

STRATEGIC PLANNING TO MAINTAIN FUTURE QUALITY

'An Australian growers perspective'



Let's talk about the following ...

- Top Qual – Company Overview
- Varietal Strategy for the future
- Critical input for young tree performance
- Labour Management – are we doing it right?
 - Managing a high Cost of production







Top Qual 'Calthorpe'

Location: Sidmouth

Elevation: 79.3 m above sea level

Annual Rainfall: 750 mm

Latitude: 41.2° South



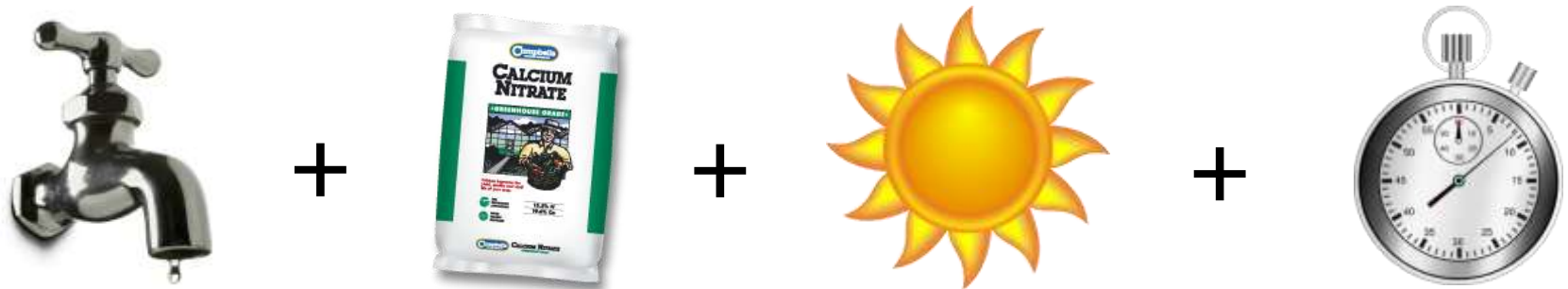




The decision is almost irrelevant, but sitting on the fence is no longer an option...



Critical Inputs for Young Tree Performance



Pre-plant soil test

Appropriate planting density

Soil Preparation

TLC

Fumigation

Consistent management decisions

Suitable support structures

Steroids

Irrigation/drainage

Early Training

Remember - they're kids, they don't know what they are doing!

Labour Management – *task separation*



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Managing a High Cost of Production

What we CANT keep doing ...

Waiting six to eight years for trees to come into full production.

Doing a 7/10 job.

Farming non-profitable blocks – ruthless assessment is critical

Expecting someone else to fix our problems

The same thing year after year...



What we MUST aim for...

Early fruit production - critical to recouping costs

Build the canopy as fast as possible with high-quality fruiting wood

Use nutrient and irrigation management to grow high quality fruit

Create uniform, consistent planting systems in the future to match our minimum wage

Getting within 80 to 90 percent of the marketable genetic yield potential of our crop. This will bring our unit costs down.

But will good production be good enough...





... Maybe, but consider the following

Varieties will be selected for packed yield potential and “premium market returns”, regardless of total tonnage. These varieties will need to pay more than \$2.00/kg.

Rootstocks will be selected on their disease resistance and compatibility to soil type.

The goal will be to grow a consistent system to achieve the production targets and produce quality fruit that consumers will purchase year in, year out.

What will be the key pieces in your Future Orchard puzzle?





THANK YOU