



# TOMATO TOPICS



Horticulture Australia

NEWS and INFORMATION  
FOR THE PROCESSING TOMATO INDUSTRY

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## Processing Tomato Industry Research

As the processing tomato season commences once again, industry funded research projects begin another season of work. The end of June 2001 saw the completion of two of the industry funded research projects. These projects were, TM98009-IPM Tomatoes 2001, and TM98005-Transfer of Technology to the Australian Processing Tomato Industry. In addition the project TM99005 Sustainable Processing Tomato Production was completed at the end of December 2000. Final reports for each of these projects will soon be available from Horticulture Australia.

In May 2001 key members of the processing tomato industry and research providers met to develop the new 5 year Research & Development Strategic Plan. In conjunction with the development of this strategic plan an industry vision was formulated and subsequently adopted by the APTRC. This vision statement is:

*"In meeting the quality expectations of local and international consumers with enjoyable, healthy and safe tomato based products, the Australian processing tomato industry will maintain its environmental and social responsibilities, and offer a fair rate of return to its growers and processors."*

It is hoped that over the next 5 years this vision will be recognised, by ensuring industry funded research is in line with the research priorities as determined by industry members. Copies of the 5

Year R & D Strategic Plan are available from Liz Mann.

Although three industry funded projects have been completed during the last year, research is still occurring to address the research priorities as outlined by the industry members.

Currently the processing tomato industry is funding a number of projects. These include projects that are cofunded between the APTRC and HAL, and also projects that the APTRC

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# ARE YOU LOOKING FOR FUNDING TO HELP DEVELOP YOUR FARM BUSINESS?

Are you looking at expanding your farm business/ or diversifying? If so you may qualify to receive funding assistance through a Federal or State program. The following programs may be applicable to your situation.

If you are interested in applying for any grants or scholarships to help in the development of your farming business please contact your Industry Development Manager (Liz Mann) for assistance.

## NSW

### Agribusiness Alternative Program

[http://www.business.nsw.gov.au/regional/regional\\_assistance.asp#3](http://www.business.nsw.gov.au/regional/regional_assistance.asp#3)

This program aims to assist producers to identify and develop value-adding and alternative agribusiness opportunities that can ensure the profitability and sustainability of the industry. This is made possible through the assistance of Agribusiness development managers, located across the state.

### Regional Business Development Scheme

[http://www.business.nsw.gov.au/regional/regional\\_assistance.asp#3](http://www.business.nsw.gov.au/regional/regional_assistance.asp#3)

The Regional Business Development Scheme (RBDS) aims to assist sustainable regional enterprises and boost employment and investment in regional areas

### New Market Expansion Plan

<http://www.business.nsw.gov.au/publications.asp>

The New Market Expansion Program is a key element of the NSW Government's post-Olympic Games strategy for business in Regional NSW.

## VIC

### Enterprise Improvement Program

<http://www.business.vic.gov.au/Web/BV/BVWeb.nsf/CD/Enterprise+Improvement+Programs?OpenDocument>

The Department of State and Regional Development's services for businesses include a range of programs to help Victorian companies develop and implement world-class management practices and quality production techniques. They include services based on business assessment, strategic planning and continuous improvement and pro-

grams to assist environmental management, technology diffusion and commercialisation.

### Victorian Business Centre Network

<http://www.business.vic.gov.au/Web/BV/BVWeb.nsf/CD/Victorian+Business+Centre+Network?OpenDocument>

This centre provides services including the provision of business information, referral to specialist service provider's, access to enterprise development programs and investment facilitation assistance.

## Federal Funding

### Agriculture Advancing Australia (AAA) Programs

Additional information about the following programs may be obtained from :

<http://www.affa.gov.au>

*AAA - Farm Innovation Program* encourages businesses in the farming, food, fisheries and forestry sectors to adopt already researched innovative practices, processes and products.

### *Young Rural Leaders*

If you are aged 18-35 and have a clear vision for the future of your industry then this course is for you. The course will provide participants with the skills, knowledge and confidence to effectively contribute to government and industry decision-making processes at the national level.

### *Study Awards*

Study Awards for Young People in Rural Industries, will support people aged 18-35 to learn new practices and skills and to develop networks through an individual study project, by attending a conference or through a training program.

### *Improved Governance Skills*

14 men and women between the ages of 18 and 35 are being given an opportunity to undertake a directors course to assist them to develop the skills, knowledge and networks required to influence decision making and the future of their industry. This is a 5 day residential course.

Applications close 31 October 2001

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# DIVERSIFYING THE FARM BUSINESS

When considering incorporating a new crop into your farming business, the first thing that many growers do is to plant it, see how well it grows, then sort out the marketing side if the crop performs well. Well according to a new crops specialist, Dr. Rob Fletcher from the University of Queensland, Gatton Campus, the 13<sup>th</sup> and final step of developing a new crop is experimental production.

Market assessment, risk analysis, joint venturing opportunities and researching the competition are all part of the 'Do Our Own Research' (DOOR) marketing approach developed by Rob. The aim of the Door approach is to assist new crop developers in determining whether a potential new crop product is marketable.

Thirteen steps have been proposed to help people when considering a new crop.

1. The proposal of the new crop by those willing to commit themselves financially to such a development.
2. The acknowledgement that new crops research is inherently a high risk venture.
3. The recognition of the need to protect intellectual property rights.
4. The assessment of the marketing potential of the new crop using all criteria published, identifying those criteria for which no information is available.
5. A theoretical assessment of the production potential of the new crop using all criteria published, identifying those criteria for which no information is available.
6. The establishment of an integrated development group comprising producers, processors, distribution and marketing teams with research providers, initially, in a facilitation role only.
7. Agreement within the group of resource requirements, expected outcomes, action plans to achieve them, and distribution of any profits.
8. The establishment of a process of project monitoring to identify and resolve problems quickly and efficiently
9. The establishment of economic benchmarks and agreement to abandon the project once

these have not been met.

10. The establishment of a system of review to place on record the circumstances under which the project was successful or failed.
11. Trial production for trial marketing.
12. Trial production for trial processing and packaging.
13. Experimental production.

The DOOR-Marketing approach emphasises the need to spend time (and money, if necessary), to thoroughly work out what the real long term market opportunity is for the new crop product.

There are six stages to Strategic Marketing Management.

1. Customers: who are they and what are their needs?
2. Competitors: who are they, and what is the competition likely to be?
3. Market analysis: what is the size of the market, and what is does the distribution chain consist off?
4. Environment: what factors outside our business and the immediate market effect our success?
5. Performance: how do we measure our profitability and performance?
6. Strategic options: what is the competitive advantage, and how do we overcome any problems?

More information about DOOR-Marketing may be obtained from Rob Fletcher's webpage: [www.newcrops.uq.edu.au](http://www.newcrops.uq.edu.au), and from Liz Mann or Peter Gray

Other useful internet sites to obtain new crop information are:

[www.hort.purdue.edu/newcrop/](http://www.hort.purdue.edu/newcrop/)

- This site not only includes information of new crops, but also includes a list of new crop events, and a discussion group. In addition the import and export requirements are detailed for a number of different crops.

[www.agric.gov.ab.ca/crops/special/conf/clancey.html](http://www.agric.gov.ab.ca/crops/special/conf/clancey.html)

How to market your crop  
[www.uovs.ac.za/lib/agric/sancra/default.asp](http://www.uovs.ac.za/lib/agric/sancra/default.asp)

- South African New Crop Research Association, aiming to promote the development of potentially novel crops.

# PESTICIDE UPDATE

## **AZODRIN 400 SYSTEMIC INSECTICIDE/MITICIDE & FARMOZ MONOCRON 400 SYSTEMIC INSECTICIDE**

The review of the organophosphate insecticide, monocrotophos, was finalised in December 1999. The outcome was that sale of monocrotophos was to be phased out over the year 2000 with sales of chemicals from retailers only allowed up to 31 December 2000.

The phase-out period also specifies that legal limits of the pesticide in animal and food commodities (MRLs) are to be cancelled from 30 June 2002.

What this means for the farmer is that once the MRL's are cancelled, a 'nil' or no detectable residue level will be required. Any residues of monocrotophos detected in food commodities after this date may be a violation. Residues could still be present, even if withholding periods were observed for treatment of crops.

Therefore, use of monocrotophos (AZODRIN, MONOCRON) must cease early enough so that treated crops do not enter the food chain after 30 June 2002.

Stored commodities are considered to be at greatest risk of having measurable residues for a considerable period of time, as residue levels on stored products are expected to diminish very slowly. As data are not available to determine exact periods of time after which there would be no residues of monocrotophos left on stored commodities, all uses on crops that are to be stored will need to have their last treatment of monocrotophos applied 12 months **prior** to 30 June 2002.

**To help ensure that residues are undetectable by 30 June 2002, the actual date of the last application of monocrotophos (AZODRIN) on crops intended for storage should be no later than 30 June 2001.**

## **DUAL GOLD IN TOMATOES**

Last season trials were conducted in 3 areas to evaluate a number of different herbicides, and to obtain efficacy and residue data for Dual Gold.

The residue data is in the process of being obtained, and Crop Protection Approvals will be pursuing the issue of a permit or registration with the National Registration Authority.

Previously Crop Protection Approvals had applied to the NRA for a permit for Dual Gold for this season. This would have allowed use in transplanted processing tomato crops for this current season. This permit application was declined. It is hoped that a permit may still be obtained in the next month, as residue data is now available from last season's trials.

Hence, the use of Dual Gold this season is currently not recommended, as no Maximum Residue Level (MRL) has been established, and no permit has been obtained. As a result all fruit samples tested must contain no traces of metolachlor (Dual Gold) residue at the Limit of Detection.

Victorian law allows certain off-label use of registered chemicals without the need for a permit. All aspects of such off-label use are the user's responsibility including residue controls, environment safeguards, occupational health and safety and animal welfare. Chemicals used off-label are not necessarily covered by the manufacturer's

## **SPRAY RECORD DIARY**

The internet based version of the spray record diary has almost completed being updated. The new version will allow growers to keep track of their paddocks across years, and also includes a record sheet for fertilisers. An important component of the Approved Supplier program is the record keeping of not only pesticides, but also fertilisers.

If you have not been given access to your own individual spray records, please contact Liz Mann, so this can be arranged.



## UPCOMING EVENTS

### Challenge 2005 Seminar Series: Issues and Opportunities for Regional Victorian Food Manufacturers

Friday 26<sup>th</sup> October, 2001-Shepparton

Contact person: Pamela Tyers, Food Science Aust., (03) 9731 3484

### Environmental Management Systems in Australian Agriculture

6-8<sup>th</sup> November, 2001, Ballina NSW

This conference will be focused on EMS systems, incorporating case studies, certification, auditing, marketing and policy.

Contact person: Genevieve Carruthers, NSW Agriculture, (02) 6626 2237

### Functional Foods Conference 2002: Through Innovation to Market

14<sup>th</sup>-15<sup>th</sup> March, 2002, Melbourne

This conference will explore the development and marketing of functional food products

Contact person: Alison Johnson, Food Science Aust. (03) 9731 3417

### Irrigation Australia 2002 Conference and Exhibition

21<sup>st</sup> – 23<sup>rd</sup> May, 2002, Sydney

### Annual Processing Tomato R & D Conference and Dinner

Thursday, 30<sup>th</sup> May, 2002, Echuca-Moama

### 5<sup>th</sup> World Congress & 8<sup>th</sup> ISHS Symposium on the Processing Tomato

Istanbul, Turkey, 8<sup>th</sup> - 10<sup>th</sup> June, 2002

At this stage a grower tour is planned in conjunction with this.

A draft itinerary is detailed below.

Deposits to confirm your participation will be called for over the next few months.

|   |   |
|---|---|
| Wed. 5 <sup>th</sup> June 2002  | Departure to Istanbul   |
| Thu. 6 <sup>th</sup> June 2002  | Arrival Istanbul. Exploring Istanbul  |
| Fri. 7 <sup>th</sup> June 2002  | Day tour Gallipoli  |
| Sat. Sun. Mon. 8 <sup>th</sup> , 9 <sup>th</sup> , 10 <sup>th</sup> June 2002 | CONFERENCE  |
| Tue. Wed. 11 <sup>th</sup> , 12 <sup>th</sup> June 2002                       | Post Conference Tour  |
| Thu 13 <sup>th</sup> June 2002  | departure to Tel Aviv-Israel, Netafim   |
| Fri 14 <sup>th</sup> June 2002  | Israel—Netafim  |
| Sat 15 <sup>th</sup> , Sun 16 <sup>th</sup> June 2002                         | time off,   |
|   | (Sat) evening departure to Lisbon Portugal  |
| Mon 17 <sup>th</sup> Tue 18 <sup>th</sup> , June 2002                         | Lisbon, Depart to ??  |
| Wed 19 <sup>th</sup> , Thu 20 <sup>th</sup> June 2002                         | Study tour—place still undecided, but hope to include Environmental Management Systems that have been implemented on-farm |
| Fri 21 <sup>st</sup> June 2002  | End of tour at midday   |

### DrumMuster

*drum*MUSTER is the national program for the collection and recycling of empty, cleaned, non-returnable farm chemical containers. For information on when this will be in your area check out: <http://www.drummuster.com.au/>

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### *Coaching & Mentoring Program*

Coaching and mentoring have been recognised as a vital part of any leaders' development. The Commonwealth Government's Young People in Rural Industries Initiative will be supporting a formal mentoring program for future rural leaders. Information about this program will be available from AFFA in the future.

### *New Industries Development Program*

<http://www.affa.gov.au/agribiz>

The main activity of the NIDP programme is to provide funding assistance for 'pilot commercialisation' of new agribusiness products and services.

### *New Industries Development Program In-Market Experience Scholarship*

Scholarships are aimed at small to medium sized agribusiness enterprises who need to develop new skills, contacts, and source information to assist in assessing the feasibility of developing a plan for the commercialisation of new high value agribusiness products or technology.

### *Innovation Access Program (IAccP) and International R & D and Technology Access Activities (IRDTA)*

<http://www.ausindustry.gov.au>

This program provides funding to gather information about new technology in another country, and to work with an international partner for mutual benefit to both countries.

### *Information Technology Online (ITOL)*

<http://www.noie.gov.au/projects/ecommerce/ITOL/index.htm>

ITOL is a grants program designed to assist businesses to accelerate the adoption of e-commerce, especially aimed at small to medium enterprises. E-commerce is defined as the use of computers and electronic communications networks as a business tool, which can enhance business efficiency and effectiveness.

### *Horticulture Australia Ltd. (HAL)*

<http://www.horticulture.com.au/>

If your business has identified a challenge for which R&D may provide a solution you can invest through HAL, as a voluntary contribution. HAL provide 45% funding for eligible projects.

(Continued from page 1)

contributes a minor amount of funding to a larger project. The industry funded projects for the coming season include the following:

- VG00078 WFT communication & training
- HG00015 WFT, industry pesticide access
- HG98034 Enhanced biodegradation, of soil applied pesticides
- TM00001 Nightshade management
- TM01001 Technology transfer
- TM97008 Industry reports
- TM98011 Improved cultivars

In addition to the current projects the APTRC Inc. is also considering funding a project titled "Integrated Crop Management for Profitable Drip Irrigated Tomato Cropping." This project would follow on from the previous work that was conducted in the Sustainability project that was completed in December 2000. The aim of this proposed project will be to improve the international competitiveness of the Australian processing tomato industry by developing rotations which produce frequent tomato crops without declining yields, in an environmentally concerned manner. If you are interested in being involved in the development of such a project please contact either Liz Mann, or one of the grower representatives on the Research Council.

The research council is also considering funding a further project on "What causes the variation in yields and solids in processing tomato crops?" It is hoped that work in this subject will commence this season.

## APTRC AGM

The Processing Tomato Research Council (APTRC) recently held its AGM at Echuca. Dennis Moon was elected as the new Chairman. Dennis will be replacing Ian Bryce who has just completed his third year as Chairman of the council. Ian must also be thanked for the time and effort he put into being Chairman of the Research Council over the last three years.

Ian Bryce was elected as Vice Chairman, replacing Brian Walker, and Bryce Merrett was re-elected as the Public Officer.

# FINAL REPORTS AVAILABLE

The following reports have been published by Horticulture Australia Ltd. to pass on information concerning horticultural research and development undertaken for the processing tomato industry, or wider industry.

Copies may be obtained from Horticulture Australia Ltd., at a cover price of \$22 (GST Inc.).  
Email: horticulture@horticulture.com.au

AH00015: Review of the AusHort Program

HG97007: National Strategy for the management of Western Flower Thrips and Tomato Spotted Wilt Virus.

TM95001: Advanced Integrated Pest Management in Processing Tomatoes.

TM99005: Sustainable Processing Tomato Production.

TM00003: Women in Horticulture Market Visit to South East Asia.

TM00004: Development of the Processing Tomato Industry Research and Development Strategic Plan.

## WHAT TRIALS/DEMONSTRATIONS ARE HAPPENING THIS SEASON ?

### Irrigation and Nutrition Management and Manipulation

- Gugliotti's, Undera. This trial/demonstration will be conducted by T-systems Australia Pty. Ltd.  
Contact: Stuart Moxham 0418 750 737
- Netafim, Trial sites to be confirmed, Contact: Lauren Thompson 03 9974 2934

### Improved Management of Nightshade in Processing Tomatoes

- Chirnside's, Kerang. Herbicide trial on transplants.
- Rochester-Moama, 2 trials will be conducted in this area, in both a transplanted and direct seeded crop.

### Cultivar Improvement Project

- Transplanted trials will be conducted at Kennedy's, Corop and Moon + Hill, Rochester.
- Furrow, Whole Peel Replicated Trial, Lanyon (Terrelea Farms, Boort)
- Replicated Mid Season Paste Trial, Rosaia, Colbinabbin.
- Early Replicated Paste Trial, Stillard, Barooga.
- Early Machine Harvest Paste and Midseason Replicated Trial, Rorato, Jerilderie
- Whole Peel Replicated Trial, Neessen & Kirchhofer

### Biogreen and Agriblend Plus Trial

- ⇒ Biogreen is an all purpose soil conditioner, that aims to improve and aerate the soil structure. It has a high humus content, but is non-acidifying, and improves water and nutrient holding capacity.
- ⇒ Agriblend Plus is used as a water and nutrient management tool, and aims to improve germination and increase yields by holding applied moisture and chemicals in the root zone.
- Trials at Spencer's, Corop (Biogreen only), and Chirnside's, Kerang.

### Transplant Trials

- A trial has been proposed to be conducted at Undera to compare double and single sown transplants, along with conducting further evaluation work on Vegimax<sup>TM</sup> and Aminofit<sup>TM</sup>.

### Other Trials?

If you have any other ideas that you would like to trial on your own farm and require assistance, please contact Liz Mann. It is important if you are trying new technology or management practices to leave a portion of the block untreated or unchanged to allow a comparison to occur.

## FARM BUDGET ENTERPRISES

The 2001 Vegetable Farm Budgets' are now available on the Internet and can be found on NSW Agriculture's website at:

[WWW.agric.nsw.gov.au/reader/3270](http://WWW.agric.nsw.gov.au/reader/3270)

This site contains gross margins prepared by NSW Agriculture's Horticulturists and Economists and provides a guide to the relative profitability of 33 different vegetable enterprises. These budgets can be individually printed from the Internet, or copies can be obtained from your local district horticulturist.

The 2001 Vegetable Farm Budgets' handbook will be released shortly in hardcopy and will contain all 33 enterprises. For more information contact Tony Napier, District Horticulturist, Yanco Agricultural Institute on (02) 6951 2796.

### Inserts:

Industry personnel only:  
Broom Rape information leaflet.

# FOR SALE

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## New Logo for Horticulture Australia

The new logo represents the coming together of the many different fields represented by the term 'horticulture in Australia'. The aerial view is representative of the aerial view industry leaders, such as Horticulture Australia, will need to take to guide the industry in the future.

The green squares can also be viewed as the links across the chain from paddock to plate. The bright green was a bold and innovative move away from the more mid green of typical ag and hort sectors, whilst the blue identifies strongly with our more traditional, scientific work.



**Horticulture Australia**

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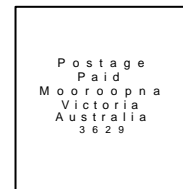
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