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### **To all Australian Cherry Growers and Exporters**

I am writing to you as a cherry grower and/or exporter to seek your engagement and involvement in a new way forward for the Australian Cherry Industry from 2014 to 2020.

Over the past few years there has been more and more pressure placed on the industry in maintaining existing export markets and achieving NEW export markets. At the same time our production base is set to increase from 10,000 tonnes to 18,000 tonnes over the next five years. We currently export between 20-25 % of the total Australian crop to nearly 30 markets.

Access to each of these markets requires varying levels of international biosecurity and trade compliance. The biosecurity requirements range from open and unregulated markets to phytosanitary or full protocol access conditions. In consultation with CGA, the Department of Agriculture (DoA) constantly seeks to gain and improve access into some of the more difficult protocol markets whilst maintaining access to a range of other markets around the globe.

Over the past few months the Cherry Export Working Group with the help of the CGA Board, State Government agencies, research bodies and those working in the field, have put together a unique framework for the Australian Cherry Industry to move forward with.

This framework is entitled the:

***“Australian Cherry Industry Biosecurity Management Programme”***  
*(to be referred to as the BMP)*

This industry BMP has been developed so that any cherry grower and/or exporter in any growing region across the country can gain an understanding of how our industry will need to evolve and what new practices will need to be adopted to meet the required criteria in order to qualify for export access into our global markets.

In order for our cherry industry to access and leverage future export trading opportunities **the BMP will need to be adopted by the vast majority of stakeholders in the Australian Cherry Industry.** This document provides a comprehensive resource base and pathway to facilitate and improve access to available markets as they develop and mature over time.

As primary stakeholders we will need you, as producers and/or exporters, to engage with this initiative and to gain a comprehensive understanding of the principals and requirements that form and underpin the BMP.

Many of you already practice the key fundamental components contained and required within the BMP. However, if the industry is to retain and expand its export opportunities into the future we must formalise, refine and present a common management platform across our horticultural practices (GAP), manufacturing practices (GMP), identification and management of biosecurity risk (Pest Risk Analysis).

The BMP draws all of these components together to enable our existing and future trading partners to understand how our industry manages risks and quarantine concerns across the supply pathway to their required trade/import compliance levels.

The CGA Board and the Cherry Export Working Group can now provide the means for more and more of the industry to become involved as export grower suppliers, export grower packers or as export grower, packer and shippers. As indicated in the BMP document we need to ensure that all growers and exporters wishing, or having future ambitions to ship to protocol markets sign up and register to take part in the process. Therefore if you:

- Grow and/or export into protocol markets now;
- Would like to grow for and export into protocol markets in the future; or
- Are currently focused on growing for or exporting to non-protocol markets but are also intending to expand into protocol markets;

## **YOU MUST BE REGISTERED**

To assist in this process a Biosecurity Management Team consisting of Simon Boughey at the CGA office, Nick Featherstone from FGT, Charlotte Brunt and Andrea Magiafoglou based in Victoria, Peter Morrison and Penny Measham from the Tasmanian Institute of Agriculture are working to put all of this together and to work with growers in regions for the upcoming season and future seasons on matters such as:

- Export registrations;
- Training and crop monitor programs;
- Assisting growers and exporters on matters that may arise during the season;
- Working with the Australian Department of Agriculture on audits of orchards and pack houses;
- Coordinating audits and inspections with officers from importing countries in conjunction with DoA and other state agencies.

At the same time the CGA Board and the Cherry Export Working Group will continue to work hard with DoA on:

- Expanding and improving access to protocol markets, such as Korea for production areas outside Tasmania ;
- Improving commercial & operational access into countries that we currently only have limited market access to such as PR China, Thailand, Taiwan, Indonesia, Philippines and the USA;

- Maintaining existing access to current unregulated and phytosanitary markets such as Hong Kong, Singapore, Vietnam, Malaysia and others in Europe and the Middle East, as these markets may be subject to significant change in the future.

A copy of the **“Australian Cherry Industry Biosecurity Management Programme”** is attached to this letter for your information and is supported by:

- The 2014/15 edition of the Cherry Export Guide; and
- The 2014/15 Integrated Pest and Disease Management Calendar.

Both of these have been provided by CGA for several years and distributed across the country. These will again be made available next week to those who are intending to export in the coming season.

We would hope as many of you will be involved in the implementation of the BMP for the 2014/15 season and into the future. One SIGNIFICANT issue to be discussed with the industry is the establishment of recognised collection and storage points of pest & disease monitoring and trapping data for future reference and discussions with DoA for recognition of areas of low pest prevalence, places of pest free production etc.

To assist in this process CGA will be discussing with all the State Government agencies to verify trapping data and what other services they may be able to offer the industry, even if there is some cost involved to the industry, growers and exporters.

For any questions and information please contact the CGA office on 03 6231 1229 or email [ceo@cherrygrowers.org.au](mailto:ceo@cherrygrowers.org.au) and the BMP Team can assist you.

This is a major step forward for the Australian Cherry Industry and we look forward to having you come on board.

Yours sincerely



Andrew Smith  
National President CGA



Hugh Molloy  
Chair of the Cherry Export Working Group