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Apples at a glance from Western Australia

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APPLES



Apples

from Western Australia *at a glance*





Western Australia produces a range of horticultural commodities including fruit, vegetables, flowers, nursery products and wine as part of its fast \$670 million growing horticultural industry. Natural advantages such as climate and clean environment, soils and water make Western Australia an ideal place to supply a variety of high quality produce to domestic and international markets.

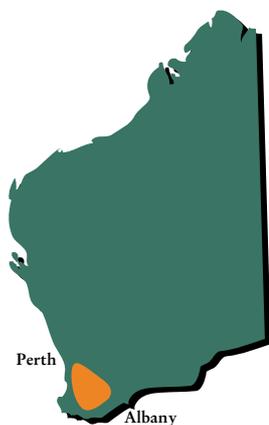
APPLES - A GROWING INDUSTRY

The apple industry in Western Australia has reached optimal yields from well established orchards. Production is currently estimated at a value of \$37 million. Western Australia is the second major apple exporter in Australia. Around 20 per cent of the state's production of 37,745 tonnes was exported in 2004.

Industry members aim for a high quality of customer satisfaction by offering popular varieties, quality and the ability to consistently supply markets with quality product.

The development and release of Pink Lady¹® and Sundowner²® apples by Department of Agriculture and Food Western Australia (DAFWA) has accelerated export growth over the past 10 years. Demand currently exceeds supply of these sought after varieties in northern European markets, especially the United Kingdom.

The Sundowner® and Pink Lady® trademarks are now well recognised and associated with high quality Cripps Red and Cripps Pink fruit respectively; Australian growers have enjoyed good returns on product sold under the mark. Sale of Cripps Pink fruit under the trademark Pink Lady® and sale of Cripps Red fruit under the trademark Sundowner® are only permissible under a licence from the trademark owner.³



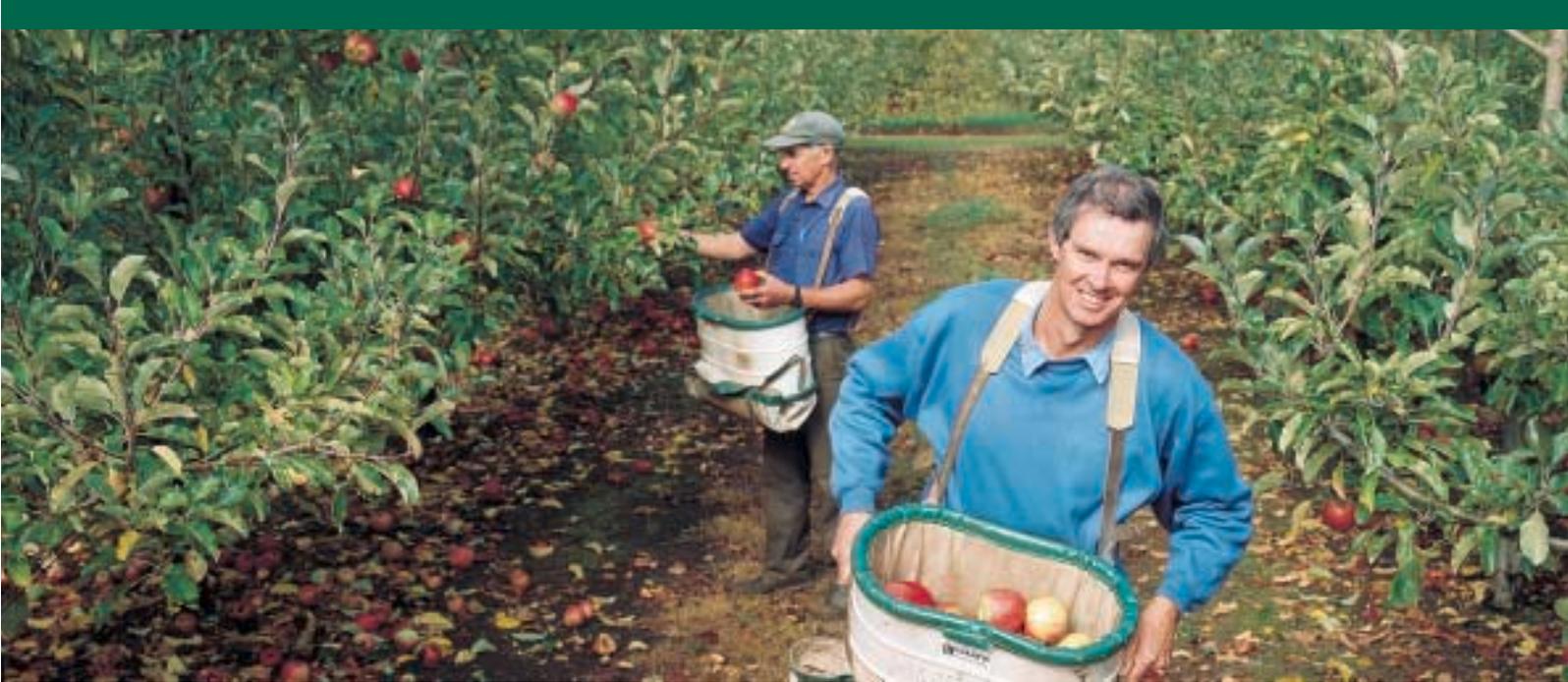
APPLE GROWING REGIONS OF WESTERN AUSTRALIA

¹ Pink Lady® is a trademark used in association with Cripps Pink fruit. Cripps Pink apple variety is owned by the Chief Executive Officer of the Western Australian Department of Agriculture and is protected by Plant Breeders Rights in Argentina, Chile, European Union, France, Germany, Italy, Netherlands, New Zealand, Portugal, South Africa, United Kingdom and USA.

² Sundowner® is a trademark used in association with Cripps Red fruit. Cripps Red apple variety is owned by the Chief Executive Officer of the Western Australian Department of Agriculture and is protected by Plant Breeders Rights in Argentina, Chile, European Union, France, Germany, Italy, Netherlands, New Zealand, Portugal, South Africa, United Kingdom and USA.

³ Pink Lady® and Sundowner® are trademarks owned by the Australian Apple and Pear Growers Association in Benelux, Brazil, Canada, France, Germany, Hungary, Indonesia, Italy, Japan, Malaysia, New Zealand, Norway, Portugal, Singapore, Spain, South Africa, Sweden, United Kingdom, Chile and Argentina and Brandt's Fruit Trees Inc in USA. Sales of Cripps Pink fruit under the trademark Pink Lady® and Cripps Red fruit under the trademark Sundowner® are only permissible under licence from the trademark owner.

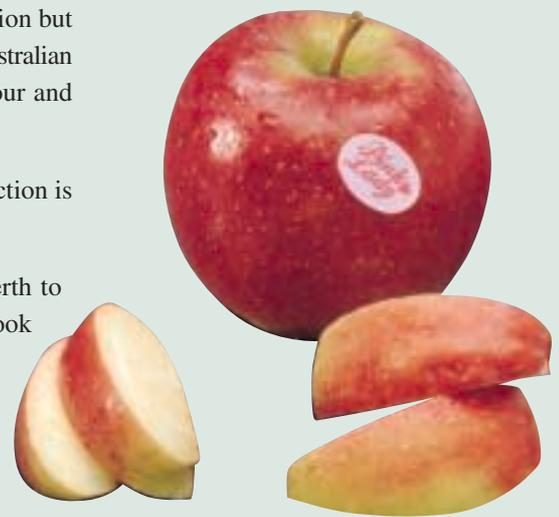




In 2004 Western Australia accounted for 15 per cent of the national apple production but more than 20 per cent of exports. This highlights the export strength of the Western Australian industry and the quality of the product which is clean and sound, with good colour and taste. The results are premium prices on both national and international markets.

Over a million trees are grown on 1,622 hectares producing 40,000 tonnes. Production is projected to increase by 10 per cent over the next three years.

Apples are grown in the south-west of Western Australia in a broad arc from Perth to Albany. Major apple growing regions are the Perth Hills, Dwellingup, Donnybrook and Manjimup regions. The south-west region has a temperate Mediterranean climate, suitable soils and availability of good quality irrigation water which favours the production of high quality, flavoured and well coloured apples with excellent skin finish.



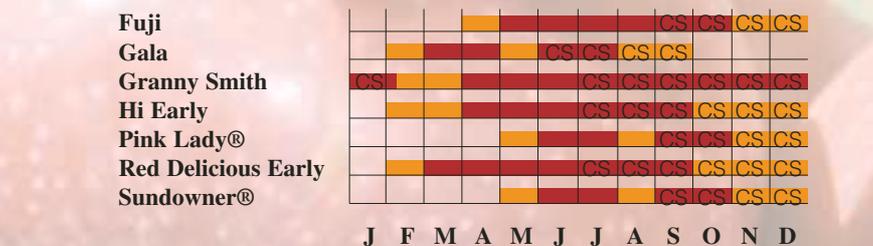
AVAILABILITY

Apples are available year round due to the use of controlled atmosphere storage. The peak harvest season is from February to May. Consumers today are demanding greater choice and variety. Increased plantings of Pink Lady® Sundowner®, Royal Gala types and Fuji types guarantee consumers access to a wide range of high quality bi-coloured apples.

DID YOU KNOW?

The flavoursome Lady Williams, Cripps Pink (Pink Lady®) and Cripps Red (Sundowner®) apples enjoyed world wide originated in Western Australia.

AVAILABILITY OF DIFFERENT VARIETIES BY MONTH OF THE YEAR



Heavy  Light  CS - Cold Storage Source: Perth Market Authority

The major export varieties grown are Pink Lady®, Sundowner®, Granny Smith and Royal Gala, representing over 50 per cent of production. Other popular varieties grown include Fuji, Lady Williams, Red Delicious and Golden Delicious.



STRONG INDUSTRY SUPPORT

With a strong economy based on export, Western Australia has well developed, modern, highly efficient and expanding infrastructure to assist industry. The State is well serviced by an extensive network of sealed roads and highways, modern seaports including the major port of Fremantle near Perth and Perth's modern airport that handles 38,000 tonnes of air freight per year. Western Australia has regular and efficient sea and air links, enabling it to distribute perishable products worldwide. There are 10 apple exporters in Western Australia and several freight service providers.

THE QUALITY ADVANTAGE

The superior flavour, texture and nutritional content of fresh Western Australian apples can only be maintained by careful handling at every stage on its way to market. The growers, packers and shippers are committed to ensuring optimum quality on delivery.

The apple industry in Western Australia has on-farm packing sheds and cold storage facilities which include controlled atmosphere systems for long-term storage. Refrigerated road transport is widely used over longer distances. High quality packaging materials and post harvest handling techniques are routinely employed by growers and exporters. Investment in grading and packing facilities continues to keep pace with the growing production base. The volume of cold storage space is being increased ahead of an anticipated rise in production.

The State Government DAFWA, delivers support through research, extension and industry development services. DAFWA encourages the horticultural industry to work together with a view to developing long-term markets, while continuing traditional research and advisory services on crop protection, post harvest technologies, quality and productivity improvement. Chemical companies and private consultants also provide technical support and services.

The Federal Government manages the export of fresh fruit and vegetables through the Australian Quarantine and Inspection Service (AQIS). AQIS has a role in ensuring that exports of Australian fruit and vegetables meet requirements of overseas' authorities by providing information, inspection and certification services. AQIS fulfils Australia's commitments in regard to fitness for human consumption, wholesomeness and truth in labelling.

APPLES ARE NUTRITIOUS

'An apple a day keeps the doctor away' may well be true, as it is relatively low in kilojoules, a good source of fibre and an excellent source of vitamin C.

FOOD SAFETY & ENVIRONMENTAL SUSTAINABILITY

The industry continues to take an active and positive stance on food safety issues by implementing integrated crop management techniques (ICM) to reduce pesticide use and adopting quality management systems incorporating internationally recognised Hazard Analysis Critical Control Points (HACCP) principles. Growers are actively involved with researchers and Government agencies in the further refinement of sustainable production practices.





A FEW TIMELY REMINDERS

- *When it's 9 a.m. in Perth, it's the same time in Singapore, Manila, Hong Kong, Beijing and Seoul.*
- *Like the rest of the Asian region, Western Australia does not have a daylight saving period during summer.*
- *Perth is the only major capital city in Australia in which it is possible to contact Europe during normal business hours.*



BREEDING APPLES FOR WORLD MARKETS

Western Australia is home to a fruit breeding program, recognised nationally and internationally as being an innovative world leader in conventional fruit breeding. Although the breeding program is based solidly on conventional methods, biotechnology methods are being utilised by the program in association with the State Agricultural Biotechnology Centre (SABC) at Murdoch University.

The program managed by DAFWA, is based at Manjimup, 300 kilometres south of Perth and has been internationally recognised as a centre of excellence in deciduous fruit crop breeding. The principle fields of expertise are in pome fruit and plums, with about 80 per cent of the resources centred on the national apple breeding program. This ensures that Western Australia continues its status as a world leader in the development of new apple varieties.



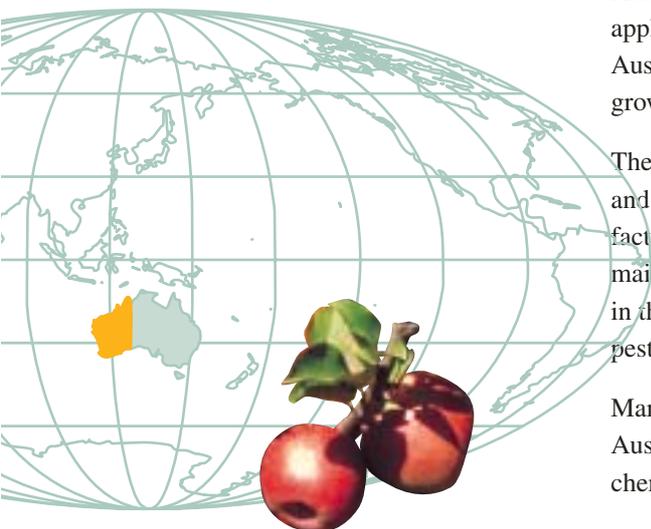
MARKET OPPORTUNITIES

DAFWA has established a 'Market Focus Group' to complement the Australian National Apple Breeding program. The Group identifies consumer preferences and marketing opportunities for new apple varieties bred in the program. Views from key customers in Australia, Europe and Asia are sought to ensure products and service match customer demands.

Western Australia is ideally positioned to access significant markets in Asia, Australia, the Indian Ocean region and beyond. In 2003/2004, Western Australian apple exports were valued at \$9.5 million increasing the State share of total Australian apple exports at 20 per cent. Pink Lady® and Sundowner® apple exports grow with continuing high demand in Northern Europe.

The Western Australia enjoys a 'clean and green' image, targets nil residues levels and strives to maintain this at all times. Chemical use is minimised, aided by the fact that Western Australia is free from Codling Moth and Apple Scab. Growers maintain Integrated Production Programs and Integrated Pest Control programs in their orchards which target the use of natural products and predators to control pests and disease.

Markets concerned about the use of agro-chemicals can be confident that Western Australian products are produced according to high quality standards with minimal chemical usage





GROWING FOR THE FUTURE

Western Australia has much to offer as an apple producing region and a market supplier including:

- A core of large scale professional growers
- One of the most pest and disease-free agricultural production areas in the world
- Ample land and water for future expansion
- Well established export infrastructure and experience
- Strong industry base worth \$37 million and growing
- Research and development supported by State and national industry levies
- Internationally recognised world leader in conventional fruit breeding
- National collaboration between growers and associated service industries.

The industry has targeted three key factors for its future development and market expansion – improved varieties, quality and food safety and sustainable production practices, for both domestic and international markets. Through continuous improvement in these areas, the industry aims to meet customer demand, expand their markets and continue to consistently supply high quality, clean and wholesome fruit.



ACKNOWLEDGMENTS

The cooperation of the Western Australian horticulture industry and staff of the Department of Agriculture and Food who contributed information and assistance to the project is appreciated.

PHOTOGRAPHS

Department of Agriculture and Food Western Australia

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