communication, based on communication feedback conducted through CAA and from grower liaison, have been found to be annual field days/roadshows held in each 4 growing regions, workshops, industry newsletter, electronic communication.

The 3 year Custard Apple Communication and Extension Programme was designed to achieve these goals. In 2017, 2018 and 2019, Custard Apple Roadshows were conducted in each of the 4 main growing regions – North Qld, Wide Bay, SE Qld and Northern NSW. An industry newsletter was distributed quarterly electronically and some hard copy to custard apple growers and other industry representatives. An industry data base was maintained and used extensively to communicate with growers.

The custard apple industry benefited from general industry awareness and rapid uptake of the successful outcomes from the R&D into production and marketing systems.

This project delivered to the four major tropical growing areas across Australia a roadshow that exchanged information and technology between the growers in a particular region and the R&D providers undertaking work on behalf of the industry.

As a direct consequence of presentations by R&D providers, many more growers in the industry have had access to information which can be incorporated into their business strategies, providing direct economic benefits to growers.

The industry quarterly newsletter is designed to contain 100% content pertaining to custard apples – the latest R&D developments, chemical permits and registrations, etc. “The Custard Apple” has been the industry newsletter for over 20 years and feedback from growers indicate the newsletter is very well received and information contained very interesting and valuable to their businesses.

There was a Summer, Autumn, Winter and Spring edition.

Maintaining an up to date database of growers is essential to communicate directly with growers. The current database held by CAA has been used extensively to transmit information directly to growers fast and efficiently. 90% of custard apple growers use e-mail regularly. To have accurate data, frequent updates were conducted. Additional information on tree plantings, tree varieties and production were updated also.

The outcomes of improved communication will lead to increased uptake of new technology which will lead to improved farming techniques, improved fruit quality, greater knowledge of marketing. All this will add value to their business.

This communication project contributed to outcome number 3 in the industry strategic plan – “Informed business decision making through access to baseline data and extension material”.

Keywords

Custard apples; roadshow; communication; information transfer; Integrated Pest Management; orchard tours; newsletters; data base; fruit spotting bugs.

Introduction

Custard Apples Australia (CAA) is the national peak body for custard apples. While custard apples are a relatively small industry, CAA boasts a membership of over 80% of Australian growers, which is an indication of the high esteem growers hold for the work that CAA does on behalf of industry.

Communication between CAA and its growers (including those who are not financial members) has always been important to CAA. Field days/road shows in the various growing regions on the East Coast of Australia, specifically North Queensland, Bundaberg/Wide Bay, South East Queensland and Northern NSW, have been found to be the most effective way to disseminate R&D information and to communicate with growers.

Custard Apples Australia has conducted annually 4 successful Custard Apple Roadshows for the past 3 years in Queensland - in North Queensland (Mareeba), Bundaberg (Gin Gin) and South East Queensland (Glasshouse Mts) and NSW (Alstonville) in February and March in 2017, 2018 and 2019.

Growers were encouraged to (and did) feedback on topics they want information on as well as some of their personal experiences and field observations which can be used to enhance supply chain practices. This feedback was used by CAA to source information from researchers and/or other experts in that particular field to present to growers at future field days. The 4 roadshows held each year were well attended in all regions with growers giving very positive feedback to their success. These roadshows were held in the largest growing regions, and were attended by growers, scientists from QDAF, CAA Management Committee and HIA staff, and other experts involved in various aspects of pest and disease management. The Roadshows were held on several growers' farms in each region which allowed for some 'hands on' discussion in the field as well as presentation of research findings and other data through powerpoint presentations.

The industry newsletter, "The Custard Apple", which content is 100% relevant to custard apples growers, was distributed electronically to all growers. In 2017 and 2018, hard copies were also distributed to growers. "The Custard Apple" has been the industry newsletter for over 20 years and feedback from growers indicate the newsletter is very well received and information contained very interesting and valuable to their businesses. There was a Summer, Autumn, Winter and Spring edition.

Maintaining an up to date database of growers is essential to communicate directly with growers. The current database held by CAA has been used extensively to transmit information directly to growers fast and efficiently. 90% of custard apple growers use e-mail regularly. To have accurate data, frequent updates were conducted. Additional information on tree plantings, tree varieties and production were updated also. The industry data base contains custard apple grower's information including all contact addresses, phone numbers, email address, tree numbers and ages and fruit production. Growers submit updates each year to CAA for inclusion in the database. CAA follows up on gaps in the information. A full update by external sources is conducted every 3 years. At the end of 2019 the following statistics were extracted off the database:

No. Custard apple growers –130 active growers in database
No. c/a trees in the ground – 61,320 trees
Tray Production for 2018 – 196,793 trays

The Australian Custard Apple industry has new producers entering the industry each year as well as existing growers expanding their production. In order for the industry to be successful growers must be kept up to date with best practice in all areas from production and pest and disease management through to delivery of quality product to the consumer. This Communication Programme has achieved that.

Methodology

The Roadshows in each region were designed to target the needs of growers in each region, eg in Queensland, post harvest cool chain management is critical in ensuring fruit of good quality is delivered to the customer, in Nth Queensland mites are a particular problem, in NSW fungal infections are very prevalent.

The 2017, 2018 and 2019 roadshows were delivered in each region to co-inside with the beginning of fruit harvest in those regions:

- North Queensland – early February
- Bundaberg/Wide Bay – early February
- South East Qld – late February
- Northern New South Wales – March to mid April

In each region 2 to 3 on-farm venues were selected based on age of trees, type of growing practice in use ie trellis, vase, hedgerow, varieties in order to give attendees as broad range as possible of discussion topics when participating in the 'farm walk' part of the day.

The key topics covered in the roadshows were:

- Fruit Spotting Bug research
- Fruit Fly control – current options and new developments
- Chemicals – discussion regarding recently issued permits, usage and results so far
- Breeding program and trial evaluations including update on the current research project
- CADS (Custard Apple Dispatch) System – demonstration of software program and presentation on benefits to growers and industry of an electronic dispatch system.
- Supply chain management – discussions were encouraged between growers and experts regarding cool chain management, trial work and the development of a best practice manual
- Importance of irrigation in custard apples.
- Marketing within the domestic and/or export markets including update on the current marketing program

At each of the roadshows the expert panel attending included:

- QDAF – 2 researchers
- CAA MC – 2 at NQ, 2 at Bundaberg and 6 at SEQ, 3 at Nth NSW.
- HIA – Astrid Hughes at the SE Qld Roadshow in 2017 and 2018
- Independent Expert in other areas of interest

Advertising of the roadshow dates and venues were targeted directly to custard apple growers within each region through the newsletter and the grower database that CAA manages.

Agendas for these roadshows are in the attachments.

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The Industry database was designed by Shane Mulo from QDAF and is maintained by the CAA. Confidentiality is maintained by the secretary being the only person who has access to the information. Correlated reports of tree numbers, varieties and production can be made from the information on the database. Data is updated by the secretary as new information comes to hand,

eg new grower, change in contact details, new plantings, annual production. Of the 130 growers on the database, 80% are members of CAA. Information from members is received annually but information from non members is hard to obtain. CAA has found it necessary to appoint an independent person at least every 3 years, to contact those non members to update their data. This was done in 2017.

Outputs

- 12 Professionally presented and managed Roadshows, by a service provider with a proven track record with growers in communication and provision of meaningful and beneficial information.
- Information about the program and the content of the presentations
- Media releases and regular direct electronic mailings to growers within the regions
- A photographic record of the Road Shows (below)
- Evaluation/Feedback forms were distributed to attendees.
- 4 editions of The Custard Apple annually distributed electronically and hard copies (in 2017 and 2018) to growers.
- Database updated regularly – update out sourced in 2017.
- Two milestone reports generated annually over the 3 years



Nth Qld Roadshow 2017



NSW Roadshow 2017



SE Qld Roadshow 2018



Bundaberg Roadshow 2018



SE Qld Roadshow 2019



NSW Roadshow 2019

Outcomes

- Exchange of information and technology between the growers in a particular region and the research and development providers. Growers were shown various growing techniques which could be implemented on their farms.
- Increased networking in local grower areas allowing improved communication of R&D and marketing cooperation. Growers can continue to learn from other growers in their region and implement changes to their practices to improve their quality and outputs.
- Increased awareness of growers of the work being undertaken through the industry program and where to seek follow up information. Growers were made aware of how R&D projects were implemented and conducted so could have better input into future programs.
- Increased competitiveness of Australian growers through the implementation of R&D outlined on the day. (increases in quality and productivity).
- Evaluation forms returned gave valuable information to CAA re future R&D and where improvements could be made in future roadshows.
- An on line survey amongst growers was conducted in 2018 which gave invaluable information to CAA in planning future directions.
- The Custard Apple newsletter outlined more relevant information to growers from feedback at roadshow and the evaluation sheets.
- The regularly updated database meant growers received information as it came to hand. Data on tree plantings and fruit production helped CAA in planning future activities.

Monitoring and evaluation

Key Evaluation Questions of M & E plan

1. To what extent has the project achieved its expected outcomes? To what extent has the project increased the adoption of the industry Best Practice Guidelines.

There has been an increased planting of new varieties of custard apples, growers have adopted improved growing techniques, pest and disease management has improved.

2. How relevant was the project to the needs of intended beneficiaries? To what extent has the project met the needs of industry levy payers?

Feed back from surveys indicate growers are engaged with the industry and wish the current project to continue.

3. How well have intended beneficiaries been engaged in the project? To what extent were the target engagement levels of industry levy payers achieved. Have regular project updates been provided through linkage with the industry communication project?

Good attendance at roadshows indicates grower enthusiasm and willingness to learn. Regular updates of R&D project are presented at the roadshows and articles appear in the quarterly newsletter.

4. To what extent were engagement processes appropriate to the target audience/s of the project? Did the project engage with industry levy payers through their preferred learning style; How accessible were extension events to industry levy payers?

Roadshows/field day have been expressed by growers as their preferred way of receiving information. As Roadshows were conducted in the main growing regions, they were very accessible to growers.

5. What efforts did the project make to improve efficiency? What efforts did the project make to improve efficiency of the communications program?

An online survey was conducted in 2018 and included questions on possible improvements CAA could make in conducting roadshows and disseminating information. Feedback was continuation of the same activities. Small workshops were included in the 2019 roadshows to get an idea of how this kind of activity could be done in future programs.

Recommendations

CAA recommends that the annual Roadshows continue, the industry newsletters continue to be distributed electronically and the database is maintained and updated. Workshops could be added to future activities and the database may need to be redesigned.

Intellectual property, commercialisation and confidentiality

'No project IP, project outputs, commercialisation or confidentiality issues to report'

Appendices

Agendas of 2017, 2018 and 2019 Roadshows.

Example of The Custard Apple newsletter

Example of Database statistics

SEQ CUSTARD APPLE ROADSHOW 2017

Saturday 25th February 2017

- 8 - 9am** Simon Gelli's orchard, 2199 Old Gympie Rd
9 - 10am Daniel Jackson's Orchard, 2295 Old Gympie Rd,
GHM
10am **Morning Tea** at Jackson's Orchard
11am Norm Pringle's orchard
11.20am SEQ Roadshow
CAA matters
Update on R&D Project - Grant Bignell
Post Harvest video viewing
Custard Apple Dispatch through Fresh Produce Link - Graeme Forsythe
- 1pm** **Lunch**
2pm Tour of Norm Pringle's custard apple orchard
3pm Close

Bundaberg Roadshow – Sunday 26th February 2017

8am – 9.15am – Peter & Jenny Trebbin's farm, 243 Wises Rd, Alloway. Peter has African Pride, Hilary White and KJ Pinks trees plus the DAFF trial trees. 0428796525

10 - 11 – Katie and Roger Lee's farm – 1373 Pine Creek Rd, Electra. Roger has KJ Pinks trees, some on trellis. 07 41579555

11.30 - 1pm – Scott Kirkwood' farm – 882 Ten Mile Rd, Sth Kolan. Scott has African Pride, Hilary White and KJ Pinks trees. 0400353435

1 –2 – lunch next to the dam at Kirkwood's.

2.30 – 3.30 – Mike Blasco's farm – 22 Kitchings Rd, Tirroan, Gin Gin. Mike has KJ Pinks and DAFF trial trees all on trellis. 0400115405

3.45 – 5 – Greg Bradley's farm – Lot 1 Redhills Farm Rd, Gin Gin. Greg has 1 & 2 year old KJ Pinks trees on trellis. 0423493655

5.15 – 6.30 – John Warren's farm – 236 Redhills Farm Rd, Gin Gin. John has African Pride and KJ Pinks trees, some on trellis. 0403717387

7pm – Dinner – Gin Gin Hotel

Nth Queensland Roadshow – 11/12 – 3- 2017

Saturday 11th -

Custard Apple Field Day at Stewart Bros Orchard – 106 River St, Bibbohra – Wayne
0407964970

9.30am – Welcome morning tea

10am – Update on Custard Apples Australia and Hort Innovation – Patti Stacey

10.30am – Latest research on Fruit Fly control – Steph de Faveri QDAF

11.30am – R&D Update – Grant Bignell

12.30pm – Final edition of Custard Apple Post Harvest video

12.45pm – Custard Apple Dispatch System (CADS) update

1pm to 2pm – Lunch

2pm – tour of Stewart's orchard.

4pm – finish

Sunday 12th -

Custard Apple Roadshow – all welcome

8.30am – Charlie and Janice Crago's orchard, 64 Villella Rd, Tolga – KJ Pinks on trellis

9.30am – Walter Vollert's orchard, 117 Vollert Rd, Rocky Creek, Tolga – 0419731699 – APs, HWs and KJP

10.30am – Dan Poggiolli's orchard, Lot 189, Mehmet Rd, Tolga 0405323124 – KJ Pinks on trellis

11.30am – Martin Inderbitzin's orchard, 966 Tinaroo Falls Dam Rd, Kairi 0439965366 – KJ Pinks on trellis

2pm – leave for Cairns

AGENDA NSW CUSTARD APPLE ROADSHOW

26th April 2017, 11am Lilford's Farm, Tintenbar, 1pm Stacey's Orchard, Alstonville

1pm Lunch provided at Stacey's farm

- Welcome and Introduction – Patti Stacey
- Update on Custard Apples Australia matters - HIA update
- Update on R & D project – Grant Bignel DAFQ
- Custard Apple Dispatch System – Graeme Forsythe
- Wholesale Agents Forum
- Discussion on coming custard apple season.

Afternoon Tea

Tour of Stacey's orchard – main orchard, netted block, trellises.

AGENDA for SE QLD ROADSHOW – 25th February 2018

8.30am – Tour of Bob and Karen Martin’s orchard, 56a Bell Rd, Glasshouse Mts
9.30am – tour of Ray Setter’s orchard, 1088 Steve Irwin Drive, Glasshouse Mts
11am – Morning tea Dan & Katrina DeClara’s orchard, 123 Red Rd, Beerburrum.

11.30am – CAA AGM
12md – Roadshow presentations
1pm – Lunch
2pm – Wholesalers Forum
3pm – Tour of DeClara orchard
4pm – Close

Nth Qld Roadshow Agenda – 2nd & 3rd March 2018

Friday 2nd afternoon – visit Walkamin Research Station and see Ian Newton and the latest research on fruit spotting bug.

- visit one or two custard apple farms

Saturday 3rd – morning about 8.30am – R&D and marketing presentations at Stewart’s farm, tour of Stewart’s farm, 12md lunch.

- afternoon – visit Vollert’s and Inderbitzen’s farms

Bundaberg Roadshow Agenda – 23rd & 24th March 2018

Friday 23rd - Tour of Peter Trebbin’s farm looking at new varieties.

- Drive to Gin Gin, looking at John kajewski’s farm on the way.

Saturday 24th – R&D and Marketing presentations at Mike Blasco’s farm, 22 Kitching’s Rd, Tittoan. Tour of farm

- Lunch at Gin Gin Hotel

- tour of Greg Bradley’s farm, Lot 1, Redhill Farms Rd, Gin Gin

- tour of John Warren’s farm, 236 Redhill Farms Rd, gin Gin.

NSW Roadshow Agenda – 21st April 2018

Venues:

- 10am at Andrew & Petra Tully’s orchard, 168 Lindendale Rd, Lindendale.

Tour of orchard – African Pride and KJ Pinks trees

- 11am at Grant and Carey Lemon’s orchard, 85 Weis Lane, Rous. Tour of orchard – Hilary White and KJ Pinks trees.

- 12.30pm at Stacey’s orchard, 145 Victoria Park Road, Dalwood via Alstonville

Agenda at Stacey’s farm:

- 12.30pm Lunch and new variety custard apple tastings

- 1.30pm presentations from Grant Bignell, Graeme Forsythe, HIA, Patti

- 3pm afternoon tea

- 3.15pm – tour of orchard – trial trees, KJ Pinks.

	SEQId CUSTARD APPLE ROADSHOW 2019
	Saturday 2nd February 2019
8.30am - 9.30am	Dan DeClara's orchard, 123 Red Rd, Beerburrum
10am	Norm Pringle's orchard - Steve Irwin Way, Glasshouse Mts (95 Young's Rd.)
	Morning Tea followed by tour of Norm's orchard
12pm	Daniel Jackson's Orchard - 2295 Old Gympie Rd, Glasshouse Mts
	CAA Annual General Meeting - CAA members only
	Welcome by Chair, apologies, minutes of last AGM read
	President's Report - overview of past year
	Treasurer's report - presentation of reconciliation statement/auditors report
	District meeting election outcomes, election of office bearers
	General business
	Close of AGM
12.30pm	LUNCH
1pm	Wholesalers Forum/Retailers intro
2pm	SEQ Field Day Presentations
	Update on R&D Project - Grant Bignell
	IPM of custard apples - Alan Coates
	Custard Apple Dispatch through Fresh Produce Link - Graeme Forsythe
	Irrigating custard apples - Shane Singh, AgriHort Solutions
	Marketing Update - Patti
4pm	Tour of Jackson's orchard
5pm	Close

NSW Custard Apple Roadshow -Thursday 21st March, 11am to 5pm (NSW time)

Commencing at Adrian Zorzo's farm, Bruxner Hwy, Goonellabah. (Enter at Pineapple Rd roundabout, turn into Misty Valley Rd, park on grass near orchard or enter via farm road)

- on to Stacey's orchard, 145 Victoria Park Rd, Dalwood

Agenda –

- 11am tour of Zorzo's orchard. Adrian has African Pride, Maroochy Gold and KJ Pinks trees
 - 12.30pm lunch at Stacey's farm
 - Display from Norco on equipment and supplies relevant to custard apple growers
 - Tastings of new custard apple varieties.
 - 1.30pm Custard Apples Australia Update – Patti
 - 1.45pm Presentations from Dave Forest on Soil Health and how it relates to Pests and Diseases.
 - 2.30pm Presentation from Grant Bignell on R&D Update
- 4pm – tour of Stacey's orchard

The Custard Apple



Official newsletter of Custard Apples Australia Inc.
Representing Growers with a Future

Summer edition 2018

Media Release - Fair Farms scheme shows horticulture is serious about worker exploitation



Thursday 22 November 2018

The industry owned Fair Farms training and certification scheme tackles worker exploitation head on and is critical to address the issues raised by the Fair Work Ombudsman's (FWO's) Harvest Trail report released today.

Peak horticulture body, Growcom has been developing the scheme for the last two years in

response to requests from growers who are sick of the sector's reputation being dragged into the mud by poor operators.

Growcom Chief Advocate, Rachel Mackenzie said that good growers are tired of being undercut by those who don't pay their workers properly or use illegal workers.

"The Fair Farms training and certification program is designed to effectively shut out the dodgy growers from the supply chain through an independent third-party audit mechanism supported by training," Ms Mackenzie said.

"The scheme, which has seen good support from the major retailers, is in its pilot phase and will be fully operational by early 2019.

"The Harvest Trail report sadly highlights the need for the Fair Farms scheme and other programs like the RCSA, StaffSure certification which covers labour hire companies.

"Growcom has long had a zero tolerance for worker exploitation and has trained thousands of growers throughout Australia in the last decade to

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The custard apple website: www.industry.custardapple.com.au

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The Custard Apple

The Custard Apple is the official newsletter for Custard Apples Australia and is edited and produced for Custard Apples Australia by Jenny Drew, phone (0429 923 456)

Contributions

Articles, letters to the editor and other contributions to *The Custard Apple* are most welcome - please send to:

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Custard Apples Meeting Dates 2019

SEQ Roadshow	Saturday 2 nd February
CAA AGM	Saturday 2 nd February, 2pm Jackson's property, Glasshouse Mountains, QLD
Bundaberg/Gin Gin Roadshow	8th February date and venue to be confirmed.
NSW Roadshow	April

President's report

By Daniel Jackson 17/11/18



As I write this we have just come to the end of another hot and humid week – hopefully this does not govern the tone of my article. Regrettably I have to start with frustrating, annoying and infuriating news.

The last couple of months have been very eventful in testing the relationship between CAA and HIA. HIA have rolled out a new Corporate Cost Recovery model for marketing and R&D projects from the use of levy funds. This has been implemented without any consultation of industry either through our SIAP or Industry Representative Body. This new model is intended to be fairer across all industries. It is proposed that each industry pays a standard “keep the lights on” fee and then a fund specific fee, where all transaction between industry and HIA are logged and booked directly to that industry. The problem is that there is no transparency in the fee associated with the service provided, due to privacy concerns??? Thus leaving industries with the short end of the stick copping a massive increase in administrative costs, without a clear justification of how these costs have been incurred.

Needless to say your executive committee have been working extremely hard “negotiating” with HIA and at looking at alternatives. I would ask all members to write to their federal minister and agricultural minister David Littleproud expressing their anger/disgust at these changes and the associated impacts to small industries, as the new costs to be incurred are unsustainable. If you have any questions or would like some guidance regarding this matter please do not hesitate in contacting me.

The budget constraints which we are facing have highlighted another area surrounding our levy collection. There are many farmers who sell at the farm gate or direct to wholesalers for cash. I would appeal to these growers to make an in-kind payment to the levy fund to assist with our forecasted shortfall in both our R&D projects and marketing. To assist in calculating, a payment in the order of 40 cents per 10Kg would be in line with a levy paid by a grower supplying a bulk carton the a market.

No doubt the majority of growers have now entered “spray season” with at least a couple of rounds of fungicides applied and most likely a pesticide as there has already been a couple of flights of spotting bug going by Craig Maddox and his monitoring. So now is a perfect time for a reminder to be considerate of our spray applications.

From time to time, however, things happen that may cause neighbours concern, such as the noise from a tractor, or the farmer undertaking activities to control pests and diseases. Most neighbours will do the sensible thing and discuss the issue with the grower. When reasonable concerns are raised by a good neighbour and the grower answers openly and honestly, explaining why the activity is occurring and why it is important for the management of the farm, these matters are resolved with a little compromise. This is a great result for the people involved, but it is also the best result for the industry and the community. The more custard apple growers are seen as responsible members of the community, not only contributing to its economic health and growth, but helping to protect and maintain the environment, the more likely communities are to support growers in hard times such as flood recovery and storms.

Unfortunately a compromise cannot always be reached. Keeping neighbours informed of any upcoming activities likely to cause concern and offering to answer any questions will go a long way to preventing problems and of showing due diligence if there are issues. Such advice will not always be well received, but it is an important insurance should problems arise. For this and other reasons to do with good practice, well-maintained records are important, e.g. if you have followed

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any product instructions, keep good records of what you have done, what you have used, when you did it and what the weather was like at the time. This information is often enough to resolve any complaint. There are very cost-effective

weather stations with automatic data loggers that can provide accurate records of the event. Always remain polite and calm. Growers are entitled to conduct farming operations and unless you have been ignoring relevant product instructions or regulatory requirements, you should be within your rights.



What's happening? Custard Apples Australia area representatives report

Patti Stacey reports from NSW (20-11-18)

Our pruning finished today! By now most custard apple growers in NSW would be finished or close to finishing their main prune of the season. The weather has been hot to warm, enough rain to keep humidity and moisture levels up and no severe storms like in Queensland. So all is looking good for the coming season. The trees are flushing well with plenty of flowering taking place. We are keenly looking for the first fruit set.

We have applied 2 copper sprays and will start our fungicide sprays in late December and January with Octave followed by Mancozeb and Cabrio in February and March if wet weather sets in. Remember fungicide sprays are preventative sprays. You don't want to see disease first and spray later. December to March be alert for fruit spotting bug, especially in January after heavy rain. Monitor at least weekly and spray if damage is occurring. Custard apples now have a permit to use Transform for fruit spotting bug (see permit in this newsletter). If ants are a problem in your orchard, get on top of them early with Fipronil butt sprays.

A successful field day was held in October with a good attendance from Queensland growers. John and Wendy Graham showed us their composting and we checked out their pruning of African Prides. At our property, Craig Maddox gave a very comprehensive presentation on fruit spotting bugs and Grant Bignell gave us an update on how the new DAF custard apple varieties are going. A pruning demonstration on KJs on trellis was conducted.

Election of NSW area reps for 2019 was conducted. Pat Gillett has stepped down due to heavy off farm work commitments. Jim Moye and I were elected, leaving a vacancy. I ask you all please consider becoming an area rep and joining the CAA management committee. 2019 will be my last year on the CAA committee so hopefully someone will put up their hand. Phil and I wish you a restful festive season and a fruitful 2019.



John Kajewski reports from the Wide Bay Area (19-11-18)

My report focuses on severe weather events hitting the Bundaberg, Childers and Gin Gin areas with strong winds and hail. Some growers have reported complete losses of 100% to 85%. On our own farm we have small fruit but perhaps only a third of the anticipated crop. How are growers going to survive after such events and we still must have the accreditations required to sell our produce? Wishing all growers, a Merry Christmas and Happy New Year.



Wayne Stewart reports from North Queensland Area (18-11-18)

Fruit set on our farm looks good to date with plenty of flowering yet to come. Fruit spotting bug control looks good to date, being controlled by regular

spraying. Mites will be likely to appear shortly and spraying for them will be warranted when they occur. The weather on the tablelands is warm and dry at present hence the irrigation system is getting a good work out - mulching of the trees has certainly proved to be beneficial. On a closing note, we had a visit from a NSW grower and I think he was impressed with what he saw

We finished pruning here in early October and the trees that were pruned in early September have come along very well with the favourable conditions (see below).

The humid conditions have been favorable for flowering and we are happy with the set that is occurring across the orchard.



Dan De Clara reports from South East Queensland Area (12-11-18)

Weather wise, it's been a great start to the season. We have had the best spring rains in this region since we started growing custard apples with October producing over 200mm. We've been lucky in that we missed several afternoon hail storms that have caused a lot of damage to a number of different farms in the district. We did get hail here one night after 9pm but were fortunate that there was very little wind and the hail was only about the size of 10 cent pieces, so no damage was observed on the flowering trees. Only moderate rain has fallen in November but with the dam full, our only concern is the high price of Diesel to run the pump, hopefully it returns to an acceptable price before long.



At this time of year, pest and fungal problems are thankfully not prevalent. The next job here however will be to place the fruit fly lure baits throughout the orchard in anticipation of the arrival in numbers of the pesky fruitfly. Watering, spraying, mowing and fertigating will be the main focus now until Christmas, then we will decide what thinning or stripping is required. Best wishes for the festive season.



(Continued from page 1)

better understand their workplace obligations.

"Whilst the figures in the report are very concerning, there are still a significant number of growers who are fully compliant, and we want to reward these growers through the certification mechanism within Fair Farms.

"Growcom will continue to work closely with the Fair Work Ombudsman to implement the recommendations of the report but we will also push for the development of a horticulture workforce strategy to address some of the underlying labour supply issues within the sector.

"Fundamentally, we want to make it easy for good growers to get good workers so the Australian public can get good fresh produce.

"The Fair Farms training and certification scheme gives industry the tools to shut the wilfully non-compliant out of the system.

"The Australian government recently announced a \$1.5 million allocation for the Fair Farms scheme to fast track the scheme nationally and look at expanding into other parts of agriculture."

The Fair Farms Initiative is being delivered by Growcom with seed funding from the Fair Work Ombudsman through the Community Engagement Grants Program.

For more information visit: www.growcom.com.au/fairfarmsinitiative

For comment: Growcom Chief Advocate, Rachel Mackenzie - 0408 796 199.

Released by Growcom Senior Communications Officer, Natalie Brady - 0406 387 381 or 07 3620 3863.



A Grower's Perspective on HARPS

By John Kajewski

This might not be everyone's experience, but it certainly is for us on our farm (lychees and custard apples) and with the agents who we deal with, but we are being inundated by the need to participate in the ever-increasing suite of courses and accreditations to be able to supply their produce to market/suppliers.

We have a Freshcare accreditation and we have been advised by our agents that we must upgrade this to a HARPS accreditation and I have also been requested to complete the HACCAP program. For those of you who have not been exposed to HARPS, it was introduced in 2012 by Horticulture Innovation Australia Ltd as a project to harmonise food safety certification requirements for the major retailers in Australia. The result of this project is the Harmonised Australian Retailer Produce Scheme (HARPS). The HARPS project has been funded by Horticulture Innovation Australia Ltd using across-industry levies and funds from the Australian Government. The scheme is voluntary and application for certification is open to all fresh produce businesses that undertake the following

activities:

- All vendors growing whole produce for retail sale
- All vendors packing whole produce for retail sale
- All distributors/brokers/agents supplying whole produce for retail sale

The scope of the HARPS is for the growing and packing of whole produce. The scope does not include the processing or value-adding of produce.

My wife recently completed the necessary HARPS upgrade which cost \$680. Then we must complete a full HARPS audit which will also have a cost attached. A portion of the documentation received by her was different to the information being covered by the trainer. When the trainer was approached, his comment was that the course had been updated earlier in the week and the notes not updated. We received the updated information in an email a few days later. I cannot understand why such training is being given if it is still under consultation.

(Continued at bottom of page 7)



Harmonised Australian Retailer Produce Scheme – HARPS



Tier 1 and 2 growers may need HARPS approval plus a food safety base scheme by **1 January 2019** to supply the major grocery retailers.

Find out if you need HARPS approval with the 'HARPS Decision Tool' at harpsonline.com.au/tools-templates.

Before you are audited

- Find a certification body at harpsonline.com.au/certification-bodies.
- Get quotes from a few certification bodies and choose the best option for you.
- Book a date, scope and agree costs and inclusions/exclusions (for example travel costs).
- HARPS and the base scheme audit should be done at the same time.
- An audit checklist is online at harpsonline.com.au to help you understand what's included in the audit.
- Complete the checklist and return it to the certification body two weeks before your audit.
- Find full information from harpsonline.com.au.

If you need support and guidance

Call the HARPS Helpline on 1300 852 219 during business hours.

You can lodge an appeal with the Certification Body if you disagree with your HARPS audit.

If that doesn't work, you can lodge an appeal with HARPS through PMA Australia-New Zealand.

More information

Visit harpsonline.com.au or email harps@harpsonline.com.au.

Who's responsible for HARPS?

HARPS is a retailer-led scheme. It is run by a project team with a stakeholder working group which includes Hort Innovation, PMA Australia-New Zealand, and Australia's major retailers.

I firmly believe that industry organisations need to be talking to the growers and relaying our dissatisfaction with this whole process which is leading to traceability on our farms. David Thomson, Growcom CEO, recently stated in the November issue of their magazine that as Queensland's peak body for horticulture, they strongly support the idea of better traceability as long as it fits with existing systems, is not duplicated across industry issues and doesn't affect farmers cost of production. For the small family producer, all I can see is continued increasing red tape and costs which will not be able to be supported or recouped.

Growcom also recently released the Fair Farms Training and Certification Program which supports Australian fresh produce production and packing enterprises to implement fair and responsible employment practices.

This program has been developed by Growcom, the peak body for Queensland production horticulture, and provides growers with a mechanism to demonstrate their compliance with Australian workplace relations laws and industry standards.

The initiative has in-principle support from the

(Continued on page 8)

(Continued from page 7)

Australian Fair Work Ombudsman and leading retailers in the domestic market, and comprises:

- An industry-owned and -developed standard benchmarked against Australian workplace law.
- A coordinated system of quality training to support growers to understand their obligations.
- A pathway to certification, including a mechanism to enable cost-effective third-party audits.
- A credible certification that provides certainty and transparency in the supply chain and provides a point of difference for businesses committed to fair employment.
- Data capture to enable industry and customer reporting around compliance.

Growcom has stated that one of the major objectives of the program is to ensure that operators who exploit or mistreat their workers are shut out of the supply chain, making Fair Farms a valuable industry-led effort to ensure good employment practices across the sector.

I don't have an issue with education in the area of employment and ensuring that as a producer I meet

all the requirements of the Horticultural Award, however, I fail to understand why growers are now being forced into participating in such a certification program which also has a cost associated with training and a further audit to ensure that farmers are paying/treating their employees correctly. There is a government body which controls the legislation surrounding employees and employers, so should they not be taking responsibility for the farmers who continually do the wrong thing not imposing further costs to farmers who are doing the right thing?

We will be meeting with our member of parliament in the New Year to discuss this issue after preliminary discussions on this subject last week. We are all affected by these regulations in different ways depending on the volume of produce supplied and the agents with whom we have dealings. Some of you may not be affected at all by these changes. We hope that a little bit of information for our fellow growers will help you understand the challenges facing all of us within our respective horticultural industries.

Is there any other organisation in this country which has to be audited to such a degree when conducting their business?

HARPS Decision Graphic: Is HARPS required for my business? v2.0 September 2018

HARPS is a retailer-led scheme designed to assist with compliance to food safety, legal and trade legislation for suppliers to the major grocery retailers in Australia

Tier 1	Tier 2	Tier 3	Out of Scope
<p>Your business has a Vendor or Supplier Number to a HARPS Participating Retailer*.</p>	<p>Your business packs or re-packs any of the following:</p> <ul style="list-style-type: none"> • Loose product with PLU/DataBar stickers applied as specified by a HARPS Participating Retailer*; • Retail-branded pre-packs; • Retail Returnable Plastic Crates (RPC's); • Proprietary-branded pre-packs; • Loose product in final retail packaging, packed to a retail specification destined for a HARPS Participating Retailer*; <p style="text-align: center;">OR</p> <p>Your business is an Approved Supplier to a Tier 1 business, who supplies to a HARPS Participating Retailer* (in final retail packaging);</p> <p style="text-align: center;">OR</p> <p>Your business provides Support Services[^]</p>	<p>Your business supplies bulk produce (not in final retail packaging) for further packing to a Tier 1 or Tier 2 supplier;</p> <p style="text-align: center;">OR</p> <p>Your business is a low volume producer supplying a total of 10 pallets or less per calendar year, per site. This is a collective total across all HARPS Participating Retailers*.</p> <p>(NB: Suppliers of retail-branded pre-packs are excluded from this rule as they qualify as a Tier 1 or Tier 2 supplier).</p>	<p>Your business processes fresh produce (e.g. value-adding such as bagged salads, fresh cuts, sliced mushrooms/carrots, shelled nuts etc.). Your business requires food safety certification to a scheme as required by your retailer customer.</p> <p style="text-align: center;">OR</p> <p>Your business is a virtual broker (agent or merchant) that does not qualify as a Tier 1, 2 or 3 supplier (i.e. you do not physically handle the product).</p>
Action Required	Action Required	Action Required	Action Required
<p>Your business may require HARPS approval, this includes certification to an Approved Base Scheme** and the HARPS requirements by 1st January 2019. Contact your respective retailer customer(s) for further information.</p> <p style="text-align: center;"> ✓ Base Scheme AND ✓ HARPS </p>	<p>Your business may require HARPS approval, this includes certification to an Approved Base Scheme** and the HARPS requirements by 1st January 2019. Contact your respective retailer customer(s) for further information.</p> <p style="text-align: center;"> ✓ Base Scheme AND ✓ HARPS </p>	<p>Your business may be required to be certified to an Approved Base Scheme** by 1st January 2019.</p> <p style="text-align: center;"> ✓ Base Scheme </p>	<p>No action required for HARPS.</p> <p style="text-align: center;"> ✗ NO ACTION </p>

* HARPS Participating Retailer(s): ALDI, Coles, Costco, Metcash (IGA), Woolworths
 ** Approved Base Schemes: BRC, Freshcare, GLOBALG.A.P., SQF
[^] Support Services: Services including ripening, brokerage activities (agent or merchant), storage and cooling (where product handling and traceability are the responsibility of the Support Service supplier).

PRESS RELEASE



Voice of Horticulture

Voice of Horticulture welcomes Federal Government's Backpacker Visa changes

Peak horticulture body, Voice of Horticulture has welcomed the Federal Government's changes to the rules around backpacker and working holiday visas. Australia's horticulture sector, in particular growers, now have greater access to a skilled labour community following changes to the Working Holiday Maker and Seasonal Worker programs. Chair, Tania Chapman said it was a positive step in the right direction and the industry welcomed every opportunity to fill the huge labour void in the horticulture workforce.

Changes include:

- Backpackers will no longer need to leave their jobs every six months and will be able to triple the length of their stay in Australia if they do extra agricultural work.
- The age limit for working holiday visas has also be raised to 35 for people from some countries
- The number of places available for Visas 462 will be increased.
- The number of Seasonal Worker Visas granted to Pacific Island workers increases from nearly 8500 (2017-18) to 14,000, with an extended timeframe for labour market testing validity from three to six months. And, reduce the out-of-pocket costs for employers, who will be responsible for \$300 rather than \$500 of travel costs for workers.

"It is a much better solution than forcing Australians to work in a job that they don't want," Ms Chapman said.

"At the end of the day, growers have invested hundreds of thousands of dollars in their farms, and producing their crops, and they cannot afford to invest in people who are unable to do the work, or who are not interested in doing the work."

Ms Chapman stressed that it was not just on the farms that there was a skilled labour force shortage, but as horticulture had boomed so too have opportunities along the supply chain.

"Whether that be in freight or logistics, in agronomic services or the many other industries that service and rely on horticulture – there are a lot of services that require labour," she said.

Some 419,000 backpackers visited Australia last year, spending 1.4 million nights in regional areas where they spent \$920 million.

"This really is a total win for Australia –a labour force available to harvest the Australian crops and ensure we all have fresh fruit and vegetables," Ms Chapman said. "And our exports continue to grow, and workers who are spending their earnings in local communities are helping to boost the Australian economy."

(ends)

The Voice of Horticulture is a member based organisation that represents horticultural growers and business across fruit, nuts, mushrooms, onions, processing tomatoes, turf, and nursery plants.

Media contact

Tania Chapman

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Follow @VoiceofHort on twitter

PRESS RELEASE

Voice of Horticulture welcomes

Ombudsman's

Australia's Harvest Trail report and pushed for more diligence in labour care



Voice of Horticulture

Peak horticulture body, Voice of Horticulture has welcomed the release of a report into the Fair Work Ombudsman's inquiry into workplaces along Australia's Harvest Trail. Chair, Tania Chapman applauded the inquiry's diligence, investigating the businesses of 444 growers and 194 labour hire contractors since August 2013. Ms Chapman said the report exposed a disappointing level of non-compliance with workplace laws, including the misuse of piecework rates, failure to keep proper records, and the negative impact of labour hire arrangements. The inquiry highlighted the importance of growers taking responsibility for ensuring workers were employed and paid properly.

"We have always advocated that our members employ workers directly wherever possible," Ms Chapman said.

"This ensures they can control record-keeping, ensure every person on their farm has the legal right to work, and is properly inducted and paid for their efforts."

Ms Chapman said finding sufficient labour at peak periods had become increasingly difficult for growers and labour hire contractors were taking advantage of this pressure. She welcomed the Fair Work Ombudsman's proposal to establish a reference group to develop and deliver specific strategies to improve the treatment of workers. At the same time, Ms Chapman said more needed to be done to ease the difficulty growers faced in securing a reliable supply of workers, especially at harvest time.

"Three years ago the Voice of Horticulture suggested a 'green card' system where potential workers coming to Australia would undertake training to become farm ready," she said.

"This could include occupational health and safety, farm induction and providing information about workers' rights and obligations.

"We also need a more rigorous system for granting ABNs, so that all owners and directors of labour hire companies – many of them overseas nationals and visa holders – understand the rules of doing business in Australia."

The Harvest Trail Inquiry started in August 2013, in response to employee and community concerns about breaches of Australian workplace laws, including underpayment of wages and unscrupulous practices by labour hire companies. It focused on those sectors which rely heavily on manual labour for harvesting, preparation, maintenance and processing. This included citrus, grapes, strawberries, cherries, mushrooms, apples and tomatoes.

(ends)

The Voice of Horticulture is a member based organisation that represents horticultural growers and business across fruit, nuts, mushrooms, onions, processing tomatoes, turf, and nursery plants across Australia.

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Considerations in the development and commercialisation of red skin varieties

By Grant Bignell (Research Scientist) – Department of Agriculture and Fisheries

The custard apple industry breeding project has developed new red skin selections that will potentially be commercialised in the next 5 years. While there is much anticipation from growers and agents there is still an element of uncertainty about how consumers will react to red custard apples hitting the market.

Feedback on the selection 649-1 (Figure 1) from growers and agents has been very positive, however if the red skin varieties attract a premium price does there need to be additional benefits such as different flavour, lower seed count and increased nutrient content?



Figure 1 – 649-1 in Bundaberg

In many fruit industries there is a choice of skin and flesh colours. Examples include apple, pear, stone fruit and kiwifruit. The development of the Zespri Gold kiwifruit is an excellent example of how a newly developed variety has been introduced into the market. Zespri has developed information on the differences between the green and gold kiwifruit which can be accessed through their website <https://www.zesprikiwi.com/kiwifruit/green-vs-gold-kiwifruit/>. The information describes differences in appearance, taste, post-

**Hort
Innovation**
Strategic levy investment

**CUSTARD
APPLE FUND**

This project has been funded by Hort Innovation using the custard apple research and development levy and funds from the Australian Government. For more information on the fund and strategic levy investment visit horticulture.com.au

harvest storage and nutritional benefits. Zespri has gone to considerable effort to avoid consumers favouring one variety over the other by not claiming either one is superior. The gold kiwifruit attracts a premium price of 50% more than the green kiwifruit. This approach is something to keep in mind when commercialising the red skin custard apple varieties as it is envisaged that the green skin varieties will remain the backbone of the industry. Anjou pears are available in green and red thanks to a naturally occurring budspout. This is an example of a variety that is only differentiated by skin colour with eating quality being the same as the green skin variety. Emphasis on the display of the red variety in fruit bowls and baskets and as table centrepieces is a common theme in the varietal information. Maybe a red heart shaped custard apple for Valentine's Day will be a reality in the future (Figure 2). Piqa Boo red pears have recently become available in Chinese markets with promising results. The red pear is considered the ideal concept for Asian markets (<https://www.freshplaza.com/article/2175418/new-zealand-piqa-boo-red-pears-enter-chinese-market/>).



Figure 2 – 649-1 at Maroochy Research Facility

So how do we promote the red skin custard apple and maintain the current consumer demand for green skin varieties?

(Continued on page 12)

(Continued from page 11)

Export

Many agents have commented on the export potential of the red fruit to Asian markets and with only 5% of Australian production exported per annum there is opportunity to increase this with a new red variety.

Name

There has been discussion between growers, researchers and Custard Apples Australia (CAA) around the naming of the red skin varieties. Two options are; market the fruit as a red custard apple or give it a completely different name such as 'red atemoya'. There are good reasons for both. 'Red custard apple' will attract regular custard apple consumers who are interested in trying a red version of something they already love. This approach will require less effort to educate and inform consumers. Naming the variety 'red atemoya' will distance the red varieties from green custard apples and possibly create a completely different demographic of consumers. However this approach will require considerable marketing and education to promote the uptake of this 'new fruit'. Industry is hopeful that the red skin custard apple will attract new consumers who will also purchase the green varieties.

Taste

The taste of the new red varieties are very similar to currently available custard apples. Many years of back-crossing with excellent flavour parents have ensured that the red skin selections have excellent flavour characteristics. Taste testing at field days

has shown that the flavour of selection 649-1 is comparable with currently available varieties like KJ Pinks. Further crossing to parents with different flavour profiles has been carried out over the last three years so new red selections with different flavour characteristics may become available in the future.

Appearance

Obviously the major difference is skin colour. The shape of the red varieties are very similar to commercially grown varieties (Figure 3). Selection 649-1 has a very thin skin which has possible implications for postharvest shelf life. The internal flesh colour is white with a hint of pink near the skin with an average of five seed per 100g and Brix range of 20°-24°. The flesh texture is firm and not as juicy as Pinks Mammoth varieties.

Following regional field testing and evaluation of postharvest performance, a decision on commercialisation of red skin selections will be jointly made between DAF, CAA and Hort Innovation. This process will be guided by the 'Exploitation plan for the evaluation and commercialisation of custard apple varieties'. Industry will be kept informed of the progress of these selections through the industry newsletter and field days. The breeding program will be evaluating new hybrid progeny over the next 3 years with the goal of selecting two more elite red skin selections.

For more information contact:

Grant Bignell – Grant.Bignell@daf.qld.gov.au



**Figure 3 – (left)
649-1 flesh
colour**

Custard Apple Dispatch System (CADS) Update

by Graeme Forsythe

The origin of CADS goes back to when the NSW and QLD JCAM Marketing Groups commissioned a simple online system for members to record dispatches, to electronically transmit the dispatches to wholesalers and exporters, and for wholesalers to record their payback prices to be transmitted back to the grower. Having proven itself over many years, CADS is now available to all custard apple growers holding membership with Custard Apples Australia.

In addition, CADS now provides real time industry

level reporting of crop flow and payback prices. These reports display the aggregate crop flow for all growers, and reports price ranges being paid. Importantly, the reports do not disclose individual grower data which is confidential to each grower.

2018 season saw 26 growers from Central and Southern QLD and Northern NSW use CADS. These growers recorded over 513,000Kg in dispatches to Sydney & Melbourne wholesalers and export. This represents a 38% increase on 2016 dispatches.

Origin State	Year	Trays	Bulks	Total Units	Total Kg	Year on Year	3 Years
QLD	2018	25,037	7,710	32,747	252,969	-1%	+57%
QLD	2017	22,644	9,741	32,385	255,918	+59%	
QLD	2016	14,693	5,817	20,510	161,021		
NSW	2018	32,448	3,326	35,774	260,396	+9%	+23%
NSW	2017	26,597	5,373	31,970	239,909	+13%	
NSW	2016	26,853	2,376	29,229	211,731		
QLD + NSW	2018	57,485	11,036	68,521	513,365	+4%	+38%
QLD + NSW	2017	49,241	15,114	64,355	495,827	+33%	
QLD + NSW	2016	41,546	8,193	49,739	372,752		

New growers are welcome to register to use CADS. You will get the benefit of using the system. You will get access to aggregated industry crop flow and payback pricing data. You will not have access to the data for any participating grower; nor will they have access to your data.

CADS is managed independently of Custard Apples Australia to ensure the integrity of the system. Custard Apples Australia does not have access to the CADS system. Service provider is GFAP Pty Ltd having a long history with the JCAM Marketing Groups.

What does a custard apple grower get with CADS?

Firstly, you get a login to CADS and an instruction

sheet to guide you in getting going. Login is from www.freshproducelink.com.au. GFAP also provides continuous support. So, if you strike any difficulties, or have any questions, you can call the Fresh ProduceLink support number 1300 792 211. The phone will be answered by people from GFAP or you will be prompted to leave a message for a call back.

Secondly, you can create your dispatch advice. This is little more than a simple three step process.

- Step 1 is to select your wholesaler or exporter, the deliver to location and the invoice to business.
- Step 2 is to enter the quantities you are dispatching, and associated data. An example of a CADS Dispatch Advice form is

below.

- Step 3 is to click the “Send” button. This updates the CADS database and emails the CADS Dispatch Advice form to your wholesaler or exporter.

How does your wholesaler or exporter use CADS?

They receive an email of your CADS Dispatch Advice immediately after you send the form.

This email also includes a link to the payback form. The wholesaler or exporter will click the link to display the payback form, enter their payback prices and click the “Send” button on that form. This updates the CADS database and emails the CADS Payback Advice form to you.

Reports

You can display a full listing of your dispatch and payback data. You can download this in spread

sheet format as often as you want to. The aggregated industry level reports are also accessible through your login.

How do I find out more about CADS?

There are several things you can do.

- First, find a grower in your region using CADS, and ask them why they use it and what they think about it. Alternatively contact GFAP for introductions to growers you may wish to contact.
- Second, contact the Custard Apples Australia secretariat.
- Third, contact GFAP as the service provider on 1300 792 211 or support@freshproducelink.com.au.

CADS is free to bona fide custard apple growers
 CADS is available without charge to bona fide custard apple growers who are members of Custard Apples Australia.



Custard Apple End of Campaign Report 2017-2018

By Raymond Carbonaro - HIA

Program Summary

Deliver increased awareness and reach for custard apples by focusing our efforts in two key areas:

1. Media Relations – Press release development and distribution

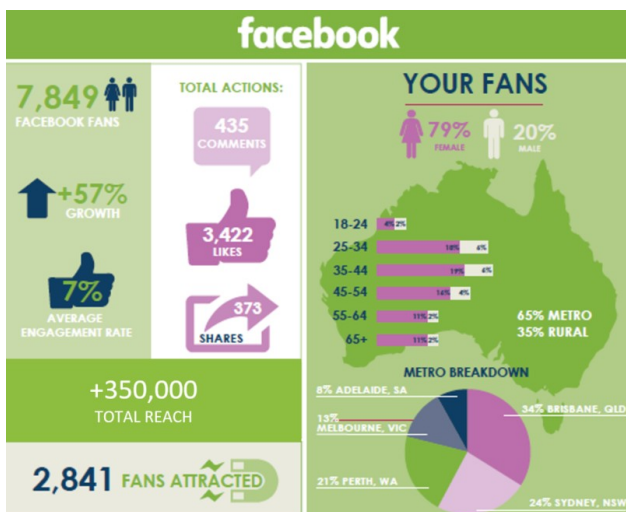
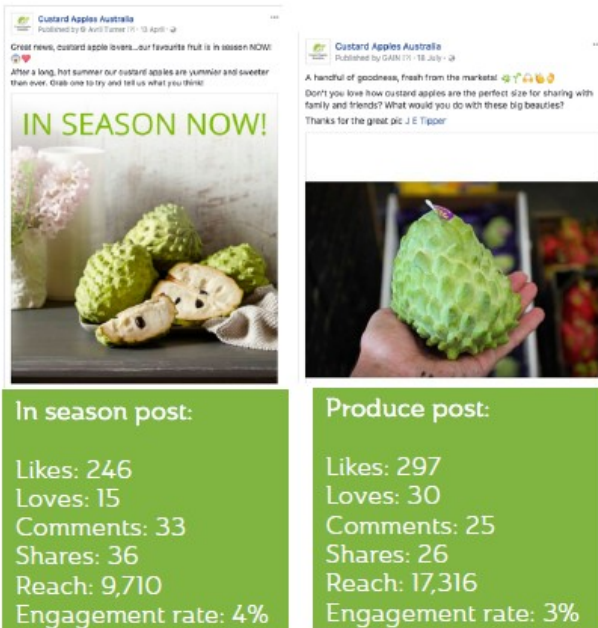
2. Owned Channels – Facebook and website management

Key Achievements

CHANNEL	KPI	Results	Key Message Delivery
EARNED	20 pieces of media and social coverage Minimum campaign reach of 1 million A minimum of 80% of coverage delivering at least one campaign key message - In season in autumn and winter - Family fruit, good size for sharing - Healthy fruit - Best enjoyed fresh	51 pieces of media and social coverage. Total reach of 3.6 million • 3 magazine clips • 40 metro/regional print clips • 6 online/social clips • 2 radio clips	‘Best enjoyed fresh’ was the strongest key message across traditional and social clips • 92% - fresh mention • 64% - health mention • 60% - family fruit/ideal for sharing • 60% - in season mention • 86% - how to eat/usage tips
OWNED	• Grow Facebook fans to 7,500 • A minimum social reach of 350,000 • Average engagement rate of 6% per post	• 7,849 fans • 354,957 total social reach • Average engagement rate of 7% per post	N/A

Owned Channels

Developed monthly calendars, posting x1 per week from mid-March to mid-August
 Used the existing bank of images, stock images and contributed grower content to communicate messaging
 Utilised Facebook advertising to maintain growth and boosted posts to promote important messaging e.g. ‘in season now’
 Grew page by 2,841 fans (57%-page growth)
 Average engagement rate of 7%, above industry benchmark
 Total Facebook reach of 350,000+ page impressions



Above : Facebook Results Snapshot

Key Learnings: Media and Social

The media were most interested in tips on how to

eat custard apples, particularly with recipes, however we need to balance their need for content with the ‘best eaten fresh’ messaging

- Educate media with simple usage ideas that incorporate fresh custard apple

Media respond well to industry experts (50% of coverage included Patti Stacey and Paul Thorne)

- Using growers as the voice of the industry provides an interesting paddock to plate angle for media

Media are increasingly time poor and need more than an in season update to secure 1-1 time

- Surprise and delight media with in season information that limits time away from their desk and cuts through other noise

Farmer profiles, grower updates and beautiful shots of custard apples were among the top performing posts on the page

- Curate more content from the farms to engage fans with simple videos and images

Video content is king on social but is underutilised on our page due to a limited asset base

- Further drive the ‘best eaten fresh’ message coupled with simple usage tips with stop motion and how-to video series

Fans need ongoing inspiration to keep custard apples top of mind and drive purchase intent

- Develop

Recommendations

Deliver increased consumer engagement with custard apples by tempting tastebuds with usage tips and bringing farmers to the forefront.

Media Relations - Asset refresh and engagement with top tier media:

- Create a series of simple usage ideas and recipes to share with media ahead of the next season.
- Surprise and delight with unique product hampers.
- Work with regional newspaper networks to distribute our messages to the masses, fronted by our farmers.

Owned Channels - Facebook and website management supported by robust ad strategy :

- Seed new recipe images and videos on the page with an advertising strategy to drive reach and engagement
- Connect fans to the land with a ‘meet the farmer’ series
- Host an influencer (as part of the asset refresh) at a custard apple farm to capture authentic content

Letter from Gavin Porter re KJ Pinks PBR status

Hi Patti,

I understand there have been some enquiries about the PBR status of the KJ Pinks Custard Apple variety recently, so I thought I would take the opportunity to share the PBR status with you and request a small article or note be included in any industry newsletters please.

KJ Pinks Custard Apple variety has 25 years PBR protection from the grant date of 4 July 2006, so effectively it will have the PBR expire on 4 July 2031.

We have been selling KJ Pinks Custard Apple into some retail outlets of recent years, through our ANFIC sub-licensed nurseries, under a marketing name of Paxton's Prolific with PBR labels also on each tree. PBR protection also applies to sales to home gardeners as well.

Please let me know if you have any questions about the PBR status of KJ Pinks Custard Apple.

Kind regards,
Gavin Porter. ANFIC

Farm Equipment for sale by Paul Thorne - 0400616225

Lychee Grader and hopper (photos supplied if interested)	\$ 14,000
6 ft Ledger heavy duty pruner all hydrolic motors renewed and replaced and new oil last season. Also has a 5 blade saw attachment never used. Again, photos supplied if interested	\$15,000
Cold Room 4.8 x 3 x 2.4 with 1600 sliding door. Brand new compressor unit installed in March as well as original working unit. New unit was installed as a redundancy backup as well as keeping temperature for lychees correct when in and out of room.	\$ 15,000
50 x IH 037 Orange 44 lt picking lugs	\$ 30 ea
5 ft HR20 Selecta till Howard rotary hoe a few tynes need replacing	\$1,100
4 ft (sm120) Superior finishing mower with a back roller instead of wheels	\$ 600
A 4 ft 7tyne spring tyne	\$ 200
Approx. 30 x 9m 2inch alum irrigation pipes 13 x 7.5 2 inch on stands Comes with associated pipe fitting, risers and sprinklers	make an offer

Also reasonable offers will be considered.

For up-to-date industry information
24 hours a day, 7 days a week

www.industry.custardapple.com.au

Have you visited

www.HARPSonline.com.au

All you need to know about HARPS including documents mentioned in this fact sheet can be found on the website



PERMIT TO ALLOW MINOR USE OF AN AGVET CHEMICAL PRODUCT FOR CONTROL OF CITRUS MEALYBUG IN CUSTARD APPLE PERMIT NUMBER – PER86598

This permit is issued to the Permit Holder in response to an application granted by the APVMA under section 112 of the Agvet Codes of the jurisdictions set out below. This permit allows a person, as stipulated below, to use the product in the manner specified in this permit in the designated jurisdictions. This permit also allows any person to claim that the product can be used in the manner specified in this permit.

THIS PERMIT IS IN FORCE FROM 1 NOVEMBER 2018 to 30 NOVEMBER 2023

Permit Holder:

HORTICULTURE INNOVATION AUSTRALIA LTD Level 8, 1 Chifley Square SYDNEY NSW 2000

Persons who can use the product under this permit:

Persons generally.

CONDITIONS OF USE

Product to be used:

TRANSFORM INSECTICIDE (APVMA No. 64101) PLUS OTHER REGISTERED PRODUCTS
Containing: 240 g/L SULFOXAFLOL as the only active constituent.

EXPEDITE FULL INSECTICIDE (APVMA No. 65464) PLUS OTHER REGISTERED PRODUCTS
Containing: 500 g/kg SULFOXAFLOL as the only active constituent.

Directions for Use:

Crop Type	Insect Pest	Application Rate
CUSTARD APPLE <i>AAnnona</i> species)	CITRUS MEALYBUG <i>(Planococcus citri)</i> Fruit spotting bug <i>(Amblypelta nitida)</i> BANANA SPOTTING BUG <i>(Amblypelta luteceus)</i>	<u>240 g/L product:</u> 40 mL/100 L <u>500 g/kg product:</u> 19 g/100L

Critical Use Comments:

- Apply during fruit development when monitoring indicates mealybugs are at high levels.
- Apply a maximum of two (2) foliar applications per custard apple block per season, with a 14 day re-treatment interval between consecutive sprays.
- Apply using calibrated airblast sprayer or similar equipment.
- Use up to 2,000 L/ha water. If higher application volumes are required to thoroughly cover foliage and branches in blocks of large mature trees, then dilute the rate accordingly.
- Highly toxic to bees. DO NOT apply this product while bees are foraging in the crop to be treated. Sulfoxaflor will kill foraging bees directly exposed through contact during spraying and while spray droplets are still wet. May harm bees in hives which are over-sprayed or reached by spray drift.

- Users of this product MUST make an accurate written record of the details of each spray application within 24 hours following application. Refer to product label for details.

Withholding Period:

Harvest: DO NOT harvest for 1 DAY after application.

Jurisdiction:

ALL STATES except VIC.

Note: Victoria is not included in this permit, as their Control-of-Use legislation means a permit is not required to legalise this off-label use in that state.

Additional Conditions:

This PERMIT provides for the use of a product in a manner other than specified on the approved label of the product. Unless otherwise stated in this permit, the use of the product must be in accordance with instructions on its label.

PERSONS who wish to prepare for use and/or use products for the purposes specified in this permit must read, or have read to them, the DETAILS and CONDITIONS of this permit.

To Avoid Crop Damage:

It is expected that the sulfoxaflor based products will be non-phytotoxic at the specified application rate. The sensitivity of some varieties of custard apple, however, has not been fully evaluated under all growing conditions. It is advisable to initially apply the foliar treatment only to a small number of trees and closely monitor plant health over the following days/weeks. Discontinue applications when any adverse symptoms post-treatment are observed.

Export of Sulfoxaflor treated produce:

Growers should note that maximum residues limits (MRLs) or import tolerances may not exist in all markets for cherimoya, custard apple, ilama, soursop or sugar apple treated with sulfoxaflor. If you are growing cherimoya, custard apple, ilama, soursop or sugar apple for export, please check with your exporter for the latest information on MRLs and import tolerances before using sulfoxaflor.

Issued by the Australian Pesticides and Veterinary Medicines Authority

Note: This is a renewal of previous permit PER14905.



Don't forget to visit the website
For up-to-date industry information
24 hours a day, 7 days a week

**[www.industry.custard
apple.com.au](http://www.industry.custardapple.com.au)**

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The  **Custard Apple**

CUSTARD APPLE ROADSHOWS 2019 EVALUATION SHEET

CAA can only make Roadshows and similar events more interesting and valuable if we know your reaction to these programs. By completing the following survey, you will help us achieve this and meet our obligations for Government funding.

Please indicate which Roadshow you attended: Bundaberg South East Qld Nth NSW

1. What was your favorite part of the Roadshow?

.....
.....

2. What was your *least* favorite part of the Roadshow?

.....
.....

*Please circle the score that describes your overall assessment
(Very poor = 1, Very good = 4)*

3. Generally, the speakers were:

1 2 3 4

4. *Comments:*

5. Your understanding of the R&D and Marketing issues before the Roadshow was:

1 2 3 4

6. Your knowledge of R&D after the Roadshow is:

1 2 3 4

7. The relevance of this Roadshow for you was:

1 2 3 4

8. How well were your objectives of going to the Roadshow met?

1 2 3 4

9. Is this the first time that anyone from your enterprise has attended a Custard Apple Roadshow?

(please circle)

YES NO

10. Would you recommend this Roadshow to other growers and industry personnel?

YES NO

11. What benefits do you think came from the Roadshow? (Tick as many as you wish)

New knowledge that is useful

New skills/techniques that I can apply

Change of attitude toward new technologies

A better understanding of who to contact and where to source the information I need

Increased understanding of the issues

Increased understanding of other opinions

Time to think

Little or no benefit

Other benefits (please list).....

12. Have you any suggestions that the CAA Management Committee could do better to make a stronger, more harmonious and profitable industry.

.....
.....
.....

13. What things will you do differently as a result of this Roadshow

.....
.....
.....

14. With regard to R&D what are your three highest priorities for the future.

1.
2.
3.

15. With regard to marketing what are your three highest priorities for the future?

1.
2.
3.

16. Would you like to see a return to hard copy newsletters? YES NO

If yes, would you like to see colour in hard copies? YES NO

How relevant is The Custard Apple newsletter to your needs? 1 2 3 4

Do you have any suggestions on improvements to The Custard Apple?

.....
.....

Thank you for attending the Roadshow and completing this questionnaire.

Please hand in, post or e-mail the completed questionnaire to:

secretary@custardapple.com.au or

CAA Secretary,

PO Box 542, Gin Gin Q4671