



## ***Pink Lady™ Australia Limited Newsletter – September 09***

### **PINK LADY™ EXPORT UPDATE**

#### **Introduction**

Welcome to this latest newsletter

The Australian domestic market has not been as strong as most would have liked in 2009. With the potential of imports in the future and with increasing production of Cripps Pink and various derivatives, all growers are strongly encouraged to set aside a portion of their next crop that is at least suitable for export markets.

Those who remain actively involved in the export program often say that if more growers just committed a small percentage to exports then the domestic market would also be stronger.

In order to prepare a portion of the crop for export it is imperative that

- The fruit is picked at optimal maturity for export
- High levels of hygiene are maintained in the orchard and packing shed
- Pre –harvest fungicide programs be applied as necessary; noting UK chemical requirements and on this point that
- The PLA Chemical Alert for the UK is used as a reference point when developing chemical programmes

We hope to issue a separate advice soon on orchard and post-harvest practices.

#### **Pink Lady Australia and AFFCO Chemical Alert – Alert No 1 – 4<sup>th</sup> Sept 09**

The latest version of the Alert has just been issued and is enclosed with this communication.

The revision reflects the latest information on chemical policies received by UK trade contacts plus the normal government channels and data sources.

The Alert takes the 'lowest common denominator' approach whereby for example, if one retailer advises that a chemical is prohibited or is on a 'prior approval' list then it is shown to apply to the whole market. This is because AFFCO and Pink lady Australia can not foresee what customers are going to be serviced in any given year.

Notwithstanding the above, if any chemical requirement causes an acute difficulty , then please contact Neil Offner (Mobile 0434 253 978/ Email [neiloffner@ozemail.com.au](mailto:neiloffner@ozemail.com.au)) who may be able to assist with further information about specific UK customer requirements.

**Pink Lady Australia Limited**

ABN 51 111 532 480

PO Box 363, Gisborne, Victoria, 3437, Australia

Tel: +61 (0) 3 5420 7444 Fax: +61 (0) 3 5420 7447 [www.affco.com.au](http://www.affco.com.au)



## The 2009 UK Export Program

The 2009 UK sales of the Pink Lady™ category (all countries) are down on average 11% per month to end June compared to 2008.

The supply from South Africa is now tracking below 2008 and this trend also applies to Chile, New Zealand and Australia. Argentina volumes will be up on 2008 but still a modest program of around 43,000 cartons. See table below.

This probably reflects both supply issues and market conditions

	2008 x 12.5 kg equiv.	2009 x 12.5 kg equiv.
South Africa to Est. arrival Wk 36	577,552	533,221
New Zealand to Est. arrival Wk 36	204,600	161,953
Argentina to Est. arrival Wk 25	30,181	42,722
Chile to Est. arrival Wk 32	361,082	227,870
Australia to Est. arrival Wk 36	11,145	0

The Australian export programme in 2009 looks like being sourced from Western Australia only and will be down on 2008. Donnybrook volumes are down mainly because of colour challenges.

## Bulk Shipments of Pink Lady™ to the UK

The outcomes have been reported previously with the agreed follow up being more investigation in the UK of packing facility options and the need to gain further understanding of importer issues and logistics.

Three bulk containers will arrive ex Western Australia in a few weeks time and depending on the success of obtaining project funding, it is planned to undertake more in-market investigations this year.

With the announcement of a number of companies committing to the installation of apple pre-sizers this increases the potential of this project potential.

## Western Australia Pink Lady™ Exports and Eucalyptus Beetle

The hitchhiker pest Eucalyptus Weevil, which became apparent in Manjimup picked fruit in 2008 has been the subject of Ozone disinfestations trials in August 2009, coordinated by AFFCO, with HAL and commercial funding assistance.

The early treatment trials are very encouraging in terms of insect mortality and further work will need to be undertaken to arrive at a concentration / time regime that will ensure good fruit quality outcomes.

This ongoing work may prove to be critical if this hitchhiker pest continues to invade the apple orchards from neighbouring blue gum forests in Manjimup



## Investigation of Existing Pink Lady™ trade and Potential Trade in Pink Lady™ for Australia in India and Asia

AFFCO has initiated some early work on the above with a HAL voluntary contribution project seeing funding assistance from Coregeo / APAL in addition to a number of Australian exporters and leading packers. The 2009 work will entail some basic consumer research and a strong presence at Fruit Logistica, Hong Kong in the week of 31 August 2009. Neil Offner has organised, with significant assistance from HAL staff, a strong exhibition presence as part of the Horticulture Australia (HAL) Stand

The key objectives of the Fruit Logistica presence are

- To promote Australian Pink Lady™ apples
- To speak directly with as many Indian and Asian country importers, wholesalers and retailers as possible, to gain a better understanding of current trade in Cripps Pink / Pink Lady™ in their respective countries
- At the same time to gain knowledge on potential supply chain opportunities in India and various Asian markets



The legal position as administered by APAL for the export of Pink Lady™ apples to any market is that the consignee must be licensed by APAL to import Pink Lady™ apples and if no licensing arrangements exist, then specific agreement must be obtained from APAL for exports to that company.

### International Pink Lady Alliance meeting

The International Pink Lady Alliance meeting will be held in the UK in late September this year. Yet again this will be an important meeting for convening the "Pink Lady family" from around the world with the focus of increasing the value of the brand and returns. An important part of the meeting is the exchange of production and marketing forecasts which are critical to market planning and the overall product development.

Peter Richardson will be in attendance and Andrew Dick is scheduled to be there although has issues relating to his back which may preclude attendance. Jon Durham who is a PLA Ltd Director will also be there and has an important part to play in the overall meeting.

If you have questions regarding any item in this newsletter, please contact Andrew Dick on 03 5420 7444 or [andrewd@affco.com.au](mailto:andrewd@affco.com.au)  
Disclaimer: AFFCO and PLA Limited cannot be held responsible for the accuracy of this newsletter or the validity of technical or market comments. In many cases, the contents reflect individual comments on hookups. AFFCO and PLA Limited members need to make their own commercial decisions.

**Pink Lady Australia Limited**

ABN 51 111 532 480

PO Box 363, Gisborne, Victoria, 3437, Australia

Tel: +61 (0) 3 5420 7444 Fax: +61 (0) 3 5420 7447 [www.affco.com.au](http://www.affco.com.au)