



# **Cherry Growers Australia**

**Activities since Canberra AGM August  
2013**

**Andrew Smith - CGA - President**



## Cherry Growers Australia – Activities since Canberra in August 2013

### Market Access

**CGA Board & Cherry Export Working Group has been working on key matters:**

### China:

- **Simon went to Beijing for meeting with DOA and AQSIQ to discuss the changes to the protocol.**
- **Follow-up meetings on 21st October and technical meeting on 28th Oct or 4th November to discuss:**
- **CGA's position to continue to secure :**
  - **3 degrees for 14 days, this is the key issue and flowing on from that is the acceptance of the other 3 current PFA's and the East West Protocol for Medfly which would benefit several commodities for MA**
  - **If that fails then we need to request AQSIQ to reconfirm to the pilot program for cherries for 2013/14 season with 3 degrees for 14 days.**
  - **Ask for MB Fumigation 32g/M3 at 17 degrees for 2 hours even as a pilot too for airfreight, and look at low dose options of MB for future seasons.**
  - **Irradiation and link to the cherry option for Thailand**
  - **Look at the systems approach that can be discussed for the 2014 review process for the 2014/15 season and as a consequence point 1 becoming the fall back position if in Q-Fly out break.**
- **CGA has had regular meetings and teleconferences with Department of Agriculture;**
- **CGA has Completed the China workplan with DOA and working with DOA on the registration process for possible exporters in SA, VIC and NSW in preparation of the audits in 2013**
- **Held Workshop in Melbourne as part of that process and follow-up monitoring training sessions in VIC, NSW and SA with the help of Penny Measham from TIA and FGT.**



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### Market Access

#### Thailand

- **CGA and other peak bodies had a meeting with DOA Thailand and DOA Australia in Brisbane on 26th September to discuss access matters.**
- **Waiting for draft protocol to be gazetted in Thailand by end of October 2013**
- **Then once gazetted by DOA in Thailand DOA/CGA and others will request on several occasions amendments**
  - **Irradiation option pre export and the knowledge that the fruit can be sold domestically on Thai market after irradiation**
  - **MB fumigation option 32g/m<sup>3</sup> at 17 degrees for 2 hours**
  - **Cold treatment to go to 3 degrees for 14/15 days;**
- **CGA have also requested to DOA that due to the slowness of this process persists that Aus. DOA/CGA request transitional arrangements be reinstated for the 2013/14 season as a gesture of good will and cooperation between the two countries and the protocol can be finalised.**
- **Waiting for outcomes both agencies are well aware of seasonal timeframes for cherries.**



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### **Market Access - Other:**

- Requested changes to the Philippines protocol to include MB and Irradiation
- Requested changes to the USA protocol to include Irradiation
- CGA had a stand at Asia Fruit Logistica with three companies taking up the offer to be part of it.
- CGA looking to have a stand at China FVF in late November in Beijing
- CGA is calling for companies to attend, this offer went out last week
- Looking to go to Gulf Food in Dubai in February 2014 with 2 or 3 companies ?
- Worked with TIA on including Market Access issues to be part of their national extension project
- Review of Cherry Strategic plan and call for projects to have stronger emphasis on Market Access
- Helping NSW DPI put in QFF/MFF Mapping project for funding and a project for MB testing for 2013/14 trials.
- Simon went to HAL Export forum in Sydney and put forward some new ideas.
- Simon went to the DOA Horticultural Market Access Forum in Melbourne and a few growers from VCA went to this as well
- CGA sent out the 2013 Export Guidelines booklet in September & the IPM calendar went out in August.



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### Marketing

- Working with The Hallway Company and HAL on the national campaign for 2013/14 and 2014/15 seasons
- Meetings being held with State Associations in VIC today, SA in early November and others in between as required. (**Louise Pogmore, form the Hallway is here today**)
- Working in with key wholesale markets such as Brisbane, Melbourne and Sydney to promote cherries.
- Organising POS Material for each State with HAL and the Hallway
- Meetings with Coles and Woolworths to discuss national campaign with mixed results
- Worked with Sprout to complete expanded Consumer Research Survey to be run at the end of the 2013/14 season
- Developing a new project for the next three years that will include a sample of people recording their cherry buying and eating activities through the whole season as well as the normal consumer research.
- Advertised and had independently assessed the POS Export Program with up to 4 project successful in receiving \$ for \$ funding up to \$10,000 to carry out promotions in export markets and destinations.



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### **Research and Development:**

- **CGA has Worked with TIA to incorporate more Market Access work into their national extension project and TIA have held sessions in VIC and NSW with other workshops in WA and SA**
- **CGA is working with NSW DPI on QFF/MFF mapping project to be assessed and funded out of 2013/14 funding allocation.**
- **Working with NSW DPI on MB trial project to be funded in 2013/14 and next 2 years once assessed and approved for funding .**
- **Talked to VIC DEPI on Fruit fly matters Re; the Yarra Valley project and other aspects related to Victoria. VC needs to follow up and push the agency on several issues**
- **Worked with HAL to ensure the next call for projects has Market Access focus**
- **Lobbying to get National Fruit Fly Strategy and program re booted across number of commodities and with HAL Across industry funding to compliment Federal and State Governments' funding of the National Steering Committee .**
- **Starting a review of the Cherry Strategic Plan 2012-17 to focus in on emerging issues.**
- **Look to other sources of funding to enable all research to be carried out.**



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### **Other matters;**

### **Cherry Levy Review**

- Final LRS collection fee was for 2012/13 was \$91,000 down from estimate of \$145,000 due to lobbying by CGA and we have requested a ceiling of \$75,000 for 2013/14 and 2014/15.
- Review of the levies CGA is seeking input from the 5 member Associations on this before putting out paper to the industry on levy now and into the future.
- Any Levy change will require a formal ballot, no change will occur for 2013/14 season but could be implemented for 2014/15 season .
- This is complicated by the current review of HAL for its funding and review of all levy processes and the suggestion there could be one levy phased in to cover all horticultural commodities, or 6-10 levies that cover key areas such as fruit, vegetables & nuts
- If that is implemented will have a dramatic change for a number of industries and PIB's.

### **Meeting with Federal Minister**

CGA has requested a meeting with the new Federal Minister to discuss key areas such as:

- Market access, negotiation teams and biosecurity:
- Reducing export registration fees and other cost recovery charges:
- Implement and fund the National Fruit Fly program for 10 years:
- Set up a Horticultural Investment fund so smaller industries under \$2million in levies raised (i.e. CHERRY) can apply to for other funds to carry out work needed and not have look at raising levies.
- Get HAL to set up a Market Access and promotional Unit to drive the Market Access issues at a national level and a team Australia approach for each country



# **Cherry Growers Australia**

**Thank You**

**Andrew Smith - CGA - President**