

# Grower case study — LY16005 Australian lychee industry communication programme

<b>Grower</b>	Krystal Caton
<b>Location</b>	Lush Lychees, South Yamba, Queensland
<b>Orchard details</b>	5,000 trees of seven varieties, sold to domestic and export markets

## What was the research about

The Hort Innovation investment LY16005 delivered a tri-annual industry newsletter *Living Lychee*, and maintained and updated the Lychee Australia website with content covering a wide range of topics including general industry news, as well as completed, ongoing and proposed levy investments in orchard management, post-harvest management, supply chain management, and marketing and consumer insights. The communication program has continued as LY20000 which now also includes a regular industry e-newsletter, and an annual grower R&D forum.

Below, Krystal Caton, who along with her husband Paul farms 5,000 lychee trees along the Fitzroy River, talks about the importance of lychee industry communications.

## How do you engage with the lychee communications?

“I read the magazine *Living Lychee* when it comes out, and also get a lot of value from the ALGA[Australian Lychee Growers Association] emails and communications, and face-to-face events.”

## What is the value of industry communications to you as a grower?

“For me a large part of it is the social aspect. With *Living Lychee* I enjoy seeing photos from other growers’ farms and reading stories about the other growers and what they are doing in their orchards. I do also appreciate some of the scientific research that’s published as well as it keeps you up to date on new research and opportunities. We do also get a lot of that information through other channels — we might hear about it from other growers, or have taken part in the research ourselves, or through the annual conference, or its ongoing research — but it’s valuable to have another way to keep on top of research and other industry issues.”

“I think face-to-face events are also important for the industry. I really like catching up once a year and how that has become a bigger thing for the industry over the years with the annual conference [the Annual grower R&D Forum has been added to the follow-on communication project LY20000]. So now we mark it on the calendar because what they are providing when you get there is really valuable from a grower perspective — they get good speakers there and it’s good to catch up with other growers face-to-face. It’s great that it includes a dinner the night before and sometimes a tour to a farm or something within the region; I think that face-to-face is most valued because you learn most by talking to other growers and seeing other people’s systems and processes first hand. You always pick up something every time you can physically see and talk to other farmers.”

## What are the challenges to ongoing innovation and adoption in the lychee industry?

“We are constantly looking for ways to innovate and change all aspects of our production. But I think that each farm is different in its own way, so while you might read or hear about some data or scientific research outcome to suggest one way or another, you still have to trial that on your own farm to see how it integrates into your production system, and your approach, and existing varieties. So there is always going to be in-house, ongoing testing that you’ve got to do yourselves, but learning about new innovations from the industry newsletter or through talking to other growers at events is definitely an important starting point in making any changes.”

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Hort Innovation is the grower-owned, not-for-profit research and development corporation for Australian horticulture. For more information visit [www.horticulture.com.au](http://www.horticulture.com.au).

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