Business Development Group Update Dec 2012

Dear AU Grower or Industry Service provider,

The Future Orchards project in 2012/13 is really picking up pace with the “Focus Orchard” and “Business Development” networks well established and some good data starting to come forward.

One of the positive outcomes of the Focus Orchard network is the great regional and national databases that are being generated within the OrchardNet online database. The fruit size information is one of those.

In the current season growers and Front Line Advisors are currently monitoring fruit size on 150 blocks right throughout Australia. However we would like to see that number double or even triple so there’s plenty of capacity for everyone to get involved.

If you monitor weekly as the protocol suggests, the weekly growth rates give you fantastic information on the state of your trees.

To learn or recall what’s involved we have prepared a series of webinars that have been loaded on the Future Orchards website. For easy access they are listed below.

Webinars

Fruit size monitoring in the field: http://www.youtube.com/watch?v=B-EOnGkvQKg&list=PL534AFD5C32B920B4&index=1&feature=plpp_video

Fruit size monitoring using OrchardNet: http://www.youtube.com/watch?v=RE3lIsWPEWY&feature=BFa&list=PL534AFD5C32B920B4

OrchardNet training webinar: http://www.youtube.com/watch?v=nJROwCzS08Q&feature=BFa&list=PL534AFD5C32B920B4

We have also prepared a simple pdf protocol which is attached to this email.

An example of the reporting is shown below for one of the blocks at Battunga, a Focus orchard. If you look closely you’ll see Blk 30 has made a great start to the 2012/13 year. Fruit size DAFB is similar to their 2011 year (170gm actual) and well above the regional average. This has given Mark, the orchard manager the confidence to increase the target crop load by 5-10 tonnes per ha. I calculate that an extra 5t/ha on this block is worth $7,000 per ha additional profit. This shows you the power of the information. You may have heard the saying “You can’t manage what you don’t measure”.

So if you haven’t started yet or want to do more blocks, get into it, there is plenty of capacity. All the resources are there for you and OrchardNet has been made available to all growers through APAL’s Future Orchards program.

To register new companies, orchards or blocks please contact your Front Line Advisor. Their registration form with the FLA’s details is also attached.
Please feel free to forward this email onto any grower mates that may be interested.

Fruit Size Report
Block 30

Fruit Size - Diameter (mm)

<table>
<thead>
<tr>
<th>Year</th>
<th>Full Bloom Date</th>
<th>Harvest Date</th>
<th>Days Full Bloom to Harvest</th>
<th>Production (kg/ha)</th>
<th>Avg Fruit Weight (g)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>26 Oct 2010</td>
<td>18 Feb 2011</td>
<td>115</td>
<td>26,082</td>
<td>170 g</td>
</tr>
<tr>
<td>2012</td>
<td>13 Oct 2011</td>
<td>10 Feb 2012</td>
<td>120</td>
<td>25,079</td>
<td>160 g</td>
</tr>
<tr>
<td>2013</td>
<td>15 Oct 2012</td>
<td></td>
<td></td>
<td>22,000</td>
<td>170 g</td>
</tr>
</tbody>
</table>

Chart by omCharts.com

- ✔️ "Fruit Size Report 2013 (Type: Royal Gala)"
- ✔️ "Target Diameter - Royal Gala - 40 g (110 ct)"
- ✔️ "2011"
- ✔️ "2012"
- ✔️ "2013"
Fruit Size Report
Block 30

Fruit Growth Rate - mm per Week

Chart by seeCharts.com

2013
2012
2011
Regional Ave 2013 (Type - Royal Gala)

Regards

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