

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

Dear Industry Participant,

Following the successful launch of the Business Development (BD) program in 2010/11, APAL are pleased to advise that the program is able to be expanded in 2011/12. Last year 150 blocks of trees were involved in the program and this year we have the opportunity to grow that to 300.

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 the Future Orchards project are included within the program and it has the ability for you to make confidential comparisons both interstate and nationally.

For an online demo go to <http://www.hortwatch.com/orchardnet/>. Enter the User Name : Augrower and Password: cobber. Once in have a look around. Click on the graphics icon to go to reports.

Last year most growers used the tool to track fruit growth rates and compare their blocks on a real time basis with other blocks regionally and nationally. This year we will be encouraging growers to use the many other tools within the system including productivity and costs of production.

For all growers wanting to actively participate in the program in 2011/12 there is a minimum commitment of 2 blocks of trees. For those growers wanting to participate with a greater numbers of blocks, APAL is willing to accommodate these requests using their discretion to get as many growers and blocks as possible involved right across Australia.

The minimum data required for APAL to fund the BD program for 2011/12 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 2012
- Key metrics eg Full Bloom dates, fruit numbers post thinning etc.
- Fruit Size Monitoring throughout the season (min 6 readings but preferably more)
- Cost to prune, thin and pick.

Growers will be able to enter data themselves or nominate a consultant/merchant to work with them to help collect and enter fruit sizing data. Previous Future Orchards Monitor Block growers have had their MB data already loaded onto OrchardNet.

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 Jesse Reader at the APAL office via email, fax or post.

Contact details for Jesse 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 by the 31/10/11:

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: _____

Confidentiality

All individual data can be viewed by AgFirst as owners of the software. Agfirst will not release individual data without their consent. APAL and your chosen advisor can only see your data with your permission. Jesse at APAL would like to be able to assist growers with their data hence we recommend you allow APAL access but this is your choice. Please also nominate an advisor that you want to give access to your data.

Are you happy to let APAL view your individual data? YES or NO (circle your preference)
Nominate an advisor you want to give access to _____

Orchard Company: _____

Bin Size _____ KGS

Property Name	Block Name	Variety	Rootstock	Year Planted	Tree No	Row Space	Tree Space	Area (ha)	Bin No 2010	Class 1 % 2010	Bin No 2011	Class 1 % 2011

Grower signature: _____ Date: _____

If you would like to include additional blocks in the Business Development program, please duplicate this page. 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.