



Vic Strawberries

Horticulture Code of Conduct NOW IMPLEMENTED

The mandatory (compulsory) Horticulture Code of Conduct became LAW on the 14th May 2007

What do I need to do to comply with the code?

ALL growers must have the following with each of their traders (agents, merchant or distributor):

- A Horticulture Produce Agreement

Growers and traders (agents, merchants or distributors) are required to use written agreements which specify how produce will be traded. Agreements must outline whether the trader will trade as an agent or a merchant, payment timeframes and reporting timeframes.

- A Horticulture Terms of Trade

Traders are required to prepare a 'Terms of Trade' document that sets out basic information on how they intend to do business with growers. They are required to make this document publicly available. They are also required to provide their terms of trade to any grower who requests them.

For examples of these documents please visit the Victorian Farmers Federation website www.vff.org.au or contact Chloe Thomson (IDO) on: 9207 5562 to have them posted to you.

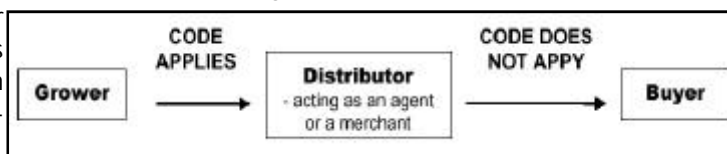
Does the code apply to me?

YES - the code applies to all growers who sell to a buyer through an agent or a merchant.

The code does not apply to growers who sell directly to an exporter, processor or retailer.

I deal through a distributor - does the code apply to me?

YES - the code applies to ANY transaction from grower to distributor but NOT to the transaction from the distributor to the buyer. The code applies ONLY to the first transaction from the grower to the distributor.



A merchant's rights and responsibilities include (but are not limited to)....

The merchant must provide to the grower(s) a report outlining: quantity & quality of produce bought, date(s) of the purchase(s), price paid for the grower's produce and time at which produce was delivered to the merchant.

The price paid to grower MUST be agreed before or on delivery of the produce. A merchant MUST NOT charge a grower(s) a fee, a commission or any other amount for their services performed by the merchant under the Horticulture produce agreement.

Do I deal with an agent or a merchant?

AGENTS

- sells on the grower's behalf
- charges a commission
- NEVER owns the produce



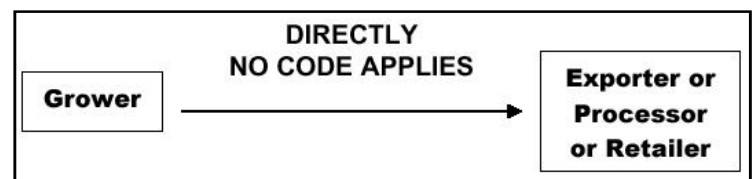
MERCHANTS

- a merchant buys the produce outright from the grower
- does NOT charge a commission
- predetermined price at farmgate or on delivery
- ownership passes to the merchant upon delivery



DIRECT SALE

- product is sold directly from grower to the buyer
- buyer pays grower directly



what's inside

Biosecurity awareness
page 2

Berry Expo details
page 2

Hort Code info continued
page 3

Fragole Donne 2007
page 3

End of season variety report
page 4

CONTINUED on page 3.....

Industry News

Chloe Thomson - VIC Strawberry I.D.O

Biosecurity Awareness



With the assistance of Plant Health Australia Strawberries Australia Inc. developed a National Strawberries Industry Biosecurity Plan in 2005. Biosecurity planning provides a mechanism for the strawberry industry, government and other relevant stakeholders to actively determine pests, analyse the risks, and put in place procedures to reduce the chance of pests reaching our borders and to minimize the impact of a pest incursion event.

The package focuses on; threat identification, pest risk reviews and incursion management funding arrangements. The primary goal is to coordinate identification of exotic pest threats that could impact on productivity, sustainability and marketability and to assess their potential impacts within the Australian strawberry industry.

An outbreak of a major strawberry exotic pest or disease could be devastating for your business resulting in the closing down your operation or perhaps crop destruction to prevent spreading. Further impacts could be to restrict trade between states thus affecting the commercial viability of strawberry enterprises.

Risk Mitigation at the Farm level

Growers can take biosecurity practices to ensure their farms remain pest and disease free by following key farm hygiene practices such as:

- Selecting certified strawberry plant material
- Destruction of crop residues
- Including farm biosecurity in Industry Best management and Quality Assurance Schemes
- Growers (fruit and runners) maintain effective pest and disease monitoring and management programs.
- Wash down facilities to remove soil and plant matter from farm machinery particularly when moving between farms.
- Report unusual symptoms that you have never seen before or suspect could be a serious pest or disease to assist in early detection to the Exotic Plant Pest Hotline 1800 084 881

Some Signs to look for

Plant death, die-back of shoot-tips, failure of plants to thrive, yellow and unusual markings or coloration on leaves or fruit.

Further Information

Biosecurity Awareness Workshops are planned by Plant Health Australia planned for the 21 and 22 of June 2007 on the Emergency Plant Pest Response Deed, Industry Biosecurity plans and other key issues for Government and Industry.

Strawberries Australia CEO
Beth Luckhurst
P: 0363961175
E: bluckhurst@yahoo.com

VSGA Annual General Meeting



When: Friday 3rd August 2007
8.30am for registration, 9am start
Buffet lunch to follow meeting & presentations
Where: The Twisted Vine, Silvan
Further details in the coming months.
Contact Bill Thompson on: 5968 5555 for more details.



2nd Berry Industry Expo & Information Day

When: Thursday 7th June 2007

Time: 9am – 5pm (registration from 8.30am)

Where: The York, Cnr York & Swansea Rds, Lilydale

Melways ref: 52 H3

FREE entry to all Australian blueberry growers, Australian Raspberry growers and Victorian Strawberry growers.

Non-grower guests and interstate strawberry growers are invited to attend @ \$40.00 per person.

9.00am - 12.30pm: Strawberry related presentations
12.30pm - 1.00pm: Keynote Speaker
1.00pm - 1.40pm: Lunch served
1.40pm - 5.00pm: Rubus & Blueberry related presentations

Attendees are encouraged to move between presentations and the display stands throughout the day. For the full program of events go to: www.vicstrawberry.com.au

Accommodation:

The York is offering the following special to Berry Expo attendees.....

- Single room \$98.90 per night (includes continental breakfast)

- Twin or double room \$118.80 per night (includes 2 continental breakfasts)

Phone: (03) 9736 4000 to make a booking AND quote Berry Expo when making a reservation

For more information about the day call Chloe on: 0408 416 538 or 03 9207 5562

Fragole Donne 2007 Women in Industry Dinner

Many arrived with friends, fruit packers and daughters or were dropped off by diligent husbands, while some even arrived in limousines.... !!



L-R: Alison Brinson (Raspberry IDO), Lorraine Chapman & Ilse Matthews (Protea Flora Nurseries & Guest Speaker)

This year 98 ladies gathered at The Warrandyte Retreat Restaurant on the May 21 to celebrate the huge contribution women make to the Victorian Strawberry Industry.

The increasing number of ladies attending this annual event, now in its sixth year, is testament to the industry's strong family values and family run businesses.

Guest speaker, Ilse Matthews from Protea Flora Nursery, gave an wonderful presentation about the history of her business and protea flowers themselves. Protea Flora has been awarded the "Best Large Production Nursery in Australia" three years in a row (2005, 2006 & 2007)! This award is in recognition of Ilse and her husband David's continuous commitment to productive partnerships,

innovation, excellence and industry leadership.

To help break the ice and for a bit of friendly rivalry, a table quiz was handed out to test everyone's knowledge of strawberries, famous faces and more.

The winning table claimed a huge prize of sparkling wine and chocolates to share.

I would like to thank all the ladies who attend the Fragole Donne evening and continue to make the event a night to relax and celebrate with friends.

This year's Fragole Donne was proudly supported by Horticulture Australia Ltd, the Victorian Strawberry Industry Development Committee, Protea Flora Nursery, Fruit-Cheque and Goldenvale Strawberries.



Chloe (IDO) presents Heather Corallo & the ladies on her table with the prize for winning the table quiz.



THANK YOU

Protea Flora Nursery for donating the lovely plants for ladies to take home & to Ilse for being our guest speaker.



Horticulture Code of Conduct continued.....

An agent's rights & responsibilities include (but are not limited to)....

An agent MUST pay to the grower all proceeds the agent received for the grower's produce under their agreement (minus commissions, fees or extra amounts payable to the agent) with the period specified in the agreement.

An agent MUST report to the grower specifying:

- date(s) grower's produce was received & sold by agent
- type & quantity of produce sold
- the price received for the produce sold
- details of any deductions made by agent (e.g. commission)
- details of any produce received by agent, but not sold and reasons why it was not sold

An agent NEVER owns the grower's produce outright.

For full details of agent's, merchant's and distributor's rights & responsibilities:

Call the ACCC InfoCentre on 1300 302 502

Say no to backdated horticulture produce agreements.....

The ACCC considers that if a grower and trader (either an agent or merchant):

- sign an agreement to trade in horticulture produce that does not comply with the Horticulture Code **on or after the 15th Dec 2006** (even if the agreement is backdated to before 15th Dec 2006) **and**
- trade under an agreement after the 14th May 2007

BOTH parties to the agreement will be in breach of the code and the Act.

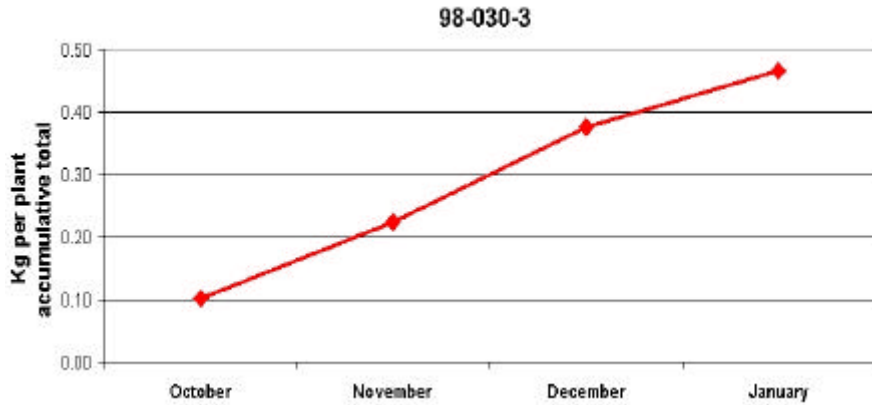
End of season variety evaluation report

From October 2006 - February 2007, field scores and picking data were collected on the trial varieties located at the properties of Sam Violi (Coldstream) and John Hasan (Wandin). Below are details of the varieties selected for naming and commercialisation early next year. When considering the data below please remember this season was a particularly tough one. The lower drought productivity was also further influenced by large numbers of visitors tasting the trials. **NOTE: Data below is from Coldstream site ONLY.**

Short day varieties for commercialisation

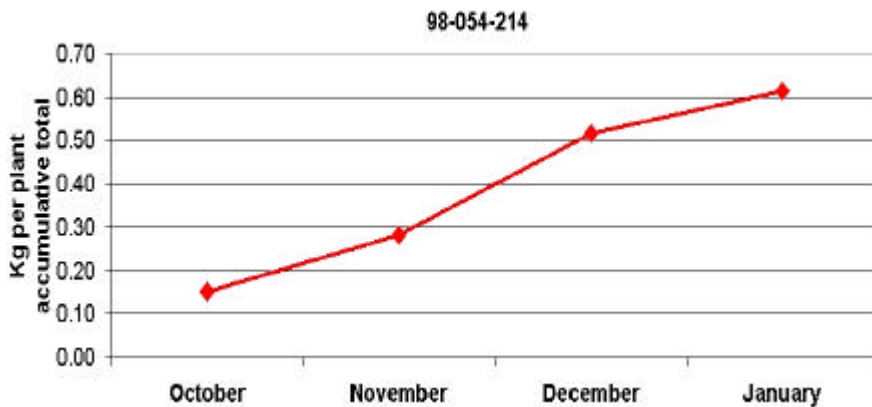
98-030-3

- Large plant with excellent uniform growth
- Attractive fruit, with outstanding flavour
- Oct-Jan average fruit size 20 grams
- Oct-Jan picking TOTAL approximately 1.9 punnets per plant (or 0.46 kg/plant)



98-054-214

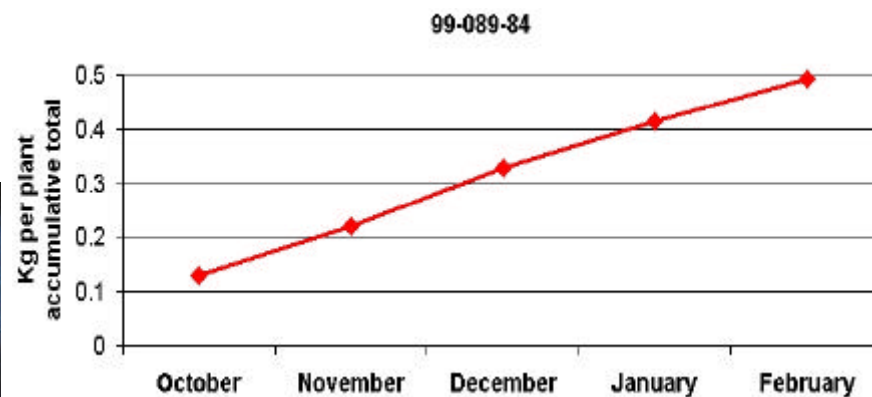
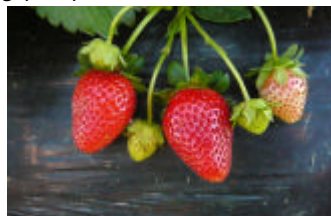
- M-L plant with good display & flower set
- Oct-Jan average fruit size 23 grams
- Oct-Jan picking TOTAL approximately 2.5 punnets per plant (or 0.62 kg per plant)



Day neutral varieties for commercialisation

98-089-84

- Medium plant, good fruit flavour & colour
- Oct-Jan average fruit size 20 grams
- Oct-Feb picking TOTAL approximately 2.0 punnets per plant (or 0.49 kg per plant)



Disclaimer: The data collected from the evaluation trials published here, while accurate, is intended only as a guide, and growers are reminded that many factors including; management, climate, soil types etc, will influence the plant growth habit & fruit yield.



The Victorian Strawberry Industry Newsletter

Chloe Thomson - I.D.O
 Level 3, 24 - 28 Collins St, Melbourne VIC 3000
 Mobile: 0408 416 538 Office: 9207 5562
 Email: cthompson@vicstrawberry.com.au
 Website: www.vicstrawberry.com.au

Working for the benefit of the Victorian Strawberry Industry

Produced with financial assistance from Horticulture Australia & industry levy contributions



Know-how for Horticulture™