



2014 Victorian Cherry Conference

5 KEY STEPS TO CHERRY PROFITS

The annual Victorian Cherry Conference for 2014 will be held in the picturesque Yarra Valley right at the gateway to the beautiful winery region only 45 minutes from Melbourne CBD. The conference is open to all cherry growers and those interested in supporting the cherry industry. The conference has been designed to learn from the past season and be ready to change and adapt to the future, embracing new concepts, technologies and methodologies to be implemented on farm.

The conference program features formal presentations from industry specialists, the return of the popular Q & A style forum to review and discuss the past season, plus the chance to get out and about for two orchard demonstrations. International and Australian industry experts will present on topics that will strongly influence your profitability.

Topics will include:

- Yield • Packout • Maximising labour output • Pollination
- Chill • Marketing • Climate variability • Consistent cropping.

Evening social activities include Happy Hour brought to you by your sponsors and the Conference Dinner. We look forward to seeing you there!

Dates Thursday 13 and Friday 14 March 2014

Venues Day 1: Yarra Valley Lodge, 2 Heritage Avenue, Chirnside Park

Day 2: Chappies Orchard, 21 Parker Road, Silvan and Oak Sun Orchards, 77 Monbulk-Seville Road, Wandin East

Registration

VCA Members Early Bird **\$195**

VCA Members **\$235** (after 8 March)

Non Members Early Bird **\$265**

Non Members **\$285** (after 8 March)

Conference Dinner **\$50**

Register online now!

Please contact the **VCA** office on **03 5825 3700** if you have any questions regarding your registration.

Accommodation A limited amount of accommodation is available at the venue so be sure to book early. Please make your booking by emailing or faxing the attached booking form to Yarra Valley Lodge or for alternative accommodation, contact the Yarra Valley Tourist Information Centre:

Web www.visitarravalley.com.au Phone **03 5962 2600**.

Registration includes attendance at all conference sessions and orchard walks (including tea breaks and lunches) plus Happy Hour but does not include the Conference Dinner.



Day One: Speaker Program

Yarra Valley Lodge, 2 Heritage Avenue, Chirnside Park

8.00 – 9.00am	Registration
9.00 – 9.10am	Conference welcome by <i>Alison Jones</i> , Victorian Cherry Association President
9.10 – 9.50am	Culture for success by <i>Mark Millis</i> of Flavorite Hydroponic Tomatoes
9.50 – 10.20am	2013: A chilling year An evaluation and discussion of winter chill accrual in Victoria in 2013 by <i>Rebecca Darbyshire</i> (Chill Researcher)
10.20 – 10.40am	Morning tea
10.40 – 11.10am	Varieties – chill requirements Zaiger Genetics in California have been breeding cherries for more than 30 years. Much of their focus has been to reduce the chill requirements while maintaining commercial quality. A number of new varieties have now been released with many more being evaluated both in the USA and here in Australia. By <i>Graham Fleming</i>
11.10 – 11.40am	ReTain®: An aid in improving fruit set Presentation of trial results from the 2013/14 season looking at extending the life of cherry flowers to increase pollination, leading to increased fruit set. By <i>Peter Cole</i> and <i>Brett Ryan</i> of <i>Sumitomo Chemical Australia</i>
11.40am – 12.10pm	Root pruning vs the use of cultar by <i>Marcel Veens</i>
12.10am – 12.30pm	Variations in yield and how to determine if they are related to pollination. Video presentation by <i>Mark Goodwin</i>
12.30 – 1.20pm	Lunch
1.20 – 1.50pm	China cherry overview and market access by <i>Phil Webley</i> , Managing Director, Sino Access
1.50 – 2.45pm	CGA report by <i>Andrew Smith</i> . Marketing & Promotions, Export Working Group and Research & Development presented by <i>Victorian representatives</i>
2.45 – 3.00pm	The future for small and medium sized growers by <i>Steve Chapman</i>
3.00 – 3.20pm	Afternoon tea
3.20 – 4.50pm	Season in review: Q & A interactive style forum addressing key industry topics including Marketing, Export, Chill/Climate, Yield and Pollination. Moderated by <i>Tim Jones</i>
4.50 – 5.00pm	Close of Day One and overview of Day Two by <i>Alison Jones</i>
5.00 – 6.00pm	Happy hour brought to you by your sponsors
6.00 – 7.00pm	Free time
7.00pm to late	Conference Dinner at <i>Yarra Valley Lodge</i>

Day Two: Field Day

8.30am	Depart Yarra Valley Lodge for Field Day
9.00am	Arrive at <i>Chappies Orchard</i> , 21 Parker Road, Silvan. Welcome by <i>Steve</i> and <i>Mark Chapman</i>
9.15 - 11.00am	Orchard tour led by <i>Steve Chapman</i> with a focus on Fruit Set & Chill on Dwarf Fruit Stocks
11.05am	Depart <i>Chappies Orchard</i> for <i>Oak Sun Orchards</i>
11.10 - 11.30am	Morning tea at <i>Oak Sun Orchards</i> , 77 Monbulk-Seville Road, Wandin East. Morning Tea sponsored by <i>HybridAg</i>
11.30am – 12.45pm	Welcome to <i>Oak Sun Orchards</i> by <i>Andrew Corbett</i> . Andrew will lead an orchard tour focusing on Root Stock & Root Pruning . <i>Shane Kelly</i> from <i>Burder Industries</i> will present a Spraying Demonstration showcasing the <i>Martignani Electrostatic Spray Tank</i>the future of spraying.
1.00pm - 2.00pm	Lunch
2.00pm	Conference concludes

Don't miss this chance to hear Mark Millis!

Here is your chance to hear from horticulture industry veteran Mark Millis and have your questions answered. After a long career in the wholesale fruit market as CEO of the family business A Millis & Sons, Mark Millis began growing hydroponic tomatoes in the late 1980's. He joined with long time business partner Warren Nichol, to form *Flavorite Hydroponic Tomatoes* in 1995. Now Mark, his sons Chris and Will, and Warren's son Mike, grow nearly 20 Ha of vegetables, tomatoes, capsicums and cucumbers under cover at Warragul in Victoria. Flavorite can seriously lay claim to having created and benchmarked the truss tomato category in Australia. How can this story be translated to cherries?



Join us for the Conference Dinner

Enjoy a carvery buffet and the chance to catch up with old friends and make new ones.

For the fun loving, the inaugural **VCA Cherry Accessory Competition** offers the chance to make your mark. Entry is optional and it's as simple as donning on a tie, scarf, earrings, socks or - surprise us! The prize is a bottle of *Luxardo 1821 Maraschino cherry liqueur*. Who will take out the trophy and the title?

Supported by these major sponsors

