



## July 2011 newsletter<sup>1</sup>

In this issue we cover the following events, reports and news:

**WFA at Flowers 2011 – The Australian Flower Conference**

**Horsham Regional Wildflower Conference – don't miss out!**

**WFA AGM and general meeting**

**R&D update – more on current and new projects being supported by the RIRDC and newly released R&D priorities**

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**How to contact WFA**



**Coming up: WFA AGM 2011 – please see details on page 6**

<sup>1</sup> *This newsletter is an activity funded by the RIRDC project Capacity Building and Communications Enhancement of the Wildflower industry. It has been compiled by Bettina Gollnow, the Communications & Extension Manager, also funded by this project.*

# WildFlowers Australia Ltd Newsletter

## WFA at Flowers 2011 – The Australian Flower Conference



Trade booth ready to set up



Paul Dalley at work preparing flowers for display



Finished booth



Paul discusses the quality specifications with conference keynote speaker Dr George Staby, floriculture and postharvest researcher and founder of the Chain of Life Network



The WFA display matched mass displays of product with the corresponding specification



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WFA joined a diverse array of trade exhibitors at the Flowers 2011 conference, held in Brisbane on July 12-15. Our trade booth, sponsored by RIRDC, promoted the Australian wildflower quality specifications and the wonderful range of wildflower products available. Around 120 delegates attended the conference, including a strong contingent of florists. The program featured 2 days of invited speakers, social events and a very popular farm tour.

A big thank you to the following WFA members for supplying product for the WFA trade booth:

Big Spring Mount  
Golden Gecko  
The Banksia Company  
Mountain Nursery  
WAFEX  
Premium Greens

We had a dazzling array of products including *Thryptomene* (new extra white, white and pink), budwax and purple waxflower, several Banksias (*plagiocarpa*, *coccinea* and *menziesii*), flannel flowers, Kangaroo paws, Leucadendron 'Safari Sunset' and 'Goldstrike', *Serruria* and assorted foliage.

Thanks to Paul Dalley for coordinating these supplies. Paul won the RIRDC scholarship to attend the conference, and will summarise his conference highlights in next month's newsletter.

Keynote speaker Dr George Staby impressed everyone at Flowers 2011 with his extensive and diverse knowledge of flowers, the flower business and postharvest care, developed over an impressive 53 years in the business. He in fact is personally responsible for many important postharvest 'breakthroughs' in floriculture, from STS and MCP anti ethylene treatments to new products like chlorine dioxide

releasing paper to manage botrytis during shipping. He shared this knowledge through several presentations at the conference, during question and answer sessions and gave yet another presentation during the farm tour.



During the farm tour, George used freshly harvested flowers to illustrate his numerous messages.

These were lively affairs, with jokes and comments along with challenging statements, underpinned by deep passion for his subject. Below are some of his notable comments, as recorded by Bettina Gollnow.

There's a lot of déjà vu about postharvest care of flowers, meaning the same things go round and round, yet seem to remain unresolved – e.g. 'the worst thing about buying flowers is that they don't last long enough' (said by consumers in 1979), while the consumer of 2010 feels the same and wants a guaranteed vase life in days relevant to the different flowers purchased. And postharvest chemical products marketed for floriculture **still** seem to be more expensive than the equivalent fruit product.

Growers have huge influence on the postharvest life of flowers, starting with what varieties they select to grow.

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Put the bunch tie 10 cm or more above the base of the stems – why does this improve the vase life of the flowers? Because doing this makes it easier to recut the stems (as the flowers move through the handling chain), and remember who is given the job of recutting: usually the lowest paid member of staff. By the way, George didn't like the elastic band tie wound up the bunch he saw here, saying it's hard to do it so that the rubber band starts 10 above the base of the bunch.

Ensure all the cut stem ends in the bunch are level and even – this makes them easier to recut and more likely that **all** the stems in the bunch will take up solutions and postharvest treatments.

It doesn't cost you any more to have stems even at the bottom and tied 10 cm up, but doing these two things can reduce shrinkage by 6%.

Check the silicon level in your plants – and ensure it is adequate. Higher levels of silicon can reduce postharvest problems and disease. And many soil less media (e.g. coir and peatmoss) do not have silicon.

Botrytis (grey mould) is commonly misdiagnosed – about half the people working in floriculture get it wrong. If you think it's botrytis and treat crops accordingly, and get it wrong, you could make the problem worse. Simple DIY test kits are available so you can check for yourself.

Putting flowers in water/solution does NOT compensate for poor temperature management.

You should be prepared to drink the solution in your flower buckets – if it's too yukky for you to drink, don't put flowers into it. An

average of 40% of the vase life is lost because flowers are held in dirty buckets.

George referred to ethylene sensitivity many times: There should be no ethylene-related problems in the flower industry because we have the techniques (both treatments and varieties) to avoid them BUT ethylene related problems are huge issues in flower postharvest. (Note: fortunately many wildflower species are not ethylene sensitive. However, as the quality specifications project has documented, there is a lot still to learn about the optimum postharvest treatments of many wildflowers and for many the ethylene sensitivity tests have yet to done).

When you are considering a new variety to grow, ask the supplier to show you the data that it ISN'T ethylene sensitive.

If flowers are not sensitive to ethylene, and you give them an anti-ethylene treatment, you can make the flowers more susceptible to botrytis.

George had plenty of tips for florists too: Florists need to use flower food – it's the single more important thing to use before the consumer gets the flowers. BUT the biggest problem with flower food is that it's commonly used at the wrong concentration (in the US only 20% of retail florists used the right concentration). Using a solution that is too weak is worse than not using it at all, because it will have enough sugar for microbes to grow in the solution but not enough germicides to check this microbial growth. (Again, for wildflowers, there is still a lot to learn about postharvest solutions and whether or not flower foods have a positive effect).

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And a simple tip to ensure your solutions are consistent – make up 5 litres of flower food according to the directions, mix well and measure the pH (using test strips that are easy to buy). The pH should be the same every time you make up the solution. You can also buy strips specifically to measure chlorine, so if you use a chlorine based solution, test it to make sure you have 3-4 ppm free chlorine (this level is the effective concentration).

Advice for everyone handling flowers:

If you recut the stems, and remove the lower 2-3 cm, you eliminate most of the stem blockages due to debris and bacteria. To reduce air blockages in the stems: recut under water, acidify the water, use warm or cold water, and/or place bunches in deep solutions.

George is a strong supporter of dry handling of flowers (**with proper temperature management**), because putting stems into contaminated solutions reduces postharvest life so significantly, and also because the flowers continue to grow in solutions. So he recommends holding stems in water for a shorter time after harvest than is usual in Australia, followed by dry storage in a box lined with plastic wrap and held in a cool room at the correct temperature. Not everyone at the conference agreed with this view, nor its suitability for wildflowers, but why not do your own trials to check?

You can tell how long a bunch of flowers will last, just by looking at them. Consider the variety, the stem length, whether the stems are cut evenly on the bottom and tied 10 cm up from the base, whether the bunch is sleeved and whether the lower third of leaves have been removed (so they won't foul the solution in the bucket).

Consider joining the free Chain of Life Network (R) website – [www.chainoflifenet.org](http://www.chainoflifenet.org). It has over 23,000 pages of floral

postharvest and marketing information and is the largest database of its kind in the world.

**Horsham Regional Wildflower Conference** – don't miss out! RIRDC and WildFlowers Australia Ltd are hosting a regional conference for the commercial wildflower industry at Horsham, Victoria on Friday 12 August and Saturday 13 August 2011.

### **Conference program - Friday August 12 2011**

Venue: Westside Tabaret, Bennett Rd, Horsham, VIC, 3400

- Enhancing communications in the wildflower industry - a new RIRDC project. (Bettina Gollnow, Communications & Extension Manager, WFA)
- Global trends – what's happening in waxflower around the world. (Adrian Parsons, WAFEX)
- Do wildflowers have a place in the carbon economy? The carbon performance of waxflower – the role of life cycle assessment in improving our understanding of the environmental impacts of wildflowers. (David Michael, Manager, Wonda Business & Technology Services)
- Quality specifications: how they can help you. Focus on waxflower, Thryptomene and Leucadendron 'Safari Sunset'. (Bettina Gollnow)
- Alternative energy sources -potential opportunities in the Wimmera region: wind, solar and bioenergy. (Colin Kemp, Wimmera Development Association)
- Things you should know about Myrtle rust. (Bettina Gollnow)
- R&D update – what has been achieved? Wanted: your ideas on what to do next. (Bettina Gollnow and Adrian Parsons)
- Current industry topics.

Optional: Meet for dinner in a local restaurant (own cost).

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### **Farm tour – Saturday August 13 2011**

The tour will visit 2 farms in the Horsham district. You will see Acacia, Boronia, Geraldton wax, Leptospermum, Leucadendron, Proteas, Riceflower and Thryptomene crops, as well as other species under trial.

- Tour program details will be provided after registration. **You will need to organise your own transport to do the farm tour**

Lunch and refreshments provided on both days.

Registration is available for both days or for either the Friday or Saturday program.

Registration and payment prior to the conference is essential. You will find the registration form at [www.wildflowersaustralia.com.au/regional-conferences-in-2011/horsham-regional-conference-and-farm-tour](http://www.wildflowersaustralia.com.au/regional-conferences-in-2011/horsham-regional-conference-and-farm-tour) or contact us by email: [management@wildflowersaustralia.com.au](mailto:management@wildflowersaustralia.com.au) or call Bettina on 0458 270 291.

### **WFA AGM and general meeting**

The Annual General Meeting of WFA Pty Ltd will be held on Friday August 26.

Venue: Moreton Conference Room  
Redlands Research Facility  
Department of Employment, Economic Development and Innovation  
26-40 Delancey Street  
Cleveland Qld 4163

**Location map:** <http://www.whereis.com/qld/cleveland/delancey-st?id=5AC2EE5305A230>

All WFA members and industry members are welcome to attend.

The AGM will be preceded by a special presentation, "Good quality mulch saves water and reduces labour in Christmas Bush production", on the HAL Wildflower Mulch Project by Dr Rachel Poulter, Industry Development Officer (Water), Flower Association of Queensland Inc.

### **Program:**

9.00 – 10.00 am Special presentation: Dr Rachel Poulter

10.00 – 11.00 am: WFA AGM

11.00 – 11.30 am Morning tea

At the AGM, all Board positions become vacant, therefore nominations for Board positions need to be forwarded to the Board Secretary, Robyn McConchie at [robyn.mcconchie@sydney.edu.au](mailto:robyn.mcconchie@sydney.edu.au) or by mail to  
Robyn McConchie,  
Faculty of Agriculture Food and Natural Resources  
THE UNIVERSITY OF SYDNEY  
Room 363, Biomedical Bldg | 1 Central Ave | Australian Technology Park | Eveleigh 2015 NSW  
by COB Monday 22nd August, 2011 with signatures of the proposer and seconder.

A Proxy Voting Form (if you are unable to attend), Agenda and the Financial Reports will be posted in the Member's Only section of the website shortly. Please send agenda items to Robyn McConchie.

We look forward to seeing you there. For catering purposes please let us know if you are attending by contacting [secretariat@wildflowersaustralia.com.au](mailto:secretariat@wildflowersaustralia.com.au)

### **R&D update – more on current and new projects being supported by the RIRDC**

This project, funded by RIRDC and the industry, is currently underway:

#### **Improved export market access through ecolabelling**

Research organisation: Cedar Hill Flowers & Foliage

The objective of this project is to provide information to enable individual Australian wildflower and native plant industry suppliers to determine, on a cost benefit basis, the most appropriate ecolabelling scheme(s) according to their current situation and their existing and potential export markets. Appropriate ecolabelling may improve export market access.

This project reviewed the ecolabel schemes operating in the major markets for the Australian wildflower and native plant industry (Japan, North America, Europe, China, the Middle East and South East Asia). Seventeen ecolabel schemes were identified. A web-based survey was used to gather information regarding use of these ecolabels in a variety of countries and markets. The web-based format was chosen for accessibility, wider audience, ease of completion, higher response rates and ease of data entry and analysis. Leading importers and wholesalers and industry associations representing importers, wholesalers and retailers in the major Australian wildflower and native plant export markets were identified, contacted by email and provided with the link to the survey. The survey closed at the end of April 2011.

Results of the survey have been collated and analysed. Survey participants consisted of importers, wholesalers, florists and industry associations from 12 different countries. 63% of survey participants

believe the demand for ecolabelled cut flowers and foliage will increase in the future, with 42% believing ecolabelled cut flowers have a better market access than cut flowers of the same quality without an ecolabel. Cost however has been identified as a key issue with almost 60% of participants never or rarely (<20% of the time) paying more for a product with an ecolabel and only 15% of their customers paying more for cut flowers with an ecolabel than for cut flowers of the same quality without an ecolabel.

The project is now identifying the requirements of the preferred ecolabelling schemes, and determining their certification and on-going audit costs. However, it is recognised that the costs of meeting the standards of the preferred ecolabelling schemes will depend on the circumstances of each supplier. The project will define the costs and benefits of establishing an accredited Australian wildflower and native plant industry ecolabel.

#### **The following projects have recently commenced:**

##### **Wildflowers industry status review to support strategic decision making**

Researcher: Audrey Gerber, Qbloom Pty Ltd

Using national and regional industry associations and networks, production data will be collected from the main wildflower and protea production areas. The species for which quality specifications have been published will form the main focus of the study, with attention to separate data on a cultivar basis. For these main products, data on production volumes and harvest time will be collected. Analysis of this data will be useful to growers and companies planning new plantations or expanding plantations, enabling informed decisions to be made on variety selection and volume to avoid clashes with existing production areas and to fill

seasonal gaps. Marketing companies will benefit from extending this information to make harvest predictions, allowing forward planning of consumer channels. Research strategies and projects can be set with confidence to address the needs of the largest, most valuable, or products and issues with most potential. The processes developed in this project for collecting and collating the data will facilitate regular updating of production information to support continued strategic industry growth, and may be suitable to extend the status review to the global wildflower and protea industry should funding become available in the future.

### **Somatic fusion within the *Chamelaucium* alliance**

Research organisation: Kings Park Botanic Gardens and Parks Authority

This project will target selected species within the *Chamelaucium* alliance that will provide desired attributes for enhancing the hybrids and varieties currently used for cutflowers. Targeted species and hybrids will be initiated into culture to allow production of callus from cultured plants. Methods of producing cell suspension cultures and protoplasts directly from leaf mesophyll tissue will also be investigated. Varieties which perform well in these experiments will then be used to further develop methodologies for producing and stabilising cell suspension cultures and protoplasts. Once protoplast cultures are stabilised and have sufficient yield and densities they will be subjected to pre-fusion treatments, such as fluorescent dyes, to determine the efficacies of such treatments.

These treatments allow fused hybrid cells to be separated out from cells that have not fused. Following pre-fusion experiments, chemical fusion techniques using polyethylene glycol with various sugar plus nutrient combinations will be investigated. If sufficient results cannot be obtained with chemical fusion, electrofusion using low

voltage AC and DC currents will be researched. Simultaneous with the fusion experiments protoplast-derived callus will be regenerated into whole plants in culture to determine the best methods for regenerating fused protoplasts. These techniques will be applied to the fused cells once they are obtained in sufficient quantities. These plants will then be deflasked and evaluated in the greenhouse and nursery.

### **Farm-based methods for control of flowering in Waratahs**

Research organisation: The University of Sydney

Extending the commercial waratah flowering season outside the current 5-6 week range has long been a major goal for development of the waratah industry. However precise information on the environmental cues which initiate and control flowering are unknown, resulting in unpredictable yields and profitability. This project aims to provide an understanding of the mechanisms that control flowering and use the information to extend the timing of anthesis to meet peak demand periods, such as Christmas and Valentine's Day, when premium prices are be paid for red inflorescences. By understanding the phenology of flowering, the potential impacts of climate change on natural and commercial stands of waratah can be better understood and managed.

The first goal is to determine the environmental cues which initiate and control flowering in waratahs. To capture important information about historical patterns of flowering based on location, waratah growers are being invited to complete a short survey. The information collected will also be used to design the experiments for 2012 and beyond. This study focuses on 5 Waratah cultivars and hybrids and hence the survey only asks for information on: Fire & Brimstone, Mirrigan, Wirrimbirra White, Corroboree and Bridal Gown. Members of WIN will automatically receive the survey. If you

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are not a WIN member but grow waratahs and would like to help, please contact Honours Student Bronwyn Woodward: [bwoo4929@uni.sydney.edu.au](mailto:bwoo4929@uni.sydney.edu.au)

**Other current projects** were featured in the report on the Perth Regional Wildflower Conference in the last issue of this newsletter. These are:

- Develop canopy management strategies for Wildflower crops
- Life Cycle Assessment for Wildflowers
- Capacity Building and Communications Enhancement of the Wildflower industry

There are still more projects underway, and they will be profiled next month.

### **Breaking news – newly released R&D priorities:**

The 2012/2013 R&D funding round for the RIRDC Wildflowers and Native Plants Program will open from the 1st of August, with research proposals due at RIRDC by 23<sup>rd</sup> September. Scholarship applications are also opening on the 1<sup>st</sup> of August and will be due on the 11<sup>th</sup> of November.

Research priorities for the 2012-2103 are as follows:

- Improving existing products and developing new ones – The success of the Australian wildflower industry relies on the ongoing development of new products – research into new product development remains a priority this funding round. There is also interest in research into agronomic and market testing of products that are yet to reach their full commercial potential.
- Enhance the human capital of the industry and consequent research knowledge and adoption – an RD&E opportunity exists to develop an

industry code of practice, underpinned by the recent work in quality specifications and post harvest handling manual

- Providing profitable and sustainable production systems – Research into establishing nutrient ranges for key commercial wildflower crops is being sought.

Anyone with an idea and thinking of applying this year should contact Alison Saunders on 02 6271 4124 or email her at [alison.saunders@rirc.gov.au](mailto:alison.saunders@rirc.gov.au)

### **Meet the members of the WFA board**

This month, readers are introduced to the remaining board members.

#### **Mark Irwin Treasurer**

I am a CPA who is the Chairman of the Cedar Hill Group. Cedar Hill specialise in native foliage. Our main markets are Europe, USA and Japan. Our Head Office is based at Woombye on the Sunshine Coast. I am also a Partner in the Accounting firm Irwin & Associates in Brisbane and the Gold Coast.

I joined the board of WFA because I knew wild harvesting needed a voice in the Industry as it makes up such a huge proportion of the exports.

#### **Craig Musson**

I am the director of WAFEX and Total Flowers Australia which are flower marketing organisations that have been operating for over 20 years. We have offices in Perth and Melbourne to offer customers and growers a one stop shop. I am also a director of Helix Australia which is involved in the release and commercialisation of new

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varieties of native flowers to both the pot plant and cut flower sectors of the industry.

I joined the board of WFA because I have always been involved in industry organisations as I believe all business owners have a vested interest in a strong and vibrant industry which extends beyond the individual business.

### **Robyn McConchie, Board secretary**

I work at the University of Sydney and have been involved in horticultural teaching and research for over 30 years. I am passionate about wildflowers and joined the WFA board to promote research that supports the growth and prosperity of the industry. My research into the commercialisation and biology of Australian native flora includes several projects on Waratah, Umbrella Fern and Protea to improve production, postharvest and supply chain management. Currently I am investigating the mechanisms that control flowering in Waratahs to extend the flowering season.

### **Ben McInnes, “nut in a shell”. Vice President**

My interest in growing began as a child, when I propagated quite a collection of carnivorous plants. A love of nature was also partly inspired by watching David Attenborough documentaries. In 1992 I left a degree in environmental science to start growing wildflowers, using “modern” & efficient methods on the family farm, for export, in a medium to large scale joint venture with the neighbouring “Harris Park”, where I was leading hand for many years. Later, with Bob Harris wanting to retire, Harris Park was put on the market. In 2008 I began the process of taking over the processing & export operation with a view to securing the ability to continue exporting the flowers I grew, as well as exporting for other growers in the area.

In 2010 I overhauled and lifted my flower quality requirements, with an emphasis on post-harvest handling protocols (for the invisible quality - vase life), and introduced a new “greener” premium brand to the Japanese market. Now with an interested new neighbour, we are beginning a process of plantation revitalisation using more environmentally aware biological farming techniques, combined with efficient handling practices. We aim to grow a wider range of wildflower products, spread our export season, and increase the percentage of local sales.

I decided to join the WFA board because I was watching from the membership all the work being done by the same few people, and having been in similar organizations for a long time, I am very aware of their life-cycle. I didn't want to see these talented people burn out, not be replaced, and have all the hard work of the past wasted. I believe that many hands make light work, and believe in the importance of having a united industry group, having benefitted from membership so much over the years (previously AFPGA)

During the past year, I have discovered that taking on a board role is not nearly as onerous as I had previously suspected. I have actually found it invigorating to be taking part in discussions about the directions in which we can head, and strongly recommend all members consider taking a turn at some stage. I feel positively about our future as I believe we currently have a board of a high standard, with a wealth of experience, from a diverse cross-section of our industry. However there is always a need for a little more help to further spread the load.

### **Herbicide survey summary**

Information on herbicide use in wildflower crops was collected by a recent survey to provide background for the New Rural Industries Australia (NRIA) initiative seeking APVMA minor use permits for

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common herbicides wanted by several new rural industries. For your information, here is a summary of the replies received from 11 growers.

Herbicide a.i.	Trialed on the following crops	Comments
Glyphosate	<i>Chamelaucium</i> <i>Leucadendron</i> <i>Banksia</i> <i>B. plagiocarpa</i> Proteas <i>Berzelia</i> Waratah Christmas bush <i>Backhousia myrtifolia</i> Riceflower <i>Blandfordia</i>	Product labels are possibly ambiguous – use for wildflower plantations is probably covered in 'general use' sections, but it might be preferable to add 'wildflowers' to 'tree and vine crops'. Information on wildflower uses provided to NRIA. Growers use a range of trade names.
Simazine	<i>Chamelaucium</i>	Information on wildflower uses provided to NRIA.
Fluazifop-P present as the butyl ester [Fusilade(R)]	<i>Chamelaucium</i> <i>Macropidia</i>	Registered for potted and open grown ornamental shrubs and trees in: roadside, farm and fenceline plantings, nurseries, parks and gardens. Information on wildflower uses provided to NRIA to clarify if 'farm plantings' covers 'wildflower plantations'.
Paraquat + diquat, e.g. Sprayseed(R)	<i>Chamelaucium</i>	Registered for use in market gardens, nurseries and orchards to control most annual grasses and broad leaved weeds. This does not appear to cover wildflower plantations, so information on wildflower uses provided to NRIA
Paraquat	Christmas bush Riceflower <i>Protea</i> <i>Berzelia</i>	Registered for use in row crops, vegetables, market gardens and Non-Agricultural situations, around sheds, roadways, paths. This seems to cover wildflower applications.
Oxadiazon [Ronstar (R)]	Proteas	Registered for container grown plants and very limited field ornamentals (no wildflowers). NRIA to clarify the legality of

		using this for wildflowers other than potted stock.
Glufosinate-ammonium [Basta (R)]	Kangaroo paw Christmas bush Banksia Waratah	Basta is registered for use in tree nut plantations and vineyards. Information on wildflower uses provided to NRIA
haloxyfop [Verdict(R)]	<i>Chamelaucium</i>	Not registered for ornamental plants, so do not use in wildflowers*. (Registered for post-emergent control of a wide range of annual and perennial grass weeds in grain legume and oilseed crops, lucerne, medic and clover pasture and seed crops, forestry, bananas, citrus, grapes, pineapples, pome fruit, stone fruit, tropical fruit and nut crops).
Clopyralid present as the potassium salt [Lontrel]	<i>Chamelaucium</i>	Not registered for ornamental plants, so do not use in wildflowers*. (Registered for control of a wide range of broadleaf weeds in wheat, barley, oats, triticale, canola, pastures, fallow land, forests and industrial situations).

\* If enough growers feel these products have potential for wildflowers, it may be possible to seek a minor use permit for them. They are not included in the current NRIA project as no other new rural industry identified them as a priority. Please contact [management@wildflowersaustralia.com.au](mailto:management@wildflowersaustralia.com.au) to discuss.

### Where to look for pesticide info

Remember that the following websites provide information on pesticides available for use by wildflower growers:

**Australian Pesticides and Veterinary Medicines Authority (APVMA)**

See [www.apvma.gov.au](http://www.apvma.gov.au)

Search the APVMA website to find registered pesticides (if a product is not listed, it's probably not registered) – select **PUBCRIS** (Public Chemical Information Registration System) on the menu and search by the product name or the active ingredient name.

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There is a Minor Use Permit system to cover off-label uses of pesticides (see [www.apvma.gov.au](http://www.apvma.gov.au) and search under 'permits' for details).

### **PestGenie**

PestGenie is an on-line system designed to support effective and appropriate use of crop protection products (and also animal health products). Annual subscription to PestGenie provides convenient access to a wide range of information on a broad range of products including downloads of Material Safety Data Sheets.

See [www.pestgenie.com.au](http://www.pestgenie.com.au)

### **Infopest**

Infopest is a pest management information system published on CD-ROM by the Department of Employment, Economic Development and Innovation in Queensland.

The Infopest database lets you search for the available fungicides, herbicides, insecticides etc. to control the pest in your crop/situation. Once you have a list of available products, you can view the product label or MSDS.

Contact Biosecurity Queensland, DEEDI, GPO Box 46, Brisbane Qld 4001, or phone 07 3239 3967, or search the web for 'infopest'.

Remember:

\* Regulations on the use of pesticides are strict. A product has to be registered for a species **and** the situation in question before you may legally use it. This may be easier said than done with flower crops, specifically wildflower crops.

\* Whenever you use a new product for the first time, read the label carefully. Check for advice on phytotoxicity and trial the product on a small area of crop first. You are responsible for choosing the correct

chemical and rate of application. Use the correct protective equipment and get training in safe use and handling of pesticides.

### **Pesticide info on the website**

Remember to check the WFA website from time to time for new information – click on 'Pest and disease management' on the main menu. We have general information on pest and disease management there available for public viewing. **Member's only pages** have just been added providing links to assorted Australian publications on pest and disease issues in wildflowers while a subpage has copies of current minor use permits posted for your convenience. More information will be added to this section over time.

### **Events and diary dates:**

**July 30: Native Flower Growers Association (Mid North coast).** 10th AGM followed by a General Meeting and farm walk. Eungai NSW. Contact David Mathieson on 02 6569 0220 or 0417 448 667.

**August 12 and 13: Horsham Regional Wildflower Conference.** See [www.wildflowersaustralia.com.au/what-s-new-](http://www.wildflowersaustralia.com.au/what-s-new-)

**August 26: WFA AGM and general meeting**

**October 13-15: IFEX 2011 Tokyo, Japan.**

The latest IFEX brochure has been posted on the website at [www.wildflowersaustralia.com.au/what-s-new-](http://www.wildflowersaustralia.com.au/what-s-new-)



### Flower term of the month



#### What is a bract?

A leaf-like structure, usually below a flower head, sometimes brightly coloured, e.g. in *Protea*, *Leucadendron* and *Telopea*. The 'petals' of the flannel flowers above are also botanically bracts, surrounding a central mass of tiny florets.

Reprinted with acknowledgement from *Postharvest Handling of Australian Flowers from Australian Native Plants and Related Species. A Practical Manual* Second edition by John Faragher, Bettina Gollnow and Daryl Joyce November 2010 RIRDC Publication No. 10/027 RIRDC Project No. PRJ-000331

#### How many flower auctions are there in Japan?

**140** according to an article in the June issue of *FloraCulture International* magazine. Total sales were worth an estimated 4 billion Euros in 2009. The biggest auctions are OTA with 8.6% market share, followed by the Flower Auction Japan. Read the full article at [www.FloraCultureInternational.com](http://www.FloraCultureInternational.com) (June issue). Note: One of the benefits of your individual membership of WFA is that you automatically receive a subscription to *FloraCulture International*.

#### Changing your contact details? Please let us know.

If you are changing your email, contact phone number or moving to a new address, please let Sylvia Gleeson at the WFA Secretariat know (contact details below).

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