



IDO's return to Victoria

Victoria's peak Vegetable growing body - Vegetable Growers Association (VGA Vic.) - has won a Victorian Department of Primary Industries (DPI) grant to fund Industry Development Officers (IDO) in Victoria.

The welcome news comes as the Industry mourned the loss of their Research and Development levy funded IDO program which was recently discontinued after 10 years service.

DPI's Horticulture Program Manager, Euan Laird said the DPI had invited industry associations such as the VGA Vic. to tender for the funding which will help improve services to farmers through co-funded IDOs.

The new delivery model, called *Better Services to Farmers* will see the DPI focus on the following types of services which will be delivered to the Industry through the new IDO:

- Streamlined planning and regulatory requirements for farm development and ongoing operations, including biosecurity, natural resource management, and land use planning.

- Access to relevant R&D and advice on how to integrate it into farming systems.
- Access to markets, market information and assistance with value chains.
- Access to relevant government assistance programs, including appropriate emergency response and recovery.
- Advice on policy developments that impact on farm businesses (such as carbon markets, energy and water reform).
- Advice on preventing chemicals entering the food chain and the environment.
- Protection from exotic diseases, weeds and pests, and assistance with managing endemic diseases, weeds and pests.

"For years growers have been calling for the DPI to listen to their needs, now through this new initiative it will be achieved through collaboration with industry groups," Mr Laird explained.

"It is DPI and the Industry groups responding directly to growers' needs.

"We are giving direct control of the *Better Services to Farmers* operation to grower industry bodies such as the VGA Vic. and from there the VGA Vic. will employ IDOs to implement the program."

VGA Vic. Executive Officer, Tony Imeson applauded the move by the DPI to implement such a program and said growers should be extremely happy to have access once again to the services of an IDO.

Mr Imeson said that having the DPI provide the IDO with the most relevant information for growers was an invaluable benefit.

"Growers will receive more accessible and more relevant services to help them make better decisions about their businesses," he said. ▽

Australia's best farm spray operator



(Photo: Sally White, Rural Press)

...a Victorian!

A vegetable grower from Devon Meadows in Victoria has been named Australia's first Sustainable, Productive and Responsible Applicator of the Year.

Darren Schreurs (left) was declared the 2009 SPRAY Awards National winner at a special presentation at the AgQuip Field Days in Gunnedah, New South Wales.

He was chosen from a pool of 120 round one entries, 15 state finalists and the eventual five state winners.

This was the inaugural year for the SPRAY Awards, an initiative of Syngenta and Rural Press.

The Awards recognise the many thousands of Australian growers who are making sustainable and responsible use of crop protection products to enhance the productivity of their farms.

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president's report

Doors of opportunity open

Greetings to all our members, Industry Associate Members and suppliers to the Vegetable Industry.

Winter has brought with it some unusual weather with mild days and cold conditions but not much rain. Some crops have grown well but others are not maturing as quickly.

Unfortunately the markets are very slow across Australia. Retailers have the same people coming through the shops but they are spending less. The south east growing region has fared much better than our western counterparts where much rain is needed. There are conflicting reports with the long range forecast, all I know is that mother nature will not be told what to do and when to do it.

Promotion a NECESSITY

Once again I will touch on promotion of our fresh vegetables for natural health. Because of the many health and obesity issues in the community, we should be working very closely with the health industry, the Heart Foundation and Cancer Research to promote the need to eat fresh vegetables every day.

For example, I strongly believe that we, as growers, should pay something like 10 cents per box in levy funds for promotion. I am sure that the 10c investment towards promotion would return us more than 100%. I believe it is time to seriously consider this option or something similar. Please contact me or our Executive Officer, Tony Imeson with your comments.

Enviroveg

AUSVEG's Enviroveg Manager, Helena Whitman finished her contract on July 30 and Dr Siwan Lovett has been recruited as the new Manager. Siwan has a distinguished background working in natural resource management as well as writing and publishing a range of materials covering climate change and water allocation. She will be assisted by Dr Phil Price, a former Executive Director with Land and Water.

We have also met with AUSVEG to stress the importance of having Enviroveg recognised by the Industry as the only accepted environment "tag" for quality assurance. If we don't act fast on this, others could quickly develop their own Environmental QA leaving us with a recurring problem – multiple quality assurance systems.

Industry Development Project

Katie Fisher, the VGA Vic's Industry Development Officer from January of this year to the end of June has now finished. We are now waiting for answers from Horticulture Australia Limited (HAL) with regards to the direction the new project will take. A new provider will be appointed by HAL to manage the Industry Development Project and they then will have the role of appointing an IDO in each state. Thanks to both Katie Fisher and Craig Murdoch for all their work behind the scenes. Best of luck to Katie and may you get well quickly.



"The recent news that the VGA was one of the several Victorian industry groups to receive a development grant under the Victorian DPI's Better Services to Farmers Initiative means we now have the funds to employ a Vegetable IDO... It will be a whole new ball game for the VGA going forward."

Looking AHEAD

I am coming to the end of my fifth term as President of the VGA Vic. and I would like to see new blood take on the top position. Once again I would like to thank the Executive for their support and time given to the Industry. Please re-nominate for a further term and also if possible introduce new nominations to the Executive. I send out a special plea to the Western Growers to come on board, we need a stronger presence from Werribee.

The recent news that the VGA Vic. was one of the several Victorian industry groups to receive a development grant under the Victorian Department of Primary Industries *Better Services to Farmers Initiative* means we now have the funds to employ a Vegetable IDO (*see cover story*). It will be a whole new ball game for the VGA Vic. going forward.

Thank you all for your loyal support and trust and may God Bless all with health and happiness.

Luis Gazzola

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New super broccoli a vital element in the fight against fatal diseases

In a world first, a new range of super vegetables, scientifically proven to contain 40% more antioxidants than regular varieties, has become one of the most important developments in the fight against serious illnesses.

Booster Broccoli is the first in the new range of super vegetables and contains significantly more active antioxidants than regular varieties, including high levels of sulforaphane (SF), a naturally occurring, long-lasting antioxidant. Antioxidants reduce the risk of a range of diseases such as heart disease, certain cancers and obesity.

Launched by Vital Vegetables in Melbourne last month, Booster Broccoli is currently rolling out in the fresh section of major supermarkets and greengrocers across the country.

The concept of Vital Vegetables was developed over six years through a unique collaboration between scientists at the

Victorian Department of Primary Industries (DPI) and Plant & Food Research New Zealand as well as significant investments from Australian and New Zealand Vegetable industry groups.

Victoria's contribution to the collaboration was led by DPI Scientists Bruce Tomkins and Dr Rod Jones.

Dr Jones said hundreds of years of natural breeding and selection have resulted in a huge genetic variation in all vegetable varieties across the world.

"Using natural breeding techniques, we began the process of developing a variety which contained the optimum level of nutrient for human health," Dr Jones said.

"It has taken nearly 10 years of natural breeding to create Vital Vegetables and it is a world first. Developed naturally on home soil, this is an innovation that will really put us at the forefront of global horticultural development."

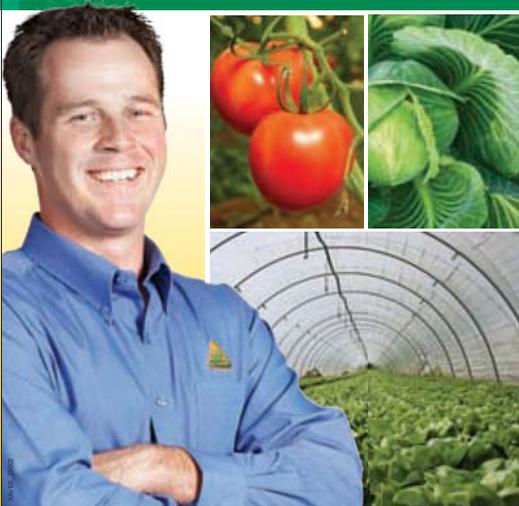
The Vital Vegetable Marketing Partnership (VVMP) is the commercial



Vital Vegetables Ambassador, Dr Joanna McMillan Price says to boost your body's natural vitality, include Vital Vegetables as part of your five servings of fruit and vegetable each day.

body responsible for delivering Vital Vegetables from farm to table. The Partnership is a co-operation formed by some of Australia's leading fresh produce growers - Fresh Select, CostaExchange, Perfection Fresh, Salad Fresh, Houston Farm and Simplot. ▼

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Dogged persistence pays off for new Awards

The Victorian Vegetable Industry has welcomed news that Federal Workplace Relations Minister, Julia Gillard has referred the contentious Horticulture Industry Award back to the Australian Industrial Relations Commission (AIRC) for review.

Last month, Ms Gillard told horticulture growers that they should 'get on and plant crops' because they won't be facing a 'big hit' on January 1, 2010.

In a welcome move, Ms Gillard has requested that:

- The Commission should enable employers in the Horticulture Industry to continue to pay piece rates of pay to casual employees who pick produce, as opposed to a minimum rate of pay supplemented by an incentive based payment.
- Where a modern award covers horticultural work, the Commission should have regard to the perishable nature of the produce grown by particular sectors of the horticulture industry when setting the hours of work provisions for employees who pick and pack this produce.
- Provide for roster arrangements and working hours that are sufficiently flexible to accommodate seasonal demands and restrictions caused by weather as to when work can be performed.

However, the Horticultural Industry's peak body, the Horticulture Australia Council (HAC), has warned Ms Gillard that the Industry would not be satisfied unless she recommended to the Australian Industrial Relations Commission (AIRC) that it drop the following unworkable provisions from the Award:

- 200% penalty for all Sunday work.
- Monday – Friday, 6 am – 6 pm span of hours for many pickers and all packing house workers (with all hours outside of this span payable at penalty rates of 150% and 200%).
- 40% loading on casual pieceworkers.

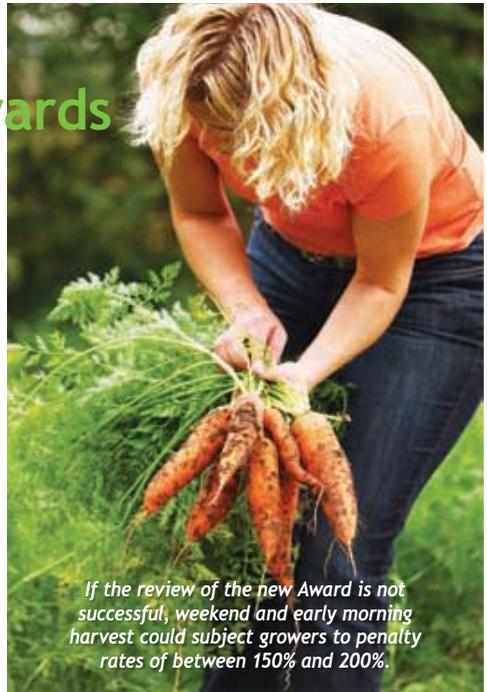
Horticultural industries such as vegetable growing have a long standing dependence on worker flexibility including payment by piece work and the ability to work on weekends without incurring onerous costs, but the new Award was set to change the long held traditions.

"...our overall stance remains unchanged that several provisions of the new Award would cause acute financial hardship in the Horticulture Industry and should be dropped, not delayed."

HAC Chair, Stuart Swaddling.

HAC Chair, Stuart Swaddling said growers were concerned that, under pressure from the Unions, the Minister could decide to simply support a delay in implementing the legislation. Under the formal award modernisation process, an implementation period of five years (known as 'Transition arrangements') is permitted.

HAC has presented arguments on behalf of the Industry about the implementation period to the AIRC in Melbourne, as was required under the Award Modernization process.



If the review of the new Award is not successful, weekend and early morning harvest could subject growers to penalty rates of between 150% and 200%.

"We argued that there should be a complete moratorium on the provisions of the new Award, to allow industry the opportunity to provide full input to the Commission (including the presentation of solid evidence and witnesses) at the review in 2012," Mr Swaddling said.

"However, our overall stance remains unchanged that several provisions of the new Award would cause acute financial hardship in the Horticulture Industry and should be dropped, not delayed. Delays in implementing the provisions would only delay the inevitable closure of many horticultural businesses, under the dramatically increased cost of labour and inflexibility of working arrangements," he said. "On average, labour costs in horticulture are 50% of the costs of production; so increases such as these will send large numbers out of business."

AUSVEG Chief Executive Officer, Richard Mulcahy echoed Mr Swaddling's concerns adding that: "The proposed changes to the Award will have significant impacts for the Australian Vegetable Industry, ranging from increased costs for producers to a rise in unemployment in regional areas."

Mr Mulcahy said there was a need to have an open discussion regarding amendments to the Awards that would benefit both employers and employees in the Industry.

Award Modernisation is the process currently being undertaken by the AIRC to create Modern Awards covering employers in the Federal workplace relations system.

From January 1, 2010, Modern Awards (in this case, the Horticulture Industry Award 2010) will replace all Notional Agreements Preserving State Awards (NAPSAs) and Pre-Reform Federal Awards - with the exception of those industrial instruments (for example, enterprise agreements) confined to a single business. ▼

US expert tells Australia's horticulture supply chain...



... "You are a major econ

Australia's horticulture industry has been reminded that it is not just a collection of farms, wholesalers and retailers spread across the landscape.

"You are a major economic force. You provide the fuel necessary for consumer health as well as the employment needed for a healthy economy. You are a big deal and should never forget it," that's according to Bryan Silbermann, President and Chief Executive Officer for the Produce Marketing Association (PMA) based in the United States (US).

Mr Silbermann was speaking at the PMA Fresh Connections Conference in Sydney in May, where he addressed more than 300 members of the horticulture supply chain from Australia, New Zealand and the US.

"In fact you (the Australian Horticulture Industry) were actually ahead of the US in recognizing your economic impact and moving forward with a strategic plan to keep it thriving," he said.

Mr Silbermann was referring to the recently released "Future Focus" which is the Australian Horticulture Industry's strategic plan.

The PMA Fresh Connections Conference has become a key industry event with major retailers, wholesalers, growers and industry players meeting under the one roof to discuss the future challenges and share in finding viable solutions.

Mr Silbermann continued by adding that he was "...excited about the challenges and opportunities highlighted by the Australian Horticultural Sector's first industry wide strategic plan.

"It's a daunting task to grow an industry as diversified and complex as this. It requires strong connections across the supply chain. But connections help you grow," he said.

"We are indeed an industry continually faced with a series of great opportunities brilliantly disguised as insoluble problems. Yet we somehow overcome those problems, using the strength of our supply chain partnerships."

PMA President, Bryan Silbermann.

Perhaps the main wake up call for many at the Conference was Mr Silbermann stressing that "...there can be no greater common interest for our industry than strengthening the global produce value chain".

Today's market experts and analysts cannot stress enough the importance of working within all sectors of the supply chain in order to improve "the bottom dollar".

Providing strength and structure

What was made clear to PMA delegates was that there was no better time than today to join together to "...navigate the complex and confusing world in which we find ourselves".

Mr Silbermann reflected that last October at PMA's global Fresh Summit in Orlando, Florida the US was in the first days of a global economic meltdown the likes of which we had never seen.

Who knew that today, we would think of pre-October economies as "the good ole days", he said.

"We thought that the tripling of input costs in the 2008 season was tough to face. Who knew that the world's first truly global recession was just around the corner, the longest since World War II.

"We have spoken before about the interconnectivity of the world economies and we have certainly reaped the benefits. There's no need for me to detail the sobering news...unprecedented financial turmoil in the world financial markets...rampant unemployment, falling GDPs on every continent. And we have all had front row seats to the domino effect created by bank failures in country after country.

"But hold on, wait just a bit ...WE are the produce industry. Every season we grow fruits and vegetables in deserts, we deal with unpredictable weather patterns, wildfires, labor shortages, often-misinformed elected representatives. Dealing with adversity and unplanned events is an integral part of our business model... whether we like it or not.

"We are indeed an industry continually faced with a series of great opportunities brilliantly disguised as insoluble problems. Yet we somehow overcome those problems, using the strength of our supply chain partnerships.



"Like the fruits, vegetables, and flowers we grow, our industry lives, it breathes ... and, for the most part, we constantly adapt to meet the challenges around us. We truly are bionic."

Mr Silbermann said unquestionably it's been a rough year, and we have said goodbye to some multi-generational companies. But even more have told me that they're doing okay and some are thriving. What's their secret?

He stressed that the good ole days were gone and that we as an industry now lived in a brave new world.

"The post-1945 global economic system is being revolutionized. Brazil, Russia, India and China now have a seat at the international table and their chairs are getting bigger," he said.

"The transfer of wealth from West to East is underway and will continue. In 15 years China may be the world's largest economy and strongest military power and it will be importing more and more fresh fruits and vegetables."

Mr Silbermann stressed that survival in today's "new" world meant asking what challenges were you facing, how is the "new" consumer behaving, and how are the best in class companies using innovation to seize the opportunities?

omic force!"

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PMA President, Bryan Silbermann.

However he said perhaps the biggest challenge for agriculture can be summed up in one short phrase ... producing more with less. Less land, less water, less labor...but more hungry people. And trends are indicating there may be fewer producers in future.

The hunger for imported fruits, vegetables and nuts in these countries is strong. In China, imported fruits and vegetables are considered status symbols.

Delegates were told of the unparalleled opportunities for horticulture ...But where are we going to grow?

Mr Silbermann explained that worldwide, 40% of the available land was too dry, 21% too wet, 21% too cold, and 8% was too rough or had unsuitable soil.

He said add increased urbanization, particularly in developing countries, and those numbers drop well below 10% that's left.

Let's start with water. He said farmers use 70% of the fresh water in the world. According to the worldwide Intergovernmental Panel on Climate Change, major droughts will be more common in the middle latitudes of the globe. Bad news for growers in the US, China, Australia, the Middle East and southern Africa

Mr Silbermann said that the "...solution lies in connecting to the innovators whose growing traditions are based on water as a valuable commodity. There are lessons to be learned from countries like Israel and South Africa, experts in national water management policies, and in the world class irrigation techniques that are so common here in Australia."

"There are opportunities emerging. Seed companies are doing their best to narrow the gap, spending about 10% of annual revenues on research and development of drought resistant seeds

with 20% to 50% higher yields."

Another key challenge facing our industry was the changing face of the consumer.

Mr Silbermann explained that consumers were clearly saying that price and promotion had never been more important – 67% of consumers now say they are more likely to use discount coupons, the old staple that had fallen out of favor in the US.

He stressed that a new face had been put on an old standard. Younger consumers are looking for deals and they don't need scissors or paper. Coupons are going mobile, even getting them straight to cell phones, he added.

Reward programs are the new fad. Mr Silbermann explained how Chiquita had introduced its new "Fresh Funds: Healthy Rewards for Healthy Living" program.

"Consumers get points for purchasing Chiquita and Fresh Express value-added, ready-to-eat fruit and vegetables and these can be used for merchandise, prizes, or charitable contributions," he said.

Mr Silbermann believes that produce is still a major factor defining a shopper's supermarket choice. He said seasonal, artisanal and ethnic items continue to resonate with those consumers looking for new flavors and experiences - particularly as more Mums and Dads rediscover the joys of home cooking.

Delegates were told to go "back to basics"

"Consumers are looking for produce items that go a long way in feeding the family and typically have lower levels of wastage," Mr Silbermann said.

PMA research in the US shows consumers are buying more potatoes, carrots, lettuce, corn and onions staples easily integrated into a variety of home cooked meals.

Consumer research from around the world also shows shoppers are seeking value through alternative pack sizes.

And we have responded, Mr Silbermann said with smaller, lower priced packages of fruits or vegetables that appeal to both the consumers need for convenience as well as value.

The drive to connecting and to getting back to basics, heralds the era of the nesting consumer. Part social, part economical, nesting has become the new normal, and most pundits agree that it is here to stay.

According to Mr Silbermann many were on the nesting path prior to the recession, inspired by the need to connect to simpler times as a way to deal with the complexity of our modern world.

"This trend is going to stick around," he said "... because it's being driven by the powerful marketing force of Generation Y, looking to connect to something bigger than themselves."

PMA has been conducting research on global consumer trends for several years and the convergence of behaviour globally around the nesting trend is powerful. In country after country, consumers are searching for comfort by retreating into their homes, returning to their family roots and simplicity. Delegates also heard how locally grown, was another major market force inspired by the drive toward feeling better about the food we eat.

Mr Silbermann said major foodservice and retail operations were connecting in a very big way. Wal-Mart recently started a local-grown buying program. Regional retailers are going straight to the source, establishing networks of hundreds of local farmers, some even starting their own farming operations, he said.

But Mr Silbermann stressed that "...here in Australia and New Zealand, locally grown isn't a trend, it is a fact of life, as a large portion of fresh fruits and vegetables is still being purchased in farmers markets, or green grocers".

"Your local governments are certainly supporting the movement, as seen in the Buy South Australian, it's Better for You campaign or in the Buy West, Eat Best initiative by the Western Australia government." ▼

Natural pests hone in on crop predators

Hungry pests cost farmers millions in crops losses each year, resulting in the widespread use of plant protectants, to which many bugs eventually become resistant. In Victoria, vegetable growers are embracing the concept of Integrated Pest Management as consumers demand more “environmentally friendly” food products.

The Victorian Vegetable Industry is well aware that effective pest deterrents that are clean, green and sustainable include wasps, flies, ladybirds and other predators that happily feast on crop pests.

According to National Geographic News’ Brian Handwerk, in the near future, predatory insects are likely to be the first line of defence against pests in our food crops.

Today’s growers are making better use of this natural pest control using plants that attract pest predators.

Inviting pest predators might also save money. The United States Environmental



Effective pest deterrents that are clean, green and sustainable include ladybirds that happily feast on crop pests.

Protection Agency estimates that farmers spend more than \$30 billion a year on pest control - and the cost continues to climb.

Yet pests still wipe out more than a third of potential crops. In addition, more than 500 pest species have developed resistance to chemicals that once kept them in check.

Previous studies had shown that diverse landscapes promote bigger populations of pest predators. But it’s tough for farmers to evaluate just how much pest control such predators actually provide.

Surveys can’t really tell the whole story. If a field has low pest numbers, are predators keeping them in check, or did the pests just not show up there?

A recent US study shows that natural pest control is boosted four to five times when predator populations are booming in more diverse landscapes.

One of the hurdles IPM advocates have is that studies also show that predators tend to arrive in farm fields a bit later in the growing season.

This suggests that farm habitats may not be able to hold aphids in check early on so other controls are needed to prevent damage to young crops.

The next edition of *Vegetables Victoria* will review the uptake of IPM across the Industry and speak first hand to IPM expert Dr Paul Horne. ▼

Australia’s best farm spray operator...a Victorian!

Continued from Page 1...

According to one of this year’s judges, John Kent, Associate Professor of the School of Agricultural and Wine Sciences at Charles Sturt University, the competition between the top entrants was very close.

“This was such a strong field, it felt like we were splitting hairs at times,” Prof Kent said.

“All the finalists were seeking ways to do things better, and I was very impressed.”

Prof Kent said that Mr Schreurs displayed good knowledge of Integrated Pest Management (IPM) principles, risk management, Occupational Health & Safety and application technology as well as having excellent record keeping and safety procedures.

Another judge, Peter Hughes, Operations Manager of the Centre for Pesticide Application Safety at the University of Queensland, said “...without a doubt, this was best practice at its best, and I hope that many others will learn a lot from Mr Schreurs’ experiences”.

“He has made a significant investment in spray equipment, safety and storage facilities, especially given the size of his operation,” Mr Hughes said. “Even though his property wasn’t as big as some of the other entrants’, he had a lot of complexity to deal with.”

Mr Schreurs works on his family-run vegetable farm, Peter Schreurs and Sons, with his father and two brothers. The farm grows a number of vegetable lines including leeks (the main crop), baby cos lettuce, baby endive, baby wombok, radicchio, parsnips and kohlrabi, with about 140 of their 160 hectares sprayed each year.

The business has plans to continue planting hedge rows to minimise potential drift into untargeted areas.



Victorian vegetable grower Darren Schreurs being awarded Australia’s leading spray operator at the National AgQuip field day in Gunnedah, NSW. Darren Schreurs impressed the judges with his commitment to IPM, farm design to reduce spray drift, follow-up field inspections and crop spray record traceability for his customers. (Photo: Louise Donges, Rural Press)

“We are also fully committed to the implementation of IPM principles,” Mr Schreurs said. “One of the principles of IPM that we follow is to identify potential pests before they become a problem.”

As national winner, Mr Schreurs receives a study tour to the United Kingdom (UK) valued at \$15,000.

While on the study tour, he hopes to learn from UK leek producers, sprayer manufacturers and Syngenta’s spray application experts.

“I am also keen to understand how environmental initiatives, such as Syngenta’s ‘Operation Pollinator’ – a program designed to provide essential habitat and food sources for pollinating insects across Europe, can work in harmony with commercial farming practices,” he said. ▼

Golf day a real "tee"



Up to 96 keen players braved the wintery conditions at the popular Vegetable Growers' Golf Day held last August.

The annual event, which is now in its second year, was held at the Lang Lang Golf Club in South Gippsland and sponsored by E.E Muir & Sons.

The recipients of the numerous prizes were very appreciative of the generosity shown by all sponsors in supporting this vegetable industry event. ▼



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executive officer's corner



Welcomed IDO news

We welcome the initiative of the Victorian Department of Primary Industries in its new model for better services to the Horticultural Industry. The Vegetable Growers Association of Victoria (VGA Vic.) is very pleased to be invited to be part of the programme and looks forward to providing Victorian Industry Development Officer (IDO) Services to all growers.

Strategic Plan

The Victorian Vegetable Industry Strategic Plan has now been printed and distributed. The Plan forms the basis for future development of the VGA Vic. and the Victorian Vegetable Industry.

This an exciting time for VGA Vic. and we encourage all vegetable growers to become members for 2009/2010 term and, in doing so, be supportive of the changes and development taking place in Victoria.

Upcoming AGM

VGA Vic's 2009 Annual General Meeting will be held at the Crowne Plaza Hotel in Melbourne on October 9 from 4.00pm. All members and intending members are invited to attend the meeting and the dinner. The business agenda includes the election of office bearers and executive committee.

All grower members are encouraged to nominate for a position. There will be invited guests and speakers from the Industry's peak body, AUSVEG. Notice of the AGM and nomination forms were distributed in early September.

Market Relocation

Melbourne Market relocation has received a new boost over the past month with positive communication and reports now flowing from the State Government to the market community. Tenders for the construction have now closed and two companies are being considered by a rejuvenated major projects team. It has been announced that construction work should commence by the end of 2009.

VFF Update

Victorian Farmers Federation (VFF) is responding to the Federal Government's Climate Change, Carbon and Workplace Relation Laws with submissions and meetings in order to ensure that agriculture and horticulture production is not disadvantaged.

Grower members with a 2009/2010 VFF affiliation should now be receiving in the mail details of VFF member services. If not received contact VFF and quote your membership number.

Looking AHEAD

On Saturday October 24, 2009 the VGA Vic. will hold the **Regional Vegetable Growers Dinner Dance** at the Villa Adriana Function Centre in Dandenong.

Booking forms are now available from the VGA Vic's office. The Cost is \$80.00 per person inclusive of food, beverages, dancing, fantastic entertainment and GST.

Keep smiling.

Tony Imeson



Want to know more about the Victorian vegetable industry?
Log on to www.vgavic.org.au

President:	Luis Gazzola	0418 172 320
Senior Vice President:	David Wallace	0408 547 708
Junior Vice President:	Rocky Lamattina	0416 056 458
Treasurer:	David Wallace	0408 547 708
Executive:	Peter Cochrane	0418 392 113
	Anthony Mason	0412 591 899
	Silvio Favero	0417 455 610
	Paul Gazzola	0418 556 366
	Frank Lamattina	03 5998 5225
	Tom Schreurs	0418 591 699
	Craig Arnott	0419 336 454
	Vince Doria	0418 392 014
	Roger Turner	0419 396 995
Executive Officer:	Tony Imeson	0414 458 561
	(Office) 03 9687 4707	email: contact@vgavic.org.au



Vegetables Victoria is written and published by AgriHort Services Pty Ltd (ABN 53 869 534 356) for the Vegetable Growers Association of Victoria Inc (ABN 80 851 723 010)
 Publisher: AgriHort Services P/L, PO Box 192 PARK ORCHARDS VIC 3114
 Managing Editor: Katie Fisher P. (03) 9812 2209 M. 0402 444 878
 F. (03) 9812 2209 E. katiefisher@optusnet.com.au
 Design & Production: Grant Nelson for and with AgriHort Services P/L

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