



<b>Australia</b>	<b>3</b>
Taking water costs rural jobs, as infrastructure investment trickles through	3
Water to Melbourne a small price to pay for irrigation infrastructure upgrades	3
New fruit varieties taste better and more profitable for growers	3
Wild storm wrecks hail netting over 40 ha nashi planting	4
A long wait, but drought stricken Campaspe irrigators now offered a plan for the future	4
Water prices on the rise as G-MW looks to recoup costs	4
SPCA on track as CCA reports record annual net profit	4
100 per cent allocations in 2010/11, but that needs average inflows	5
Fibre diet needs to be lifted	5
Prioritising and setting policy on biosecurity, using a fire blight model	5
International Global Biosecurity 2010 conference in Brisbane from 28 February	5
Fruit and vegetables and exercise best combination for health	6
Grove research station closes doors after 60 years	6
Productivity Commission to investigate research and development funding	6
Federal Member for Murray opposed to water for Melbourne	7
US apple imports hinge on risk assessment review	7
Chinese apple imports nudge closer	7
Editorial balances biosecurity risk and free trade	7
Free fruit Friday helping to set kids on the right path	8
<b>New Zealand</b>	<b>8</b>
ENZA releases new kiwifruit variety	8
Royal Gala harvest underway at only commercial Marlborough orchard	8
RSE workers have a role in harvest operations, let them in requests Pipfruit NZ	9
180 yo pear tree still bearing fruit	9
<b>UK / Europe</b>	<b>9</b>
Apple ale Bramley based	9
Pink Lady maintains strong growth during global economic adversity	10
Pink Lady sales in UK supermarkets first week of February	10
UK top fruit sales down slightly, pears more so than apples	10
<b>North America</b>	<b>11</b>
Apples donated for 'run for Haiti'	11
Fungicide resistant apple scab arrives in Ontario	11
Growers own 31 peach varieties, better than being 'normal'	11
Okanagan growers give up on cherries to Japan, but Gov't stays focused	12
Michigan Apple Committee offers new rebate to boost sales	12
<b>North Asia</b>	<b>12</b>
Registration deadline nears for Asia Fruit Logistica	12



# Apple & Pear World News

<b>South East Asia</b>	<b>13</b>
APL to raise Asia Europe shipping rates	13
<b>South Asia</b>	<b>13</b>
Himachal seeks Gov't funds for AJC plant	13
<b>Netherlands Market Report</b>	<b>14</b>
<b>UK Market Report</b>	<b>14</b>
<b>Los Angeles Market Report</b>	<b>15</b>
<b>Information About APWN and Disclaimer</b>	<b>15</b>



# Australia

## **Taking water costs rural jobs, as infrastructure investment trickles through**

*Weekly Times, Vic Regional, 24 February 2010, pp1, 2*

The Victorian Farmers Federation has released figures claiming that the Federal Government's buy back of irrigation water for environmental flows has so far cost rural Victoria 5,599 jobs. The figure is based on one job being lost in a rural community for each 95ML removed.

Federal Water Minister Penny Wong recently announced that her department had spent \$1.27bn buying 796,729 ML of Murray Darling Basin irrigator's entitlements (MDB cap equivalent 531,905ML of entitlement).

VFF water council chairman Richard Anderson said that buying water for the environment is costing jobs and while the Government has 'no regrets' about purchases for the environment, 'there's plenty of regrets if you don't have a job'.

Industry has sought support from Government to put money back in to rural areas to boost irrigation infrastructure and efficiency, but while off-farm commitments in Victoria, SA, QLD and NSW amount to \$3.147bn, only \$379m will be spent by 30 June. On-farm irrigation efficiency grants have been allocated \$300m, but none has been spent to date and the funds are spread over four years.

## **Water to Melbourne a small price to pay for irrigation infrastructure upgrades**

*Weekly Times, Vic Regional, 24 February 2010, p17*

Dudley Bryant, irrigation farmer and president of the Northern Victorian Irrigators said that the north-south pipeline will provide 75,000ML to Melbourne, a small portion of water that is held in the district. While the water is insurance for Melbourne's water supply, equally the resultant \$1.0bn irrigation infrastructure upgrades in the region provide farmers with similar security.

He said that irrigators who have so far been a part of the modernisation program are boasting increased flows, consistent supplies, shorter watering times and significant water savings on-farm. The deal with Melbourne water users is enabling a massive overhaul of a century old irrigation system and supporting farmers to provide food for all Australians.

## **New fruit varieties taste better and more profitable for growers**

[www.freshplaza.com](http://www.freshplaza.com), source: [abc.net.au](http://abc.net.au), 23 February 2010

Queensland's Primary Industries Minister Tim Mulherin said that researchers are developing new varieties of fruit that taste better and are better adapted to the state's environment. He said that also makes them more profitable for growers. He has told Parliament that scientists have already developed new apples and nectarines, and they are now working on new types of strawberries, papayas and plums.

The Queen Garnet is a super plum which continues to show amazing promise, he said. One plum has the antioxidants of two small glasses of red wine and it's expected there will be a world-wide market for fruit juice products derived from this fruit.

**[Return to front page](#)**

### **Wild storm wrecks hail netting over 40 ha nashi planting**

*Shepparton News, Northern Victoria, 23 February 2010, p6*

Wild storms at Bunbartha, a few kilometres north of Shepparton, have caused extensive damage to 40ha of hail netting covering nashi pears at Bunbartha Fruit Packers. Co-owner Jamie Craig said that he has never seen so much damage from a single storm. He said that it's a 'fairly comprehensive demolition job'. The storm lasted about 30 minutes and also snapped 25cm diameter pine posts, destroyed a pump shed and knocked over a 10m high water tower.

Mr Craig said that he would wait on insurance assessors to decide what to do. He said that the timing 'probably wasn't too bad' as fruit pickers were just finishing the last of the nashi crop (in another block), when the storm struck. He estimated the damage bill at 'in excess of \$1.0m'.

### **A long wait, but drought stricken Campaspe irrigators now offered a plan for the future**

*Country News, [www.countrynews.com.au](http://www.countrynews.com.au), Northern Victoria, 23 February 2010, p1*

About 120 landholders and Campaspe drought stricken irrigators have had zero water allocations in four of the last five years. The Northern Victoria Irrigation Renewal Project is providing irrigators with two options. The first option is to leave irrigation, sell their water and entitlements and receive a compensation package and the other option is to stay in irrigation with a commitment that the system will be modernised.

The remaining farmers could become part of the Goulburn System, using a \$6m pump and pipeline that will deliver up to 8,000ML annually. Final decisions will be made based on the numbers of farmers opting in or out of irrigation.

### **Water prices on the rise as G-MW looks to recoup costs**

*Country News, [www.countrynews.com.au](http://www.countrynews.com.au), Northern Victoria, 23 February 2010, p3*

Goulburn Murray Water expects irrigation water prices to increase over the next three years due to prevailing climate change and drought conditions. In 2010-11 the water authority must also commence irrigator payments for the \$100m contribution to the Foodbowl Modernisation Project. The average increase in Pyramid Boort is forecast to be 21 per cent over three years, followed by Shepparton with an average increase of about 11 per cent. G-MW is discussing options with irrigators and pricing structures must be approved by the Essential Services Commission.

### **SPCA on track as CCA reports record annual net profit**

*Country News, [www.countrynews.com.au](http://www.countrynews.com.au), Northern Victoria, 23 February 2010, p6*

Coca Cola Amatil group m/d Terry Davies reported a record CCA annual net profit of \$449m. He said that the rationalisation of CCA subsidiary SPC Ardmona's two canneries at Mooroopna and Shepparton had contributed to major cost savings. He said that they are less reliant today on selling what was surplus product intake in international markets and they are on track with reducing their inventory level.

He described the year as the best balanced intake they have had, because of some lower forecast yields. Extreme weather conditions reduced the yield of the 2009 fruit intake, but the business delivered solid earnings growth.

**[Return to front page](#)**

## **100 per cent allocations in 2010/11, but that needs average inflows**

*Country News*, [www.countrynews.com.au](http://www.countrynews.com.au), Northern Victoria, 23 February 2010, p7

The first outlook for the 2010/11 seasonal irrigation allocations indicates that with only average inflows every single gravity fed irrigation system in Victoria's north will have a 100 per cent allocation by February next year. G-MW resource manager Graeme Hannan said "the average inflow scenario provides an accurate forecast, but it's been a long time since we've had average flows." G-MW will update the allocation outlook on 17 May and provide the first seasonal allocation announcement on 1 July.

## **Fibre diet needs to be lifted**

*Tweed Daily News, NSW Regional*, 20 February 2010, p25

Most Australian's, on average, consume about 18 to 25 grams of fibre each day. The Australian Health Foundation recommends that adults consume 30g daily. Dietary fibre is found in cereals, fruit and vegetables. Fruit and vegetables are a good source of soluble fibre and the skin of fruit and vegetables is a good source of insoluble fibre. Both types of fibre are important in our diets. 30grms of fibre intake is easily achieved by eating whole grain cereal products, more fruit and vegetables and nuts and seeds as a snack or in meals.

## **Prioritising and setting policy on biosecurity, using a fire blight model**

*Stock and Land, Vic Regional*, 18 February 2010, p12

Scientific and industry representatives led by Dr David Cooke of CSIRO Entomology have been looking at ways of protecting Australia from incursions of exotic pest species by identifying and assessing the potential risks. Combined with computer simulation modelling, an assessment of economic, social and environmental (triple bottom line) impacts of invasion can be assessed.

The team assessed the bacterial disease fire blight of apples and pears and used the example at a recent workshop in Canberra. They assessed the benefit of cheap imported apples for Australian consumers and found that the gains to consumers from apple imports would be relatively small due to high transport costs. The cost of several different fire blight outbreak and response scenarios was also tested. It was agreed that the tools would provide valuable assistance in prioritising and setting policy on biosecurity.

## **International Global Biosecurity 2010 conference in Brisbane from 28 February**

*The Land, NSW Regional*, 18 February 2010, p26

Global Biosecurity 2010, an international forum to discuss agricultural and environmental biosecurity, will be held in Brisbane from 28 February to 3 March. A keynote speaker is WA DAF director general Rob Delane, who has just spent 12 months on secondment as the Federal Government's DAFF deputy secretary of Biosecurity Services and e/d of AQIS.

He said that the international conference recognises Australia's standing in biosecurity, with science based risk management a key platform to operate effectively across the pre-border, border and post border continuum. He said that the conference will provide organisations with an outstanding opportunity to keep up to date on world's best practice.

**Return to front page**

## **Fruit and vegetables and exercise best combination for health**

[www.freshplaza.com](http://www.freshplaza.com) , source: *cairns.com.au*, 18 February 2010

Queensland Health recommends adults eat at least two serves of fruit and five serves of vegetables a day, to help prevent heart disease and other health conditions.

Dr Leon Massage, who operates a private weight loss clinic in Melbourne, has warned not all fruits are good for weight loss, particularly bananas and mangoes. He said that tropical fruit tend to be higher in glycaemic index and higher in their calorie content. He added that bananas, for example, are twice the number of calories as an apple or an orange.

Cairns Base Hospital dietician Simone Conchin didn't think that you can single out a sole fruit that's worse than others. All fruit have fructose in them, which is a fruit sugar, she said. So if you eat a lot of fruit, then you're going to get a lot of fructose and if you're not burning off that fructose, then yes, it does get stored as energy and fat and you will put on weight.

## **Grove research station closes doors after 60 years**

[www.freshplaza.com](http://www.freshplaza.com) , source: *abc.net.au*, 18 February 2010

One of Tasmania's most recognisable research institutions, The Grove Research Station in the Huon Valley, has shut its doors after 60 years of service to Tasmanian fruit growers, with a focus on apple production.

Between them, Mike Oakford and Steve Wilson clocked up 62 years of service at Grove. They say a lot of research conducted at The Grove has been adopted across the globe. Mr Wilson said that everyone who he had worked with had a very special dedication to their role.

The State Government has leased the station to Oak Tasmania's Tahune Fields Nursery, which will continue to look after the collection of heritage apples and upkeep the weather monitoring facility.

## **Productivity Commission to investigate research and development funding**

*Queensland Country Life, QLD Regional, 18 February 2010, p13*

The Productivity Commission will investigate the efficiency and effectiveness of rural research organisations according to terms of reference released this week, including the appropriateness of current funding levels. Federal Agriculture Minister Tony Burke has denied claims by Opposition spokesman for agriculture John Cobb that it is a front for a deeper agenda to strip rural research of more than \$60m.

Mr Cobb said that many of the organisations fear that research dollars will be stripped away to pay for climate change projects. Mr Burke has previously expressed frustration at the way the research and development corporations spend their money and commented on duplication and some 'obscene' executive salaries.

**[Return to front page](#)**

## **Federal Member for Murray opposed to water for Melbourne**

*Numurkah Leader, Vic Regional, 17 February 2010, p7*

Opposition Federal Member for Murray Dr Sharman Stone said that the transfer of water to Melbourne via the north-south pipeline is diverting 20,00ML of environmental flows in Eildon to Melbourne consumers where Melbourne has 644 days of water in storages, compared with Eildon's being empty by next spring if the drought does not break.

Dr Stone accused Victorian Premier Mr Brumby of moving water from a drought stressed, low rainfall area to a higher rainfall, drought free city. She said that the pipeline can still be plugged, but it is too late for many canned fruit growers who have seen SPC Ardmona's jelly fruit snack packs fully imported from China and jobs being lost following the recent closure of the dairy factory at Leitchville.

## **US apple imports hinge on risk assessment review**

*Mount Barker Courier, SA regional, 17 February 2010, p5*

Apple growers in the Adelaide Hills district fear that imported US apples could bring in a host of pests and diseases, including fire blight, with the potential to devastate orchards. But the US is pushing ahead with plans to export apples to Australia and has objected to Biosecurity Australia's (BA) draft assessment of pest and disease risks.

The SA industry body has also objected to the draft import risk analysis, stating that the assessment of up to 47 different pests and diseases of quarantine concern is inadequate and requires further review. National body APAL has requested more stringent risk assessment and management processes than it did for NZ's recent bid to export apples to Australia. APAL claims that US apple imports pose a greater risk than NZ apples.

## **Chinese apple imports nudge closer**

*Mount Barker Courier, SA regional, 17 February 2010, p3*

SA Apple and Pear Growers Association members are united in their concerns that Chinese apples pose a biosecurity risk to Australian orchards. SA APGA president Michael Nicol said that China is a large country and BA has used the existing pear import risk assessment and applied it to apples. He said that a more comprehensive review is required. He said that growers are also concerned about their market share and the potential impact on sales and prices.

APAL claims to have almost exhausted their options in fighting to prevent Chinese apples entering on the basis of a disease risk. They expect fruit to be imported by the end of 2010, once quarantine rules are finalised. BA will soon release its final import risk assessment and the document will be open to appeal.

## **Editorial balances biosecurity risk and free trade**

*Mount Barker Courier, SA regional, 17 February 2010, p2*

The Courier editorial acknowledges concern by Hills growers to keep out potentially devastating pests and diseases and that quarantine rules must protect Australia's pest free status for several of these pests and diseases and ensure that our biosecurity is protected. But the industry must also understand that world trade is a two way street. Australia cannot expect to export its produce worldwide without also accepting that it must open its market to other nations.

[\*\*Return to front page\*\*](#)

## **Free fruit Friday helping to set kids on the right path**

*Sunraysia Daily, Mildura, Vic, 12 February 2010, p12*

Sunraysia primary schools are some of the 1,074 schools that receive a free fresh serve of fruit and vegetables each Friday for Prep to Grade 2 levels. The Victorian State Government initiative began in 2007 and costs \$11.1m. A further 81 primary schools took up the offer this year. Member for Northern Victoria Candy Broad said that "we all know habits are hard to break as you get older, so it's important that children develop a healthy attitude towards food at a young age."

## **New Zealand**

### **ENZA releases new kiwifruit variety**

[www.freshplaza.com](http://www.freshplaza.com) , source: *turnersandgrowers.com*, 24 February 2010

Turners & Growers said that ENZARed attracted crowds of visitors to sample the new Kiwifruit variety at FRUIT LOGISTICA 2010, held earlier this month in Berlin, Germany. The ENZARed Kiwifruit on show in Berlin was harvested in Sichuan, China in late August/early September 2009 and was still in excellent condition at the event five months later.

Turners & Growers Managing Director, Jeff Wesley said ENZARed's striking flesh colours, exotic flavour and creamy texture is generating strong interest from customers across the globe. He said that the potential size of the market for ENZARed is similar to Gold, which currently earns over \$250 million annually for the New Zealand industry.

ENZARed is currently being grown for ENZA in China with several other producer nations coming on line over the next few years. It is one of several new kiwifruit varieties that Turners & Growers has developed for New Zealand growers to produce in NZ once Zespri's export monopoly is removed. Jeff Wesley said Turners & Growers is currently propagating ENZARed plants and will have the variety ready for grafting in New Zealand in 2011. For more information visit the T&G website.

### **Royal Gala harvest underway at only commercial Marlborough orchard**

[www.freshplaza.com](http://www.freshplaza.com) , source: *The Marlborough Express*, 23 Feb. 2010

Marlborough's only commercial apple orchard is brimming with ripe, unblemished apples and no-one is more excited about it than Craig Ferguson. The 48-year-old from Picton has picked apples for 18 years, the last seven at Kevin Murphy's 20-hectare, Murrays Rd orchard. About 10 per cent of the crop would be picked initially by a small crew, before staff numbers swell when the main harvest begins next week.

Orchard manager Alister Guiney said the crop had not been affected by potentially devastating hail storms. He expected at least 50 t/ha of Royal Gala to be picked this season. Five varieties of apple are grown in the orchard. Pacific Rose and Royal Gala varieties will be picked for the local market, while Jazz, Fuji Supreme and Envy are destined for export. He expected picking would end in early May.

**[Return to front page](#)**

## **RSE workers have a role in harvest operations, let them in requests Pipfruit NZ**

*Hawkes Bay Today, NZ, 14 January 2010, p13a*

Pipfruit NZ membership services manager Gary Jones said that the Ministry of Social Development needs to adapt to the Hawkes Bay industry needs if growth in the local job market can be expected under the recognised seasonal employee scheme. The ministry role is to advise whether or not there is a labour shortage. A spokeswoman for the ministry said that there are a number of people on unemployment benefits who are available to work in Hawkes Bay.

Mr Jones said that RSE workers are available at locations where they are needed and restricting reliable employment opportunities limits business growth, "Industry is asking that there has to be some sort of wider vision here," he said. "Growth will create more jobs for New Zealanders, RSE workers are employed to harvest fruit and packhouse staff, supervisory and management staff are New Zealanders. It's not the ministry's fault as their goal is not to create jobs in the mid to long term."

The number of seasonal workers coming from overseas to work in horticulture in NZ has reached an all time high, despite unemployment running at over 10.5 per cent in Hawkes Bay and about 6.5 per cent nationally. There has been a seven fold increase in overseas seasonal workers since 1997/98 when comparable figures were first collated. The number of working holiday visas that were approved to 31 March 2009 reached 40,348 and 19,264 have been approved so far this season. Hawkes Bay needs 9,500 workers at the peak of the season.

## **180 yo pear tree still bearing fruit**

*Northern Advocate NZ, 12 January 2010, p4*

Kerikeri Mission Station is a NZ Historic Places Trust property and is believed to contain the oldest fruit trees, with New Zealand's first orchard established there in the 1820's. A pear tree on the property is believed to be over 180 years old and still producing fruit although "they would appear to be a shadow of their former selves ", according to Kerikeri Mission Station manager Liz Bigwood. The tree is undergoing some TLC over the next few weeks by Kent Thwaites, an arborist and trustee of the NZ Notable Trees trust, to ensure its survival "for a few more years."

## **UK / Europe**

### **Apple ale Bramley based**

[www.freshplaza.com](http://www.freshplaza.com) , source: *morningadvertiser.co.uk*, 22 February 2010

Bramley apples are the core ingredient of a new apple ale, a joint collaboration between two Kent-based companies. Fourayes Farm and Nelson Brewery blended the farm's Kentish Bramley apples with beer from the brewery's facilities at Chatham's Historic Dockyard, to create Core Commander, an ale with a light spring-time flavour. The ale will be officially launched this spring.

**Return to front page**

## **Pink Lady maintains strong growth during global economic adversity**

[www.fruittoday.com](http://www.fruittoday.com) , 18 February 2010

The Fruit Logistica Trade Fair in Berlin provided the venue for the International Pink Lady® Alliance (IPLA), APAL, COREGEO and the Association Pink Lady® Europe to highlight excellent trade performances of European Pink Lady® in the current 2009/2010 season. After 10 weeks of marketing and after week 2/2010, Pink Lady Europe reported volume growth up 26 per cent from 2008/09.

Despite the difficult economic climate Pink Lady continues to hold its own with Ireland +100%, Norway + 82%, Spain +62%, Austria +49%, Belgium +42%, UK +25%, Germany +24%, Italy +23%, Sweden +16%, France + 11%. Promotions in a wide range of media and at retail have enhanced the visibility of Pink Lady.

IPLA has released its blueprint for their 2020 strategic plan, to not just be the leading apple in the Premium segment, but to establish itself as the leading brand in the world of fruit. Pink Lady growers are targeting production of 800,000 tonnes by 2020, from 350,000 tonnes last year. Thierry Mellenotte, director of Pink Lady Europe said that there are currently 14,200ha of the apple planted globally and South Africa and Chile have the greatest potential to increase production in the future.

Andy McDonald, m/d of Coregeo, the brand manager for Pink Lady in the UK, said that the apple had enjoyed a strong year in the UK and that brand penetration has increased to around 50 to 60 percent.

## **Pink Lady sales in UK supermarkets first week of February**

*Fresh Produce Journal*, [www.freshinfo.com](http://www.freshinfo.com) , UK, 5 February 2010, p10

During the week of 5 February, Pink Lady sales presented a 'very competitive set of figures for a very popular product'. Somerfield set the highest price at £2.85/kg, followed by Sainsbury's at £2.69/kg, Tesco at £2.59/kg and Morrisons at £2.29/kg.

## **UK top fruit sales down slightly, pears more so than apples**

*Fresh Produce Journal*, [www.freshinfo.com](http://www.freshinfo.com) , UK, 5 February 2010, p11

UK top fruit sales were worth £890m in the 52 weeks to 27 December 2009. Volume sales were down 1.3 per cent compared to 2008, driven by shoppers buying top fruit less frequently. In 2009 the average household bought top fruit 26 times, in 2008 the figure was 26.8 times.

Apples made up 79 per cent of the category. Pears made up 21 per cent but suffered a greater decline in 2009 sales, down by 3.8 per cent compared to 2008 and compared with apples, which were down 0.6 per cent for the year.

**[Return to front page](#)**

# North America

## **Apples donated for 'run for Haiti'**

[www.freshplaza.com](http://www.freshplaza.com) , 22 February 2010

The New York Apple Association donated 10,000 McIntosh apples for runners in the Run for Haiti, a 4-mile run and walk to benefit Haiti relief efforts on Saturday, 20 February in Central Park. "Our growers are proud to help benefit this important effort to relieve the heartbreaking conditions in Haiti," said Jim Allen, president of the New York Apple Association.

New York Road Runners and the New York City Department of Parks & Recreation organized the Run for Haiti and all entry fees from more than 8,000 participants went directly to New York City's Haiti Relief Fund, which so far has raised more than \$1 million.

## **Fungicide resistant apple scab arrives in Ontario**

[www.freshplaza.com](http://www.freshplaza.com) , source: [grainews.ca](http://grainews.ca), 22 February 2010

Bayer CropScience is warning Ontario apple growers away from one of its products as a treatment for apple scab, now that a resistant strain of the disease has arrived in the province. A recent sampling of scab-infected apple leaves from orchards across the province has revealed the presence of apple scab resistant to quinone outside inhibitors (QoI), including strobilurin fungicides, Bayer said in a release Thursday.

Bayer said it took its samples from nine orchards in almost all major apple growing regions of Ontario during the 2009 season. Of those, apple scab tissue from seven locations was found to be QoI-resistant in tests at Michigan State University. Bayer on Thursday described 2009 as the worst scab year on record in Ontario.

## **Growers own 31 peach varieties, better than being 'normal'**

[www.freshplaza.com](http://www.freshplaza.com) , source: [freep.com](http://freep.com), 22 February 2010

Paul Friday, the lifelong Coloma area farmer, got an achievement award this month from the National Peach Council at its annual meeting in Hershey, Pa.

Friday, 68, has 31 patented peach and nectarine varieties that make up his Flamin' Fury series. Friday's work in developing the Flamin' Fury peaches has extended the peach harvest season in Michigan by more than a month, now lasting from July 1 to mid-October. Flamin' Fury peaches are being grown in all peach-growing states and provinces in the U.S. and Canada, and are being tested in many other countries.

He said that when he speaks to growers who want to know more about his peaches, he tells them to 'Google Paul Friday'. He added this advice: "You'll get two sites, Paul Friday's Flamin' Fury Peaches, and Dr. Paul Friday, who published 'How to Be Normal,' That's definitely not my site. Who would want to be normal?"

**[Return to front page](#)**

## **Okanagan growers give up on cherries to Japan, but Gov't stays focused**

[www.freshplaza.com](http://www.freshplaza.com) , source: *bclocalnews.com*, 22 February 2010

Last week, the Okanagan Kootenay Cherry Growers' Association announced it is abandoning efforts to access the Japanese market and has lost hope of achieving parity with competing cherry growers in the U.S., said president Greg Norton. Canadian cherry growers have been working for years to try and resolve the issue of access to Japanese markets, without having to fumigate the fruit, which destroys its quality. However, the Japanese insist the cherries may contain codling moth, an insect which does not attack cherries.

Former international trade minister Stockwell Day, MP for Okanagan-Coquihalla, said that the federal government hasn't given up. Day said he understands growers' frustrations with the issue, but he said it's all part of the ongoing business of fairness in trade. Despite the growers' decision, he said federal trade commissioners will not let up. He cited other reasons for the Japanese government easing up on requirements for cherry imports, such as U.S. defence commitment or other trade offs.

## **Michigan Apple Committee offers new rebate to boost sales**

[www.freshplaza.com](http://www.freshplaza.com) , source: *perishablenews.com*, 19 February 2010

In the midst of marketing one of the state's largest apple crops, the Michigan Apple Committee has unveiled its second rebate offer in past two weeks, this time rewarding retailers for advertising any of five designated Michigan Apple varieties. The new "Michigan Mix 'N' Match" gives participating chains the opportunity to earn 50 cents per case up to \$3,000, in exchange for advertising any or all of the Michigan varieties Ida Red, Golden Delicious, Red Delicious, Empire or McIntosh. In January USDA raised its Michigan apple industry crop estimate for 2009 from 26.5 million to 28.6 million bushels. The state's five-year average is 19.5 million bushels.

# **North Asia**

## **Registration deadline nears for Asia Fruit Logistica**

[www.freshplaza.com](http://www.freshplaza.com) , source: *asiafruitlogistica.com*, 23 February 2010

Asia is fixed firmly in the sights of the world's largest fresh fruit and vegetable exporting countries, which are now signing up in increasing numbers to exhibit at this year's ASIA FRUIT LOGISTICA. Argentina and France are two of the latest countries to have confirmed their participation at Asia's only fresh produce trade show, which takes place on 8-10 September 2010 at the Hong Kong Convention & Exhibition Centre.

The registration deadline for ASIA FRUIT LOGISTICA is 28 February 2010. For more information about how to register as an exhibitor at ASIA FRUIT LOGISTICA in 2010, see <http://www.asiafruitlogistica.com/>

**Return to front page**

## South East Asia

### **APL to raise Asia Europe shipping rates**

[www.freshplaza.com](http://www.freshplaza.com), source: *lloydslist.com*, 23 February 2010

APL has confirmed rate increases on the Asia-Europe trade as a growing number of lines seek to reduce their losses. From 1 April APL will raise rates from Asia-Europe by \$250 per teu. A fortnight earlier it will raise rates on the Europe-Asia leg by \$175 per teu for paper and scrap commodities, and \$100 per teu for all other cargoes.

APL joins a growing number of lines increasing freight rates between Asia and Europe. MOL has already announced increases, while Evergreen Marine has indicated its intention to raise rates. With the demise of the Far Eastern Freight Conference, each line sets its own individual freight increases.

## South Asia

### **Himachal seeks Gov't funds for AJC plant**

[www.freshplaza.com](http://www.freshplaza.com), source: *himachal.us*, 23 February 2010

Himachal Pradesh Horticulture Minister, Nariendar Bragta, requested Subodh Kant Sahai, Union Minister for Food Processing Industries, to set up an apple juice concentrate plant at Pragatinagar in Kotkhai.

Presently, the state produces 600 to 700,00 tonnes of fruit every year, which includes apples, stone fruit and hill fruits like peach, plum, apricots etc. Despite heavy demand for fruit in the open markets, the culled fruit which is about 25-30 percent of the total production, does not find ready markets and needs to be processed into value added products, Bragta added.

He requested that Himachal Pradesh should be given special assistance, as has been given to North Eastern states for establishing fruit processing plants.

**[Return to front page](#)**

## Netherlands Market Report

Average free on truck (FOT) prices at the Dutch fresh produce market, both exports and domestic, being an average on the price lists of importers/exporters and an indication of European prices:-

Source	Variety	Pack	count/size	Euros lowest	AU \$	Count /size	Euros Highest	AU \$
France	G. Delicious	18.0kg	125	12.00	18.30	56	15.00	22.88
France	G. Smith	18.0kg	113 & 120	12.50	19.07	70	14.35	21.89
France	R. Delicious	18.0kg	135	12.00	18.30	64	15.20	23.18
France	Royal Gala	18.0kg	125 & 135	13.00	19.83	88	15.50	23.64
China	Fuji	10.0kg	44	8.20	12.51	32	9.25	14.11
Sth Africa	WBC	12.5kg	90	10.83	16.52	52	14.50	22.12

Information sourced from [www.freshplaza.com](http://www.freshplaza.com), week 7, w/e 19 February 2010

## UK Market Report

Fresh Produce Journal, 5 February 2010, pp20/21. UK wholesale apple & pear prices:-

Source	Variety	Pack	Pence Min	Pence Max	AU \$ Min	AU \$ Max
France	Braeburn	13.0kg	915	1100	15.71	18.88
UK	Bramley	Per kg	55	77	0.94	1.32
UK	Cox	Per kg	85	88	1.46	1.51
France	Cripps Pink	13.0kg		825	0.00	14.16
China	Fuji	10.0kg	800	1125	13.73	19.31
France	Fuji	13.0kg		1100	0.00	18.88
France	G. Dels	13.0kg	950	1050	16.31	18.03
France	G. Smith	13.0kg	950	1150	16.31	19.74
Netherlands	Jonagold	13.0kg		685	0.00	11.76
Canada	McInt. Red	18.0kg	1525	1600	26.18	27.47
France	Pink Lady	13.0kg	1450	1500	24.89	25.75
France	Red Chief	13.0kg	850	950	14.59	16.31
France	Red Dels	13.0kg	950	975	16.31	16.74
USA	Red Dels	18+kg		1600	0.00	27.47
France	R. Gala	13.0kg	950	1150	16.31	19.74
China	Asian Pear	10.0kg		800	0.00	13.73
Belgium	Conference	12.0kg	850	1075	14.59	18.45
Netherlands	Comice	12.0kg	650	825	11.16	14.16
Italy	Packham	7/8.0kg		900	0.00	15.45
Sth Africa	WBC	12.5kg	1500	1650	25.75	28.33

[Return to front page](#)

# Los Angeles Market Report

LA wholesale on 24 February 2010 provided by: Fruit and Vegetable Market News, USDA.

Source	Variety	Pack	US \$ Min	US\$ Max	AU \$ Min	AU \$ Max
Washington	Red Del	18 kg	15.00	26.00	16.88	29.25
Washington	Golden Del	18 kg	20.00	25.00	22.50	28.13
Washington	Fuji	18 kg	18.00	28.00	20.25	31.50
Washington	G Smith	18 kg	15.00	26.00	16.88	29.25
Washington	Gala	18 kg	22.00	32.00	24.75	36.00
Washington	Pink Lady™	18 kg	22.00	24.00	24.75	27.00
Oregon	Anjou	20 kg	20.00	22.00	22.50	24.75
Washington	Anjou	20 kg	18.00	22.00	20.25	24.75
Oregon	Red Anjou	10 kg	16.00	16.00	18.00	18.00

## Information About APWN and Disclaimer

This bulletin is prepared weekly to bring you up to date with the latest information about apples and pears with some reference to other commodities. Information is sourced from weekly and monthly publications and the electronic media and is used in the next issue of the bulletin after it is received. All sources are referenced.

The Bulletin is compiled and edited by Apple & Pear Australia Ltd (APAL) from information researched by APAL staff and consultants, in particular Ross Wall. APAL also gratefully acknowledges assistance provided by the Agribusiness Initiative of the Victorian Department of Primary Industries (DPI).

Every effort is taken to interpret and report accurately on information and events but no responsibility is taken for the source or accuracy of either the information or the interpretation placed upon it in this publication. Similarly the authors do not accept any responsibility for any action that may be taken by an individual following their interpretation of statements made in this report. Currency conversions are for guidance only and were obtained from the Bloomberg Currency Calculator which can be found at <http://www.bloomberg.com/markets/currencies/fxc.html>

The editor is Stuart Gray and his e-mail address is [cm@apal.org.au](mailto:cm@apal.org.au)

[Return to front page](#)