

# TFIPP Update



### Market research on track

Final reports are due in soon for the domestic and export market research projects under . Two studies were commissioned for the domestic market research—one to survey consumers and describe current Australian tropical fruit markets and the second to forecast expected demand and growth opportunities.

19 May



Data has been gathered from sixteen countries for analysis as part of the export market research for the project. Following from this research a tropical fruits marketing plan will be developed.

### International Benchmarking under way

The benchmarking study started on the 29th of April.

Terms of reference were developed for the study at a meeting on tropical fruit industry leaders in Cairns on the 12th of April.

Australian production benchmark data will be compared to selected overseas producers. Some post farm gate comparisons will also be made.

Indications as to how Australian Tropical fruit producers can be more competitive are expected. The final report is due on the 10th of June.

### Leadership course announced

The leadership course is being finalized. We are holding a three day course in each of Darwin, Cairns and Brisbane. Places will be limited. The courses are open to all industry members. The courses will be as follows:

**Brisbane 6th—9th June, Darwin 29th —1st July, Cairns 4th—6th July**

The courses should be free to attend and we are seeking ways to provide assistance for participants to attend. Candidates should consult their industry leaders prior to registering for participation.

Enquiries in the NT to Tracey Leo of the NTHA on 08 8983-3233

Enquiries in Qld to Zeki Murad at RidgePartners 07 3211 3458

## Capacity development for tropical fruit industries

A meeting was held in Cairns on the 13th of April to discuss and develop capacity building and risk management across all tropical fruit industries. There is a need for representation of important tropical fruit cross-sectoral issues and for representation of the tropical fruit industries at a political level.



Possible structures for the smaller industries were discussed. One possibility is a broad group with committees dealing with each major issue. Participation on each committee would depend on the importance each industry attached to the issue. This would require external coordination. Alternatively other organizations could represent the needs of the tropical fruit industries in broader risk-management orientated groups.

It is possible that the Horticultural Australia Council (HAC) could be a representative group for tropical fruits as a whole, once it develops further and has better representation of smaller tropical fruit industries. Smaller industries could either share a single, rotating full membership on HAC or apply for an affiliate membership, by industry.

There is also a need for continued dialogue for the tropical fruit industries after the life of the TFIPP.

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## Improving tropical fruit information availability and dissemination



As part of the TFIPP we are developing a tropical fruit portal web page to present cross-sectoral issues important to all tropical fruits in Australia.

We are also developing web sites for those participating tropical fruit industries without them at present.

All tropical fruit industries will be linked through the tropical fruit portal.

We are also developing a method to electronically generate industry production data by use of a dispatch advice system. This information can also be used to maintain levy collection systems and to generate targeted communication lists.

The system will be controlled by each tropical fruit industry. It allows integration into developing supply chain information systems. The form allows automatic emailing of dispatch information to nominated agents and wholesalers of the amounts of fruit dispatched in advance.

It is recognized that to get this working well requires a major extension effort by industry to explain and encourage usage. To assist with this and to explain the system we will hold a meeting in **Brisbane at 9am on Friday the 10th of June** at the QFF board room Level 6, Primary Producer House, 183 North Quay.

Nominated tropical fruit industry communications / web site managers should attend. Contact Zeki Murad for assistance with travel to this event (one person per tropical fruit industry).

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## Labour issues in tropical fruit production



Labour shortages appear to be erratic and weakly reported for most tropical fruit industries. The problem needs further monitoring by each industry for each production area and throughout the year.

Structural problems need to be addressed over the longer term such as the availability of accommodation for working holiday makers in each production region over the summer harvest seasons.

We are working with the National Harvest Labour Information Service coordinator for Qld and NT to improve the information available within the Harvest Trail system and website for each tropical fruit industry.

[www.jobsearch.gov.au/harvesttrail](http://www.jobsearch.gov.au/harvesttrail)

The National Harvest Labour Information Service is free for growers to use to report short term job requirements and puts jobseekers in touch with available positions.

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To contact the TFIPP coordinator : [zeki@ridgepartners.com.au](mailto:zeki@ridgepartners.com.au) or call 07 3211 3458