

Final Report

Persimmon industry communications and extension program

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Persimmon industry communications and extension program (PR20000)

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Public summary

The broad geographical spread challenges of the Australian persimmon industry across all mainland states, creates a challenge for industry communication and adoption of R&D outcomes. The objective of PR20000 - the Persimmon Industry Communications and Extension Program - was to assist with the development of the Australian persimmon industry by continuing to provide the much-needed tools to improve grower's awareness and understanding of industry issues and foster the rapid uptake of R&D outcomes. Additionally, the Program's outputs were to provide opportunities for Hort Innovation funded R&D and Marketing programs to directly reach levy payers.

The program delivery aimed to target the widest possible audience, efficiently and effectively transferring information related to R&D, marketing and industry issues to persimmon growers, supply chain partners and other relevant stakeholders, to further the advancement and professional development of industry members by encouraging the adoption of best management practices. This has been achieved by keeping stakeholders abreast of technologies and increasing their awareness of persimmon industry and broader horticultural industry issues, as well as raising awareness of markets, market development and marketing trends.

Six issues of the industry's electronic newsletter, Persimmon Press, were produced in PDF format and delivered via email directly to all listings on PAI's database. The content included updates on relevant R&D projects supported by Hort Innovation and updates on Hort Innovation's activities specific to persimmons and on the organisation's operations and processes, as well as additional articles and industry news written or sourced by the Project Team.

Although challenged by the disruptions of the Covid pandemic, the National Persimmon Industry Field Day/Conferences event was centred on Mildura, Victoria, from Monday, 19 to Thursday, 22 June 2023. Themed "*Shine On*" to set the scene for getting industry representatives back together again and looking to the future, attendance at all events on the program exceeded expectations. The program updated delegates on the current recommendations for persimmon production and marketing. The program included the first ever "bump in" industry networking event, farm visits in the SA Riverland and the Sunraysia regions, conference sessions and group dinners, to maximise delegates access to information and advice and encourage a high level of interaction. Delegates were provided with a bound, hard copy of the event program and proceedings. Post-event online evaluation indicated a high level of delegate satisfaction with all aspects of the events, with field visits being the highlight, and requests for similar events in the future.

Similarly the webinar series in 2021, covering topics of pruning, a research update and an introduction to social media, were well received and well attended by levy payers. Online feedback at the time was positive and ongoing interaction with industry members indicates that the information on pruning practices is being adopted.

Additionally, the PAI copyrighted Persimmons Australia Website, was regularly maintained and resourced with current industry news and information, to communicate and promote the program's activities to a wider audience and securely archive program outputs. Feedback indicates that the website continues to provide effective, secure archiving of the Program's outputs and other valuable industry resources for the future reference by Australian persimmon growers.

The IDO support has enabled Persimmons Australia to provide industry development services and actively keep abreast of and provide the necessary supports to industry issues as they arise, as well as liaising and working collaboratively with government, research agencies, industry, supply chain partners and the wider community to advance the protection, growth and innovation across the persimmon industry. Throughout the project the IDO role has enabled Persimmons Australia to respond to stakeholder enquiries and have a presence at and contribute towards industry development at events, meetings and other activities and initiatives. In particular, PAI has had active and advisory roles in other projects funded through the Persimmon Levy by Hort Innovation including the varietal improvement project, the persimmon dieback project, and seasonal marketing initiatives. PAI has been able to respond to enquiries from consumers, those seeking entry into the persimmon industry, regulatory authorities (APVMA, FSANZ, federal DAF, FASTA, etc.), etc.; engage with other Hort Innovation initiatives including PIB Forums, webinars on horticultural statistics, trade and export, extension networks, SuppHORT, etc., as well as providing feedback on and information flow to industry around minor use

permits and regulatory changes with crop protection products. PAI has been able to extend its networking opportunities with other organisations and attend broader horticultural industry events, cementing relationships to engage with other project partners and seek alternative funding opportunities to deliver on the needs of the persimmon industry.

There has been consistently strong, positive support from growers and industry stakeholders for all deliverables of PR20000 - the Persimmon Industry Communications and Extension Program – including the biannual newsletter, the industry national conference and field day event, the new webinar series and the website, as well as the implementation of an industry development role. In particular, the 2024 industry-wide, online survey evaluated the success of all aspects of the communications program at meeting its objectives. The responses were overwhelmingly positive, with progressively greater importance placed on the project deliverables as valuable sources of industry specific information, and indicated the program has:

- Increased persimmon levy payers' awareness of industry issues, particularly those related to Hort Innovation's R&D and Marketing Programs,
- Fostered rapid uptake of successful R&D outcomes by levy payers and supply chain partners,
- Equipped growers for more innovative problem solving and strategic decision making within their businesses, and
- Built linkages between levy payers, supply chain partners and other relevant stakeholders, thus improving communication throughout the industry and encouraging the various sectors to work more collaboratively.

This is demonstrated evidence that PR20000 has contribute to maintaining and advancing the profitability and sustainability of Australian persimmon industry by furthering the advancement and professional development of industry members, delivery providers, and Persimmons Australia, by encouraging the adoption of best management practices to raise the overall profitability and sustainability of the persimmon industry.

Key recommendations for future levy funded persimmon industry communications and extension activities, include:

1. PAI retains direction and control of levy funded communication and extension activities to leverage the synergies it can provide through its networks and linkages with the target audience of persimmon levy payers; supply chain partners, including marketing agents, suppliers of farm inputs, transport companies, consultants, and agronomists; and other relevant stakeholders, including Hort Innovation staff, researchers, and staff from relevant government agencies.
2. Program activities continue to include the production of Persimmon Press, on at least a biannual basis but possibly more frequently; the biennial National Conference and Field Day events, and/or as appropriate webinars for substitute/additional information dissemination; and the regular maintenance and resourcing of the Persimmons Australia website.
3. Program activities continue to include support for industry development activities that arise in conjunction with the core outputs of the communication and extension program and the relationships that have been established with the target audience, and through enquiries from other Hort Innovation funded programs.
4. The timing of subsequent communication and extension programs take into consideration the proposed activities and their required lead times, in particular, for booking conference venues. Additionally, the contracted three-year period of PR20000 resulted in considerable administration relative to the duration of the program.
5. Continue to place additional emphasis on the further development, resourcing and promotion of the Persimmons Australia Website to leverage the cost benefits of this communication medium for information delivery to both the target audience and the wider community, and drive efficiencies as the first stop for sourcing industry knowledge.
6. Program activities continue to utilize relevant advances in technology to incorporate efficiencies in delivery of the program, while keeping grounded in the target audience and fully aware of their capacity and preferences.

Keywords

Persimmon; Communication; Extension; Adoption; Persimmons Australia; Persimmon Press; National Conference; Field Day; Website; Industry Development.

Introduction

The broad geographical spread of the Australian persimmon industry - across all mainland states, from the far north to the southeast corner of Queensland, through the east coast regions of New South Wales, along the River Murray into the South Australian Riverland, and in the southwest corner of Western Australia - challenges industry communication and adoption of R&D outcomes.

PR20000 - the Persimmon Industry Communications and Extension Program - has assisted with the development of the Australian persimmon industry by continuing to provide the much needed and appreciated tools to improve grower's awareness and understanding of industry issues and foster the rapid uptake of R&D outcomes. The Program's outputs have provided opportunities for Hort Innovation funded R&D and Marketing programs to directly reach levy payers. The delivery mechanisms have targeted the widest possible audience, efficiently and effectively transferring information related to R&D, marketing and industry issues to persimmon growers, supply chain partners and other relevant stakeholders.

Moreover, PR20000 has furthered the advancement and professional development of industry members by encouraging the adoption of best management practices. This has been achieved by keeping stakeholders abreast of technologies and increasing their awareness of persimmon industry and broader horticultural industry issues, as well as raising awareness of markets, market development and marketing trends.

PR20000 has built on previous levy investment programs: PR15700 Persimmon Field Day 2016 and PR16001 Persimmon Industry Extension and Communication Program, which were also successfully delivered by Persimmons Australia Inc (PAI). Although challenged by the disruptions of the Covid pandemic, with attendance at all events exceeding expectations and with consistently strong, positive support from growers and industry stakeholders for the biannual newsletter and the website, there is demonstrated evidence that PR20000 has contribute to maintaining the profitability and sustainability of Australian persimmon industry through its close alignment with the Persimmon Industry Strategic Investment Plan 2022-2026, in particular:

- (1) OUTCOME 3: Extension and capability - Building capability and innovative culture, and
- (2) OUTCOME 2: Industry supply, productivity and sustainability - Improve industry productivity (inputs/outputs) to maintain local competitiveness and viability of supply.

Additionally, the PAI copyrighted Persimmons Australia Website, continues to provide effective, secure archiving of the Program's outputs and other valuable industry resources for the future reference by Australian persimmon growers.

Methodology

PR20000 had the following key components to deliver:

1. Persimmons Press;
2. Persimmon Field Day/Conferences;
3. Webinars;
4. Website;
5. Industry Development Officer role; and
6. Industry Survey.

Persimmon Press

Persimmon Press was produced electronically in full colour on a 6-monthly basis, providing at least the equivalent of 20 A4 pages of content per edition to levy payers, supply chain partners and other relevant stakeholders to increase their awareness of industry issues and to foster the rapid uptake of successful R&D outcomes. The focus was on 'easy to read' and 'easy to access' content to engage the target audience and challenge them to strive towards best management practices. Six issues of the newsletter were produced in PDF format and delivered via email directly to all listings on PAI's database, including Australian persimmon growers, nurseries, supply chain partners, such as input suppliers, marketers, and consultants, as well as other key industry stakeholders like government officers, Hort Innovation staff and researchers. Each edition of the newsletter was also uploaded as a resource to the Persimmons Australia website.

The key sources of content for each edition of Persimmon Press were relevant projects supported by Hort Innovation. Contributions were sought from the project leaders of 'PR17000 National Persimmon Varietal Evaluation Program' and 'PR21000 Diagnosis and management of dieback in persimmon trees.' Updates on Hort Innovation's activities specific to persimmons and more generally on the organisation's operations and processes were encouraged from the Persimmon Industry Service and Delivery Managers, the Persimmon Marketing Managers, and other relevant Hort Innovation staff. Additional articles were written or sourced by the Project Team to supplement the grower's knowledge and increase their ability to make sound decisions on their production and marketing strategies for Persimmons. PAI continued to build effective relationships with supply chain partners and other relevant stakeholders and encouraged them to contribute articles to the publication.

Persimmon Field Day/Conferences

Due to the challenges and disruptions of the Covid pandemic and flooding of the River Murray in early 2023, PAI hosted one event in its series of biennial National Persimmon Industry Field Day/Conferences during PR20000. At various stages during the Program, the project team considered holding regional events. Whilst there was considerable interest from industry and potential presenters, the ongoing influence of Covid and the associated government implemented restrictions on movement, gatherings and activities around the country, it was not inductive to scheduling of face-to-face events. Indeed, despite the optimism in November 2021 of scheduling, planning and preparing for a series of four regional road show events across Australia for February and July 2022, these events were cancelled in early 2022 following the arrival in Australia of the coronavirus omicron variant, and the prediction that wave of infections would peak in February 2022.

The only face-to-face event held during the Program period was centred on Mildura, Victoria, from Monday, 19 to Thursday, 22 June 2023. The Quality Hotel Mildura Grand was chosen as the venue for the conference, departure point for the field tours, and preferred supplier of accommodation. Preparations for the event were made with guidance from Mildura Regional City Council's Economic Projects & Events Officer.

To promote the event, PAI designed the conference logo and promotional material, including a 4-page, full colour conference brochure (Appendix 1), and undertook appropriate and targeted promotions, primarily to persimmon growers on its database using a series of direct emails with an event banner. In addition, the grower members of the Project Team personally telephoned other growers to further encourage participation. The conference brochure and registration form were linked to news posts on the industry's website. A press release generated editorial about the event (Appendix 2).

PAI processed delegate registrations and made all bookings and catering arrangements with venues. This premier

industry event catered for a total of 56 delegates across the conference program, the conference dinner, the field tours and the networking events. Delegates were responsible for their own travel and accommodation arrangements.

The event theme “*Shine On*” set the scene for getting industry representatives back together again and looking to the future after several years of disruptions and restrictions, and with a nod to holding the event in the Sunraysia district.

On Monday, 19 June, the organizing committee arranged the first ever “bump in” industry networking event with a Sunset River Cruise and BBQ dinner.

The conference program on Wednesday, 21 June, was designed to update delegates on the current recommendations for persimmon production and marketing, with a strong focus on persimmon specific information. The conference program commenced with a welcome from the Persimmons Australia Inc President, Mr. Chris Stillard, and was then divided into four sessions shining on – Varieties for the Future, Productive Orchards, Perfecting Fruit Quality and Marketing Opportunities (Appendix 3). In particular, the event showcased Hort Innovation’s R&D and Marketing Programs and disseminated information from ‘PR17000 National Persimmon Varietal Evaluation Program’ and ‘PR21000 Diagnosis and management of dieback in persimmon trees.’ A total of 15 presentations were delivered by the 9 presenters. Each session concluded with a Q&A style panel discussion involving all presenters from that session.

The conference dinner in the evening of Wednesday, 21 June at Stephano’s Café was well attended and offered delegates an excellent opportunity to relax and get to know each other, whilst the guest speaker added value to the delegates’ involvement in the program. The highlight of the dinner was the presentation by Kevin Cock (KVC Pty Ltd), who provide an overview of “A Fruitful Life” with examples of how industry representatives can work actively to promote and develop their industry.

The event was structured around two field tours which departed from the Quality Hotel Mildura Grand – one to the South Australian Riverland on Tuesday, 20 June, and the other of the Sunraysia district on Thursday, 22 June. (Appendix 3) Three orchards were selected to be a part of the South Australian Riverland tour program, demonstrating the production of persimmons on a range of scales. The Sunraysia district tour took in a visit to the national persimmon trial site at NSW DPI’s Dareton Research Station and a range of other local businesses, including another persimmon orchard.

The event concluded on the evening of Thursday, 22 June, with a well-attended, informal networking event at the Pizza Café.

Delegates were provided with a bound, hard copy of the event program and proceedings (Appendix 3). Proceedings have been posted on the Persimmons Australia website thus making them available to all Australian persimmon growers.

For the first time, the evaluation process for the Australia Persimmon Industry Conference and Field Days was conducted after the event using an online survey. A link to the Microsoft Forms survey was distributed via email to all event delegates. In total 12 (21%) of delegates completed the online survey (Appendix 4).

Webinars

In light of Covid restrictions, the Project Team turned to implementing virtual gatherings for information transfer to further the industry’s collective knowledge, awareness, skills and aspirations (KASA). Under PR20000, a series of webinars were planned, presenters approached, content prepared, and promotions undertaken.

The webinar events were conducted and recorded on Microsoft Teams. Promotional material, including a promotional tile with details of the event and how to register, was prepared and distributed using the Persimmons Australia database directly via email to 166 recipients of which 47.0% were persimmon levy payers.

Following each webinar, an email was distributed to all parties that had expressed interest in the webinar, irrespective of attendance, with a link to provide feedback through an online questionnaire. The online questionnaire was conducted using Microsoft Forms and was able to be viewed from a computer or on a mobile device (Appendix 5).

Persimmons Australia hosted its inaugural webinar event on Thursday, 23 September 2021, on Pruning Persimmons with guest presenters – Rod Dalton, persimmon grower from Grantham in southeast Queensland, and Chris Stillard, President of Persimmons Australia and persimmon grower at Barooga in the southern New South Wales’s Riverina.

The webinar program included two pre-recorded videos and discussion of their content and concepts presented. The first video, *Pruning Persimmons : Grantham Orchards Style*, was shot and edited by the Program Leader on-site at Grantham Orchards in southeast Queensland and featured Rod Dalton discussing his pruning philosophy. The second pre-recorded video showed Chris Stillard talking about a trial he was conducting on *Pruning Old Persimmons*, on his property at

Barooga in southern NSW. The two pre-recorded videos were uploaded to the Persimmons Australia website.

The second webinar was held on 7 October 2022 and included a presentation by Dr Tahir Khurshid, project leader for the Hort Innovation funded project, 'National Persimmon Varietal Evaluation Program', and provided an opportunity for participants to talk directly with him about the project's progress and role in shaping the industry's future.

A third webinar was held on 4 November 2022 and included a presentation by Hort Innovation's Category Marketing Manager, Belinda Van Schaik, introducing the advantages of using Facebook and Instagram to market persimmons. Understanding that this is new territory for many growers, she shared ideas on how to use social media platforms and integrate with the persimmon levy funded marketing program to inspire growers and give them the opportunity to ask questions and draw on her experience.

Website

The website was used to communicate and promote the activities of PR20000 to a much wider audience and securely archive program outputs as a resource for future reference by Australian persimmon levy payers. On a regular basis the Project Leader undertook essential maintenance and resourcing of the Persimmons Australia Website with current industry news and information, as well as manage subscriber activation and user consolidation.

Industry Development Officer role

To underpin the key activities and expected outcomes of PR20000, PAI provided an Industry Development Officer role. This has allowed PAI to commit the resources of their Executive Officer to respond to and investigate a broad range of issues and enquiries impacting on the persimmon industry in a timely manner.

Industry Survey

An industry-wide survey was conducted in February 2024 to evaluate the success of PAI in meeting the objectives of PR20000 – that is, keeping growers and other industry stakeholders up to date with the latest research activity, marketing initiatives and other news and issues. Whilst initially scheduled earlier in the Program, it was decided to withhold the distribution of the survey covering the entire Communications Program until after the distribution of the final significant program commitment, the December 2023 Persimmon Press. This allowed the industry to review the entire activities of PR20000 and attempted to avoid survey fatigue so soon after the 2023 National Conference.

The survey was prepared online using JotForm (Appendix 6) and the associated hyperlink provided to the target audience in a dedicated email. The email was distributed on 19 February 2024 directly to all levy payers and industry stakeholders on the Persimmons Australia Inc's database. The survey was officially open for responses for 8 days, to 26 February 2024. In total 20 people responded to the 46-question online Persimmon Industry Communications Survey. The results were collated and analysed by PAI and compared with the results of similar surveys conducted in 2017 and 2020.

Results and discussion

Persimmon Press

Persimmon Press continues to meet the objective of delivering key messages to levy payers in a timely and appropriate manner to enhance industry adoption of R&D outcomes and industry best practice. The production statistics for Persimmon Press consistently exceeded expectations on the number of pages and articles relevant to the Australian persimmon industry (Table 1). Articles from external sources, in addition to those prepared by the Project Team, were published to keep growers abreast of opportunities and increase their knowledge and ability to make sound decisions on production and marketing of persimmons.

Table 1. Summary of production and distribution of Persimmons Press as reported in Program milestone reports.

	MS 103	MS 104	MS 105	MS 106	MS 107	MS 190 (to 28/08/24)
Persimmon Press Issue	#66	#67	#68	#69	#70	#71
Production date	June 2021	December 2021	June 2022	December 2022	June 2023	December 2023
Number of pages	30	33	39	30	35	39
Number of articles	22	26	26	28	25	25
Number of articles associated with Hort Innovation activities	8	11	11	7	7	11
Number of recipients	155	168	177	198	202	205
- Levy payers	49%	45.8%	44.1%	44.9%	41.6%	42.0%
- Government	7.1%	6.5%	7.3%	7.1%	7.4%	7.3%
- Hort Innovation	5.8%	5.4%	6.2%	7.1%	6.4%	6.3%
- Supply chain partners	16.1%	16.1%	16.4%	14.6%	32.7%	32.2%
- Other industry stakeholders	21.9%	26.2%	26.0%	26.3%	11.9%	12.2%

Persimmon Field Day/Conferences

The evaluation process for the 2023 Australia Persimmon Industry Conference and Field Days was conducted after the event using an online survey. In total 12 (21%) of delegates completed the survey, of which nearly 60% were growers, with other responses coming from Marketers, Nurseries, Researchers and others (Appendix 3).

The results from the delegate survey indicated that directly emailing the 4-page, colour brochure to growers and other industry stakeholders on the Persimmons Australia database and word-of-mouth were by far the most effective means of encouraging participation. It would appear that the news post on the Persimmons Australia website was somewhat effective for this event and suggests the potential to increase awareness to a broader audience through the Persimmons Australia website. In the past, paid advertising has not proved successful at attracting delegates to similar events, thus it was decided not to undertake online leaderboards or advertising in traditional print media. Pre-event press releases to other print media outlets (Australian Tree Crop magazine (Appendix 2)) also appeared not to be noticed by delegates.

Survey responses indicated that the event was extremely successful in achieving its primary objective of bringing growers from across Australia together to update them on recent advances in research and management of this delicious autumnal crop. Delegate numbers exceeded expectations and speaker participation was enthusiastic and professional. Delegates rated the organization of all aspects of the event highly (Appendix 3).

Mildura proved to be an excellent location for the event aimed at bringing the industry together again post-Covid, with

delegates attending from all production States. The location, facilities and catering for the events rated highly, however feedback suggests that there is opportunity for the conference venue itself to improve catering and provide some fresher food choices.

The group dinners proved to be welcomed additions to the overall event program, offering delegates opportunities to network in a less structured environment, however, 2/3 of delegates indicated that they do like to have some free evenings (Appendix 3).

The format of the event included both structured conference presentations and field day style on-farm visits. Comments from the delegate survey suggested that this dual delivery approach continues to be highly successful, with nearly every survey response commenting on the value of networking with other growers and sharing information. Respondents were honest and open with their views on the presentations delivered and the usefulness of the information provided (Appendix 3). Growers generally scored the usefulness of information presented more highly if it had a direct and immediate application to their business. This was also reflected in the number of questions posed to specific speakers during question time.

The field tours were once again a highlight on the event program and proved to be highly informative. All respondents rated the organization of the field tours very highly (Average rating 4.4/5). Property owners were well prepared for the arrival of delegates and willingly shared details of their experience growing, managing and marketing persimmons. The visit to Chinoola Orchards and the national persimmon trial site at NSW DPI's Dareton Research Station were the most popular locations on their respective tour days. The use of a portable microphone and speaker system was a 'sound' improvement for the field visits taken on from feedback from previous events.

Delegates gave constructive feedback on opportunities to further improve future events – by having presenters use a clip-on microphone and improving the weather! Whilst the organising committee will take on the feedback suggesting that the program was very dense and somewhat inorganic, it needs to be recognised that the event attempts to offer value for money and structure is required to manage larger groups.

Delegates seemed pleased to receive a printed copy of the program and proceedings. Proceedings have also been made available on the Persimmons Australia website to all Australian persimmon growers after the event.

All survey respondents indicated that they would like similar events to be held in the future, with a continuation of rotating the location to different states and production regions. However, there was a strong sentiment to hold the next event earlier in the year, prior harvest. Industry members also identified topics they would like covered at future events, in particular practical discussions around pest and disease management and spraying.

Webinars

At the time of implementing webinars for this program, they were a novel form of interactive knowledge transfer. The use of the technology and equipment required was new and technical challenges were frequent and often limited by equipment such as satellite systems. However, with practice and technological advances, webinars have become a familiar and accepted way of sharing information to groups of people, irrespective of their location.

Pruning Persimmons was the first topic selected as it directly addressed PR20000's objective of increasing the adoption of the industry Best Practice Guidelines. It was agreed that to meet the needs of industry levy payers and attract the target audience of persimmon growers primarily but also supply chain partners and other interested industry stakeholders, the event needed to have direct practical application. To be able to demonstrate pruning and show real-life application of pruning philosophies and techniques, the development of pre-recorded videos was considered most suited to avoid the vagaries of weather, Covid restrictions and technical challenges of attempting a live broadcast.

Whilst a total of 39 parties expressed interest in attending the inaugural webinar event, 26 parties signed into the event, yet there were often several people viewing the event at a given location. This high level of industry engagement exceeded expectations and the project's KPI for attendance of 20% of known growers with email addresses.

The online survey prompted feedback from 13 respondents – 50% of parties signed into the event - and was very positive, despite some technical challenges with delivery and access. Respondents took on average 6 minutes and 52 seconds to complete the online questionnaire.

Ten respondents identified as being a persimmon grower/owner/manager, while the others identified as a researcher, a home gardener and a nursery. Only one of the respondents had not joined the webinar as the timeslot did not suit. As expected, most had registered for the webinar to learn more about persimmons generally and specifically about pruning

them. Several respondents indicated that despite growing and pruning persimmons for some years, they lacked confidence that they were pruning them properly and hoped to gain knowledge from other and more experienced producers. All respondents learned what they had hoped from the webinar although 38% suggested only partially, indicating that they may have had more questions if time permitted, or technical challenges had not got in the way.

Respondents rated the webinar content 4.25/5-stars and considered it highly likely that they would apply something they learnt during the webinar to their business (4.33/5stars). Respondents liked how many people had taken an interest in the webinar and suggested that it was a great opportunity to communicate, listen and learn from others – one even saying it was the next best thing to an on-site field trip! Several respondents recognized the experience of the presenters and liked the concept of the videos to relay information. However, more than half (61%) of respondents noted that technical challenges had interfered with the process, with one offering the suggestion to try other video conferencing technology as Teams uses a lot of bandwidth and does not work well over satellite internet.

The respondents' overall experience rated 4/5-stars and the organization of the event 4.33/5-stars. All respondents would like to attend other webinars organized by Persimmons Australia and were highly engaged when asked about other subjects that they would like to see covered in a webinar. Other feedback through the questionnaire and via direct emails to Persimmons Australia include:

- *I think the webinar is a winner and has potential to be a great platform.*
- *Thank you to all involved 😊*
- *We are lucky to have Alison looking after Persimmons Australia she does a great job.*
- *it is a great incentive. I support it all the way. I would like to suggest a follow up (maybe on the website?), maybe as a forum space/form as people may have further question Maybe a slightly longer more comprehensive second segment*
- *Having more time to interact/question/confront practices...*
- *Love the idea of doing these sessions - it must help growers and keep them in touch too and they are only giving up 1 hour - no travel, no expense and so easy to do. ... such a good way to communicate and keep updated.*
- *I'm very interested in the seminar would it be possible to email me a recording of the seminar*
- *Thanks for a great job delivering the webinar event. We enjoyed and look forward to any other educational experiences that can be provided on the growing and management of persimmons.*

The second webinar provide a research update from guest presenter Dr Tahir Khurshid, project leader for the Hort Innovation funded project, PR17000 National Persimmon Varietal Evaluation Program. This webinar provided an opportunity for industry to be updated on the program and talk directly with Dr Khurshid about the project's progress and role in shaping the industry's future. A total of 26 people registered for the event, with 14 attending.

Eleven responses for feedback were received - 45% from persimmon growers and the balance from other industry stakeholders, including marketers, nurseries and researchers – with 100% of respondents learning what they had hoped and providing an average star rating of 3.88 (max. 5) for the likelihood of applying something they had learnt during the webinar to their business, along with a range of other valuable insights.

The third webinar included a presentation by Hort Innovation's Category Marketing Manager, Belinda Van Schaik, introducing the advantages of using Facebook and Instagram to market persimmons. A total of 14 people registered for the event, with 11 attending.

Four responses for feedback were received - 25% from persimmon growers and the balance from other industry stakeholders, including nurseries, researchers and other interested stakeholders – with 100% of respondents learning what they had hoped and providing an average star rating of 4.5 (max. 5) for the likelihood of applying something they had learnt during the webinar to their business, along with a range of other valuable insights.

During the series of webinars, Persimmons Australia addressed the key risk of a loss of interest and participation due to technical difficulties, at both the delivery and the users' end, by providing support to parties experiencing technical challenges and offering support in the form of test runs for presenters prior to the events. These activities increased the skill set of the organizers and industry personnel and improved the engagement experience for all.

Website

During the Program, there has been regular maintenance of the website associated with User consolidation to remove inappropriate requests for access and verify potential legitimate requests for access to the website (Table 2). On investigation several of the requests considered legitimate proved not to be commercial persimmons growers, instead identifying as home gardeners or consumers.

Additionally, regular updates to the login area of the Persimmons Australia website have continued, including management of content and industry contacts, with some areas of the login page being re-organised to improve the user experience.

Table 2. Summary of user consolidation and addition of resources to Persimmons Australia website as reported in Program milestone reports.

	MS 103	MS 104	MS 105	MS 106	MS 107	MS 190 (to 28/08/24)	Total
Number of registration requests	-	2,278	291	124	538	611	3,842
- Inappropriate	-	2,269	281	120	536	607	3,813
- Require validation	-	9	10	4	2	4	29
Number of:							
- Administrators	-	5	5	5	4	5	
- Active subscribers	-	36	41	44	44	49	
- Inactive subscribers	-	18	23	24	25	28	
Number of documents and links added	-	3	3	8	11	-	25

Industry Development Officer role

Through the commitment of PR20000 to supporting an Industry Development Officer role, PAI has been able to actively keep abreast of and provide the necessary supports to industry issues as they arise, as well as liaising and working collaboratively with government, research agencies, industry and the wider community to advance the protection, growth and innovation across the persimmon industry. Additional knowledge and skills have been gained by PAI's Executive Officer by engaging and networking with other horticultural industry representatives, for example at meetings with the Tropical Horticulture Group, and at broader horticulture industry events, including those held by organisations such as Hort Innovation and Queensland Fruit and Vegetable Growers.

Additionally, resourcing this position has added value to the Australian persimmon industry by being involved with external organisations and applying for other external funding opportunities to accelerate the growth and development of the industry. This platform has created the opportunity for PAI and the Executive Officer to be involved in or manage the following projects:

- 'PR21000 Diagnosis and management of dieback in persimmon trees' – funded through Hort Innovation. After initially hosting an industry lead Disease Working Group and proposing the project to Hort Innovation, PAI's involvement has extended to an industry supervisor role and representation on the Project Reference Group. Additionally IDO support has allowed the PAI Executive Officer to provide linkages between the researcher and industry, particularly for sourcing material for experimentation. Dr Fuss has been included as an author on scientific papers arising from this project for providing support and guidance during experimentation and publication.
- '*Persimmon Weekly Market Report* – digital solution for market intelligence' – funded by the Queensland Government's Agribusiness Digital Solutions Grants Program. This opportunity has enabled Persimmons Australia to drive digital transformation across the persimmon industry by creating a purposeful introduction to

innovative technologies and a supportive environment for growers to learn and explore the application of AgTech. In collaborations with the University of Southern Queensland and Bond University, the project and ongoing collaborations have developed an online market intelligence and supply data system specifically for the persimmon industry.

- ‘Trial Shipments of Irradiated Queensland Persimmons to Thailand under New Protocol’ – funded through the Agricultural Trade and Market Access Cooperation (ATMAC) 2020 Grant Opportunity. This achievement has allowed PAI to be involved in strong collaborations with all levels of government, including the Queensland Department of Agriculture, Trade and Investment Queensland, Austrade, the Department of Agriculture, Water and the Environment, and the Department of Foreign Affairs and Trade, as well as the private sector. The project undertook trial shipments, gathered market intelligence, and conducted a study tour to Thailand as well as creating a series of resources for the Australian persimmon industry, including an Assessment of Thai Market, Best Practice Guidelines with a Checklist for Exporting Australian Persimmons to Thailand, Work Instructions for Carton Security, informative posters and useful recording sheets.
- ‘Persimmons to South East Asia’ – funded through a collaborative agreement with the Queensland Government’s Department of Agriculture and Fisheries. The project is allowing PAI to explore opportunities to increase exports of Queensland persimmons to South-East Asian countries through a desktop study of non-protocol markets, trial shipments to map the supply chain, in-market retail monitoring to gain market intelligence, and coordinating an in-market study tour

Industry Survey

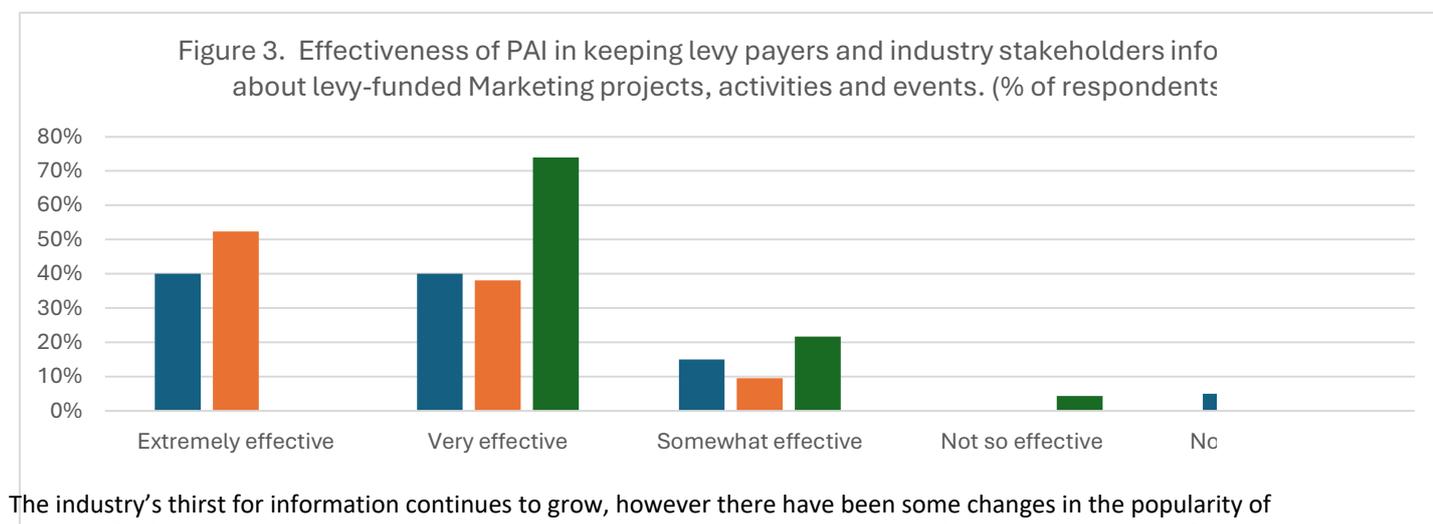
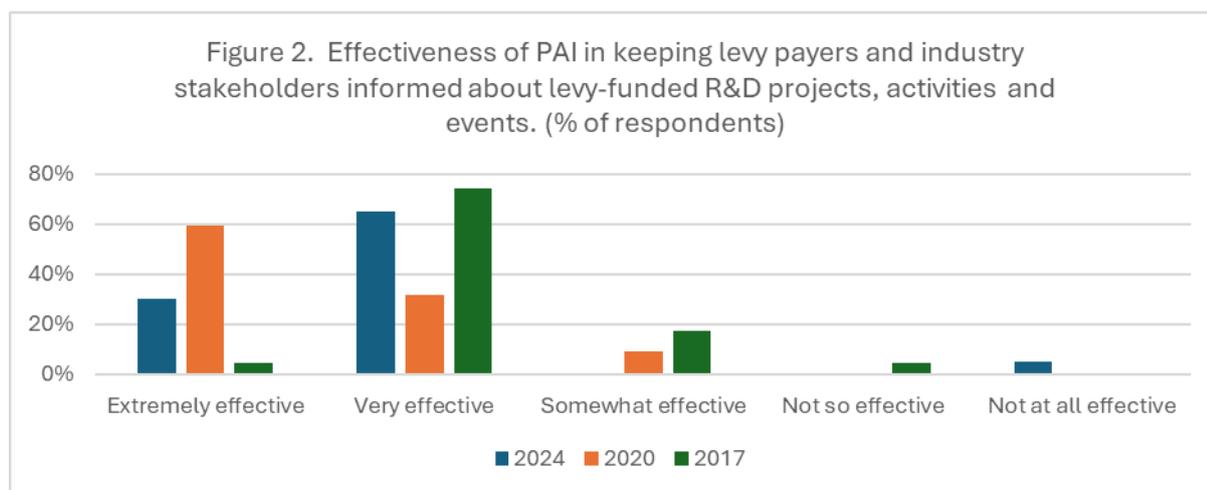
Having the ‘end of program’ survey officially open for responses for only 8 days created a sense of urgency, prompting recipients to act in a timelier manner (Figure 1). The survey was completed on average in less than 12 minutes, 3 minutes shorter than the initially suggested time of 15 minutes noted in the email distributing the link for the online survey.

Figure 1. Screenshot of survey analytics just prior to closing the response period.



In total 20 people responded to the 46-question online Persimmon Industry Communications Survey. Most of the respondents were growers (55%) and nurseries (15%). Other respondents identified as other key industry stakeholders such as consultants, fresh produce marketers – domestic, government/service agency, and commercial suppliers of horticultural inputs. There were no respondents identifying as processors, fresh produce marketers – export or researchers/academics.

The feedback was overwhelmingly positive for the services provided through PR20000, as well as for PAI’s ability to deliver exceptional information and services to the persimmons industry levy payers and industry stakeholders. Of note was the ability of PAI to keep levy payers and other industry stakeholders informed of R&D projects and marketing initiatives supported by the Persimmon Levy Fund. It appears that PAI has become increasingly effective at delivering on this outcome, particularly for R&D, when compared to survey results at the end of similar programs PR15700 in 2017 and PR16001 in 2020 (Figures 2 and 3). The reduction in effectiveness of this current communications program (PR20000) in delivering on marketing project (survey in 2024) compared to the previous program (survey in 2020) demonstrates the importance of developing close working relationships with other persimmon fund service providers – in particular the marketing team within Hort Innovation - and them valuing the opportunities the Persimmon Industry Communications and Extension Programs offer for keeping stakeholders informed of their activities.



The industry’s thirst for information continues to grow, however there have been some changes in the popularity of sources of information. These changes are most likely due to Covid and post-Covid influences, and the specific respondents engaged in the survey (Table 3). Of note is the popularity of webinars, a new source of information for the industry. Webinars were introduced because of Covid travel restrictions and have proved a popular and effective interactive tool for information distribution. Webinars are likely to remain an important information transfer tool, as stakeholders have become familiar with the technologies required for participation. Awareness of the Hort Innovation website has increased; however, the survey results suggest that there are opportunities to improve the perception of the Persimmon Industry Marketing Manager as a useful source of information.

Table 3. Proportion of persimmon levy payers and industry stakeholders that consider various sources of industry specific information useful, showing changes in importance compared with the survey conducted in 2020. (% of respondents; 2020 figures are rounded)

Sources of information	2024	% change	2020
Persimmon Press	85%	-11%	95%
Conferences and field days	75%	-3%	77%
PAI emails	70%	-4%	73%
Persimmons Australia website	55%	1%	55%
Webinars	50%	-	N/A
PAI office	45%	10%	41%
Hort Innovation website	15%	65%	9%
Consultants	10%	10%	9%
Hort Innovation's Industry Service and Development Manager	10%	120%	5%
Hort Innovation's Persimmon Industry Marketing Manager	5%	-73%	18%
Other	5%	10%	5%

The survey suggested that 95% of respondents receive Persimmon Press, although the same database is used for distribution of Persimmon Press and the survey thus in reality 100% of the respondents receive the newsletter. Respondents that indicated they receive Persimmon Press were unanimous in their supportive view of the usefulness of the publication to them and their business (Figure 4), with 84% of respondents now saying that they read it all.

Respondents indicated that the information in the publication was used for keeping up to date with what is happening in the industry, obtaining new ideas, changing and/or improving on-farm practices and sharing with other growers or industry supply chain partners (Table 4). It is interesting to note that fewer respondents considered the information provided as useful for sharing with others and likely reflects the lack of opportunities for growers to interact with one another as fewer face-to-face events were held during this period.

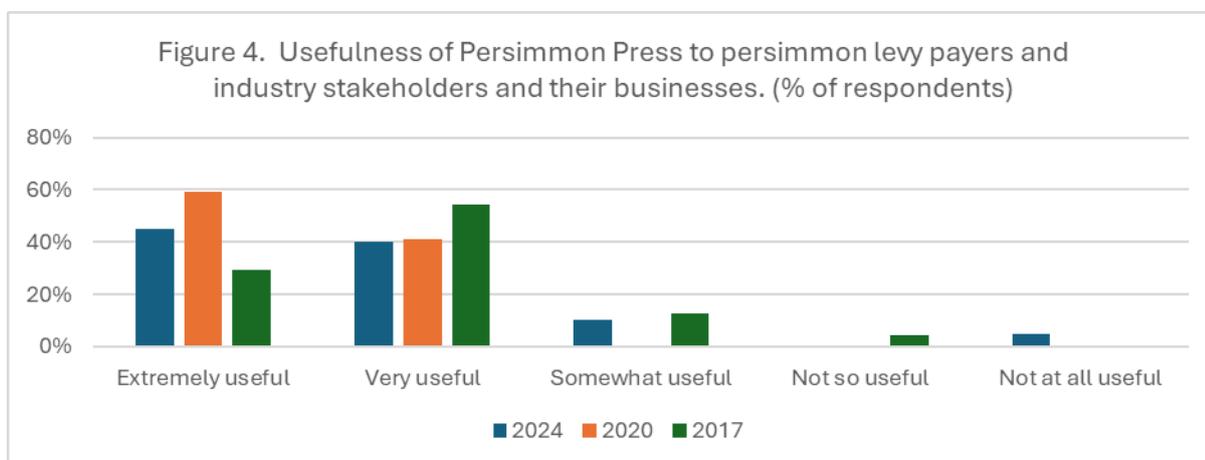


Table 4. Use patterns by persimmon levy payers and industry stakeholders of information in Persimmon Press, , showing changes in use patterns compared with the survey conducted in 2020. (% of respondents)

Use of information	2024	% change	2020
To keep up to date with what is happening in the industry, i.e. general interest	100%	5%	95%
To obtain new ideas	68%	-5%	71%
To change and/or improve on-farm practices	68%	2%	67%
To share with another grower or industry supply chain partner	47%	-34%	71%
To talk to a consultant about a specific issue	21%	10%	19%

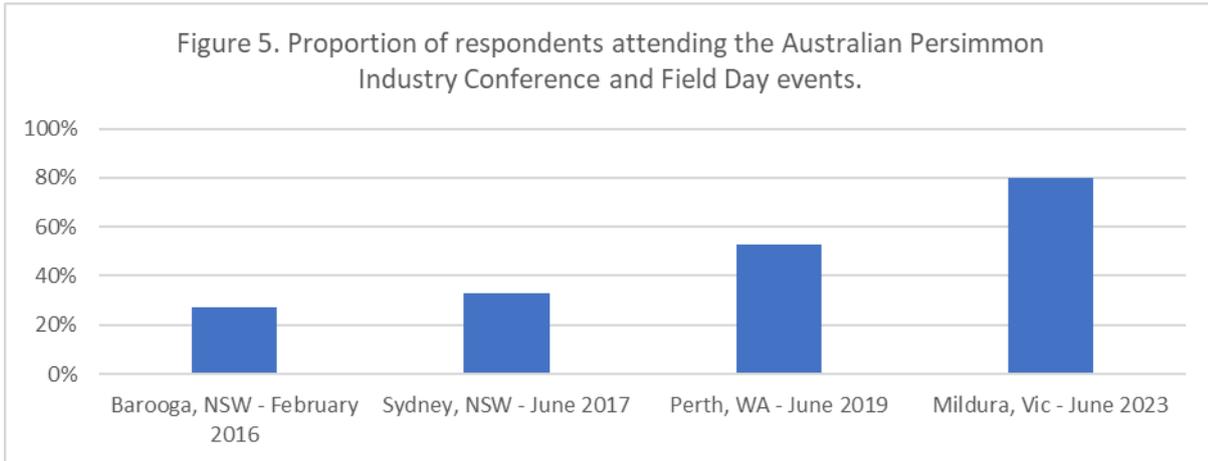
Persimmon Press scored highly for the quality of the content, the ease of understanding the information and its ability to meet reader’s needs. Most respondents thought the quantity of content was just right (89%, up from 67% in 2020), as was the level of technical details in most articles (84%, 86% in 2020). Similarly, 63% considered the frequency of the publication just right but 32% felt that it wasn’t often enough – with 71% of those respondents suggesting increasing the publication to every second month but 29% wanted the publication every 6 months – which is the current frequency, adding further support to a biannual publication.

Suggestions for other topics to be covered in Persimmon Press included:

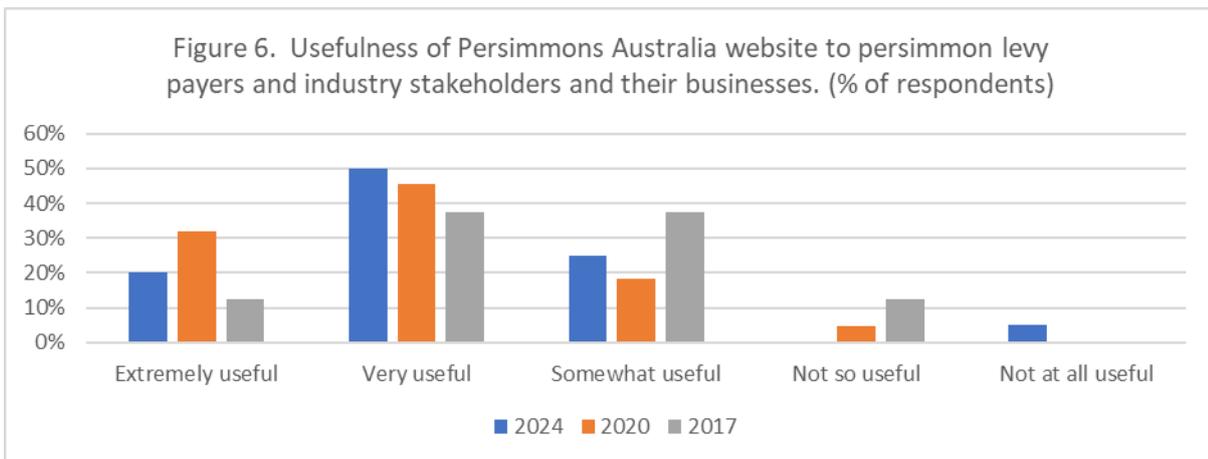
- Crop management, including establishment of new trees, pruning and watering practices, and how to overcome shedding;
- Innovations adopted by growers;
- Export and domestic market growth opportunities;
- Postharvest technologies; and
- More information on the varietal improvement project, including varieties and rootstocks imported and current activities.

The survey suggested that more people are now reading Persimmon Press on a screen device, with 82% using a large screen (>16”) and 29% a tablet device. Some recipients (21%) still choose to print a hard copy. This suggests that the single column PDF format is successfully meeting the recipient’s needs. One suggestion for improvement was a search tool to find relevant articles.

In the survey, the Australian Persimmon Industry Conference and Field Day polled very well, with 95% of respondents considering these events useful to their business. Most recipients (75%) had attended one of the national conference/field day events hosted by PAI, and the results suggest that participants are more likely to attend a future event if they have attended a previous event (Figure 5). Indeed, nearly all (90%) were interested in attending similar events in the future. For those few recipients that had not attended previously, the reasons given were an unsuitable location and unable to make suitable travel arrangements. There was support for keeping these national events held every 2 years, with suggestions to include broader advertising, interactive grower Q&A panels, having more international involvement, discounts for local growers to bring staff to parts of the event.

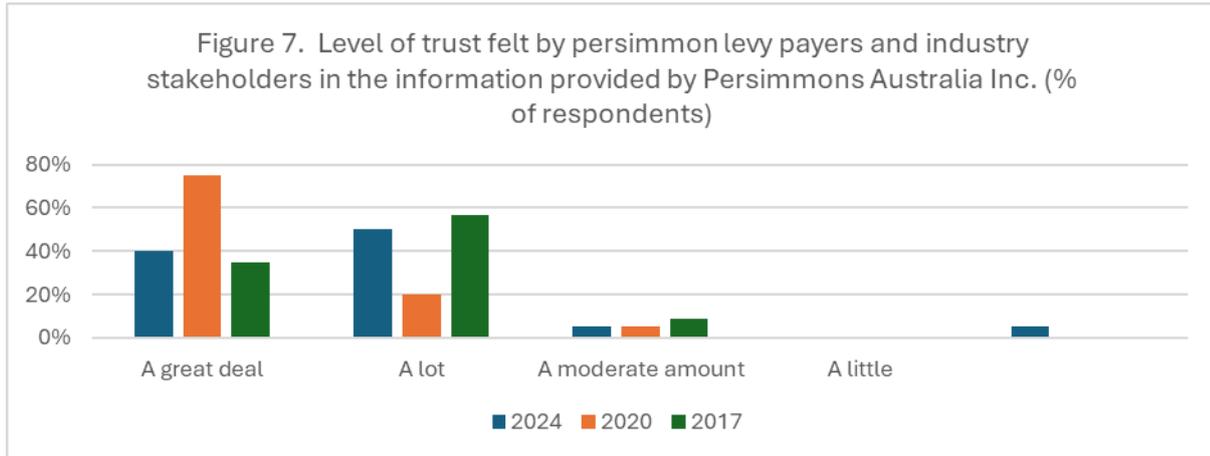


The Persimmon Australia website was also considered a useful source of information (Figure 6). More respondents in 2024 had visited the website, 95% compared with 91% and 79% in 2020 and 2017 respectively, and 90% considered it met their needs. Still responses indicate that many do not visit the website as often as they could or should. It would seem perhaps that levy payers are still more comfortable with, and therefore relying on, traditional forms of information delivery, i.e. directly to them, rather than turning to the resources in the login area of the website, suggesting that greater emphasis needs to be placed on engaging with industry to demonstrate the potential gains of accessing the website more regularly.



It was also interesting to note that few respondents follow or engage with the Persimmons Australia Facebook (15%) and Instagram (10%) pages, although it is noteworthy that these platforms are consumer facing and thus respondents are not the target audience.

PAI continues to be a trusted source of relevant information to the industry (Figure 7), with 90% of survey respondents indicating that the organization provides them with just enough information.



The results of the survey continue to demonstrate the effectiveness of PAI as the delivery partner for the Persimmon Industry Communications and Extension Programs. Information delivered through PR20000 has been used by levy payers and industry stakeholders to make a range of decisions impacting on their businesses, including:

- Applying for Grants;
- Attending the “Shine On” conference;
- Awareness of and applying for government netting grants;
- Awareness of spray and chemical approvals/permits;
- Calibrating practices around the market needs;
- Changing roots stocks and varieties;
- Changing watering, fertilising and spraying regimes;
- Establishing a new orchard using Tatura trellis;
- Helping and getting help from networking;
- Implementing pruning practices;
- Learning more about persimmon dieback disease from findings and reports by PhD student;
- Netting orchards with Drape Net;
- Reworking older trees; and
- Seeing what other producers are doing.

These results continue to demonstrate that PAI is well positioned and offers a competitive advantage to delivering the services sought by Hort Innovation for the Persimmon Industry Communications and Extension Program:

- a sound record of regular, professional engagement with growers throughout the persimmon industry,
- holds the most extensive and accurate database of Australian persimmon growers, ensuring the widest possible reach for direct and targeted engagement, and
- established and effective relationships with supply chain partners and other relevant stakeholders by attending broader horticultural industry events and engaging with international trade partners and research organisations.

The survey shows that PAI has a well-respected, highly professional and experienced team, with a demonstrated ability to work collaboratively, ensuring that PR20000 was professionally conducted and continues to be carefully targeted at the needs of persimmon growers thus meeting the Program’s KPI’s.

Outputs

Table 5. Output summary

Output	Description	Detail
(1) Persimmon Press	Refer to Table 1 for details of the 6 issues delivered under PR20000.	
Electronic Persimmon Industry Newsletter - Persimmon Press	Persimmon Press	6 issues were delivered by direct email to the entire PAI database of growers and industry stakeholders. All issues were uploaded to Persimmons Australian website.
(2) Persimmon Field Day/Conference Events		
Biennial Persimmon Industry Events	Project Team meetings	Monthly Executive Meetings and regular catch ups with Dr Tahir Khurshid (Project leader, PR17000) and CSU team (PR21000) to discuss the progress of projects, timing and input into activities and feedback from event participants to determine gaps in adoption and preferred learning styles to incorporation into project.
Industry Event promotional material	Regional Field Walks Promotional tile	Series of four regional road show events across Australia planned for February and July 2022. Published in December 2021 edition of Persimmon Press, distributed directly via email to a total of 168 recipients.
Industry Event promotional material	Regional Field Walks Postponement tile	All 4 events cancelled in early 2022 following the arrival in Australia of coronavirus omicron variant, predicted to peak in February 2022. Posed significant risk to industry consisting of primarily owner operators for persimmon production enterprises. Cancellation emailed to 168 recipients, on 14/01/22.
Industry Event promotional material	2023 National Conference/Field Days Brochure	PAI designed the conference logo and promotional material, including a 4-page, full colour conference brochure (Appendix 1), for use in targeted promotions, primarily to persimmon growers on PAI's database using a series of direct emails with an event banner.
Industry Event promotional material	2023 National Conference/Field Days Brochure	Delegates were provided with a bound, hard copy of the event program and proceedings (Appendix 3). Proceedings have been posted on the Persimmons Australia website thus making them available to all Australian persimmon growers.
Industry Event promotional material	2023 National Conference/Field Days Press Release	A press release was prepared to herald the start of the persimmon season and promote the upcoming conference and submitted to Australian Tree Crop magazine. The article titled "Persimmon industry gains momentum" was published in the 2023 February-March edition of the magazine (Appendix 2).
Industry Event promotional material	2023 National Conference/Field Days Pre-event Reporting	A 3-page pre-event promotional article was published in Persimmon Press Issue 70 in June 2023 (released in May 2023).
Industry Event promotional material	2023 National Conference/Field Days Post-event Reporting	A 6-page pre-event promotional article was published in Persimmon Press Issue 71 in December 2023.

Event questionnaire	2023 National Conference/Field Days Online Questionnaire	For the first time, the evaluation process for the Australia Persimmon Industry Conference and Field Days was conducted after the event using an online survey. A link to the Microsoft Forms survey was distributed via email to all event delegates. In total 12 (21%) of delegates completed the online survey (Appendix 4).
(3) Webinars		
Industry Event promotional material	Webinar #1 Promotional tile	Emailed to 166 recipients, on 16/09/21.
Industry Event promotional material	Webinar #1 First reminder	Emailed to 158 recipients that had not registered, on 20/09/21.
Industry Event promotional material	Webinar #1 Registration Confirmation	Emailed to 25 registrants, on 22/09/21.
Biennial Persimmon Industry Events	Webinar #1 Delivered via Microsoft Teams	A total of 37 people registered for the event, with 26 attending, on 23/09/21.
Event questionnaire	Webinar #1 Online feedback questionnaire	Link to online Microsoft Forms questionnaire was emailed 37 registrants, on 24/09/21.
Industry Event promotional material	Webinar #2 Promotional tile	Emailed to 173 recipients, on 30/09/21
Industry Event promotional material	Webinar #2 First reminder	Emailed to 159 recipients that had not registered, on 6/10/21
Industry Event promotional material	Webinar #2 Registration Confirmation	Emailed to 15 registrants, on 6/10/21
Biennial Persimmon Industry Events	Webinar #2 Delivered via Microsoft Teams	A total of 26 people registered for the event, with 14 attending.
Event questionnaire	Webinar #2 Online feedback questionnaire	Link to online Microsoft Forms questionnaire provided in chat during the webinar and emailed 26 registrants, on 7/10/21. Eleven responses received - 45% from persimmon growers and the balance from other industry stakeholders, including marketers, nurseries, and researchers – with 100% of respondents learning what they had hoped and providing an average star rating of 3.88 (max.5) for the likelihood of applying something they had learnt during the webinar to their business, along with a range of other valuable insights.
Industry Event promotional material	Webinar #3 Promotional tile	Emailed to 175 recipients, on 27/10/21
Industry Event promotional material	Webinar #3 First reminder	Emailed to 168 recipients that had not registered, on 1/11/21
Industry Event promotional material	Webinar #3 Second reminder	Emailed to 73 recipients from key target audiences (growers and nurseries) that had not expressed interest or registered, on 3/11/21
Industry Event promotional material	Webinar #3 Registration Confirmation	Emailed to 13 registrants, on 3/11/21
Biennial Persimmon Industry Events	Webinar #3 Delivered via Microsoft Teams	A total of 14 people registered for the event, with 11 attending.

Event questionnaire	Webinar #3 Online feedback questionnaire	<p>Link to online Microsoft Forms questionnaire provided in chat during the webinar and emailed 14 registrants, on 4/11/21.</p> <p>Four responses received - 25% from persimmon growers and the balance from other industry stakeholders, including nurseries, researchers, and other interested stakeholders – with 100% of respondents learning what they had hoped and providing an average star rating of 4.5 (max.5) for the likelihood of applying something they had learnt during the webinar to their business, along with a range of other valuable insights.</p>
(4) Website		
Refer to Table 2 for details of services delivered under PR20000.		
Online presence through the Persimmons Australia Website	Update and maintain the Persimmons Australia Website	3,842 registration requests received, 3,813 have been declined access as inappropriate. 29 required verification.
(5) IDO		
Industry Development and Stakeholder Engagement	Industry Development and Stakeholder Engagement	<p>The IDO support has enabled Persimmons Australia to provide industry development services and actively keep abreast of and provide the necessary supports to industry issues as they arise, as well as liaising and working collaboratively with government, research agencies, industry, supply chain partners and the wider community to advance the protection, growth and innovation across the persimmon industry. Throughout the project the IDO role has enabled Persimmons Australia to respond to stakeholder enquiries and have a presence at and contribute towards industry development at events, meetings and other activities and initiatives. In particular, PAI has had active and advisory roles in other projects funded through the Persimmon Levy by Hort Innovation including the varietal improvement project, the persimmon dieback project, and seasonal marketing initiatives. PAI has been able to respond to enquiries from consumers, those seeking entry into the persimmon industry, regulatory authorities (APVMA, FSANZ, federal DAF, FASTA, etc.), etc.; engage with other Hort Innovation initiatives including PIB Forums, webinars on horticultural statistics, trade and export, extension networks, SuppHORT, etc., as well as providing feedback on and information flow to industry around minor use permits and regulatory changes with crop protection products. PAI has been able to extend its networking opportunities with other organisations and attend broader horticultural industry events, cementing relationships to engage with other project partners and seek alternative funding opportunities to deliver on the needs of the persimmon industry.</p>
(6) Industry Survey		
Persimmon Industry Communications Survey	2024 - Persimmon Industry Communications Program Survey	<p>The link to the online JotForm survey was provided to the target audience of all persimmon levy payers and industry stakeholders on the Persimmons Australia Inc's database in a dedicated email on 19 February 2024. The survey was officially open for responses for 8 days, to 26 February 2024, during which a total 20 people responded to the 46-question online Persimmon Industry Communications Survey (Appendix 6).</p>

Outcomes

Table 6. Outcome summary

Outcome	Alignment to fund outcome, strategy and KPI	Description	Evidence
<p>Raised industry knowledge, awareness, skills, aspirations (KASA) of:</p> <ul style="list-style-type: none"> • industry issues, • the levy system, • Hort Innovation’s role in investing levies to deliver the R&D and Marketing Programs, and • fostering the rapid uptake of successful R&D outcomes by persimmon growers and supply chain partners. 	<p>At least a 50% increase in awareness of industry issues</p> <p>At least a 75% satisfaction rating for all aspects of events</p> <p>At least 50% of levy payers considering implementing relevant R&D outcomes presented at conference or in newsletter</p> <p>At least 75% industry satisfaction with industry communications</p>	<p>Event questionnaires</p> <p>Regular interactions with industry and stakeholders</p>	<p>As detailed throughout this final milestone report, the results of the multiple event questionnaires and the 2024 - Persimmon Industry Communications Program Survey, along with the monitoring of website activity clearly demonstrate active engagement with industry and stakeholders and, in return, their active interest and participation in the Communications program and its deliverables.</p>
<p>Adoption of best management practices by advanced and professional industry members and supply chain partners, raising the overall profitability and sustainability of the Persimmon Industry.</p>	<p>100% awareness of persimmon Industry Communications and Extension Program</p> <p>At least 50% of interviewees considering implementing relevant R&D outcomes</p>	<p>Event questionnaires</p> <p>Regular interactions with industry and stakeholders</p>	<p>As detailed throughout this final milestone report, the results of the multiple event questionnaires and the 2024 - Persimmon Industry Communications Program Survey, along with the monitoring of website activity clearly demonstrate active engagement with industry and stakeholders and, in return, their active interest and participation in the Communications program and its deliverables.</p>

Monitoring and evaluation

Table 7. Key Evaluation Questions

Key Evaluation Question	Project performance	Continuous improvement opportunities
To what extent has the project increased the adoption of the industry Best Practice Guidelines?	<p><u>2023 Australian Persimmon Industry Conference and Field Days Survey</u></p> <p>All presentations and farm visits received at least a 3/5 star rating for 'Usefulness of information' from >80% of respondents</p> <p><u>2024 Persimmon Industry Communications Survey</u></p> <p>95% of respondents considered each Persimmon Press, the Australian Persimmon Industry Conference and Field Day event and the PAI website were useful to their business, encouraging adoption of BPG/making changes to their management practices surrounding, for example, fertilising, pruning, spraying, netting, trellising, rootstocks, marketing, etc.</p>	<p>Continue to seek relevant and relatable speakers for the conference program, and work with local persimmon producers to find orchards and other businesses to visit that are relevant to the persimmon industry.</p> <p>Incorporate articles into Persimmon Press demonstrating the success of growers in adopting BPG.</p> <p>Upload BPG to website and notify growers where to find them.</p>
To what extent has the project met the needs of industry levy payers?	<p><u>2024 Persimmon Industry Communications Survey</u></p> <p>Survey responses indicate that all aspects of the program (Persimmon Press, Conferences, Webinars, Website) are relevant and meeting the needs of levy payers</p>	<p>Further promotion of the website is needed for improved usage as a resource library.</p>
To what extent were the target engagement levels of industry levy payers achieved?	<p>100% of event promotions and copies of Persimmon Press distributed to the entire PAI database.</p> <p><u>2024 Persimmon Industry Communications Survey</u></p> <p>95% acknowledged receiving Persimmon Press.</p> <p>95% acknowledged visiting website.</p> <p>75% acknowledge attending a conference event, 90% interested in future events.</p> <p>45% considered webinars an important information source.</p>	<p>Peer-to-peer promotions help validate the value of engagement in all activities.</p>
Have regular project updates been provided through linkage with the industry communication project?	<p>Yes, regular updates are provided via direct emails and through project outputs (e.g. conference, Persimmon Press).</p>	<p>Regular and relevant communications to levy payers is effective, overloading could cause disengagement.</p>

<p>Did the project engage with industry levy payers through their preferred learning style?</p>	<p>Yes –levy payers prefer face to face engagement, however this was limited due to the industry’s geographical spread and Covid restrictions. Webinars were successful at bridging the gaps.</p> <p>Direct emails targeted levy payers with written content to be consumed on their terms (e.g. some print out hard copy of newsletter).</p>	<p>Look for opportunities for face-to-face engagement where possible but utilise webinars between major events.</p>
<p>How accessible were extension events to industry levy payers?</p>	<p>There was an open invitation to all levy payers for the national conference and other extension events (e.g. Webinars) however with growers often having more than one crop and wanting to see persimmons on trees it can be challenging to find a timeslot that is accessible to all.</p>	<p>Continue to rotate the locations and timing of the national conference to maximise the opportunity for levy payers to attend.</p>
<p>What efforts did the project make to improve efficiency?</p>	<p>Documents have been established to capture content ideas for Persimmon Press as they appear for editing at a later date.</p> <p>Excel spreadsheets have been developed as a check list and to collate various aspects of event organization.</p> <p>Documents for uploading to the website were collated and uploaded in batches along with user consolidation.</p> <p>Surveys are reviewed and reused where possible, as are Excel spreadsheets for analysis.</p>	<p>Additional checklists should be developed, particularly if more than 1 person works on program.</p>

Recommendations

PR20000 - Persimmon Industry Communication and Extension and Program - was conducted over a three-year period and was the second program fund using the persimmon research and development levy and contributions from the Australian Government. The evaluation of the program undertaken through industry-wide online surveys was highly supportive of the quality and value of the program's deliverables to the industry, and on that basis the following recommendations are made with respect to future persimmon industry communication programs:

1. PAI retains direction and control of levy funded communication and extension activities to leverage the synergies it can provide through its networks and linkages with the target audience of persimmon levy payers; supply chain partners, including marketing agents, suppliers of farm inputs, transport companies, consultants, and agronomists; and other relevant stakeholders, including Hort Innovation staff, researchers, and staff from relevant government agencies.
2. Program activities continue to include the production of Persimmon Press, on at least a biannual basis but possibly more frequently; the biennial National Conference and Field Day events, and/or as appropriate webinars for substitute/additional information dissemination; and the regular maintenance and resourcing of the Persimmons Australia website.
3. Program activities continue to include support for industry development activities that arise in conjunction with the core outputs of the communication and extension program and the relationships that have been established with the target audience, and through enquiries from other Hort Innovation funded programs.
4. The timing of subsequent communication and extension programs take into consideration the proposed activities and their required lead times, in particular, for booking conference venues. Additionally, the contracted three-year period of PR20000 resulted in considerable administration relative to the duration of the program.
5. Continue to place additional emphasis on the further development, resourcing and promotion of the Persimmons Australia Website to leverage the cost benefits of this communication medium for information delivery to both the target audience and the wider community, and drive efficiencies as the first stop for sourcing industry knowledge.
6. Program activities continue to utilize relevant advances in technology to incorporate efficiencies in delivery of the program, while keeping grounded in the target audience and fully aware of their capacity and preferences.

Refereed scientific publications

None to report.

References

Not applicable

Intellectual property

No project IP or commercialisation to report

Acknowledgements

Persimmons Australia Inc would like to thank Hort Innovation for funding PR20000 - Persimmon Industry Communication and Extension Program, using the Persimmon research and development levy and contributions from the Australian Government. Special thanks go to all contributors and readers of Persimmon Press, all presenters and delegates at the national conference and field days, those that have used the Persimmon Australia Website and completed the surveys– you give the Persimmon Industry Communication and Extension Program purpose.

Appendices

Appendix 1

2023 Australian Persimmon Industry Conference and Field Days Conference Brochure

Appendix 2

Australian Tree Crop (2023-Feb-March) Persimmon industry gains momentum

Appendix 3

2023 Australian Persimmon Industry Conference and Field Days – *Shine On...* Program and Proceedings

Appendix 4

2023 Australian Persimmon Industry Conference and Field Days – *Shine On...* Participant Survey Results

Appendix 5

Online Questionnaire for Persimmons Australia Webinar Series

Appendix 6

2024 - Persimmon Industry Communications Program Survey

Australian Persimmon Industry Conference and Field Days

20th - 22nd June 2023

Mildura, Vic



Proudly presented by:



PERSIMMON
FUND

It's time to catch up

The 2023 Australian Persimmon Industry Conference and Field Days event is heading to Mildura - the heart of Victoria's Sunraysia district – to give persimmon growers and industry stakeholders alike an opportunity to step out into the sunshine and re-connect.

With the area producing 80% of Victoria's grapes and taking its name from a promotion's activity by the Australian Dried Fruits Association in 1919 to find a name to describe the dried fruits grown in the area, the Sunraysia is renowned for its horticulture, especially almonds, citrus and grapes – and now we are putting persimmons on the map too!

The sun-drenched city of Mildura sits on the southern bank of the River Murray – the location selected by Canadian irrigators George and William Chaffey as the site for the region's first irrigation settlement in the 1800s. Now with around 3,500 hectares of irrigated land, the region also includes the Victorian towns of Merbein, Red Cliffs and Robinvale, with Wentworth, Buronga, Gol Gol and Euston on the New South Wales side of the border.

And if you have got the time – why not stay a little longer and enjoy a bit of the Sunraysia's history and explore the riverine environments – *maybe catch a cod or two...*

The Program

The 2023 conference program is being generated to ensure that you are up to date with the current recommendations for persimmon production and marketing. The conference sessions will

- shine a light on marketing your crop, highlighting the trends and opportunities for growth;
- put a spotlight on new varieties from across the globe, and here in Australia;
- explore crop management strategies to maximise quality and productivity;
- review the 2023 promotional campaign;
- investigate how Hort Innovation is investing your levy;
- and showcase a selection of new and innovative technologies for the persimmon industry.

This is your chance to discuss ideas with leading researchers, growers, marketers and other relevant industry stakeholders, catch up with friends and bounce ideas off Hort Innovation staff to foster the growth of the Australian persimmon industry.

MONDAY 19 JUNE 2023 Bump In Arrive and Register	Arrive in Mildura and collect your <i>Shine on</i> event pack 4.30pm Sunset River Cruise and industry networking event, to includes BBQ dinner. (*OPTIONAL EVENT) 8.30pm
TUESDAY 20 JUNE 2023 Day 1 Field Tour South Australian Riverland	7.30am Bus departs from Mildura Grand Hotel for a full day field tour to the South Australian Riverland visiting Persimmon orchards, includes morning tea and lunch at Wilkadene Woolshed Brewery overlooking the River Murray. 6.00pm Bus returns to Mildura Grand Hotel
WEDNESDAY 21 JUNE 2023 Day 2 Conference and Dinner	8.00am Registration desk opens to collect your <i>Shine on</i> event pack 8.30am Conference Program, to includes morning and 5.00pm afternoon teas and lunch 7.00pm Conference Dinner
THURSDAY 22 JUNE 2023 Day 3 Field Tour Sunraysia District	8.00am Bus departs from Mildura Grand Hotel for a full day field tour around the Sunraysia district, with visits to the NSW DPI's Persimmon Research Block, another Persimmon orchard, and other horticultural establishments, includes morning tea and lunch. 6.00pm Bus returns to Mildura Grand Hotel 7.00pm Relaxed final gathering at the Pizza Café, includes dinner (*OPTIONAL EVENT)

The Venue

QUALITY HOTEL MILDURA GRAND, 129-137 SEVENTH STREET, MILDURA VIC 3500

The conference venue – the QUALITY HOTEL MILDURA GRAND – is a historic landmark, offering character and charm with modern amenities and comforts. The Mildura Grand is superbly located in the heart of Mildura’s shopping and dining precinct, just a short stroll from the Murray River – making it an ideal location for conference delegates and their guests.

Delegates are free to choose their own accommodation from the range of options within easy reach of the conference venue. The MILDURA GRAND offers accommodation within the same hotel as the conference venue. All rooms are equipped with modern furniture, quality drapery and dressed with premium linen, and complimentary high speed Wi-Fi and current release Movie channels are provided for an enjoyable stay.

Accommodation at the MILDURA GRAND can be booked by calling Kathy or Anita at the hotel directly on +61 3 5023 0511 and quoting *Australian Persimmons*. The following rates are available up until and including Monday, 22nd May 2023:

- Standard Queen at \$135 with 15% discount, i.e. \$114.75 per room per night
- Quality Queen at \$165 with 15% discount, i.e. \$140.25 per room per night
- Superior Queen at \$195 with 15% discount, i.e. \$165.75 per room per night

Bookings after Monday, 22nd May 2023 will continue to receive a 15% discount on rack rates, subject to the availability.

Buffet breakfast is available at \$28 per person per day at the hotel’s Coffee Palace, served from 6:00am-12:00noon (Weekdays) and 8:00am - 12:00 noon (Weekends & Public Holidays).



Book Now!

PAI Member rates are available for all registrants from businesses with current 2022/23 Membership.

Not currently a member of PAI? - Apply now and save! Sign up for 2023/24 Membership and get PAI Member rates for this event and bonus membership for the remainder of 2022/23. Contact the PAI Office for details.

Want to attend the entire 3-day event? - Register now for our Full Registration Package including:

- Attendance at all Conference Sessions
- 1 ticket to the Conference Dinner
- 1 ticket to the Field Tour – South Australian Riverland
- 1 ticket to the Field Tour – Sunraysia District
- All meals for these events as detailed in the Program
- *Shine on* pack including name badge, conference handouts and conference satchel

Optional events are to be purchased separately.

Only able to attend selected events on the Program? - Register now and purchase the single event tickets of your choice.

Registrations close 5 June 2023.



Registration Form

Australian Persimmon Industry Conference and Field Days

20th - 22nd June 2023 Mildura, Vic

Complete and return the Registration Form to PAI Office by email

Name: _____

Business name: _____

Postal address: _____

Phone: _____ Mobile: _____

Email: _____

Names of additional people registering from this business: _____

Comments/Dietary requirements: _____

PAI Member rates are available for all registrants from businesses with current 2022/23 Membership.

Not currently a member of PAI? - Apply now and save! Sign up for 2023/24 Membership and get PAI Member rates for this event and bonus membership for the remainder of 2022/23. Contact the PAI Office for details.

Ticket Order Form

Full Registration Package (Includes tickets for ALL Conference Sessions, Conference Dinner, 2x Field Tours and meals for these events as detailed in Program)	Cost per person (inc. GST)	No. of Delegates	Total Cost
PAI Member Non-Member	\$465 \$645		
Single Event Tickets (Extra tickets available for individual purchase)	Cost per person (inc. GST)	No. of Delegates	Total Cost
Field Tour – SA Riverland ONLY PAI Member Non-Member	\$115 \$160		
Conference Sessions ONLY PAI Member Non-Member	\$115 \$160		
Conference Dinner ONLY PAI Member Non-Member	\$120 \$165		
Field Tour – Sunraysia ONLY PAI Member Non-Member	\$115 \$160		
*OPTIONAL Event Tickets (Not included in Full Registration Package. Need to be purchased separately)	Cost per person (inc. GST)	No. of Delegates	Total Cost
Sunset River Cruise, includes BBQ dinner PAI Member Non-Member	\$95 \$100		
Final Gathering at the Pizza Café, includes dinner PAI Member Non-Member	\$35 \$40		
	Total Owing:		\$

Payment Options:

Cheque – made payable to Persimmons Australia Inc., and posted to PAI Office.

EFT - please advise PAI office by telephone or email on day of transfer.
Bank: Westpac Banking Corporation | BSB: 034 127 | Account number: 203070
Account name: Persimmons Australia Inc. | Reference: Include name with transfer.



Persimmons Australia Inc
36 Harvey Street
MT LOFTY QLD 4350

Alison Fuss | Executive Officer
M: 0491 689 259 or 0407 103 852
E: admin@persimmonsaustralia.com.au
W: www.persimmonsaustralia.com.au

Persimmon industry gains momentum

The Australian Persimmon industry is kicking off the start of the 2023 season.

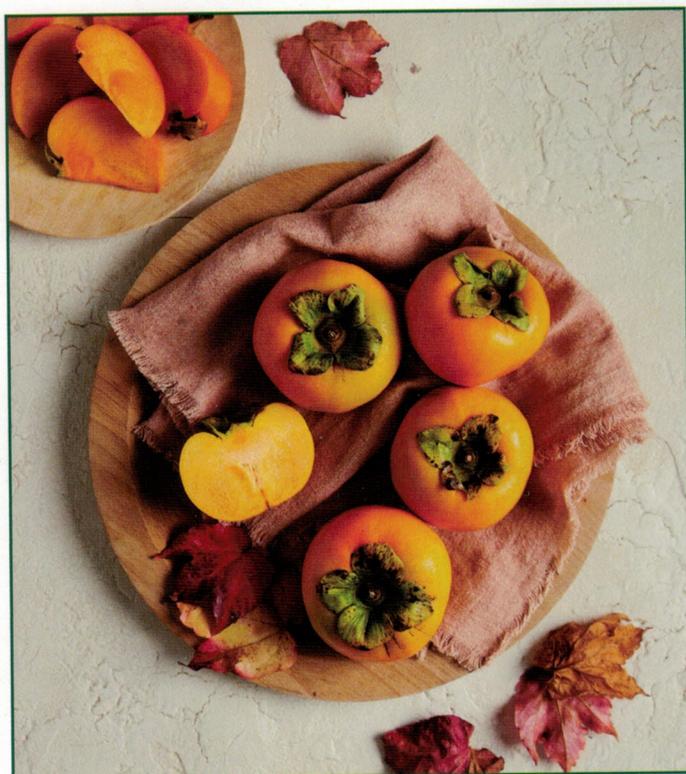
Persimmons Australia executive officer Dr **Alison Fuss** said the start of autumn in March marks the launch of the Australian persimmon season as these delicious and juicy fruits arrive on the shelves of supermarkets and all good grocers.

“Like so many other fruit crops across the country, the 2023 Australian persimmon season is running about 2–3 weeks later than usual, giving the fruit time to grow and develop their distinctive flavours and pleasant aroma.”

Persimmons are produced in all mainland states of Australia, with the first fruit for the season coming out of Queensland usually in late February/early March. Production then extends through to June with supply coming from the southern states and from Western Australia.

In 2022 persimmon production volumes hit a record 3465 tonnes, valued at \$17.3M.

“That said, the 2022 season was a tough one for producers in South East Queensland and the Sydney Basin, with heavy rains and cloudy days impacting on fruit development and quality, and some orchards experiencing flooding or having it impact on getting product to market,” Dr Fuss said.



Increasing demand for sweet persimmons is giving the industry confidence to expand.



Sweet persimmons close to harvest. There has been increasing interest in persimmons in southern Australia especially along the Murray River.

“Other production regions fared considerably better and the increase in product volume is likely to be due to younger plantings in southern Australia coming into production.”

Persimmons Australia’s president **Chris Stillard** is one such grower from southern Australia who has been increasing his plantings at Barooga NSW in recent years, seeing potential for persimmons both on the domestic and export markets.

“Persimmons have always been popular amongst Asian communities who have grown up with the fruit and are more familiar with eating it, but now we are seeing increased demand for our fruit from a broader consumer base, and this offers promising growth prospects for our industry,” he said.

The vast majority of Australian persimmon crop is channelled through the wholesale markets, with Sydney being the main market, ahead of Brisbane and Melbourne, with smaller volumes going into Adelaide and Perth.

The annual persimmon marketing campaign, funded by Hort Innovation using the Persimmon levy, has been driving demand for sweet persimmons on the domestic market. The focus has been on building awareness of persimmons to give Australian consumers the confidence to try the product. This has been backed by campaigns around how to select, use and store persimmons.

“Persimmons tend to be highly sought after by consumers who love fresh and healthy food and the sweet, honey-like flavour of this impressively bright orange fruit,” Mr Stillard said.

“Australian sweet persimmons are best eaten crisp and crunchy as a snack but are equally versatile as an ingredient in a variety of dishes, from sweet to savory, making it a popular choice for both home cooks and professional chefs. Persimmons are a healthy choice being high in antioxidants, packed with Vitamin C and beta carotene and having high levels of dietary fibre.

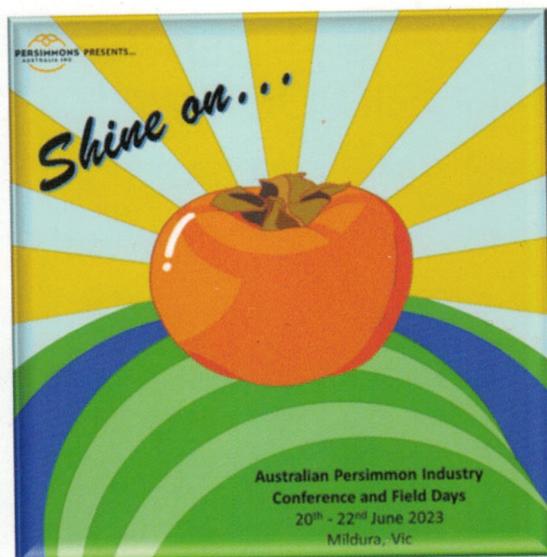
“As a grower, one of the challenges is to present the fruit to market in tip top condition. In spite of the fruit being firm when we pick it, the skin is very sensitive to marking and therefore needs to be handled with care during picking and packing,” Mr Stillard said.

Persimmons Australia is the delivery partner for Persimmon Industry Communications and Extension Program, funded by Hort Innovation using the Persimmon levy and with contributions from the Australian Government.

As part of the program to deliver the much-needed tools to raise the industry’s knowledge, awareness, skills, and aspirations (KASA) around industry issues and foster rapid uptake of successful R&D outcomes, Persimmons Australia is planning to hold its first National Conference and Field Day event since 2019.

Mr Stillard said with the strong interest in the crop from fruit growers along the Murray River, Persimmons Australia is taking this year’s Australian Persimmon Industry Conference and Field Day event to Mildura in Victoria.

“The three-day program will be held from 20–22 June 2023 and will deliver an update on the current recommendations for persimmon production and marketing. Other industry stakeholders and supply chain partners, including marketers and product suppliers, are encouraged to attend.”



Persimmons Australia is holding its National Conference and Field Day event from 20–22 June 2023 in Mildura.

Mr Stillard is confident that with the two full-day field tours, taking in visits to persimmon orchards and packhouses, as well as the NSW Department of Primary Industries’ Dareton Research Station – home of Dr **Tahir Khurshid’s** persimmon variety collection – and a range of other horticultural enterprises, there will be something of interest to those considering or new to growing persimmons, as well as established growers.

For more information and to express your interest in attending the 2023 Australian Persimmon Industry Conference and Field Day in Mildura, contact Persimmons Australia by email, admin@persimmonaustralia.com.au. Get in quick to take advantage of early bird registration rates.

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Australian Persimmon Industry Conference and Field Days

20 - 22 June 2023

Mildura, Vic



Program and Proceedings

Australian Persimmon Industry Conference and Field Days

20 – 22 June 2023 | Mildura, Vic



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The 2023 Australian Persimmon Industry Conference and Field Day is part of the project PR20000 – Persimmon Industry Communications and Extension Program which has been funded by Hort Innovation using the research and development persimmon levy and funds from the Australian Government.

Program

MONDAY | 19 JUNE 2023 – Bump In | Arrive and Register

Arrive in Mildura and collect your *Shine On* event pack

4.30 pm to 8.30pm **Sunset River Cruise and Industry Networking Event**, includes BBQ Dinner (drinks available for purchase on board) | Mildura Cruises
Hugh King Dr, Mildura

TUESDAY | 20 JUNE 2023 – Day 1 | South Australian Riverland Field Tour

7.30am (AEST) Bus departs in front of **Quality Hotel Mildura Grand**
129-137 Seventh Street, Mildura Vic

8.40am (ACST) Morning Tea | **Arrostos**
152, 9th Street, Renmark SA

9.25am Bus departs

10.00am (ACST) Farm Visit 1 | **yFresh** | Bill Efrosinis and Sandy Iosefellis
35 Pennyfield Road, Glossop SA

11.30am (ACST) Farm Visit 2 | **Chinoola Orchard** | Craig Burne and Louie Ekonomopoulos
160 Tarcoola Street, Renmark SA

1.30pm (ACST) Lunch | **Wilkadene Woolshed Brewery**, includes Lunch Packs (drinks available for purchase at the brewery)
65 Wilkinson Road, Murtho SA

2.30pm Bus departs

2.45pm (ACST) Farm Visit 3 | **Costa, Warwilla Farm** | Andrew Harty
1322 Murtho Road, Paringa SA

6.00pm (AEST) Bus returns & Field Tour concludes | **Quality Hotel Mildura Grand**
129-137 Seventh Street, Mildura Vic

Free evening | Area reserved at **Mildura Brewery**
20 Langtree Ave, Mildura Vic

WEDNESDAY | 21 JUNE 2023 – Day 2 | Conference Sessions

8.00am	Conference Registration Ballroom Quality Hotel Mildura Grand
8.45am	Conference Program commences Ballroom Quality Hotel Mildura Grand
8.45am	Session 1 Shine On – Varieties for the Future
8.45am	Welcome Chris Stillard (President, Persimmons Australia Inc.)
9.00am	Hort Innovation - Introduction and Overview – Persimmon Fund George Russell (Hort Innovation)
9.15am	Improving persimmon varietal choices for Australia Dr Tahir Khurshid (NSW Department of Primary Industries)
9.40am	Sweet persimmon breeding program in South Korea Mr Kyeong-Bok Ma (Pear Research Institute, National Institute of Horticultural & Herbal Science Naju-si, KOREA)
10.05am	Q&A Panel Discussion
10.15am	Morning Tea
10.45am	Session 2 Shine On – Productive Orchards
10.45am	Let's talk about establishing young trees Stephen Jeffers (Fruitscapes Nursery)
11.05am	Persimmon dieback in Australia : Status, challenges and opportunities John Darby W. Taguam (Charles Sturt University)
11.30am	Clonal propagation of persimmon rootstocks Dr Tahir Khurshid (NSW Department of Primary Industries)
11.50am	SARP - Does it meet the industry's needs? George Russell (Hort Innovation)
12.05pm	Q&A Panel Discussion
12.15pm	Lunch



InSense

WEDNESDAY | 21 JUNE 2023 – Day 2 | Conference Sessions - Continued

1.15pm Session 3 | Shine On – Perfecting Fruit Quality

1.15pm Paddock to Table, Past to Present | Brendan Lai (Fresh Produce Group)

1.40pm Persimmon Postharvest Performance 101 | Jodie Campbell (Department of Agriculture and Fisheries, Queensland)

2.00pm Preliminary studies on removing astringency from 'Rojo Brillante' | Dr Tahir Khurshid (NSW Department of Primary Industries)

2.20pm A Phospholipid for fruit quality management in Persimmon | Russell Fox (InSense Pty Ltd)

2.35pm Q&A Panel Discussion

2.45pm Afternoon Tea

3.15pm Session 4 | Shine On – Marketing Opportunities

3.15pm Exporting Persimmons to Thailand - What you need to know | Jodie Campbell (Department of Agriculture and Fisheries, Queensland)

3.40pm Reflective Film for harvest efficacy in Persimmon | Russell Fox (InSense Pty Ltd)

3.55pm Persimmon Weekly Market Report – A homegrown essential business tool | Dr Alison Fuss (Persimmons Australia)

4.15pm The 2023 Persimmon Marketing Program in Review | George Russell (Hort Innovation)

4.30pm Q&A Panel Discussion and Wrap up

5.00pm Conference Program Concludes

7.00pm **FPG Conference Dinner | Stephano's**
27 Deakin Avenue, Mildura

Sponsored by FPG



Guest Speaker | Kevin Cock (KVC Pty Ltd) | A Fruitful Life

THURSDAY | 22 JUNE 2023 – Day 3 | Sunraysia District Field Tour

8.00am (AEST)	Bus departs in front of Quality Hotel Mildura Grand 129-137 Seventh Street, Mildura Vic
8.30am (AEST)	Visit 1 NSW DPI Dareton Research Station Dr Tahir Khurshid 1998 Silver City Highway, Dareton NSW
9.40am (AEST)	Morning Tea NSW DPI Dareton Research Station 1998 Silver City Highway, Dareton NSW
10.10am	Bus departs
10.55am (AEST)	Visit 2 Argomillora Simon Robb (General Manager) 149 Newton Ave, Irymple Vic
11.55pm (AEST)	Lunch The Shed , includes alternate drop meal and choice of drink 59 Jacaranda St, Red Cliffs Vic Includes: <ul style="list-style-type: none">• Presentation on Big Lizzie and her role in the development of the district Bob and Helen Walton, Red Cliffs & District Historical Society• Viewing of Big Lizzy Barclay Square, Red Cliffs Vic
12.50pm	Bus departs
1.15pm (AEST)	Visit 3 Olam International – Almond Processing Plant Ben Ezeabia (General Manager) and Zubair Shahzad (Technical Services Manager) Lot 6, Carwarp Road, Carwarp Vic
3.55pm (AEST)	Visit 4 Sunbak Orchard Phil and Joanne Baker 2460 Kulkyne Way, Nangiloc Vic
6.00pm (AEST)	Bus returns & Field Tour concludes Quality Hotel Mildura Grand 129-137 Seventh Street, Mildura Vic
7.00pm	Relaxed final gathering Pizza Café , includes dinner (drinks available for purchase) 18 Langtree Ave, Mildura Vic





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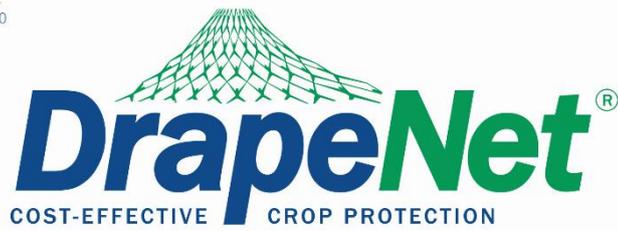
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Session 4 | Shine On – Marketing Opportunities

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| 31 | A Fruitful Life Kevin Cock (KVC Pty Ltd) (Guest Speaker – Conference Dinner) |
-



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WELCOME

**Chris Stillard | President
Persimmons Australia Inc**

M: 0427 734 861

E: cb08@bigpond.com



Hello everyone and welcome to Persimmons Australia's 4th Australian Persimmon Industry Conference and Field Day event, this time here in Mildura, Victoria.

I am excited to be opening this conference, my second as President of Persimmons Australia – although it seems a long time since we met in Perth in 2019.

I have been working in the persimmon industry for 21 years after taking over managing my uncle's 2,000 tree persimmon orchard and have expanded to 6,500 trees of sweet varieties, mainly supplying Melbourne, Sydney and dabbling in exporting to Asian markets.

Over the next few days we will hear from many experts in their fields. Dr Tahir Khurshid is the leader of the National Persimmon Varietal Evaluation Program - looking into selecting superior varieties and locally adaptable rootstocks and developing clonally propagated rootstocks. This project is funded by Hort Innovation using the persimmon research and development levies and contributions from the Australian Government.

We also welcome back Mr Kyeong-Bok, from the Pear Research Institute of the National Institute of Horticultural & Herbal Science in Naju-si, who will provide an update on his sweet persimmon breeding program.

There is a new face in the crowd, PhD student, Darby Taguiam who joined the Australia's select group of persimmon researchers last year. Darby is based at Charles Sturt University, investigating the *Diagnosis and management of dieback in persimmon trees* under the supervision of Associate Professor Sandra Savocchia, who will also be here throughout this event. This project is funded by Hort Innovation using the persimmon research and development levies and contributions from the Australian Government.

Jodie Campbell, joins us from the Department of Agriculture and Fisheries, Queensland, and will share her insights into exporting persimmons to Thailand. Together with our Executive Officer, Dr Alison Fuss and several dedicated Queensland persimmon growers, Jodie has added her postharvest and supply chain expertise to this project funded by the Australian Government Agricultural Trade and Market Access Cooperation (ATMAC).

This year we have incorporated two Field Tours into this event – one to South Australia's Riverland and another in the Sunraysia District covering NSW and Victoria. Field Tours are always a highlight of these events and I am constantly picking up new ideas in all areas of farm management and presentation of fruit at each visit.

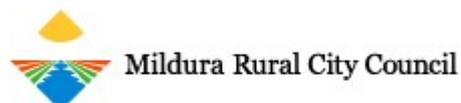
I wish to thank our executive team consisting of Tom Dunn, Stephen Jeffers, Brett Guthrey, Mark Silm, Henry Chmielewski, Mathias Scoriot and Dr Alison Fuss, our Executive Officer. We have worked consistently to deliver on the objectives of the levy funded Persimmon Industry Communications and Extension Program, including our industry newsletter *Persimmon Press*, maintaining industry resources on the Persimmons Australia website, and supporting the industry through an Industry Development Officer role – and of course industry events.

Shine On – the 2023 Australian Persimmon Industry Conference and Field Days - would not be possible without funding from Hort Innovation using the persimmon research and development levy and funds from the Australian Government – so for the persimmon growers in the room, this is where you get the opportunity to see your levy in action. A shoutout to the Mildura Rural City Council for their guidance on all things local which made remote organising of the event so much easier.

Special thanks go to our event sponsors: Gold sponsor – Sydney-based wholesaler FPG; Silver sponsor – and persimmon nursery: Fruitscapes; and Bronze sponsors – Drape Net and InSense. Their sponsorship not only gives them profile at this event but has helped add a few special trimmings. I encourage you to introduce yourself to their representatives with us during the event as there much to be gained from developing these relationships.

Finally, thank you all for being here to make this event a success. It has been too long coming – so make the most of the opportunities on offer, and as our conference theme suggested its time to “*Shine On*” after several years of unprecedented restrictions and uncertainty. I hope you all here throughout the course of this event leave more informed and with new ideas to take home to improve your businesses so Persimmon Industry can “*Shine On*” greater profits and sustainability as it grows well into the future.

NOTES:



HORT INNOVATION – INTRODUCTION AND OVERVIEW – PERSIMMON FUND

**George Russell | Industry Services and Delivery Manager
Hort Innovation**

Level 8, 1 Chifley Square
SYDNEY NSW 2000

M: 0417 954 814

E: George.Russell@horticulture.com.au



George Russell was recently announced as the new ISDM for the Persimmon, Macadamia, Pineapple, Chestnut, and Pistachio industries. George came from the commercial world and spent several years as the Ag Services Business Manager for BioEthanol Pty Ltd. While there, he was responsible for the leadership and management of the sales and customer services team, including introducing new product development concepts and guiding Research and Development outcomes. George has also redefined the region's value proposition for Bio Dunder® liquid fertiliser and developed a stockfeed sales channel strategy.

Before this, George was with Growcom (now known as Qld Fruit and Veg Growers) as their Water for Profit and Land and Water project officers. These roles included providing irrigation advice to growers across horticulture crops, irrigation system auditing, and product adoption in the irrigation industry and plant nutrition fields. George led and facilitated commercial training programs, including CRC for Irrigation Futures Centre Pivot and Lateral Move Training, and delivered Banana and Papaya industry nutrient management R&D, which developed the framework for Reef Rescue delivery in the Wet Tropics Region.

George Russell will be based in Bundaberg and line managed by Jane Wightman.

Hort Innovation is the grower-owned, not-for-profit research and development corporation for Australia's horticulture industry. This presentation will take the opportunity to discuss Hort Innovation in more detail as well as provide an overview of the R&D projects supporting the Persimmon industry.

Who is Hort Innovation? (<https://www.horticulture.com.au/>)

As the grower-owned, not-for-profit research and development corporation for Australia's horticulture industry, Hort Innovation's primary function is creating value for horticulture growers and those across the horticulture supply chain.

Each year, Hort Innovation invests more than \$100 million in R&D, marketing and trade programs on behalf of industry. Through these investments, Hort Innovation is working to improve the productivity, farm gate profitability and global competitiveness of specific industries, and Australian horticulture as a whole.

The Persimmon Levy

Hort Innovation works with the Persimmon industry to invest the Persimmon levy and Australian Government contributions into initiatives to help growers be as productive and profitable as possible.

Levy is payable on persimmons that are produced in Australia and either sold by the producer or used by the producer in the production of other goods. The R&D levy rate on persimmon is set at 3.75 cents per kilogram. The marketing levy is set at 2.5 cents per kilogram. These levies are collected by the Australian Government and then entrusted to Hort Innovation. It is then Hort Innovation's responsibility to work with industry to invest the levy – together with Australian Government funds in the case of R&D – into strategic R&D and marketing initiatives.

How is the persimmon levy invested?

Investments specific to the Hort Innovation Persimmon Fund are guided by the industry's **Strategic Investment Plan (SIP)** and Annual Investment Plan (AIP). SIPs provide an overarching roadmap for industry to follow, and AIPs detail how levy dollars will be spent each year to achieve industry goals. To learn more about the Persimmon SIP, visit: <https://www.horticulture.com.au/globalassets/hort-innovation/levy-fund-financial-and-management-documents/sip-2022-2026-pdfs/hort-innovation-sip-2022-26-persimmon-r.pdf>

The key outcomes identified for Persimmon for 2022-2026 are:

1. Demand creation - Contribute to improving consumer knowledge, attitudes and purchase intent to drive volume growth.
2. Industry supply, productivity and sustainability - Improve industry productivity (inputs/outputs) to maintain local competitiveness and viability of supply.
3. Extension and capability - Building capability and innovative culture.
4. Business insights - Measure industry supply (production) and demand (consumer behaviour) data and insights to inform decision-making.

The **Persimmon Strategic Investment Advisory Panel (SIAP)** is made up of growers and other industry representatives who use the SIP document like a 'roadmap' to provide advice to Hort Innovation on potential levy investments.

How can I keep track of investments?

Investments in the Hort Innovation Persimmon Fund are detailed in the Persimmon Fund section of Hort Innovation's website at <https://www.horticulture.com.au/growers/persimmon-fund/investments/>. Resources that are produced by the projects – such as fact sheets and guides – are also available at <https://www.horticulture.com.au/growers/persimmon-fund/resources/>.

Hort Innovation also sends alerts about project updates to its members. Paying a levy doesn't automatically make you a Hort Innovation member, but signing up is free at <https://www.horticulture.com.au/growers/become-a-member/>.

The levy-funded communications program, run through the investment *Persimmon industry communications and extension program* (PR20000), also provides regular information on levy-funded activity. You can learn more about this investment and its activities at <https://www.horticulture.com.au/growers/help-your-business-grow/research-reports-publications-fact-sheets-and-more/pr20000/>.

NOTES:

**Hort
Innovation**
Strategic levy investment

**PERSIMMON
FUND**

IMPROVING PERSIMMON VARIETAL CHOICES FOR AUSTRALIA

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Department of Primary Industries
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Dr Tahir Khurshid is a research physiologist with 20 years' experience in the evaluation of varieties and rootstocks in Citrus. He is now leading the national persimmon varietal evaluation project. Dr Khurshid is an internationally known scientist and he has lectured in international universities as a visiting professor. He is a regular attendee of national and international horticulture conferences. He regularly interacts with citrus and Persimmon growers in Australia.

The National Persimmon Varietal Evaluation Program was tasked with delivering superior varieties and locally-adapted rootstocks for the Australian persimmon industry - suited to mainstay and new commercial varieties - and for the continued import and evaluation of new persimmon varieties. Hear about the progress of this persimmon levy funded project.

NOTES:

**Hort
Innovation**
Strategic levy investment

**PERSIMMON
FUND**

KOREA'S PERSIMMON INDUSTRY STATUS AND BREEDING PROGRAM

Ma Kyeong-Bok | Persimmon Breeder

Pear Research Institute

National Institute of Horticultural & Herbal Science

Rural Development Administration, 58216

NAJU-SI KOREA

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Mr Ma Kyeong-Bok works mainly on the breeding of persimmon.

My presentation will cover advances in the breeding of sweet persimmon in South Korea, and the new persimmon varieties that have been bred at our Institute.

NOTES:

LET'S TALK ABOUT THE ESTABLISHMENT OF YOUNG TREES

Stephen Jeffers |
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“Stephen Jeffers has been involved with the production and planting of persimmon trees for over thirty-five years

He planted his first trees, working with father Ben, at the age of 12, and remembers carrying many, many buckets of water over the next few weeks while waiting for irrigation to get installed

Incidentally Those trees are still alive and producing well.

Unfortunately like all things, establishment of trees seems to have faced new challenges over the past few years, and hopefully this discussion will lead to a better understanding for all of us, as to what works well and where things may be going wrong.

NOTES:



PERSIMMON DIEBACK IN AUSTRALIA: STATUS, CHALLENGES AND OPPORTUNITIES

John Darby W. Taguiam | PhD Candidate
Faculty of Science and Health, School of Agricultural, Environmental and Veterinary Sciences, Charles Sturt University
Bldg 404, Gulbali Institute, Mambarra Drive, Locked Bag 588
WAGGA WAGGA, NSW, 2678



Co-authors: Regina Billones-Baaijens, Benjamin Stodart, Christopher Steel, Alison Fuss, Sandra Savocchia

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Darby is a PhD Candidate at Charles Sturt University, Wagga Wagga, working on the “Diagnosis and Management of Dieback in Persimmon Trees”, a project funded by Hort Innovation. He has been working as a research plant pathologist since 2014, with experience in diseases of several crops such as rice, capsicum, pineapple, calamansi (Philippine lime), dragon fruit, imported apples and persimmon. His research outcomes have been published in peer-reviewed scientific journals.

The current knowledge on persimmon dieback will be presented, including the country records of the disease, the symptoms and associated pathogens, and potential impacts on the persimmon industry. An update of the persimmon dieback research project in Australia, the challenges encountered, and opportunities to successfully achieve the outcomes of the project will be discussed.

Country records of persimmon dieback and its associated pathogens

Persimmon dieback was reported in 10 countries, including Italy, Iran, New Zealand, China, Japan, Korea, Brazil, Turkiye, South Africa and Greece. For each of these countries, the causal pathogen of persimmon dieback differed and was caused by either a bacterial or fungal pathogens.

Symptoms of persimmon dieback

Persimmon dieback symptoms include sporadic and delayed bud break after trees break dormancy in spring; dieback of laterals from the tip; twig/shoot dieback; shoots exhibiting ink-dark cankers; central brown necrosis; brown and black streaking; blackening of tissues when the bark is removed; wedge-shaped necrosis in cross-section of branches; longitudinal cracks along the trunk; extensive leaf necrosis/defoliation; and early fruit drop.

Impacts of dieback disease

- Effect on the physiological process of trees → Internal staining of vascular tissues negatively affects the flow of nutrients and water, which may lead to tree death.
- Economic losses → Dieback-infected branches can no longer produce viable fruiting spurs.
- Host Range → Several pathogens associated with Persimmon dieback can co-infect other tree crops.
- Diversity and control of dieback pathogens → The influence of climatic conditions affecting the diversity of dieback pathogens may lead to difficulties in controlling the disease.

Current Status of persimmon dieback research project in Australia

- Samples have been collected from QLD (Woombye and Rochedale), NSW (Galston and Barooga), and VIC (Cobram). No samples yet from Sunraysia (VIC), Riverland (SA) and Perth Hills (WA).
- Some dieback isolates were found to be infective to the leaves (Cross-infectivity potential).
- More than 100 fungal and 15 bacterial isolates were collected from the samples. However, **pathogenicity tests are yet to be conducted** to identify the pathogenic among these isolates.

Challenges	Opportunities
Lack of information on the identity of pathogenic isolates in Australia	Knowledge of the identity of causal pathogens and factors affecting their growth and development is paramount in evaluating control strategies against the disease
Availability of healthy stems for pathogenicity testing. No healthy stems → No pathogenicity test → No identity of pathogenic isolates → No assessment of management strategies	The need for commitment from growers to provide stems during their hard pruning this winter season for the commencement of pathogenicity tests
Limited number of growers have participated and sent samples for diagnostics. Few samples → sampling areas are not well-represented	The need for more participation from growers to better understand the status of persimmon dieback in Australia

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NOTES:

CLONAL PROPAGATION OF PERSIMMON ROOTSTOCKS

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Dr Tahir Khurshid is a research physiologist with 20 years experience in the evaluation of varieties and rootstocks in Citrus. He is now leading the national persimmon varietal evaluation project. Dr Khurshid is an internationally known scientist and he has lectured in international universities as a visiting professor. He is a regular attendee of national and international horticulture conferences. He regularly interacts with citrus and Persimmon growers in Australia.

The National Persimmon Varietal Evaluation Program project aimed to develop a standard clonal propagation technique for rootstocks, with guidelines on this and other persimmon management information to be produced for growers to adopt. Hear about the progress of this persimmon levy funded project.

NOTES:

**Hort
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Strategic levy investment

**PERSIMMON
FUND**

SARP – DOES IT MEET THE INDUSTRY’S NEEDS?

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George Russell was recently announced as the new ISDM for the Persimmon, Macadamia, Pineapple, Chestnut, and Pistachio industries. George came from the commercial world and spent several years as Ag Services Business Manager for BioEthanol Pty Ltd, responsible for the leadership and management of the sales and customer services team, including introducing new product development concepts and guiding R&D outcomes. George redefined the region's value proposition for Bio Dunder® liquid fertiliser and developed a stockfeed sales channel strategy.

Before this, George was with Growcom (now known as Qld Fruit and Veg Growers) as their Water for Profit and Land and Water project officers, providing irrigation advice to growers across horticulture crops, irrigation system auditing, and product adoption in the irrigation industry and plant nutrition fields. George led and facilitated commercial training programs, and delivered Banana and Papaya industry nutrient management R&D, which developed the framework for Reef Rescue delivery in the Wet Tropics Region. George Russell will be based in Bundaberg.

In 2021, Hort Innovation made an investment in the Strategic Agrichemical Review Process (SARP) for several industries, including persimmons. The review provided an updated view of the priorities and gaps regarding pest, disease and weed control.

The Persimmon Industry's SARP report assists in directing ongoing efforts to ensure the availability of and access to effective chemical controls for the industry, to address those needs and gaps. This may relate to pursuing chemical registration with agrichemical companies, or minor use permits with the Australian Pesticides and Veterinary Medicines Authority (APVMA).

The SARP process involved industry consultation and desktop studies to...

- Assess the importance of diseases, insects and weeds affecting the persimmon industry;
- Evaluate the availability and effectiveness of fungicides, insecticides and herbicides (pesticides) in the control of those plant pests;
- Determine any gaps in the current pest control strategy; and
- Identify suitable new or alternative pesticides to address the gaps.

The question to consider today is – *does it meet the industry's needs?*

The Persimmon Industry SARP can be found at

<https://www.horticulture.com.au/contentassets/798493b6b6da42dcb8ca4296e76cea45/persimmon-sarp-2022-final-002.pdf>

For enquiries relating to the content of the SARP or other crop protection enquiries for the Persimmon Industry, please contact **Claud Warren**, *Regulatory Affairs & Crop Protection Manager* on Claud.Warren@horticulture.com.au or on **0407 402 997**.

CURRENT PERMITS FOR PERSIMMON (Updated 13/06/2023)

Permit ID	Description	Date Issued	Expiry Date	Permit holder
PER13932 Version 2	Chlorpyrifos / Persimmons / Cluster Grub <i>Continued issuance of this permit is subject to the outcomes of the current APVMA review of chlorpyrifos</i>	01-May-13	31-Mar-23 EXPIRED	Hort Innovation
PER85550 Version 1	Alpha-cypermethrin / Persimmons / Fruit fly	14-Jun-18	30-Jun-23 Under review. Due 9-Jul-23	Hort Innovation
PER13176 Version 3	Shin Etsu MD Carmenta Pheromone / Persimmons / Clearwing Borer	30-Nov-12	31-Jul-23 No product, refer to PER88722	Hort Innovation
PER14547 Version 4	Chlorpyrifos (Lorsban) / Persimmons / Mealybug <i>Continued issuance of this permit is subject to the outcomes of the current APVMA review of chlorpyrifos</i>	13-Jul-14	31-Oct-23 Under review. Due 8-Aug-23	Hort Innovation
PER89943	Trivora Insecticide (acetamiprid + pyriproxyfen) / Custard Apples, Lychee, Papaya, Passionfruit, Persimmons & Olives / Various pests including; Fruit Spotting Bugs, Olive Lace Bug, Fruit Fly suppression, Mealybugs, Scale Insects, Plant Hoppers, Leafhoppers & Light Brown Apple Moth	29-Jan-21	31-Jan-24	Hort Innovation
PER87067	Sulfoxaflor (Transform) / Persimmons / Mealybugs	3-Apr-19	30-Apr-24	Hort Innovation
PER87599	Difenoconazole (Score) / Persimmon / Cercospora Leaf Spot & Leaf Spot	7-Jun-19	30-Jun-24	Hort Innovation
PER13859 Version 2	Dimethoate / Orchard clean-up - fruit fly host crops following harvest / Fruit Fly	9-Feb-15	31-Jul-24	Hort Innovation
PER12488 Version 3	Mancozeb / Persimmon / Cercospora leaf spot or Angular Leaf spot	27-Oct-10	31-Mar-25	Hort Innovation
PER14743 Version 3	Trichlorfon / Custard Apple, Lychee, Mango & Persimmon / Flatid planthopper, Flower eating caterpillar, Looper & Yellow peach moth. Suppression only: Fruit-spotting bug, Banana spotting bug, Green vegetable and Lychee stink bug	1-Jun-14	30-Jun-25	Hort Innovation
PER13445 Version 3	Chlorothalonil / Persimmon / Cercospora leaf spot	22-Aug-12	31-Jul-25	Hort Innovation
PER80374 Version 3	Beta-cyfluthrin (Bulldock) / Custard Apple, Lychee, Mango, Persimmon / Various Insect Pests	1-Oct-15	31-Aug-25	Hort Innovation
PER12450 Version 7	Trichlorfon / Specified Fruit crops / Fruit fly	06-Oct-11	30-Nov-25	Hort Innovation
PER14779 Version 3	Clothianidin (Samurai) / Persimmons / Mealybug	13-Jul-14	31-Jan-26	Hort Innovation
PER12591 Version 3	Methoxyfenozide (Prodigy) / Persimmons / Leaf roller, Yellow peach moth, Lightbrown apple moth & Orange fruitborer <i>Note: *Use Covered by Venturi Max Insecticide, Registered label and permit to be surrendered.</i>	29-Jun-11	31-Jul-26	Hort Innovation
PER13933 Version 3	Petroleum oil / Persimmons / Scale insects	1-Jan-13	30-Sep-27	Hort Innovation
PER14548 Version 3	Methomyl (Lannate-L) / Persimmons / Thrips	13-Jul-14	31-May-28	Hort Innovation
PER88722 Version 2	Clearwing Borer Mating Disruption agent /Persimmons / Clearwing Borer	28-Mar-20	31-May-28	Hort Innovation
PER89215 Version 2	Fonicamid (MainMan) / Japanese Persimmons / Mealybugs & Suppression of juvenile thrips	12-Aug-20	31-May-28	Hort Innovation

NOTES:

PADDOCK TO PLATE, PAST TO PRESENT

Brendan Lai | Business Manager Wholesale
Rowena Hooper | 2IC Subtropical Category Manager
Fresh Produce Group

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Fresh Produce Group is the Gold Sponsor of "Shine On" - the 2023 Australia Persimmon Industry Conference & Field Days from 20th to 22nd June 2023 in Mildura, Victoria.

Fresh Produce Group specialises in Wholesaling Australian and Imported Fresh Produce to the Independent Retailers. We also support Independent Retailers with in-store promotions, POS for consumer awareness and uptake in sales.

Over the years, I have covered almost all aspects of the produce industry.

I grew up on a market garden back home in Auckland, NZ to which we also diversified into Export. We also did Imports and Food Service to the Hospital sector in Auckland. I moved to Australia and begun learning about Wholesale in the Australian sector and also continued some Exports and Independent Retailing whilst Wholesaling.

FPG will share their insights into the domestic market, pricing, trends, opportunities, and the benefits of considering export for Australian sweet persimmons.

NOTES:





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Fresh Produce Group



PREMIUM
persimmon
SUPPLIER

Visit us

Stands 175-179

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PERSIMMON POSTHARVEST PERFORMANCE 101

**Jodie Campbell | Senior Principal Horticulturist (Supply Chains),
Supply Chain Innovations, Horticulture and Forestry Science
Department of Agriculture and Fisheries**

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Jodie is a Principal Horticulturist (Supply Chains) with the Supply Chain Innovations team in the Department of Agriculture and Fisheries. She has more than 35 years of experience working in horticultural R,D&E and marketing. She has worked in both government and private commercial business.

Most of her work has been in supporting businesses to develop and improve their export supply chains to consistently deliver good quality fruit and vegetables to target export markets. She has extensive experience in value chain analysis and chain improvement, postharvest handling of horticultural products and in market product quality and handling training having travelled widely though Asia.

Jodie will explain to process of fruit ripening in persimmons and why it is so important to harvest when the crop is mature. But what determines maturity? Jodie will consider how colour, sugar levels and fruit firmness all need consideration, along with giving demonstrations on how to use hand-held and electronic refractometers to measure brix.

NOTES:

PRELIMINARY STUDIES ON REMOVING ASTRINGENCY FROM 'ROJO BRILLIANTE'

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As a part of the National Persimmon Varietal Evaluation Program project tasked with delivering superior varieties for the Australian persimmon industry, Tahir has been assessing the suitability of 'Rojo Brillante' to Australian conditions. This variety accounts for 90% of Spain's persimmon production. In the late 1990's Spain developed a postharvest technique to remove the astringency allowing the fruit to be consumed while it was still quite firm. Understanding how this technique translates to Australian conditions is essential for 'Rojo Brillante' to be an economically viable consideration for Australian persimmon producers.

NOTES:

**Hort
Innovation**
Strategic levy investment

**PERSIMMON
FUND**

A PHOSPHOLIPID FOR FRUIT QUALITY MANAGEMENT IN PERSIMMON

Russell Fox | Horticultural Consultant, Director/Owner
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Russell has a lifetime of experience advising on fruit production with a focus on IPDM, mating disruption, pest and disease monitoring in temperate fruit orchards. He started InSense and 'desire' Pest Management in 2003 offering a range of insect traps and pheromone lures and launched InSense in 2008 offering a range of distinctive and unique products for horticulture. Our products and services are focused on protecting fruits and vegetables from harsh and extreme weather conditions to produce the highest quality fruits for domestic and export.

Russell will explore the use of a natural lipid compound to improve fruit quality, postharvest storage and maintain a green calyx on your persimmons.

NOTES:



InSense

Parka Cuticle Supplement



The First Line of Defense: The Cuticle

The cuticle is a plant's first line of defense between the environment and the epidermal cells. It protects against environmental and physiological stress early in development through cell elongation when fruits and vegetables are expanding rapidly in size. Lack of an adequate cuticle can negatively impact fruit quality and increase the potential of physiological disorders, such as sunburn and cracking.

What is the cuticle?

- Protective film covering the surface of leaves, young shoots & fruit
- Composed of lipids and polysaccharides impregnated with wax
- Wax, resin and salts can deposit on the surface as crystals
- Synthesized exclusively by the epidermal cells
- Inert, continuous layer and resistant to oxidation

What is the role of the cuticle?

- First line of defense between the environment and the epidermal cells
- Regulates water loss and uptake
- Acts as a barrier, restricting pathogen infection
- Protects against UV radiation
- Provides mechanical support

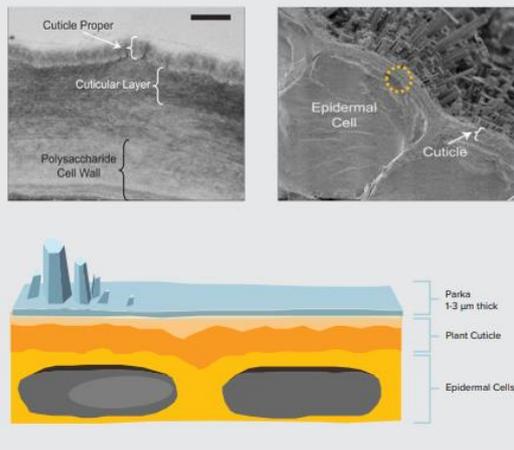
What is Parka?

Parka is a phospholipid and polysaccharide-based product that was originally designed to supplement the plant's cuticle. This additional layer of protection reduces both fruit microfractures and cracking, and increases water repellency. Additionally, Parka's novel mode of action (MOA) allows plants to use solar radiation for photosynthesis instead of promoting the development oxidative compounds. It has a direct impact to reduce heat stress and related disorders such as sunburn.

Parka attributes

ELASTIC Coating flexes & expands with plant & fruit growth.	EDIBLE Made up of food grade ingredients
HYDROPHOBIC Repels water.	CLEAR Leaves no white residue
PERMEABLE Allows continued transpiration and gas exchange. Not an antitranspirant.	COMPATIBLE High tank mixing capability No surfactant needed

Plant cuticle



Parka's MOA and functions are summarized in Figure 1. As a result, plants treated with Parka are better equipped to sustain growth under environmental stress conditions to deliver high fruit quality and marketable yields.



Figure 1. Parka's MOA and functions to improve fruit quality and marketable yields.

EXPORTING PERSIMMONS TO THAILAND – WHAT YOU NEED TO KNOW

**Jodie Campbell | Senior Principal Horticulturist (Supply Chains),
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Jodie is a Principal Horticulturist (Supply Chains) with the Supply Chain Innovations team in the Department of Agriculture and Fisheries. She has more than 35 years of experience working in horticultural R,D&E and marketing. She has worked in both government and private commercial business.

Most of her work has been in supporting businesses to develop and improve their export supply chains to consistently deliver good quality fruit and vegetables to target export markets. She has extensive experience in value chain analysis and chain improvement, postharvest handling of horticultural products and in market product quality and handling training having travelled widely though Asia.

Jodie will share her insights into exporting persimmons to Thailand. Together with Persimmons Australia's Executive Officer, Dr Alison Fuss and several dedicated Queensland persimmon growers, Jodie has added her postharvest and supply chain expertise to this project funded by the Australian Government Agricultural Trade and Market Access Cooperation (ATMAC).

NOTES:

REFLECTIVE FILM FOR HARVEST EFFICIENCY IN PERSIMMONS

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Russell will present the results of trials conducted on the use of SunUp Reflective Film in persimmon orchards, demonstrating the advantages for improved fruit colour and evenness across the entire fruit, and increasing the beta-carotene levels.

NOTES:



InSense

PERSIMMON WEEKLY MARKET REPORT – A HOMEGROWN ESSENTIAL BUSINESS TOOL

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Aliso has extensive experience across a range of horticultural sectors throughout Australia and has worked closely with the persimmon industry for the past 18 years, as Executive Officer of the Australian Persimmon Export Company and from 2013 with Persimmons Australia Inc.

Alison has a PhD and a bachelor's degree in Agricultural Science (Hons) from The University of Adelaide and brings extensive research and industry development experience in managed R&D projects from her time with the Western Australian Department of Agriculture and in the private sector. She is passionate about delivering industry development services and working closely with primary producers to gain an in-depth understanding of their individual needs and those of industry.

Persimmons Australia has developed an essential business tool for Australian persimmon growers. The Persimmon Weekly Market Report is an easy to use, digital solution for sharing market intelligence. By taking a grassroots approach, Persimmons Australia has engaged directly with growers to “test and learn” the product during the development and roll-out to ensure the resulting products really do bring efficiencies, meet the growers needs and are easily accessible.

Alison will demonstrate the web-based app developed in collaboration with the University of Southern Queensland which utilises QR codes for quick and easy access on mobile devices. From there the data is transformed into easy to interpret reports delivering market intelligence and demonstrating trends in each of the markets and the influence of fruit size and packaging types on returns. At the conclusion of the season, participants received a comprehensive industry overview report, as well as an individualised report, allowing them to determine how their supply and returns compared to industry averages.

Scan the QR code on phone or tablet to access the 2023 Persimmon Weekly Market Report Grower Data Entry Portal.

NOTES:



THE 2023 PERSIMMON MARKETING PROGRAM IN REVIEW

**George Russell | Industry Services and Delivery Manager
Hort Innovation**

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George Russell was recently announced as the new ISDM for the Persimmon, Macadamia, Pineapple, Chestnut, and Pistachio industries. George came from the commercial world and spent several years as the Ag Services Business Manager for BioEthanol Pty Ltd. While there, he was responsible for the leadership and management of the sales and customer services team, including introducing new product development concepts and guiding Research and Development outcomes. George has also redefined the region's value proposition for Bio Dunder® liquid fertiliser and developed a stockfeed sales channel strategy.

Before this, George was with Growcom (now known as Qld Fruit and Veg Growers) as their Water for Profit and Land and Water project officers. These roles included providing irrigation advice to growers across horticulture crops, irrigation system auditing, and product adoption in the irrigation industry and plant nutrition fields. George led and facilitated commercial training programs, including CRC for Irrigation Futures Centre Pivot and Lateral Move Training, and delivered Banana and Papaya industry nutrient management R&D, which developed the framework for Reef Rescue delivery in the Wet Tropics Region.

George Russell will be based in Bundaberg and line managed by Jane Wightman.

George will provide an update on the 2023 Persimmon Marketing Program, with insights into the social media campaign and content creation.

For enquiries relating to the Persimmon Marketing Program, please contact **Lynda Pallone**, Marketing Manager on Lynda.Pallone@horticulture.com.au or on **0409 654 934**

NOTES:

**Hort
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Strategic levy investment

**PERSIMMON
FUND**

A FRUITFUL LIFE

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Kevin has a citrus growing business in the Murray Valley region and was previously a Director and Vice President of Australian Citrus Growers Inc before being appointed to the inaugural Board of Citrus Australia, where he held the position of Chair until 31 July 2009.

Kevin has extensive experience in citrus production over the past 40 years and has been an active representative of the industry through a variety of industry committees and boards, media relation and government and trade delegations, and in advancing industry policy issues with government.

As guest speaker at the 2023 Australia Persimmon Industry “Shine On” Conference Dinner, I will take you on my horticultural journey and share some of my experiences in trying to be a successful horticulturalist. Over the years I have recognized the importance of:

1. Getting involved in your industry
2. Knowing your markets (and your costs of production)
3. Keeping up to date with current research
4. Sharing information
5. Taking up leadership roles (and/or mentoring)
6. PIB’s role in supporting growth and development of the industry, and individual growers.



Field Tours

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43	Olam International – Almond Processing Plant Ben Ezeabia and Zubair Shahzad
45	Sunbak Orchard Phil and Joanne Baker

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YFRESH

Bill Efrosinis & Sandy Iosefellis | Managers

35 Pennyfield Road

GLOSSOP SA 5344

P: 0405 172 468

E: farm@yfresh.com.au



In the heart of the Riverland in the small country town of Glossop, (230km north of Adelaide) is the family owned and run “YFRESH”. Ten years ago Bill and Sandy began planting persimmons to compliment other crop types, including jujubes and quinces, to sell under their domestic brand Autumn Fruits. The plantings of persimmons are a combination of conventionally planted trees and newly planted trellised trees, all under environmental netting. Visit us at www.yfresh.com.au

NOTES:



CHINOOLA ORCHARDS

Craig Burne | Farm Manager

Loui Ekonomopoulos | Packing and Marketing Manager

160 Tarcoola Street

RENMARK WEST SA 5340

M: 0407 869 642

E: craigburne1@gmail.com

Chinoola Orchards comprises a total area of 75 acres planted to Avocado and Sweet Persimmons with a small packing facility where all produce is packed for domestic and export markets.

We are a family owned and operated farming enterprise with Horticultural Management undertaken by Craig and Packing and Marketing undertaken by Loui.

Both Loui and Craig have been involved in the horticultural sector for over 25 years in varying capacities from family farming backgrounds to corporate farms, from management to sale of fresh produce at multiple produce markets.

Our combined skill sets have given us the platform to successfully run an intensive horticultural enterprise that is focused on sustainable production of high yielding premium fruit.

Netting and trellising are key factors in how we achieve our quality end product and perhaps could be a discussion point at our farm tour.

NOTES:



COSTA, WARWILLA FARM

Andrew Harty | Regional Citrus Farming Manager - Riverland

Beharendts Road

RENMARK SA 5340

(Postal address: PMB 52, RENMARK SA 5341)

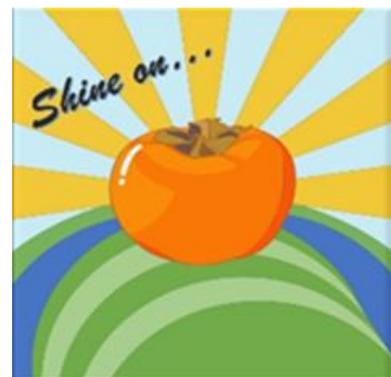
M: 0448 420 109

E: Andrew.Harty@costagroup.com.au



Costa currently grows 23 hectares of persimmons on their Warwilla Farm, north of Paringa in South Australia's Riverland. Plantings include 19 hectares of Jiro and 4 hectares Fuyu, ranging in age from 5 - 35 years. The crop is harvested late April/early May and marketed domestically and internationally. We are aiming to improve our yield, fruit size and quality by using netting and trellising.

NOTES:



AGROMILLORA

Simon Robb | General Manager

149 Newton Avenue

IRYMPLE VIC 3498

P: 0491 769 441

E: srobb@agromillora.com



Agromillora is a leading provider of plant propagation and nursery solutions, specialising in the production of high-quality plants through tissue culture techniques. The company was founded in 1986 and has its headquarters in Barcelona, Spain. We operate globally and have subsidiaries and production facilities across 25 countries, including here in Australia.

Agromillora focuses on the production and distribution of healthy, disease-free plants for various sectors, including fruit trees, grapevines, olive trees, and other crops. We employ advanced tissue culture techniques to propagate plants in a controlled environment, ensuring genetic uniformity and minimising the risk of disease transmission.

Agromillora has a strong commitment to sustainability and innovation. We invest in research and development to improve plant propagation techniques, develop new varieties, and promote sustainable agricultural practices. We work closely with growers and farmers to provide them with tailored solutions and technical support to maximise their productivity and profitability.

Agromillora Australia has been working closely with Dr Tahir Khurshid in the clonal production of Persimmon rootstock, specifically in developing tissue culture to produce rootstock for Diospyros Lotus and Diospyros Kaki. We are pleased to be able to work with the Persimmon industry to progress this important development.

NOTES:



OLAM INTERNATIONAL – EDIBLE NUTS - ALMOND PROCESSING PLANT

Ben Ezeabia | General Manager
Zubair Shahzad | Technical Services Manager
Lot 6, Carwarp Road
CARWARP Vic 3494

P: 03-5029 3600
M: 0447 165 836
E: Ben.Ezeabia@ofi.com



Olam International is a major food and agri-business company, operating in 60 countries and supplying food and industrial raw materials to over 20,900 customers worldwide. Its value chain includes farming, origination, processing and distribution operations.

olam food ingredients is now known as ofi. Focused on the raw materials and ingredient platforms that we're known for globally - cocoa, coffee, dairy, nuts, and spices. We still offer everything we did before. What's new is that we're adding capabilities - especially in product development - working closely with our customers, sharing our fresh ideas to inspire new concepts. Making it real at every step, from plant to palate.

Since 2009, we have owned and operated 15,000 hectares of almond orchards, across 11 farms in the Sunraysia growing region of Victoria. We mainly grow non-Pareil, Carmel and Price almonds.

Almonds require a Mediterranean climate and are therefore commercially produced in only a few locations worldwide. Coupled with our California almond orchards, we can deliver almonds to consumers around the world on a constant basis.

Our highly mechanised farms utilise the latest irrigation infrastructure and technology, and our agronomy practices produce maximum yields and superior quality almonds while minimising pestilence. Our almonds are processed at our own state-of-the-art facilities to ensure consistent product quality, traceability and food safety.

ofi has its own established marketing and distribution network in all major almond consuming regions, which enables us to provide superior customer service in all markets.

NOTES:



SUNBAK ORCHARD

Phil and Joanne Baker | Managers

2460 Kulkyne Way
NANGILOC Vic 3494

P: 0427 291 722

E: pbaker8@bigpond.com

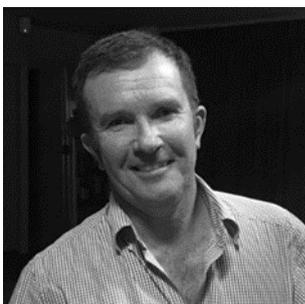


We have 150 acres adjacent to the River Murray near Nangiloc. We mainly grow citrus but also have 16 acres of persimmons. The persimmons were a side interest when I was growing stonefruit so our oldest persimmons are 25 years old. I've planted more persimmons and citrus since 2002 when our export markets for stonefruit were impacted by SARS. I've got both Jiro and Fuyu, with some trees are on a Tatura trellised while more recent plantings are palmette.

NOTES:



Organising Committee



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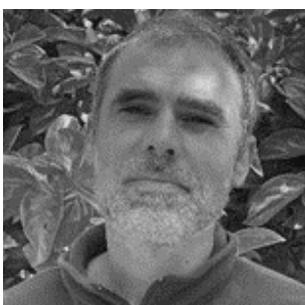
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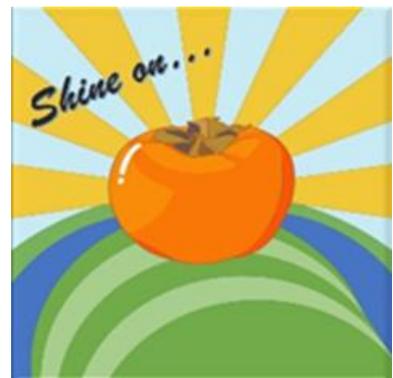
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Thanks for attending
"Shine On"

**2023 Australian Persimmon Industry
Conference and Field Days**
20 – 22 June 2023 | Mildura, Vic

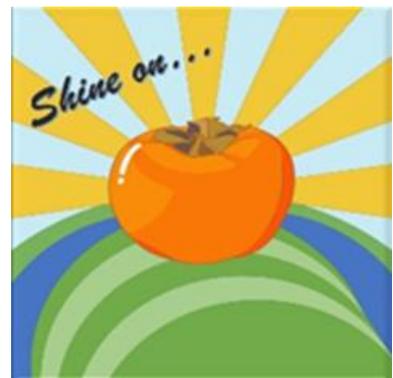
NOTES:



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Responses to Online Feedback Participant Survey -2023 Australian Persimmon Industry Conference and Field Days

Survey Link shared: 11/07/2023
 Analysis undertaken: 26/07/2023

Total responses 12
 Av. time to complete 11.99 minutes (excluding largest time (>1hr 20 ins),)

Star ratings: 1 = poor to 5 = excellent

Sunset River Cruise and Industry Networking Event | Monday, 19 June 2023

Q1: Did you attend the Sunset River Cruise and Industry Networking Event?

Options	Yes	No	
# responses	8	4	Number of responses = 12
% of Total	67%	33%	

Q2: Please rate the organisation of the event.

Star Ratings	1	2	3	4	5	
# responses	0	1	0	2	5	Average Star Rating = 4.38
% of Total	0%	13%	0%	25%	63%	Number of responses = 8

Q3: Please rate the networking value of the event.

Star Ratings	1	2	3	4	5	
# responses	1	0	0	2	5	Average Star Rating = 4.25
% of Total	13%	0%	0%	25%	63%	Number of responses = 8

Day 1 | SA Riverland Field Tour | Tuesday, 20 June 2023

Q4: Did you attend the SA Riverland Field Tour?

Options	Yes	No	
# responses	11	1	Number of responses = 12
% of Total	92%	8%	

Farm Visit #1 | yFresh | Bill Efrosinis and Sandy Iosefellis

Q5: Overall presentation

Star Ratings	1	2	3	4	5	
# responses	0	1	1	5	4	Average Star Rating = 4.09
% of Total	0%	9%	9%	45%	36%	Number of responses = 11

Q6: Usefulness of information

Star Ratings	1	2	3	4	5	
# responses	1	1	2	4	3	Average Star Rating = 3.64
% of Total	9%	9%	18%	36%	27%	Number of responses = 11

Farm Visit #2 | Chinoola Orchard | Craig Burne and Louie Ekonomopoulos

Q7: Overall presentation

Star Ratings	1	2	3	4	5	
# responses	1	0	0	3	7	Average Star Rating = 4.36
% of Total	9%	0%	0%	27%	64%	Number of responses = 11

Q8: Usefulness of information

Star Ratings	1	2	3	4	5	
# responses	1	0	0	2	8	Average Star Rating = 4.45
% of Total	9%	0%	0%	18%	73%	Number of responses = 11

Farm Visit 3 | Costa, Warwilla Farm | Andrew Harty

Q9: Overall presentation

Star Ratings	1	2	3	4	5	
# responses	0	2	0	4	5	Average Star Rating = 4.09
% of Total	0%	18%	0%	36%	45%	Number of responses = 11

Q10: Usefulness of information

Star Ratings	1	2	3	4	5	
# responses	0	2	1	4	4	Average Star Rating = 3.91
% of Total	0%	18%	9%	36%	36%	Number of responses = 11

Q11: Please rate the overall organisation of the SA Riverland Field Tour.

Star Ratings	1	2	3	4	5	
# responses	1	0	0	1	9	Average Star Rating = 4.55
% of Total	9%	0%	0%	9%	82%	Number of responses = 11

Morning Tea | Arrostopos

Q12: Catering (cake packs, tea/coffee)

Star Ratings	1	2	3	4	5	
# responses	1	0	1	4	5	Average Star Rating = 4.09
% of Total	9%	0%	9%	36%	45%	Number of responses = 11

Q13: Venue (location, facilities)

Star Ratings	1	2	3	4	5	
# responses	1	0	1	3	6	Average Star Rating = 4.18
% of Total	9%	0%	9%	27%	55%	Number of responses = 11

Lunch | Wilkadene Woolshed Brewery

Q14: Catering (lunch packs)

Star Ratings	1	2	3	4	5	
# responses	0	1	1	3	6	Average Star Rating = 4.27
% of Total	0%	9%	9%	27%	55%	Number of responses = 11

Q15: Venue (location, facilities)

Star Ratings	1	2	3	4	5	
# responses	0	0	1	3	6	Average Star Rating = 4.50
% of Total	0%	0%	10%	30%	60%	Number of responses = 10

Q16: Please provide any additional comments on any aspect of the SA Riverland Field Tour, including what could have been done to improve the field tour?

Comments: A bit more time at Chinoola maybe
 A very informative and well run tour
 All good
 Good
 Great day out I have no complaints
 I don't think it could have been done better
 I thoroughly enjoyed the tour. It provided great insight to the region and persimmon growing and the challenges faced.
 Nothing to add - well organised
 The venues were wisely selected
 This was a great day out. Chinoola Orchards was the highlight of the day for me, i have seen the quality of their fruit in the markets over the years and it was great to see their methods.

Q17: After the SA Riverland Tour there was a free evening with an area reserved at Mildura Brewery if delegates wished to join. What are your thoughts - (select 2 options)

Options	I liked having a free evening and chose to join the group at the Mildura Brewery.		I liked having a free evening but chose to join the group at the Mildura Brewery.		
# responses	6	7	6	3	Number of responses = 11
% of Total	46%	54%	67%	33%	

Day 2 | Conference Sessions | Wednesday, 21 June 2023

Q18: Did you attend the Conference Sessions?

Options	Yes	No	
# responses	12	0	Number of responses = 12
% of Total	100%	0%	

The Conference Sessions were held in the Ball Room at the Mildura Grand.

Q19: Location	Star Ratings	1	2	3	4	5	Average Star Rating =
	# responses	1	0	0	4	7	4.33
	% of Total	8%	0%	0%	33%	58%	Number of responses = 12
Q20: Facilities	Star Ratings	1	2	3	4	5	Average Star Rating =
	# responses	0	1	0	4	7	4.42
	% of Total	0%	8%	0%	33%	58%	Number of responses = 12
Q21: Catering (morning tea, lunch, & afternoon tea)	Star Ratings	1	2	3	4	5	Average Star Rating =
	# responses	0	1	1	6	4	4.08
	% of Total	0%	8%	8%	50%	33%	Number of responses = 12
Q22: Please rate the overall organisation of the Conference Sessions.	Star Ratings	1	2	3	4	5	Average Star Rating =
	# responses	0	1	0	2	9	4.58
	% of Total	0%	8%	0%	17%	75%	Number of responses = 12

Q23: What could have been done to improve the Conference Sessions?

Comments: Good
 I think its better to have a click on mic for the presenters rather than holding a mic in the hand, which is very annoying
 I would have liked there to be a session on spray programs. this is something I struggle with in my orchard and find that the trial and error method is expensive if gotten wrong. While there is such a gathering of grower knowledge it would have been a great time to have a discussion on spray program timings and options.
 It was informative and well run
 It was well run
 Mobile mike critical even in small venue
 NA - all presenters were professional and talks informative. Perhaps there could have been more food at lunch.
 No suggested improvements to offer.
 Not much, I've put 5 stars everywhere!
 Nothing to comment
 Positioning of the Dias - Microphones used so many batteries -
 Some of the information was very useful

Please rate the presentations on overall presentation quality (information presented and style) and usefulness of information.

Hort Innovation - Introduction and Overview – Persimmon Fund | George Russell (Hort Innovation)

Q24: Overall presentation	Star Ratings	1	2	3	4	5	Average Star Rating =
	# responses	0	0	3	4	4	4.09
	% of Total	0%	0%	27%	36%	36%	Number of responses = 11
Q25: Usefulness of information	Star Ratings	1	2	3	4	5	Average Star Rating =
	# responses	0	0	3	3	5	4.18
	% of Total	0%	0%	27%	27%	45%	Number of responses = 11
Q26: Overall presentation	Star Ratings	1	2	3	4	5	Average Star Rating =
	# responses	0	0	1	1	10	4.75
	% of Total	0%	0%	8%	8%	83%	Number of responses = 12
Q27: Usefulness of information	Star Ratings	1	2	3	4	5	Average Star Rating =
	# responses	0	1	0	2	9	4.58
	% of Total	0%	8%	0%	17%	75%	Number of responses = 12

Sweet persimmon breeding program in South Korea | Mr Kyeong-Bok Ma

Q28: Overall presentation	Star Ratings	1	2	3	4	5	Average Star Rating = 3.92 Number of responses = 12
	# responses	0	1	3	4	4	
	% of Total	0%	8%	25%	33%	33%	

Q29: Usefulness of information	Star Ratings	1	2	3	4	5	Average Star Rating = 4.42 Number of responses = 12
	# responses	0	0	1	5	6	
	% of Total	0%	0%	8%	42%	50%	

Let's talk about establishing young trees | Stephen Jeffers (Fruitscapes Nursery)

Q30: Overall presentation	Star Ratings	1	2	3	4	5	Average Star Rating = 4.25 Number of responses = 12
	# responses	0	1	1	4	6	
	% of Total	0%	8%	8%	33%	50%	

Q31: Usefulness of information	Star Ratings	1	2	3	4	5	Average Star Rating = 4.17 Number of responses = 12
	# responses	0	2	0	4	6	
	% of Total	0%	17%	0%	33%	50%	

Persimmon dieback in Australia : Status, challenges and opportunities | John Darby W. Taguiam

Q32: Overall presentation	Star Ratings	1	2	3	4	5	Average Star Rating = 4.25 Number of responses = 12
	# responses	0	1	1	4	6	
	% of Total	0%	8%	8%	33%	50%	

Q33: Usefulness of information	Star Ratings	1	2	3	4	5	Average Star Rating = 4.25 Number of responses = 12
	# responses	0	1	0	6	5	
	% of Total	0%	8%	0%	50%	42%	

Clonal propagation of persimmon rootstocks | Dr Tahir Khurshid (NSW DPI)

Q34: Overall presentation	Star Ratings	1	2	3	4	5	Average Star Rating = 4.25 Number of responses = 12
	# responses	0	1	2	2	7	
	% of Total	0%	8%	17%	17%	58%	

Q35: Usefulness of information	Star Ratings	1	2	3	4	5	Average Star Rating = 4.33 Number of responses = 12
	# responses	0	1	2	1	8	
	% of Total	0%	8%	17%	8%	67%	

SARP - Does it meet the industry's needs? | George Russell (Hort Innovation)

Q36: Overall presentation	Star Ratings	1	2	3	4	5	Average Star Rating = 3.91 Number of responses = 11
	# responses	0	2	1	4	4	
	% of Total	0%	18%	9%	36%	36%	

Q37: Usefulness of information	Star Ratings	1	2	3	4	5	Average Star Rating = 3.82 Number of responses = 11
	# responses	0	2	1	5	3	
	% of Total	0%	18%	9%	45%	27%	

Paddock to Table, Past to Present | Brendan Lai (Fresh Produce Group)

Q38: Overall presentation	Star Ratings	1	2	3	4	5	Average Star Rating = 4.36 Number of responses = 11
	# responses	0	0	2	3	6	
	% of Total	0%	0%	18%	27%	55%	

Q39: Usefulness of information	Star Ratings	1	2	3	4	5	Average Star Rating = 3.91 Number of responses = 11
	# responses	1	0	2	4	4	
	% of Total	9%	0%	18%	36%	36%	

Persimmon Postharvest Performance 101 | Jodie Campbell (DAF, Qld)

Q40: Overall presentation	Star Ratings	1	2	3	4	5	Average Star Rating = 4.18 Number of responses = 11
	# responses	0	2	0	3	6	
	% of Total	0%	18%	0%	27%	55%	

Q41: Usefulness of information	Star Ratings	1	2	3	4	5	Average Star Rating = 4.09 Number of responses = 11
	# responses	0	1	1	5	4	
	% of Total	0%	9%	9%	45%	36%	

Preliminary studies on removing astringency from 'Rojo Brillante' | Dr Tahir Khurshid (NSW DPI)

Q42: Overall presentation	Star Ratings	1	2	3	4	5	Average Star Rating = 4.50 Number of responses = 12
	# responses	0	0	2	2	8	
	% of Total	0%	0%	17%	17%	67%	

Q43: Usefulness of information	Star Ratings	1	2	3	4	5	Average Star Rating = 4.50 Number of responses = 12
	# responses	0	0	1	4	7	
	% of Total	0%	0%	8%	33%	58%	

A Phospholipid for fruit quality management in Persimmon | Russell Fox (InSense)

Q44: Overall presentation	Star Ratings	1	2	3	4	5	Average Star Rating = 4.18 Number of responses = 11
	# responses	0	0	3	3	5	
	% of Total	0%	0%	27%	27%	45%	

Q45: Usefulness of information	Star Ratings	1	2	3	4	5	Average Star Rating = 4.09 Number of responses = 11
	# responses	0	0	3	4	4	
	% of Total	0%	0%	27%	36%	36%	

Exporting Persimmons to Thailand - What you need to know | Jodie Campbell (DAF, Qld)

Q46: Overall presentation	Star Ratings	1	2	3	4	5	Average Star Rating = 4.18 Number of responses = 11
	# responses	0	0	3	3	5	
	% of Total	0%	0%	27%	27%	45%	

Q47: Usefulness of information	Star Ratings	1	2	3	4	5	Average Star Rating = 4.18 Number of responses = 11
	# responses	0	0	3	3	5	
	% of Total	0%	0%	27%	27%	45%	

Reflective Film for harvest efficacy in Persimmon | Russell Fox (InSense)

Q48: Overall presentation	Star Ratings	1	2	3	4	5	Average Star Rating = 4.09 Number of responses = 11
	# responses	0	1	2	3	5	
	% of Total	0%	9%	18%	27%	45%	

Q49: Usefulness of information	Star Ratings	1	2	3	4	5	Average Star Rating = 3.91 Number of responses = 11
	# responses	0	1	2	5	3	
	% of Total	0%	9%	18%	45%	27%	

Persimmon Weekly Market Report – A homegrown essential business tool | Dr Alison Fuss (PAI)

Q50: Overall presentation	Star Ratings	1	2	3	4	5	Average Star Rating = 4.42 Number of responses = 12
	# responses	0	1	1	2	8	
	% of Total	0%	8%	8%	17%	67%	

Q51: Usefulness of information	Star Ratings	1	2	3	4	5	Average Star Rating = 4.33 Number of responses = 12
	# responses	0	1	1	3	7	
	% of Total	0%	8%	8%	25%	58%	

The 2023 Persimmon Marketing Program in Review | George Russell (Hort Innovation)

Q52: Overall presentation	Star Ratings	1	2	3	4	5	Average Star Rating = 4.18 Number of responses = 11
	# responses	0	1	1	4	5	
	% of Total	0%	9%	9%	36%	45%	

Q53: Usefulness of information	Star Ratings	1	2	3	4	5	Average Star Rating = 4.18 Number of responses = 11
	# responses	0	1	0	6	4	
	% of Total	0%	9%	0%	55%	36%	

Day 2 | FPG Conference Dinner | Stephano's Cafe | Wednesday, 21 June 2023

Q54: Did you attend the Conference Dinner?

Options	Yes	No
# responses	11	1
% of Total	92%	8%

Number of responses = 12

The Conference Dinner was sponsored by FPG and held at the Stephano's Cafe.

Q55: Location	Star Ratings	1	2	3	4	5	Average Star Rating = 4.45 Number of responses = 11
	# responses	0	1	0	3	7	
	% of Total	0%	9%	0%	27%	64%	

Q56: Catering	Star Ratings	1	2	3	4	5	Average Star Rating = 4.36 Number of responses = 11
	# responses	0	1	0	4	6	
	% of Total	0%	9%	0%	36%	55%	

Guest Speaker | Kevin Cock (KVC Pty Ltd) | A Fruitful Life

Q57: Overall presentation	Star Ratings	1	2	3	4	5	Average Star Rating = 3.45 Number of responses = 11
	# responses	0	2	4	3	2	
	% of Total	0%	18%	36%	27%	18%	

Q58: Usefulness of information	Star Ratings	1	2	3	4	5	Average Star Rating = 3.45 Number of responses = 11
	# responses	1	2	2	3	3	
	% of Total	9%	18%	18%	27%	27%	

Day 3 | Sunraysia Field Tour | Thursday, 22 June 2023

Q59: Did you attend the Sunraysia Field Tour?

Options	Yes	No
# responses	11	1
% of Total	92%	8%

Number of responses = 12

Visit #1 | NSW DPI Dareton Research Station | Dr Tahir Khurshid

Q60: Overall presentation	Star Ratings	1	2	3	4	5	Average Star Rating = 4.73 Number of responses = 11
	# responses	0	1	0	0	10	
	% of Total	0%	9%	0%	0%	91%	

Q61: Usefulness of information	Star Ratings	1	2	3	4	5	Average Star Rating = 4.64 Number of responses = 11
	# responses	0	1	0	1	9	
	% of Total	0%	9%	0%	9%	82%	

Visit #2 | Argomillora | Simon Robb (General Manager)

Q62: Overall presentation	Star Ratings	1	2	3	4	5	Average Star Rating = 4.45 Number of responses = 11
	# responses	1	0	0	2	8	
	% of Total	9%	0%	0%	18%	73%	

Q63: Usefulness of information	Star Ratings	1	2	3	4	5	Average Star Rating = 4.27 Number of responses = 11
	# responses	0	2	0	2	7	
	% of Total	0%	18%	0%	18%	64%	

Visit #3 | Olam International – Almond Processing Plant | Ben Ezeabia (General Manager) and Zubair Shahzad (Technical Services Manager)

Q64: Overall presentation	Star Ratings	1	2	3	4	5	Average Star Rating = 3.45 Number of responses = 11
	# responses	0	3	3	2	3	
	% of Total	0%	27%	27%	18%	27%	

Q65: Usefulness of information	Star Ratings	1	2	3	4	5	Average Star Rating = 3.55 Number of responses = 11
	# responses	2	1	1	3	4	
	% of Total	18%	9%	9%	27%	36%	

Visit #4 | Sunbak Orchard | Phil and Joanne Baker

Q66: Overall presentation	Star Ratings	1	2	3	4	5	Average Star Rating = 4.09 Number of responses = 11
	# responses	0	1	3	1	6	
	% of Total	0%	9%	27%	9%	55%	

Q67: Usefulness of information	Star Ratings	1	2	3	4	5	Average Star Rating = 4.09 Number of responses = 11
	# responses	0	1	3	1	6	
	% of Total	0%	9%	27%	9%	55%	

Q68: Please rate the overall organisation of the Sunraysia Tour.	Star Ratings	1	2	3	4	5	Average Star Rating = 4.27 Number of responses = 11
	# responses	0	1	2	1	7	
	% of Total	0%	9%	18%	9%	64%	

Lunch | The Shed, Red Cliffs

Q69: Catering	Star Ratings	1	2	3	4	5	Average Star Rating = 4.00 Number of responses = 11
	# responses	0	1	2	4	4	
	% of Total	0%	9%	18%	36%	36%	

Q70: Venue (location, facilities)	Star Ratings	1	2	3	4	5	Average Star Rating = 4.00 Number of responses = 11
	# responses	0	1	1	6	3	
	% of Total	0%	9%	9%	55%	27%	

Presentation on Big Lizzie and her role in the development of the district | Bob and Helen Walton, Red Cliffs & District Historical Society

Q71: Interest and suitability	Star Ratings	1	2	3	4	5	Average Star Rating = 4.09 Number of responses = 11
	# responses	0	1	1	5	4	
	% of Total	0%	9%	9%	45%	36%	

Q72: Please provide any additional comments on any aspect of the Sunraysia Field Tour, including what could have been done to improve the field tour?

Comments:
 Avoid the rain
 Congratulations to Alison and anyone else involved in organising the tour which offered diversity of subject matter and locations.
 Could we organise warmer weather? 😊
 DPI research station was more relevant than Olam
 good
 Great Day
 Poor weather (not that we can change that) I would have liked to see Phils orchard.
 The field tour was great and very informative
 The field trip was a bit tight but went well. We should have enough time for each trip
 The weather was a bit average, the almond factory was not really relevant
 Well organised, good to have the microphone in the field. Adapted well to the weather conditions.

Q73: After the Sunraysia Field Tour there was a relaxed final gathering at Pizza Cafe. What are your thoughts -

Options						
		I didn't attend.	I attended and enjoyed the evening.	I attended but would have preferred to have a free evening.		
# responses	1	10	0			Number of responses = 11
% of Total	9%	100%	####			

About you

Q74: What best describes you and your interest in persimmons?

		Persimmon grower/owner/manager	Persimmon orchard-hand/employee	Marketer	Nursery	Researcher	Other	
# responses	7	0	1	1	1	2		Number of responses = 12
% of Total	58%	0%	8%	8%	8%	17%		Others = Hort Innovation ISDM Industry manager

Q75: How did you find out about the event?

		Brochure emailed to you;	Brochure posted to you;	News post on Persimmons Australia website;	Phone call from PAI Executive member;	Word of Mouth - Presenter, Grower;	In print media;	Other	
# responses	7	0	1	0	4	0	0	1	Number of responses = 13
% of Total	54%	0%	5%	0%	22%	0%	7%		Others = Talking to Alison

Q76: What did you most like about the event?

Comments: Good
Growers participation and enthusiasm. I will encourage young growers to come forward.
Interaction between growers and amongst participants, a good mix of presentations and practical face to face discussions in the field.
Meeting other growers
Meeting other Persimmon growers and seeing other persimmon orchards.
Meeting up with many part of the industry
Networking with other growers and gaining new insights
Opportunity to meet and mix with growers from a range of areas
The information provided
The networking and sharing of information, as well as site visits.
The organisation and networking with people
The whole week

Q77: What did you least like about the event?

Comments: Almond factory
Good
Long days
Nothing
Nothing comes to mind
Nothing, it was excellent
OLAM
Rainfall...which was not in our control
The challenges of the weather
The inorganic general approach
The room for the presentation at Olam
Weather - Organisers did more than expected given the challenge it presented. (well done)

Q78: Would you like similar events to be held in the future?

Options	Yes	No
# responses	12	0
% of Total	100%	0%

Number of responses = 12

Q79: Do you have any other comments to assist in shaping future industry events? Consider things like location, region, duration, time of year, etc.

Comments: Any location where a range of orchards can be comfortably visited as part of the program
February seems like a good time of year for most. 2-3 days makes sense and seems practical.
I think it would be good to visit orchards in late summer when you can see the fruit and trees before harvest and dormancy.
A little more fresh food for morning tea and lunch, with less cake.
Keep it moving
Maybe the next one should be prior to our season
Nil
Nothing to add
Nothing to add
Nothing to comment

The event was great so I don't have many suggestions. Perhaps try having the event in a warmer location next time and when fruit is still on the tree.
The next event has be held in Qld or Sydney
The timing was very "dense"

Online Questionnaire for Persimmons Australia Webinar Series

The following questionnaire was conducted for all webinars using Microsoft Forms. Links were emailed directly to all registrants. Compulsory questions are marked with an asterisk symbol (*)

Question	*	Response type
Title - Feedback on Webinar #<<insert number>> : <<insert title>>		
<p>Persimmons Australia wants to hear about your experience with Webinar #<<insert number>> : <<insert title>>.</p> <p>First time providing feedback? Please share all of your opinions and ideas.</p> <p>Provided feedback on a webinar previously? Short on time? Fast track the process by completing the compulsory questions marked *.</p>		
What best describes you and your interest in persimmons?	*	Choice options (more than one): Persimmon grower/owner/manager Persimmon orchard-hand/employee Marketer Nursery Researcher Home gardener Other interested stakeholder, please describe
Why did you register for Webinar #3 : An Introduction to Social Media Marketing?	*	Text - Long
Were you able to attend Webinar #3 : An Introduction to Social Media Marketing?	*	Choice: Yes/No Branch - ^ if yes, to go The Webinar section ^^ if no, next question
The Webinar		Section break
Did you learn what you hoped you would?	*	Choice: Yes/No/Partly

Please rate the content of the webinar.	*	5 star
Please rate the likelihood of applying something you learnt during the webinar to your business.	*	5 star
What did you like most about the webinar?		Text - Long
What could have made the webinar better?		Text - Long
Please rate your overall webinar experience.	*	5 star
Please rate the organisation of the event.	*	5 star
If No		
It appears that you registered for the webinar event, but did not attend. We understand that this can happen, so please let us understand why you were unable to attend.	*	Choice options (more than one): Simply I forgot. I had a more pressing commitment. I was unable to find the link. The link didn't allow me to join the webinar. I had other technical problems. I decided I wasn't that interested. The timeslot didn't suit. Other reasons.
Future Webinars		Section break
Would you like to attend other webinars organised by Persimmons Australia?	*	Choice: Yes/No/Maybe
What other subjects would you like to see Persimmons Australia cover in a webinar?		Text - Long
Thanks for providing feedback on Webinar #3 : An Introduction to Social Media Marketing. Before you submit the form, is there any other feedback you'd like to provide?		Text - Long

Results of 2024 Persimmon Industry Communications Survey

Note: C indicates a compulsory question
 * indicates a logic question
 ^ indicates that more than 1 response could be chosen.

Question	Response	Percentage	Response	Percentage	Response	Percentage	Response	Percentage	Response	Percentage	Responses:	Percentage			
Question 1 How useful is Persimmon Press to you and your business? C	Extremely useful	9	45%	Very useful	8	40%	Somewhat useful	2	10%	Not so useful	0	0%	Not at all useful	1	5%
	Responses: 20 100%														
Question 2 How useful is the Australian Persimmon Industry Conference and Field Day event to you and your business? C	Extremely useful	12	60%	Very useful	6	30%	Somewhat useful	1	5%	Not so useful	0	0%	Not at all useful	1	5%
	Responses: 20 100%														
Question 3 How useful is the Persimmons Australia website to you and your business? C	Extremely useful	4	20%	Very useful	10	50%	Somewhat useful	5	25%	Not so useful	0	0%	Not at all useful	1	5%
	Responses: 20 100%														
Question 4 How useful are PAI emails about specific events (e.g. conferences and field days) and issues (e.g. chemical permits) to you and your business? C	Extremely useful	12	60%	Very useful	5	25%	Somewhat useful	2	10%	Not so useful	0	0%	Not at all useful	1	5%
	Responses: 20 100%														

Question 5 When considering the communication/s that you found most useful, can you please explain why you gave it/them a high rating?

email newsletter and industry events thank you.
 As this industry is growing and expanding it's important to keep abreast of what events are upcoming, as well as the information from the attended meetings and news about new chemicals available for use, export information or disease and pest information. There is nowhere else you are obtain this information for the persimmon industry and therefore it's important this information continues in the future. The website is one of the best for tree crops, locally and internationally so thank you,
 easy to access
 getting up to date information
 Hands on experience from growers on retraining trees
 I find the conference and field days very rewarding for new ideas and finding out what is happening in the industry first hand.
 Emails are great for keeping up to date with what is happening with events and permits on a regular basis.
 I found the field days extremely useful as a way of getting the best insight into how the different growers use different techniques in growing the fruit.
 This also allows for us to fine tune our growing methods.
 Information provided is relevant and timely. Provides value to industry and is specific. Not general in nature.
 infos about practices, problems, events, developments,..... it is a very complete medium to stay in touch with others growers. very specialised therefore interesting.
 It is always important to stay up to date on what is happening in our industry.
 It is important for the industry to keep updated about the persimmon related issues and opportunities and to learn more about the updates, news and project progress.
 Persimmon press. It covers literally everything that happens in the Australian persimmon industry. Real life, relevant info for me as a grower. Everything that is going on, in a form that I come back to time and time again to pore over the relevant information. I really consider it critical to trying to improve as a grower in our industry.
 Conference and Field day always has different topics of interest that offers appeal to the broad range of attendees. The opportunity for networking and seeing/hearing how others operate their enterprises is often one of the most powerful learning experiences available.
 The website is a valuable resource to encourage better cooperation.
 PP brings me up to date with what is happening in the industry so is a one stop source.
 Conference is an opportunity to be updated and network with other industry people and see other production systems.
 Email alerts are timely and brief.
 Relevant and not overwhelming in the number received.
 Relevant to my business
 The heads up about upcoming things concerning me as a grower has been great.
 Summaries/highlights via email about what is in each persimmon press is great to make sure I don't miss out on anything of interest.
 The manager pulls together relevant info for us to peruse. Saves us having to read a lot of material that is not relevant.
 we need information

Question 6 When considering the communication/s that you found least useful, can you please explain why you gave it/them a low rating?

All communications from PAI i find useful
 For some reason I don't visit the website much, probably because other communications cover my interests / and need to know.
 I do not grow Persimmons. I did not ask to be put on this list.
 I find the industry communication very useful
 It's all great.
 I would suggest that it might be good to have a similar summary for each persimmon press advertised for everyone who visits persimmon Australia website but doesn't have a log in. This will mean more regular updates on the website, and if there instructions for how to become a member, hopefully drive more people who want the full articles to engage and possibly, if you have a picture then this can also be posted to Facebook without much work.
 Just don't visit the website as often as I should.
 Personally, don't tend to use websites. Possibly an age factor!
 We do not use chemicals.
 Would like more information on varieties - like harvest timings in different regions, information about each variety and their traits good and bad.
 N/A
 N/A
 N/A
 n/a
 nil

Question 7 Can you please give an example of where you used the information gained from these sources to make a decision to change your management practice and/or attend an event (eg conferences and field days)?

Applying for Grants
 Attended conference, spray chemical approvals.

Attended Shine on conference, even though I didnt really have spare time to due to other business committments, due to the broad range of topics available with a lot of topics that I knew would be extremely beneficial to my persimmon business. This was clearly communicated through the above channels.

Also have implemented pruning practices that I have read about in Persimmon Press that other real life growers have shown within stories contained in Persimmon Press

calibrating practices around the market needs. rootstocks, varieties.Helping, getting help from networking.

Change over the years to water/spraying/roots stock

Conferences are not just about the info presented in sessions, although helpful. It is about bringing the industry together and interacting with other growers from whom their experiences can often lead to improvements on our own orchard.

Fertilising , pruning ,spraying

Finding out about and subsequently attending the Conference in Mildura has really helped with improving my business by seeing what other producers are doing.

I have attended the field days in Mildura.

I have netted our entire orchard with drape Net.

I successfully obtained funding from the Netting Trial Grant in NSW.

I am establishing a new orchard using Tatura trellis.

All of these examples were achieved from information emailed from PAI and knowledge gained at the Mildura field days.

Netting incentives very useful. Participated in conference.

Re working older trees

The conferences are very useful about the project updates and also about learning new techniques and apply it to the business.

The reports on the disease work that is being studied by PhD student recently and the findings to date of that work.

We attended the latest conference and it was a huge success and we would not have known as much about it if we didnt have the updates we have been getting.

We are also trialling some changes to our practices based on some of the coverage we have seen in previous issues of the persimmon press.

Question 8	How effective is PAI in keeping you informed about levy-funded R&D projects, activities and events?										Responses:	20	100%	
Extremely effective	6	30%	Very effective	13	65%	Somewhat effective	0	0%	Not so effective	0	0%	Not at all effective	1	5%
Question 9	How effective is PAI in keeping you informed about levy-funded marketing projects, activities and events?										Responses:	20	96%	
Extremely effective	8	40%	Very effective	8	40%	Somewhat effective	3	15%	Not so effective	0	0%	Not at all effective	1	5%
Question 10	What are the most important sources of information for you about levy-funded R&D and marketing projects/activities/events in the persimmon industry? Select all that apply.^										Responses:	20	100%	
Persimmon Press	16	80%	Persimmons Australia v 10	10	50%	PAI emails	13	65%	Conferences and field c	14	70%	Hort Innovation's Indus	1	5%
Hort Innovation's Persir	0	0%	PAI office	8	40%	Webinars	9	45%	Consultants	1	5%	Hort Innovation websit	2	10%
Other (please list)	2	10%	Utilise them all but as an industry stakeholder I do not grow Persimmons.											
Question 11	Do you receive the Persimmon Press? C*										Responses:	20	100%	
Yes	19	95%	No	1	5%									
Question 12	How do you use the information you receive in the Persimmon Press? Select all that apply.^										Responses:	19	95%	
To obtain new ideas	13	68%	To change and/or improve my on-farm practices	13	68%	To talk to a consultant about a specific issue	4	21%	To share with another grower or industry supply chain partner	9	47%	To keep up to date with what is happening in the industry, i.e. general interest	19	100%
Other (please list)	0	0%												
Question 13.1	Thinking about Persimmon Press, how do you rate the following aspects... >> Quality of content										Responses:	19	95%	
Excellent	13	68%	Good	6	32%	Average	0	0%	Not so good	0	0%	Poor	0	0%
Question 13.2	Thinking about Persimmon Press, how do you rate the following aspects... >> How easy the information is to understand										Responses:	19	95%	
Excellent	12	0.6316	Good	7	0.3684	Average	0	0	Not so good	0	0	Poor	0	0%
Question 13.3	Thinking about Persimmon Press, how do you rate the following aspects... >> Layout/Design										Responses:	19	95%	
Excellent	9	47%	Good	10	53%	Average	0	0%	Not so good	0	0%	Poor	0	0%
Question 13.4	Thinking about Persimmon Press, how do you rate the following aspects... >> Meeting my needs										Responses:	19	95%	
Excellent	8	42%	Good	11	58%	Average	0	0%	Not so good	0	0%	Poor	0	0%
Question 14	Thinking about Persimmon Press, how do you rate the level of technical detail in most articles?										Responses:	19	95%	
Far too technical	0	0%	A bit too technical	0	0%	Just right	16	84%	Not quite technical enough	3	16%	Insufficient	0	0%
Question 15	Thinking about Persimmon Press, how do you rate the overall quantity of content?*										Responses:	19	95%	
Far too much	0	0%	A bit too much	0	0%	Just right	17	89%	Not quite enough	2	11%	Insufficient	0	0%
Question 16	Thinking about Persimmon Press, how do you rate the frequency of the publication?*										Responses:	19	95%	
Far too often	0	0%	A bit too often	1	5%	Just right	12	63%	Not often enough	6	32%	Far too Infrequently	0	0%
Question 17	Thinking about Persimmon Press, how do you rate the frequency of the publication?										Responses:	7	35%	
Never	0	0%	Once a year	0	0%	Every 6 months	2	29%	Every second month	5	71%	Monthly	0	0%

Question 18	Which of these sections of Persimmon Press do you read? Select all that apply.^										Responses:	19	95%	
Read it all	16	84%	Industry news	5	26%	Grower case studies and profiles	4	21%	Conference & field day updates & reports	3	16%	Special features (e.g. graders)	2	11%
Levy-funded research and development projects, activities & events	4	21%	Levy-funded marketing projects, activities & events	2	11%	Hort Innovation updates	3	16%	Minor use permits	4	21%	From the Farms	2	11%
Your Orchard	1	5%	Overseas news (e.g. What's on the web?)	0	0%									

Question 19 List any topics you would like included in Persimmon Press.

Best pruning / watering practices. How to solve the problem of shedding. =)
 Can not think of anything
 Crop management/ The techniques
 I cant think of anything at the moment above what is there already
 Innovations adopted by growers. Large or small innovations. Export Market/Market growth opportunities
 Post Harvest technologies
 Some information about what varieties and rootstocks the industry development manager is importing and what he is doing. We don't hear enough about Tahir's work.
 N/A
 No

Question 20 Please suggest any improvements you would like made to Persimmon Press to make it more useful to you, in terms of content

If the office could do a ring around the areas so as to provide more detail about how the various areas are progressing or how the season is going or gone. This is in addition or instead of the roundup. A little more info about the region rather than what appears to be about the individual's situation.
 information on establishing new trees
 It really is a fabulous publication for me. Loads of information. Heaps of which is real life, relevant articles. It gives us the more technical info in the most useful and least "dry boring technical" way possible with the opportunity to explore in detail where we need to.
 More updated information from the Industry Development manager and about his trips away and his work.
 The persimmon is useful and provide plenty of information to the growers.
 N/A

Question 21 Thinking about how you read Persimmon Press, do you... (Select all that apply)*

Print out a hard copy to read	4	21%	Read it on a screen device	17	89%	Other (please list)	0	0%	Responses:	19	95%
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Question 22 What type of screen do you read Persimmon Press on mostly? Select all that apply.^

Small screen (less than 16") desktop computer/laptop	2	12%	Large screen (more than 16") desktop computer/laptop	14	82%	Tablet device	5	29%	Mobile phone	2	12%	Other (please list)	0	0%
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Question 23 Please suggest any improvements you would like made to Persimmon Press to make it more useful to you, in terms of layout or design

Cant think of anything
 Have a chat to the team at BFGV or look at their newsletter layout. (For some TIP's)
 Lay out is appropriate as it is.
 No
 No it's good clear information- only thing that helps is a search option if you are looking for something but can't remember where you saw it.
 Not sure

Question 24 Have you attended any Australian Persimmon Industry Conference and Field Day event hosted by PAI? C*

Yes	15	75%	No	5	25%	Responses:	20	100%
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Question 25 Which events have you attended? Select all that apply.^

Mildura, Vic - June 2023	12	80%	Perth, WA - June 2019	8	53%	Sydney, NSW - June 2017	5	33%	Barooga, NSW - February 2016	4	27%	Responses:	15	75%
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Question 26 What are the main reasons you have not attended any of these events? Select all that apply.^

Unsuitable time of year	0	0%	Unsuitable location	2	40%	Unable to make suitable travel arrangements	2	40%	Too costly	0	0%	Not interested	1	20%
Didn't know about events	0	0%	New to the industry	0	0%	Other (please list)	0	0%						

Question 27 Would you be interested in attending similar events in the future?

Yes	18	90%	No	2	10%	Responses:	20	100%
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Question 28 Please suggest any improvements you would like made to Australian Persimmon Industry Conference and Field Day events to make it more useful or appealing to you

A discount option for local growers to be able to bring some key staff for part of the conference.
 I'd love to bring our whole team especially to the field days, but it is cost prohibitive.
 Don't know. Usually good.
 Interactive grower Q&A / Panels.
 keep it at every 2 years

Mildura Conference was great. A good mixture of Information and Field trips.
 More international involvement probably.
 To advertise is wider on news, newsletters and on Persimmon web site and also in local newspapers.
 We had a great time.

Question 29	Have you visited the Persimmons Australia website, www.persimmonsaustralia.com? C*										Responses:	20	100%	
Yes	19	95%	No	1	5%									
Question 30	How often do you visit the Persimmons Australia website?										Responses:	19	95%	
Never	0	0%	Visited 2-3 times before	4	21%	Regularly (at least once a week)	0	0%	Monthly (1-2 times a month)	5	26%	Quarterly (3-4 times a year)	6	32%
Annually (1-2 times a year)	4	21%												
Question 31	What pages of the website do you visit? Select all that apply.*^										Responses:	19	95%	
Recipes	5	26%	Videos	5	26%	About	2	11%	About - Growers	9	47%	About - Nutrition	11	58%
About - Varieties	11	58%	About - Production/Seasonality	7	37%	About - How to Pick	2	11%	About - How to Prepare	1	5%	About - How to Store	3	16%
News	10	53%	Contact	4	21%	Login	4	21%	Other, please specify	0	0%			
Question 32	Choose your top 3 reasons for visiting the login section of the Persimmons Australia website. (Dependent on Q.34)^										Responses:	4	20%	
Find out about levy-funded R&D projects	1	25%	Find out about levy-funded marketing activities	1	25%	Find out about levy-funded events and activities (e.g. conferences & field days)	1	25%	Industry news and media	1	25%	Industry statistics	0	0%
Industry contacts	1	25%	Cultural information	1	25%	Watch industry webinars	1	25%	Back copies of Persimmon	0	0%	Conference Proceedings	1	25%
Other, please specify	0	0%												
Question 33	In relation to your last visit to the Persimmons Australia website, which of the following are true? Select all that apply.^										Responses:	19	95%	
I was able to find exactly what I was looking for	8	42%	I was able to find a part of what I was looking for	3	16%	I was able to find something better than what I was looking for	4	21%	I had no specific agenda in mind when I visited	7	37%	I was not able to find what I was looking for	1	5%
Other (please specify)	0	0%												
Question 34	How well does the Persimmons Australia website meet your needs?										Responses:	19	95%	
Extremely well	1	0.0526	Very well	13	0.6842	Somewhat well	3	0.1579	Not so well	1	0.0526	Not at all well	1	5%
Question 35.1	Please rate the usefulness of the following features of the login section of the Persimmon... >> Industry strategic plans										Responses:	4	20%	
Extremely useful	1	0.25	Very useful	2	0.5	Somewhat useful	1	0.25	Not so useful	0	0	Not at all useful	0	0%
Question 35.2	Please rate the usefulness of the following features of the login section of the Persimmon... >> Conference proceedings										Responses:	4	20%	
Extremely useful	3	0.75	Very useful	1	0.25	Somewhat useful	0	0	Not so useful	0	0	Not at all useful	0	0%
Question 35.3	Please rate the usefulness of the following features of the login section of the Persimmon... >> Persimmon Press (Dependent on Q.34)										Responses:	4	20%	
Extremely useful	3	0.75	Very useful	1	0.25	Somewhat useful	0	0	Not so useful	0	0	Not at all useful	0	0%
Question 35.4	Please rate the usefulness of the following features of the login section of the Persimmon... >> Marketing plans and reports										Responses:	4	20%	
Extremely useful	2	0.5	Very useful	2	0.5	Somewhat useful	0	0	Not so useful	0	0	Not at all useful	0	0%
Question 35.5	Please rate the usefulness of the following features of the login section of the Persimmon... >> Annual reports (Dependent on Q.34)										Responses:	4	20%	
Extremely useful	1	0.3333	Very useful	2	0.6667	Somewhat useful	0	0	Not so useful	0	0	Not at all useful	0	0%
Question 35.6	Please rate the usefulness of the following features of the login section of the Persimmon... >> Conference videos (Dependent on Q.34)										Responses:	4	20%	
Extremely useful	3	0.75	Very useful	1	0.25	Somewhat useful	0	0	Not so useful	0	0	Not at all useful	0	0%
Question 35.7	Please rate the usefulness of the following features of the login section of the Persimmon... >> Industry statistics (Dependent on Q.34)										Responses:	4	20%	
Extremely useful	1	0.25	Very useful	3	0.75	Somewhat useful	0	0	Not so useful	0	0	Not at all useful	0	0%
Question 35.8	Please rate the usefulness of the following features of the login section of the Persimmon... >> Cultural Information (Dependent on Q.34)										Responses:	4	20%	
Extremely useful	2	0.5	Very useful	2	0.5	Somewhat useful	0	0	Not so useful	0	0	Not at all useful	0	0%

Question 35.9 Please rate the usefulness of the following features of the login section of the Persimmon... >> Industry contacts (Dependent on Q.34) Responses: 4 20%

Extremely useful	3	0.75	Very useful	1	0.25	Somewhat useful	0	0	Not so useful	0	0	Not at all useful	0	0%
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Question 36 Are there any other features you would like to see added to, or improved, on the PAI website to make it more useful to you?
 I am still struggling with creating a good spray program. Maybe information from other farmers can be compiled, explaining chemicals used, rates and timing to help control certain problems eg. Mealybugs, Thrip, fungal control ect.
 not sure
 Not sure, but maybe pull together much of the Australian research data, presentations and info in one place. Maybe a list of who to contact about various suppliers of orchard materials etc. This potentially could be as a form of advertising if it is desired to be, but some entities may choose not to advertise but may be a good supplier????
 The web site of Persimmon Australia is not to the standards. It looks like cooking show. The web site need practical articles which should be an immediate access to growers. Not everyone read Persimmon press so regularly. The web site definitely needs improving.
 Yes - I believe we are very lucky to have Alison Fuss looking after Persimmons Australia- she is an excellent person for this position.
 I would like to thank Alison for her efforts.

Question 37 Do you follow Persimmons Australia on Facebook? Responses: 20 100%

Yes	3	15%	No	17	85%
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Question 38 Do you follow Persimmons Australia on Instagram? Responses: 20 100%

Yes	2	10%	No	18	90%
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Question 39 In terms of electronic communication (emails, e-newsletter), does the PAI communicate with you: C* Responses: 20 100%

Just enough	18	90%	Too much	1	5%	Not enough	1	5%
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Question 40 How effective is the PAI in promoting the Australian persimmon industry to the media and wider community? Responses: 20 100%

Extremely effective	1	5%	Very effective	9	45%	Somewhat effective	7	35%	Not so effective	2	10%	Not at all effective	1	5%
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Question 41 How much do you trust the information provided to you by the PAI? Responses: 20 100%

A great deal	8	40%	A lot	10	50%	A moderate amount	1	5%	A little	0	0%	Not at all	1	5%
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Question 42 Do you have any other comments or suggestions for the PAI on how we can improve our communications with you?
 I thought that 3 times a year for the newsletter might be good. However, if there is not enough new content and it is repeating itself then 2 times a year is fine. I admit that i look forward to the press arriving in the inbox.
 Not right now
 Regular Field days and webinars
 they do a good job

Question 43 Would you be interested in being involved in Project Reference Groups for Persimmon levy funded projects? C* Responses: 20 100%

Yes	10	50%	No	10	50%
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Question 44 Would you be interested in being involved in Project Reference Groups for Persimmon levy funded projects? ^ Responses: 10 50%

Research projects	9	90%	Communications and extension projects	4	40%	Marketing projects	4	40%	Other, please specify	0	0%
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Question 45 Are you a financial member of Persimmons Australia Inc.?* Responses: 20 100%

Yes	10	50%	No	10	50%
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Question 46 Please describe yourself by clicking on any of the check boxes that apply to you: C^ Responses: 20 100%

Grower	11	55%	Nursery	3	15%	Consultant	1	5%	Processor	0	0%	Fresh Produce Marketer - Domestic	1	5%
Fresh Produce Marketer - Export	0	0%	Researcher/academic	0	0%	Government/Service Agency	1	5%	Commercial supplier of horticultural inputs	2	10%			