

INDUSTRY CALL – OCTOBER 2008



2009/10 INDUSTRY PRIORITIES SUMMARY

INDUSTRY NAME: Apple and Pear

INDUSTRY CODE: AP

The apple and pear industry will be predominately commissioning projects to fill identified gaps in their current strategic plan funding as shown below. This will be done following the finalization of current program reviews for Orchard Productivity; Market Development and Breeding. Projects that address the priorities listed below will also be considered.

Title	Description
Crop Production	<p>Promote and facilitate intensification of orchard production. Major industry priority is to implement the Future Orchards plan. An extension of the Future Orchards 2012 project to be started shortly is central to this process.(http://www.apal.org.au/future-orchards.cfm)</p> <p>The key elements of this plan are to provide the skills and information necessary to allow growers to increase their productivity and lower their costs in order to become world competitive.</p> <p>The A&P IAC will identify complimentary crop production projects identified in the Orchard Productivity review such as pollination, pest & disease management etc. and commission research projects as required.</p>
Climate Variability /Change	<p>Develop industry programs to adapt to and mitigate the effects of climate variability and climate change. This will look at various activities including:</p> <ul style="list-style-type: none"> • Carbon Footprint / Emissions trading • Variety management • Pest & Disease management • Water availability and use management
Biosecurity	<p>Protect the integrity of the supply chain in terms of biosecurity based on science</p> <ul style="list-style-type: none"> • Economic risk assessment to identify risk levels • Develop industry surveillance strategies • Conduct research to fill information gaps identified in Biosecurity risk management areas.
Market Development / Market Research	<p>Develop strategies to better understand, service & support all segments of the market (retail, food service, processing, export) by:</p> <ul style="list-style-type: none"> • Fill identified gaps in the information available to industry • Develop improvements in production/ crop forecasting • Develop a market strategy to address opportunities identified

The industry will be updating it's Strategic Plan during 2009.

If you would like further information regarding Annual Investment Priorities for the Apple and Pear Industry, please contact:

Bradley Mills

Horticulture Australia Limited

T 03 9909 7542

M 0408 635 465

E bradley.mills@horticulture.com.au