

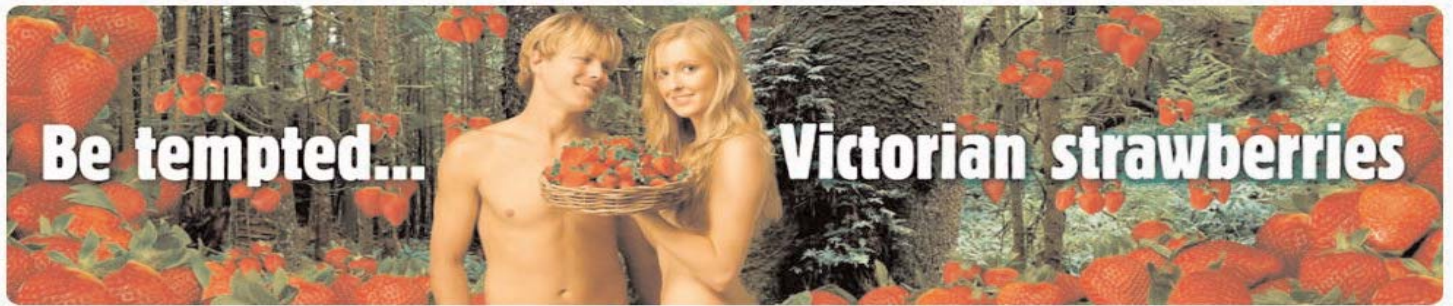


# Vic Strawberries

WINTER 2006

ISSUE 22

## NEW Industry Website Launched....



Home Be Tempted Recipes Victorian Strawberries Varieties Growers in Action Pick Strawberries News Links Contact Us



Welcome to the  
**Victorian Strawberry Industry Website**



Latest Newsletter

Autumn 2006 [HERE](#)

### Australian Strawberry Industry Wins Ozone Protection Award

The Australian Strawberry Growers have been selected to receive the 2006 Stratospheric Ozone Protection Award. [More](#)

### Yarra Valley Strawberry Festival 2006

Come and celebrate the beginning of the Victorian Strawberry season. A great FREE family day out! [More](#)

### Seasonal Work Available

Do you want to work picking or packing strawberries this season? [More](#)

RSS

### Special Recipe of the week



Strawberry  
Napoleons

[Download recipe here](#) or find more tempting strawberry sweets [here](#)



Here's a fun game to play: [Punnet Panic](#) (opens in a new window)

The Queensland Department of Primary Industry & Fisheries (web site) owns the rights to Punnet Panic.

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VICTORIAN  
STRAWBERRY  
INDUSTRY  
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Industry Login

Password

Login

A new, easy to use and modern Victorian Strawberry Industry website was launched this month. It can be found at the the same address as the old site;

[www.vicstrawberry.com.au](http://www.vicstrawberry.com.au)

The main section of the site is very consumer focussed and contains the latest strawberry nutritional information, recipes, industry information and events. This section is already proving very popular with over 1500 "hits" on the site in the first month from consumers.

The "Industry Login" section can ONLY be accessed by Victorian strawberry growers, industry representatives and service providers. A username and password are required to gain access and these details will be mailed to you with this newsletter. If you do not receive your username and password please contact Chloe Thomson on: 9207 5562.

Once you have logged into the site you will notice an extra navigation tab appears along the top horizontal navigation bar called 'Industry Section'. This page and the 3 others in the drop down menu can only be viewed if you are logged in. To logout simply close the browser page.

## what's inside

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# Industry News Chloe Thomson - VIC Strawberry I.D.O

## Australian Strawberry Industry wins international environmental award



Australia's vegetable and strawberry industries were publicly recognised by the US Environmental Protection Agency (EPA) as world leaders in the reduction of ozone depleting gases at a ceremony held in Washington DC in May 2006.

Strawberries Australia received the Stratospheric Ozone Protection Award on behalf of the industry for outstanding efforts in protecting the earth's climate and ozone layer. Strawberries and vegetables are the first agricultural industries in the world to be recognised by this award on a whole-of-industry basis.

The vegetable and strawberry industries led the phase out of methyl bromide in Australia, in line with the Montreal Protocol, through a strong industry-government partnership to implement collaborative, targeted research. Horticulture Australia Limited (HAL), along with state Departments of Primary Industries and the Australian Government Department of Environment and Heritage were central to the phase-out, initiating a large number of projects related to finding and adopting alternatives.

Strawberry fruit producers eliminated the use of methyl bromide by the end of 2005.

The industries were nominated and then judged by an international panel representing industry, government and international non-government organisations, and the EPA made the final selection of award winners.

## 2006 Growers' Bus Tours



### Ladies' Bus Tour

**Tuesday 5th September** - this year's ladies' bus tour will travel from Lilydale to Mornington Peninsula, looking at value-adding businesses.

We will visit

- SunnyRidge
- Heronswood Nursery for lunch
- Red Hill Brewery
- Mornington Peninsula Chocolates

Tour will depart from The Lilydale Market Carpark at 8.30am and return by 5pm. Cost is \$15.00 per person.

### Progressive Growers' Bus Tour

**Wednesday 30th August** - this year's Progressive Growers' Bus Tour (open to all growers) will travel to:

- Peter Shaws Vegetable Farm in Clyde
- Mountain Goat Brewery for Lunch & Tour
- AMCOR Box Factory

Tour will depart from The Lilydale Market Carpark at 8.00am and return by 5.30pm. Cost is \$10.00 per person.

**FINAL INVITATIONS TO FOR BOTH TOURS  
WILL BE MAILED OUT BY MID AUGUST.**

## Environmental Guidelines for Horticulture NOW Available



The 'Guidelines for Environmental Assurance in Australian Horticulture' were officially released by Horticulture Australia in June.

The set of national guidelines aims to help maintain on-farm profitability by introducing sound environmental and natural resource management practices.

The 158 page folder (or CD version \$11) can be purchased for \$22.00 for growers (\$80.00 non-growers) by calling Alison Turnbull on (02) 8295-2300 or visit: [www.horticulturefortomorrow.com.au](http://www.horticulturefortomorrow.com.au)

## New Industry Order



The Victorian Strawberry Growers Association has petitioned the Minister for Agriculture to remake an Order under the Agricultural Industry Development Act 1990. An Order is a legislated way in which industry can raise money to fund specific projects on behalf of growers. The current Order expires on 30 November 2006.

The Department of Primary Industries has sent a report to strawberry growers describing the process by which an Order is remade. Submissions regarding the proposal to remake the Order will be accepted until 7 August 2006.

Following this public consultation process, the Minister will decide whether a formal poll of growers will be conducted to determine whether or not to remake the Order. Should the poll proceed, you will receive a ballot paper in September. **Please note that voting is compulsory.**

*Should you require further information, please contact Ms Leanne Browne on (03) 9658 4861 or [leanne.browne@dpi.vic.gov.au](mailto:leanne.browne@dpi.vic.gov.au).*

## VSGA Dinner Dance



Congratulations to Sam Violi for winning the Industry Award at the VSGA Dinner Dance in May 2006. Sam was recognised for the extensive work he does for the industry on many committees and as the President of the VSGA.

## 2006 YARRA VALLEY STRAWBERRY FESTIVAL

**Sunday 5th November  
Lilydale Showgrounds  
10am - 4pm**

To sponsor, request a stall or donate  
STRAWBERRIES please call:  
John Calle on 0417 538 535

Proudly presented by St Patrick's Primary School,  
Lilydale & VSIDC

## Soil Moisture Monitoring Equipment....

### **WANT TO SAVE MONEY, WATER, TIME, AND THE ENVIRONMENT? SOIL MOISTURE MONITORING EQUIPMENT CAN HELP!**

With water being such a precious resource and the ever increasing demand and cost, Soil Moisture Monitoring Equipment (SMME) could help you increase production, save time, money and water.

Irrigation management is about balancing how much water to apply and exact timing for application to meet the plant requirements. When irrigation is managed properly, sufficient water is available for plant uptake while excess water loss through deep leaching and surface run-off is minimised.

Over watering can lead to waterlogging, resulting in poor aeration in the root zone, resulting in yield reductions, nutrient leaching and a higher incidences of root disease.

To maximise crop yield, irrigators will need to keep soil moisture content above a critical level. If soil moisture falls below this level, yields may suffer from lowered quality and quantity.

SMME will help determine the available soil moisture within the crop root zone, therefore assisting you to determine when to irrigate and how much to apply. The use of SMME can;

- \* decrease labour
- \* save water
- \* decrease pumping costs
- \* provide better control of application amounts and timing
- \* minimising waterlogging problems
- \* maximise yield and quality
- \* lower fertiliser costs; and
- \* minimise environmental damage by reducing surface run-off and deep leaching.

Once the benefits of soil moisture monitoring equipment is realised the next question is which of over 15 different SMME is best for your situation? They all have their advantages and disadvantages. Some things that you need to consider are;

- \* cost
- \* portability
- \* accuracy
- \* type of readings
- \* number of sites to measure
- \* number of depths to measure, and
- \* ease to use and ease to access information.

*By Martin Riverenna, DPI Ovens*

## **SOIL MOISTURE MONITORING FIELD DEMO**

**All growers are invited to a field demonstration to learn more about the use of  
Soil Moisture Monitoring Equipment.**

**Wednesday 20th September 2006**

**10.30am - 3.30pm**

**@ DPI Toolangi Potato Research Centre**

**1015 MYERS CREEK ROAD TOOLANGI**

**FREE LUNCH PROVIDED**

**The day will include:** a site walk and forum, speaker on Soil Moisture Monitoring Equipment, interpretation of soil moisture results, soil moisture equipment installation session and Soil Moisture Monitoring irrigation representatives.

**For catering purposes please RSVP, by 18th September, to Mark Hincksman on: (03) 5954 4044 or Wendy Paglia on: (03) 5731 1206**

## Improving Runner Quality Research

The Better Berries Program based at Maroochy is assisting the development and profitability of the national strawberry industry. The program is funded by Horticulture Australia Limited (HAL), Strawberries Australia, Growcom, Queensland Strawberry Growers' Association and DPIF. Research this season includes efforts to understand the biology and ecology of strawberry lethal yellows and Colletotrichum crown rot, and the roles of runner size and growing environment on fruit production.



It is estimated immature runners cost the industry between 5 to 20% (possibly higher), in terms of loss of yields for each hectare planted. Quality of strawberry planting material is usually defined in terms of plant size (diameter of the crown, number of leaves at planting, etc.) and the amount of chilling accumulated prior to digging.

This season, Chris Menzel is evaluating the effects of plant size and growing environment on the performance of strawberry cultivars.

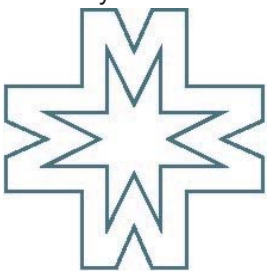
The first experiment is comparing plug plants with small and large runners. The second experiment is comparing runners grown in Stanthorpe in southern Queensland with those sourced from Toolangi in Victoria. Mean temperatures in the months before digging are about 2 to 4 degrees cooler in the southern growing area.

For more information contact:

Chris Menzel on: 07 5444 9648 or [chris.menzel@dpi.qld.gov.au](mailto:chris.menzel@dpi.qld.gov.au)

## Sensational Strawberry Season Launch Set!

This year's public relations campaign is racing ahead and the Victorian Strawberry Season is set to be launched in style.



Market Maker are the new Public Relations firm contracted by the VSIDC for the 2006/07 campaign. They are a small but lively firm with extensive experience in working with the food and beverage companies including, Kelloggs, Heinz and McCormicks.

MARKET MAKER

Neredith Comrie and Laura Hamilton from Market Maker, provided the committee with an extensive campaign proposal within the public relations budget and they have enthusiastically set about organising various activities, including the season launch, media releases and recipes.

This year's strawberry season will start with a launch to be held at Federation Square on Monday 6th of November 2006. The launch coincides with the Spring Racing Carnival Events at Federation Square so the area will be full of people to be tempted by Victorian Strawberries.

At the Victorian Strawberry marquee within Federation Square, people will be able to sample fresh Victorian Strawberries, collect strawberry recipe cards, receive a free 5 minute neck and shoulder massage and find out more about our industry.

The characters from our popular billboard of Adam and Eve will also be brought to life and they will wander the square handing out strawberries and recipe fliers.

A similar marquee with strawberry samplers and recipe fliers will be set up at the finish of the Great Victorian Bike Ride in Yarra Glen and the Spring Harvest Picnic in Werribee. These events have been chosen to further raise awareness about the beginning of the Victorian Strawberry season.

Two recipes have been created and photographed (see below for the Fondue photo) and along with the seasonal media release, these will be sent to magazines, newspapers and radio stations to encourage further coverage of strawberries in the media during the Victorian strawberry season.

The "Be Tempted" Adam and Eve billboards will be on display around Melbourne again this year. Last year's billboard campaign in Melbourne and Sydney helped raise awareness of the Victorian strawberry season.



**VICTORIAN  
STRAWBERRY  
INDUSTRY  
DEVELOPMENT  
COMMITTEE**

### The Victorian Strawberry Industry Newsletter

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