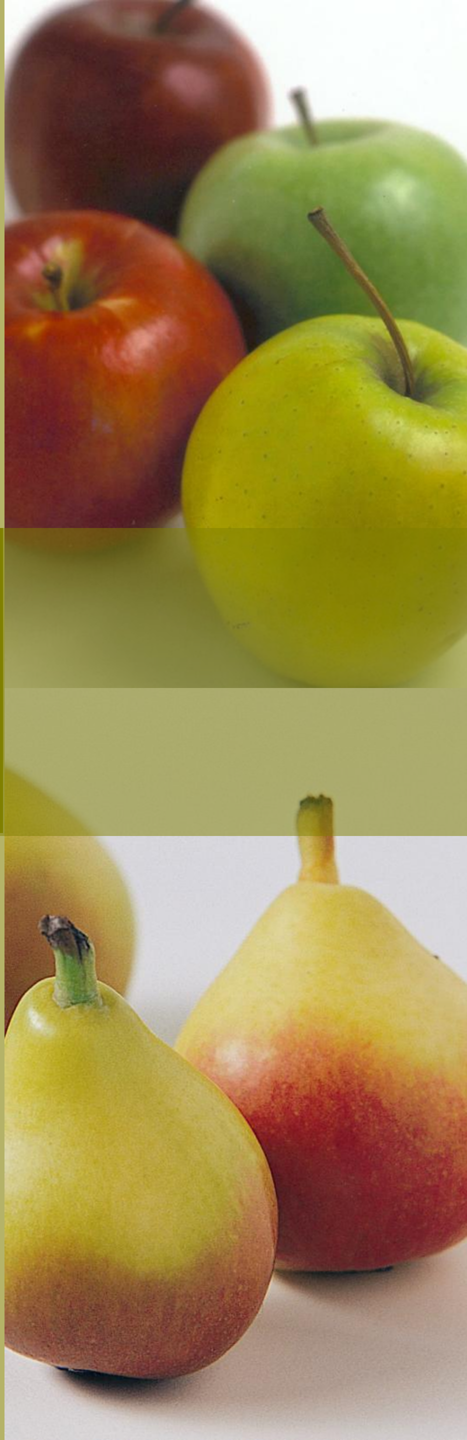
Future Orchards 2012

A new method of Extension?



Drivers to change

- Australia ranked 13th in International competitiveness
- Change in domestic market, matter of WHEN not IF.
- Australia's competitors domestic and export are:
    - Chile 1
    - New Zealand 3
    - South Africa 14
    - United States 4
    - China 17
- Orchard productivity improvements are the key to staying in the game.

Future Orchards 2012

- FO2012 was developed as the vehicle for improving orchard productivity, provided growers with:
  - New method of delivery
  - Grower interaction
  - Consistent message
  - Instilled the need to change
  - Methods to go about change

FO2012 Goals

- **Year 2** – Australian apple and pear growers to be thinking about actions to intensification, improving product quality, international competitiveness and profitability.
- **Year 5** – All new plantings are intensive, older plantings managed to provide maximum profitability.
- **Year 10** – Australian Apple and Pear industry are world competitive.
- Currently in year 4!

State of play - 2006

- Survey was undertaken by APAL October 2006.
- Key finding
  - There was little confidence amongst growers in the industry,
  - 1 in 5 planning on leaving the industry, majority surveyed felt they were about average.
  - 2 in 5 growers were not planning on replanting any of their orchard in the following two years.
  - The reported average for new planting density was 1880 trees/Ha.

State of play - 2008

- Survey was undertaken APAL in April 2008.
- Key findings -

  - good grower participation at OW's with 53% attending at least 1 event and 20% attending 5 or more events.

  - Confidence had improved with smaller percentage of growers feeling Australian industry was below average in international competitiveness, 35% down from 41%.

  - Increase in percentage of growers that felt they were above average or at the leading edge of world competitive practices, 48% versus 44%.

State of play – 2008(cont)

- Key Findings continued

  - Growers involved in FO2012 planning on planting higher average tree densities than growers not involved, 2360 trees/Ha versus 1500 trees/Ha.

  - Of growers attended FO2012, 77% felt they had a clearer direction of where to go with their orchard.

  - More importantly percentage of growers not planning on replanting was down from 43% in 2006, to 28% in 2008 (FO participants lower at 20%).

  - 1 in 5 still felt they would be leaving industry next 5 years

FO2012 – Phase 2

- AgFirst continued to lead the program:
  - Instilling growers with confidence to undertake change
  - National and International Presenters
  - Deliver new ideas in 'bite sized' information at relevant times of season e.g. Spray thinning – September
- Revised program with 3 walks per year, down from 4 per year, monitoring block numbers reduced from 100 to 60.

FO2012 – key to success.

- Active versus Passive learning
- Setting up of Regional working groups
  - flow of information from R&D
  - Break down barriers, working towards one goal
- Outcome driven
  - Improving Productivity
  - Self aware – costs and pack-outs

Summary

- 2006 versus 2008
  - Confidence improved
  - Willingness to change
  - Higher density plantings
  - More growers undertaking WBP
- FO2012 will be incorporated into next phase of Orchard Productivity Program, development of new WBP.