



NSW DEPARTMENT OF
PRIMARY INDUSTRIES

Partners in the profitable and sustainable development of
agriculture, fisheries, forests and minerals in New South Wales

Getting quality fruit to customers

2005 Low chill stone fruit market
performance

www.dpi.nsw.gov.au


Industry statistics

- 80-100 growers (Qld &NSW)
- 2000 - 2500t annual production
- 2-5 ha orchards (total 300 ha)
- 10-15% of total stone fruit crop
- 25% of total value of the stone fruit industry
- September-November production

2005 market turnout (grower responses)

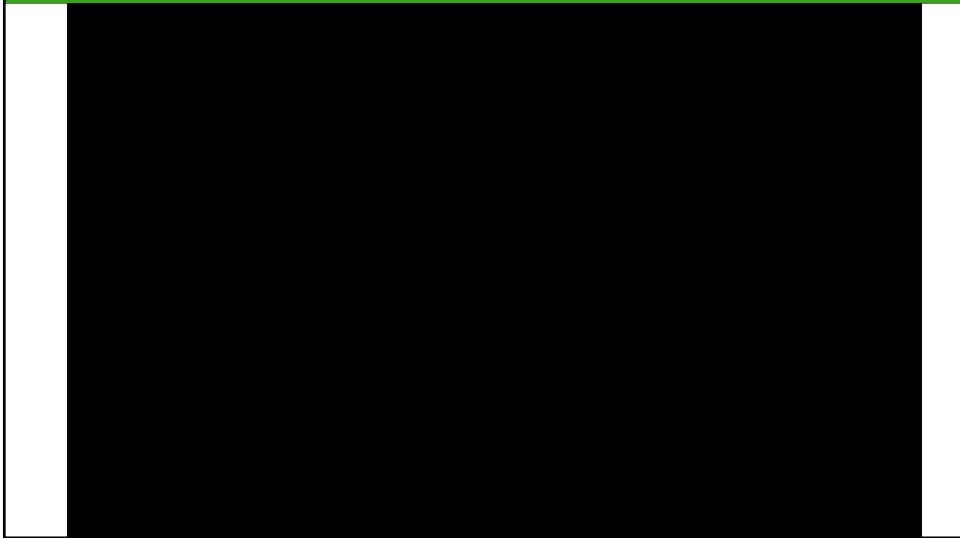
- Volumes 20-30% less
- (NSW, S Qld) Rain during flowering meant little early fruit
- Lack of sufficient early chill
- (Central Qld) Lack of early chill and hot dry winds
- Rain damage later
- Casual labour shortage
- Cool room problems due to new 'one touch cartons'
- Need to receive \$3.5-\$4/kg min to remain profitable

2005 market turnout (agents responses)

- Soft tip 
- Poor coloured fruit (variety specific)
- Inking
- Underweight trays (5kg net)
- Fruit speckling
- Rain damage
- Central packing improved volume sales and improved quality
- Fewer varieties



Are we speaking the same language?



Product Description Language



Market feedback

- Do we really know what markets/customers want??
- What specifications are agents using? (brix levels)
- Are growers using the same specifications?
- Regular weekly feedback to growers on marketing/returns?

Who is at fault??

- Have we 'lifted our game' since 2003 conference??
- 'Indian bus queue' (supply and demand situation)
- Agents (if tight supply situation exists)
- Growers (if good returns exist)
- What does it do to consumer confidence in the product?
- What do growers and agents need to do?

Questions for the panel

- Overall has quality changed ??
- Is it smaller novice growers?
- Experienced growers?
- Larger marketing groups?
- Related to the size of the operation?
- Rationalisation of varieties?
- How do we lift the 'tail end'? (Plowman report)

Solutions

- Specifications need to be clearer?
- Good quality always sells
- Varieties matched to a specific microclimate
- Reject all fruit of a variety marketed before a nominated date
- Tight specifications for a variety.
- Marketing groups
- Discussions with agent during season



Thank you

- Please remember to fill out the survey and hand to me or people at the entrance as you leave