

2016 IPA CONFERENCE

Santiago

Chile

2015 Crop

- 3500 tonnes
- 50% in pitting ranges
- Untimely rain before harvest
- Forced to import from Chile

2016 Crop

- 2800 tonnes
- 65% in pitting ranges
- Again, untimely rain before harvest
- Still importing from Chile

2017 Crop

- Low chilling hours
- Wettest winter on record
- Wet, cold extended bloom
- Fruit set looks good

Quality

Increased number of field days

- Thinning
- Variety evaluation sites

Quality Assurance scheme for dehydration

- Grower-owned dryers
- Seminars
- Phase in time

Prunecare

- QA System
- Timing of harvest

Promotion

Recent AGM/Conference

Strategy

- Traditional market
- Digestive health
- Bone health
- Brain health
- Slick new image

Joint Venture - Ausprune, Angas Park, Verity

- Good food and wine shows
- Capital city dinners
- Free samples
- FOLLOW UP

At the moment

- Australia still nut-crazy
- Citrus industry
- Soft fruits/stone fruits
- Wine grapes
- Australia's new trade agreements with China

Summary

- Australian supply and demand
- Price ceiling/consumer kickback
- Controlled growth
- Competitive market
- Higher grower return
- Innovation
- Promotion levy (1% or less of grower return)

