WildFlowers Australia Ltd

May 2011 newsletter

The Monthly Newsletter is a benefit of membership to WildFlowers Australia Ltd and is therefore not permitted to be forwarded to WFA non-members.

However, this May 2011 newsletter is being sent to all email addresses listed on the WildFlowers Australia contact list. Future newsletters will only go to current members, and the newsletters will also be posted as pdf's on the website in the **Member's only section**.

Dear Member

In the May 2011 Newsletter we have the following events, reports and news:

Welcome
Hello WFA members!
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Welcome

WFA is very pleased to announce the appointment of Bettina Gollnow as Communications and Extension Manager, a part time position. Bettina has extensive extension and industry development experience, especially with the wildflower industry, developed over 18 years while employed by Industry & Investment NSW (formerly – and now again - NSW DPI) until August 2010. She has excellent links with the industry around Australia and a strong track record in effective industry communication, extension and capacity building. While with I&I NSW, she completed two major wildflower industry projects funded by RIRDC - DAN252A reviewed R&D conducted since 2000 and developed the current wildflower and native plants 5 year R&D plan, while PRJ 000331 developed the wildflower quality specifications and postharvest manual. For both projects she coordinated and ran many industry workshops. She is currently overseeing the finalisation of 4 grower guides for wildflowers, which RIRDC will publish, being editor of one and co-author of another.

While with I&I NSW, she supported several state industry networks, especially Wildflowers NSW and the Waratah Industry Network. She has authored a large number of publications and newsletters (such as NSW Flower News) and prepared a comprehensive set of industry factsheets for the I&I website. She initiated a number of projects funded by the then NSW DPI including a suite of publications and a 3 yearly wildflower industry survey (1998, 2001 and 2004).

She was the main organiser of annual NSW wildflower conferences (11 were held between 1998 and 2009) and an an active member of program committees for several national conferences, including Flowers 2000, the 6th and 7th Australian Wildflower Conferences and the Australian Hydroponic & Greenhouse Conference (2009).

Hello WFA members!

It's great to be in this new communications role with WFA and I'm looking forward to working with you all and embracing the new opportunities and challenges offered by this position. I'm hoping that a number of ideas I've had 'on ice' can be retrieved and developed into worthwhile projects for the wildflower industry. With your help and enthusiasm they can be.

In this role I will be organising a weekly update email listing information received and contacts made with WFA. I will also be sending you a monthly newsletter like this one to bring you up to date with industry news and events. In addition I'll be updating the WFA website, adding new information and over time reorganising it. If you have any news or information to share, or information you'd like to see, either in the newsletter or on the website, please do get in touch. Do you like the current format of the newsletter or would you prefer a different presentation? Please let me know!

Another of my tasks is the coordination of the regional conferences, so again please let me know if there is a topic, speaker or workshop or location you would like considered.

Over the years I have met many of the members of WFA and look forward to a productive working relationship with all of you.

Cheers

Bettina Gollnow

[You can contact me by email at management@wildflowersaustralia.com.au or by phone on 0458 270 291].

Upcoming events: WFA regional conferences

- **Perth Regional Conference and Canopy Management Workshop**

  May 27, 2011

Program details available at http://www.wildflowersaustralia.com.au/regional-conferences-in-2011

- **Grampians VIC**

  August 12-13, 2011

The conference venue is still to be determined and we are calling on members in Western Victoria and South Australia for feedback on topics and a preferred venue. This event could also be held in SA if that suits more growers. WildFlowers Australia is considering holding its AGM at the same time.

- **Port Macquarie NSW**

  Coming later in 2011

The conference scheduled for Port Macquarie at the end of March unfortunately had to be postponed to a later date. More details available soon. However, the floristry workshop went ahead and was well received – see report later in this newsletter. Any suggestions for the program format or content would be welcome as planning will commence soon.

Wildflower quality specifications and postharvest manual on the world stage

A list of the wildflower products for which a quality specification has been prepared with links for downloading each document is now available on the WFA website. The link to the fully revised postharvest manual is also available there, along with a summary of the project and a list of potential benefits to your business when you use these publications. Go to: www.wildflowersaustralia.com.au/quality-specifications-and-postharvest-management

Here is what Prof George Staby wrote about these publications: he is with the Perishables Research Organization based in California and coordinates the Chain of Life Network which provides a wealth of information on postharvest care of cut flowers (see www.chainoflifenetwork.org – you can subscribe for free). He sends out regular emails to his subscriber list and sent emails to 5,515 of the 9,241 members of the Chain of Life Network promoting the Postharvest Australian Wildflowers Manual and 32 quality specifications. He said: 'They indeed provide a wealth of information. Congratulations on a job very well done!' Prof Staby will be speaking at Flowers 2011 – The Australian Flower Conference in Brisbane on July 13, 14, and 15 (see Upcoming Events – Australia).

Myrtle rust update

Myrtle rust, *Uredo rangelii*, is a fungal disease that can infect plants in the Myrtaceae family.
Please keep checking the website at www.industry.nsw.gov.au/info/myrtlerust for more photos and information on this plant disease so you can keep up to date with the latest information.

The news from the nursery industry, where many grow a very broad range of plants from the Myrtaceae plant family, is that unfortunately the host list continues to expand.

Check the more detailed information recently added to the website: Go to www.wildflowersaustralia.com.au/myrtle-rust
This includes a list of permits detailing fungicides available and recently revised movement conditions for plants in the Myrtaceae family between States and Territories of Australia. Always contact the destination state before moving consignments.

Breaking news: Myrtle rust has just been identified infecting Geraldton wax cultivar 'Purple Pride' at Brisbane Botanic Garden.

Myrtle rust on Agonis 'After Dark'. On the dark purple leaves of this selection, early symptoms of infection are not obvious. As the infection progresses, mature bright yellow rust pustules (spore masses) are highly visible on both leaf surfaces, as well as on young stems and growing shoot tips. Photo copyright NSW DPI and used with acknowledgement.

Postharvest dip minor use permit renewed

WFA recently arranged the renewal of the minor use permit covering the wildflower postharvest dip procedure. The new permit is PER 12785, which expires on 30 June 2016. This allows the use of insecticide and fungicide postharvest dips for wildflowers. The permitted insecticides are Cislin Residual Insecticide, Barmac Delta Force Insecticide and Insectigone Insecticide, which contain 10 g/L deltamethrin as the only active ingredient. The permitted fungicides are Rovral Aquaflo Fungicide and Farmoz Civet Aquaflo Fungicide, which contain 500 g/L iprodione as the only active constituent. The permit and labels give the rates to be used and the duration of dipping. You can download a copy of the permit from the APVMA website (http://www.apvma.gov.au/) and for your convenience there is a copy on the WFA website in the (new) **Pest and disease management** section. If you use this dip, you should keep a copy of the permit on file.

Port Macquarie floral design workshop

This evening event was held on Friday March 25. Floral designers Mary Sweeney OAM and Del Thomas showed local florists and floristry students how to use wildflowers together with more traditional lines or on their own. The evening was sponsored by Apack and WildFlowers

Australia. Board member and local grower Paul Dalley welcomed participants on behalf of WFA. The workshop was a great success with student florists, who had not previously seen some of the products. This is a sound strategy to increase use of wildflowers with regional florists, before they become too fixed in their usage patterns. We left 9 large arrangements decorating the main entrance area of the club, with signs crediting WFA. The students are very keen to attend another workshop in the near future.

Mary Sweeney at work – photo courtesy Margaret Shelton

You are invited to view Paul Dalley's photo album: Mary Sweeney Workshop

View Album
Play slideshow

Success stories – WFA project updates:

The following projects, actively supported by WFA and individual members, have been recently finalised. Here is a short summary of each one.

NRIA activities

WFA is a member of New Rural Industries Australia (NRIA). NRIA is an alliance of new rural industries, a non-profit organisation working to develop and build the capacity of new, innovative, Australian rural industries through cooperation, coordination and education. The NRIA alliance will be initially funded by RIRDC with growing support from other government funding programs, private sector support and membership fees.

NRIA is not an association of industry associations, and doesn't replace existing industry bodies. Its aim is to be an additional link, providing additional information and assistance. It also seeks to provide a network of like-minded, innovative people, working to start, develop, build or further expand one or more Australian new rural industries. The NRIA provides individual participants and smaller industry-specific groups with a far more powerful voice and the collective strength to lobby much more effectively. See more at http://www.nria.org.au/

Members of WFA will benefit directly from this link, as NRIA develops projects on issues affecting the wildflower industry. One of its first will focus on minor use of chemicals. NRIA is one of 8 industry bodies who are supporting a push to reform the current system of minor use of pesticides. In addition, NRIA has been contracted by RIRDC to resolve some problems with permits for minor-use chemicals. There are a number of herbicides that have crops and/or weeds not listed on their labels. This leaves many growers stuck, in that no chemicals have been technically approved for use on their crop or weeds. In many states, the use of herbicides in any manner other than what is listed on the label is illegal. NRIA will be running a project over the next 18 months to tackle this situation both for new rural industries, for established mainstream industries, as well as for rural weed control. As a first step, NRIA is holding a workshop in Brisbane on May 17 to determine the priority crops and chemicals, and WFA will be represented. Your input into a wish list of herbicides we're developing for wildflowers will be very welcome – you will receive a short survey by email soon.

Another benefit is that NRIA is an associate member of Plant Health Australia. As a result, any industry body registered as a member of NRIA, is an automatic member of Plant Health Australia, and its industry can receive the benefits of NRIA's associate

membership with PHA if there is an emergency disease or pest outbreak in that industry. During the recent Myrtle rust emergency, the nursery industry had a ''seat at the table'' discussing strategies and actions during the emergency, while the wildflower industry (and several others) did not, as it wasn't then linked to Plant Health Australia.

Australian floristry competition 2010

10 different schools and colleges competed, and over 130 different students entered. Four major sponsors supported the competition. WFA will be hosting another competition this year.

WFA national wildflower conference

It's hard to believe it's been almost a year since WFA hosted this conference at Healesville, Victoria in late May 2010. The presentations from an array of excellent speakers focussed on subjects aimed at giving industry members new ideas and tools to improve their businesses, and their profitability. For the farm, these focussed on soil improvement, mulching, farm hygiene, IPM, more efficient water use through irrigation scheduling, through to quality specifications and better postharvest care. To make businesses more efficient, there were talks on domestic and export market development, tools to calculate the cost of production of any crop, tips on pricing your product and advice on the strength of grower coops. Information of value to new and intending growers, like working out what to grow, was also presented. Several talks were given by passionate industry members who shared their own trials and tribulations of their flower journeys, and these were very well received by the audience. To conclude the formal part of the conference, attendees participated in round table discussions to address "Solutions to build the supply of product to both domestic and international markets". This generated a long list of great suggestions for future industry progress. Day 2 closed with a conference dinner that included a spectacular demonstration of the art of floristry, led by Del Thomas, where wildflowers and traditional flowers were combined. The conference also featured a trade show. The final day of the conference was a bus tour to successful businesses in the nearby Dandenongs – participants learnt a lot by viewing for themselves the impressive operations at Proteaflora Nursery and The Big Bouquet.

Upcoming events - Australia:

Native Flower Growers' Association (Mid North Coast) Inc. 10th anniversary lunch celebration

This is being held at the Smithtown Riverside Hotel, where it all began… It will be a great opportunity to meet new, past and intending members.
When: Sunday 29 May 2011
At: 12 noon
Lunch is on a pay your own way basis.

RSVP to David Mathieson
Tel: 6569 0220
Mob: 0417 448 667
Email: dmetho@bigpond.com.au

Flowers 2011 Conference - "Race to the Top" of our industry
When: Tuesday 12th - Thursday 14th July 2011 with an industry tour on Friday 15th July 2011.
Where: Brisbane

Keynote & International Speaker Highlights:
Visiting international speakers include:

- George Staby
(President of Perishables Research Organisation, USA)
- Andrea Caldecourt
(Freelance consultant in public relations & communications.
Recent CEO of Flowers & Plants UK)
- Will Healy
(Senior Technical and Research Manager at Ball Horticultural Company, USA)
- Frank Scholten (Chrysal International)
- Jaap van Staaveren
(Managing Director, United Flower Organisation bv, The Netherlands)

Topic Highlights Include:

- The Flower Industry Today and Tomorrow
- Industry Promotion
- Promotion & Marketing
- Post Harvest Technology
- Profitable Solutions
- Smart Production
- Research & Development

In addition, there will be an industry trade show and 25 exhibitors are already confirmed.
For more information go to:
http://www.flowersqueensland.asn.au/index.php?id=51

Protected Cropping Australia National Conference

When: July 3-6, 2011
Where: Adelaide Convention Centre
This conference, previously known as the Australian Hydroponic and Greenhouse Conference, is held every second year and this is the eleventh such conference. Adelaide was chosen particularly because it has the most concentrated and expanding area of greenhouses in Australia. These range from basic through to new high-tech glasshouses and plastic covered greenhouses.

The main focus of the program is to supply up-to-date information relevant to greenhouse and hydroponic growers, who benefit from the opportunity to network with other growers, suppliers and industry experts. An extensive trade show runs in conjunction with the conference.

Protected Cropping Australia (PCA) has released an informative 3-minute video clip inviting industry members to the 2011 conference and exhibition. Presented by Graeme Smith, Chairman of the PCA, the clip can be viewed on the PCA website (www.protectedcroppingaustralia.com)
Details at:
http://www.hydroponics.com.au/news-events/protected-cropping-australia-conference-2011/

Events – overseas:

IFEX 2011 Japan

8th International Flower Expo Tokyo: IFEX 2011 http://www.ifex.jp/en
Dates : October 13 (Thur.) - 15 (Sat.), 2011
Venue : Makuhari Messe, Japan
Organised by: Japan Floral Marketing Association/ Reed Exhibitions Japan.

IFEX is an expanding show with proven results for companies looking to enter the world's second largest and lucrative Japanese flower market. As Asia's largest international flower industry show, IFEX will provide the best business venue for the 1,150 exhibitors who are expected to join the 2011 show. The IFEX 2010 Show Video has been updated on the website
http://www.ifex.jp/en/Previous-Show-Information/Previous-Movie/

Japanese Market Figures
>> USD 13.3 billion... The size of flower market in Japan
>> USD 340 million... Import Value of Cut Flowers (2009)
>> 38,519 tons... Import Volume of Cut Flowers (2009)
IFEX 2010 Statistics
>> Exhibitors: 913 (855 in 2009)
>> International Participation: 27 countries
>> Visitors: 30,651
*all figures include concurrent shows

International Horticulture Trade Exhibition in Thailand

When: May 9 - 11, 2012
Where: Bangkok International Trade & Exhibition Centre (BITEC), Thailand
See www.hortiasia.net to view the full exhibition information and other details.

How to contact WFA:

Mail: PO Box 8046
Gundaroo NSW 2620 Australia

Bettina Gollnow (Communications and Extension Manager):
management@wildflowersaustralia.com.au
Mobile: +61 4 5827 0291/0458 270 291

Sylvia Gleeson (Secretariat):
secretariat@wildflowersaustralia.com.au
Mobile: +61 4 2736 8309

If you wish to join WFA to continue receiving the newsletter and other member benefits, please go to the website - www.wildflowersaustralia.com.au - and complete a membership application. Should you wish to unsubscribe from the WildFlowers Australia contact list, please contact us by email at management@wildflowersaustralia.com.au

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