

'New scope for the Future Orchards program'

Invitation to be a part of the Future Orchards Business Development Program

Dear Industry Participant,

Up until this point in time significant focus of the Future Orchards activities has been directed towards in-orchard activities.

Upon reviewing the survey's completed by participants during the February 2010 Orchard Walk and the results of the recent independent phone survey, completed by IPSOS, Apple and Pear Australia Limited are in the process of broadening the focus of Future Orchards.

The Future Orchards program will continue to maintain the in-orchard activities however in addition will encompass a "Business Development" component.

The Business Development program is designed for growers who want to work on their business, and not just in their business. The program enables growers to actively manage their orchard business on a block by block basis using OrchardNet®. OrchardNet is an online orchard database program and is able to manipulate your block data in a number of ways making management decisions more precise. Many of the tools used in Future Orchards to data are included within the program and it has the ability for you to make confidential comparisons both interstate and nationally.

For all growers wanting to actively participate in the program in 2010/11 there is a minimum commitment of 2 blocks of trees, preferably a Gala and a Cripps Pink block. For those growers wanting to participate with a greater numbers of blocks, APAL is willing to accommodate these requests however funding is limited, therefore it will be a matter of first come first served.

The minimum required for APAL to fund the BD program for 2010/11 is:

- Block setup details eg tree no, spacing's, areas etc
- Last 2 years crop history (yield, pack-outs and fruit size)
- Target yield for 2010
- Key metrics eg Full Bloom dates, fruit numbers post thinning etc.
- Fruit Size Monitoring throughout the season (min 6 readings but preferably more)

Growers will be able to enter data themselves or nominate a consultant/merchant to work with them to help collect and enter data. Previous Future Orchards Monitor Block growers have had their MB data already loaded onto OrchardNet. These growers will be sent a web enabled passive login early next week. This allows you to go online and take a look at the features Orchardnet provides and read the Terms and Conditions of use. Were sure you'll be impressed.

For all growers wanting to actively participate in the program to take up the management support of OrchardNet, and to enable you to confidentially compare your blocks with growers both in your region and nationally, please fill in the attached document and send it back to Richard Hawkes at the APAL office via email, fax or post.

Contact details for Richard Hawkes are:

Email: tm@apal.org.au

Fax: (03) 9329 3522

Mail: Apple and Pear Australia Limited
39 O'Connell St
North Melbourne Victoria 3051

To register your interest in the Business Development program, please fill in the following information:

Company/Business Name _____

User Logins

Grower Details:

First Name: _____

Surname: _____

Email address: _____

Phone: _____

Other User required:

If another person needs to have login rights to your business (eg, your manager), please provide details below.

IMPORTANT: An email address can only be used for ONE user. Please ensure other users have their own email addresses.

First Name: _____ Surname: _____

Email address: _____ Phone: _____

First Name: _____ Surname: _____

Email address: _____ Phone: _____

Grower Company: _____

REQUIRED

Property Name	Block Name	Variety	Rootstock	Year Planted	Area (ha)

Grower signature: _____ Date: _____

If you would like to include additional blocks in the Business Development program, please contact Richard Hawkes in the APAL office, we are willing to include as many blocks as our budget will feasibly allow us to include. If the APAL budget is exceeded, growers will be able to register additional blocks directly with AgFirst.

#NB – the plan would be to get the state organisations to mail this out to all the growers on their list in addition to the OW f