

# **Summerfruit industry data collection**

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Avocados Australia Limited (AAL)

Project Number: SF09035

## SF09035

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*Horticulture Australia*

Summerfruit Australia

HAL Project

SF09035

Summerfruit industry data collection



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## Project details

- Project Name: Summerfruit industry data collection
- Project Number: SF09035
- Date: May 2011
- Project Purpose: The purpose of this project was to provide a data collection system for the Australian stonefruit industry and support the implementation process whilst building capacity in Summerfruit Australia to manage the system. InfoStone is a web-based data collection and reporting system that allows data such as plantings, yield and related harvest time to be collected from individual businesses and aggregated in reports suitable for use by these businesses and industry.
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## Media Summary

Changes in market conditions in the summerfruit (fresh stonefruit) industry over recent years has lead Summerfruit Australia to identify a need to improve industry data collection and dissemination to better assess industry dynamics and to support decision making processes within the industry. As a first step, the need for improved industry data in relation to current plantings, harvest volumes and times was identified. This data has the ability to assist in supply chain management, overcoming over and under supply situations in the market, and identifying supply opportunities for growers.

The aim of this project is to scope, customise and support the implementation of an industry data collection and reporting system, based on the InfoCrop system; which allows for data to be collected from summerfruit growers, aggregated (so that no individual business's data can be identified) and reports made available to participating businesses in a timely manner. The project also aimed to build capacity in Summerfruit Australia so that there are on-going system management skills within the industry.

Provision of appropriate industry data will assist with management and marketing decisions at both an enterprise and industry level.

This report documents the processes that have been employed and the materials developed to support the implementation of 'InfoStone', as the system is known, for the Australian summerfruit industry.

Challenges in the implementation process are discussed, as are recommendations on further activities the industry should consider undertaking to ensure the on-going success of InfoStone as an industry data collection and reporting system.

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## 1.0 Introduction

The summerfruit industry consists of over 1000 producers spread throughout Australia. These producers include small niche market operators who supply product for the early season market and larger operations that supply more significant volumes of product from the start to finish of the season.

In the early 2000, in response to strong demand for white nectarines, particularly from the Taiwanese market, a large number of additional plantings occurred in Australia. Since 2006/2007 these plantings have been reaching maturity and consequently industry production has increased significantly. However, as production has increased changes to Taiwan import requirements, coupled with the appreciation of the Australian dollar, has significantly dampened demand for Australian stonefruit in the markets for which many of the new plantings were earmarked. As a consequence, significant volumes of additional product have entered the Australian domestic market thereby lowering returns to producers.

Given these changes in market conditions, Summerfruit Australia Limited (SAL) identified a need to better assess industry dynamics by collecting and disseminating relevant industry data to support decision making processes.

As a first step, the need for improved industry data in relation to current plantings, harvest volumes and times was identified. This data has the ability to assist in supply chain management, overcoming over and under supply situations in the market, and identifying supply opportunities for growers. In Australia, industries such as the avocado industry have realised benefits from this type of data aggregation.

SAL's aim was to achieve this by:

- providing a robust system to collect, aggregate and distribute information
- providing a set of conditions of use to ensure those that participate are rewarded
- encouraging consistent and accurate data input by participating businesses
- providing feedback of aggregated results to participating business
- registering the majority of Australian stonefruit growers to use the system and provide necessary documentation to support users
- having at least 80% of Australia's stonefruit production logged through the system.

SAL identified that the technology, approach and potential outcomes provided by the InfoCrop system provided for the industry's needs.

The aim of this project is to scope, customise and support the implementation of an industry data collection and reporting system, based on the InfoCrop system, which allows for data to be collected from summerfruit growers, aggregated (so that no individual business's data can be identified) and reports made available to participating businesses in a timely manner. Provision of appropriate

industry data will assist with management and marketing decisions at both an enterprise and industry level. The project also aimed to build capacity in Summerfruit Australia so that there are on-going system management skills within the industry.

This report documents the processes that have been employed to develop and implement 'InfoStone', as the system is known, for the Australian summerfruit industry. Challenges in the implementation process are discussed, as are recommendations on further activities the industry should consider undertaking to ensure the on-going success of InfoStone as an industry data collection and reporting system.

## 2.0 Technology transfer strategy and methodology / activities

The key objective of this project was to provide Australian summerfruit growers through Summerfruit Australia (SAL) with an appropriate data collection and reporting mechanism for the industry. It was therefore important to:

- provide a robust system to collect, aggregate and distribute information
- ensure that the data being collected and reported was of benefit and value in terms of business decision making, at a production enterprise and industry level
- provide a set of conditions related to the use of the system that were workable, equitable, did not compromise the commercial integrity of individual business data and rewarded those that participated
- encourage consistent and accurate data input by the maximum number of eligible growers.
- provide timely feedback of aggregated results to participating businesses
- aim to have at least 80% of Australia's stonefruit production logged through the system.

Additionally it was also important to build the capacity within SAL so that the industry engagement process, and the rollout and operation of the InfoStone database system, could be managed by the peak industry body.

### 2.1 Scoping

The first meeting of the SAL project reference group, was held in Melbourne on the 2 June 2011. The aim of this meeting was to scope the project. This entailed:

- providing information on the capability of the InfoCrop system (the generic system used to develop InfoStone)
- providing information on what other industries are doing and what has been successful, what has not and what may have application for the stonefruit industry
- determining what the stonefruit industry required in terms of industry data to assist in decision making at a production enterprise level
- determining what the priority areas were for the industry in regard to data collection and reporting
- determining the capacity of industry to support an industry data collection and reporting systems in terms of capacity and the provision of data.

As a result of this meeting, specifications in regard to the following areas were generated:

- specific data to be collected from growers
- the format in which the data would be collected (i.e. data collection forms),

- the processes that would be used to collect this data (i.e. online / offline), and
- specific reporting requirements to meet industry needs.

The project reference group were consulted in regard to final data collection formats and processes.

Subsequently the above information and mock data collection forms were presented at grower meetings in Swan Hill and Cobram in August and September 2010, to ascertain their support and gather feedback on the appropriateness of the data to be collected, form formats and the collection processes involved.

At this time, the above information was also provided to state representative bodies in Western Australia, South Australia, Tasmania, and to the Low Chill Stonefruit Growers in Queensland and Northern NSW.

Feedback was received from the grower meetings and from some of the state groups. As a result, some changes were made to the specific data to be collected, the data collection forms and the data collection methods that would be used to accommodate the needs of the industry.

## **2.2 Data / system specification**

Following the above consultation work, a draft system specification was developed that detailed how the InfoCrop database would be customised to meet the needs of the summerfruit industry. This was signed off by the members of the project reference group and the database customisation was undertaken by Graeme Forsythe and Associates.

After customisation was complete, the system was tested with dummy data then real data from a number of growers; as a result some minor modifications were made to system processes.

A copy of the final data collection form is shown in Appendix 1.

## **2.3 Documentation**

The following documentation was created to support the rollout of InfoStone:

- Introduction Paper (Overview Document)
- User Instructions (various formats – hard copy and electronic)
- Terms and Conditions

### Introduction Paper (Overview Document)

A suitable Overview Document (see Appendix2) was developed, so that stakeholders could quickly understand:

- the objectives of the data collection and what InfoStone was,

- who would be contributing,
- the process and business rules around data collection i.e. when data should be entered and when reports are made available, as well as
- the data required and available reports.

#### User Instructions

Instructions were developed for users that detailed:

- how to access InfoStone,
- what to do the first time you access InfoStone,
- how to create an Orchard Profile – before the beginning of the season,
- how to enter data – before the beginning of the season,
- what to do if you don't enter all your data in one session,
- how to enter your Actual Marketable Yield – at the end of the season,
- how to view your Orchard Profile data,
- how to collect Industry Reports (when available),
- how to print reports, and
- how to change your password.

A one page instruction sheet was also developed to support the data entry form (shown in Appendix 1).

#### Administrator Instructions

A full set of instructions were also developed for the System Administrator within SAL.

These instructions outline how to:

- access InfoStone
- create a user registration
- create a user profile
- import a user registration
- view a user registration
- change a password and view a user's password
- delete a record
- suspend a user from a role and suspend a user from the system.

It also outlined how to use the content management system within InfoStone, so that additional information can be posted within the InfoStone site to support users.

### Terms and Conditions

A set of Terms and Conditions were developed in consultation with SAL. Growers also received a copy of the Terms and Conditions governing the use of the system. For those growers utilising the InfoStone online system these Terms and Conditions are embedded in the system access processes.

## **2.4 Administrator Training and Support**

Once the system customisation was complete, the next step was to train the system administrator in how to use the system and how to implement the processes to gain industry participation in the supply of industry data. A training package was developed for the Summerfruit IDO (Vanessa Wight); who was to be responsible for the management of the system. This training covered:

- the process for engaging with the grower and entering the system as a grower
- entering the system as the Administrator and utilising Administrator functions.
- tips and tricks in managing and marketing the system.
- managing the change management process - implementation and communications plans and materials.

The initial training day was held on 15 September 2010. As part of this day an Industry Implementation Plan and a Communications Plan (see below) was developed with the Summerfruit IDO. This ensured that there was a logical process to the rollout of the InfoStone system across the summerfruit industry. It also captured specific tasks that the project team were responsible for and timelines that were appropriate, given the work load and seasonality of the crop.

Continued training and support has been provided to the IDO as required.

## **2.5 Communications**

As part of the broader change management process, a Communication Plan (Appendix 3) was developed with SAL (Summerfruit IDO) in August 2010. Appropriate communication material was developed to inform the industry and explain the benefits that participation could provide. All completed communication material was delivered to the Summerfruit IDO for approval and distribution through the appropriate channels.

From August to November 2010 communication activities included media releases and short articles published in a range of media including the 'Australian Fruit Grower', the 'Low Chill Stonefruit Grower', 'The Guardian', 'The Weekly News' and 'The Country News'. These articles were

predominantly targeted to growers and provided information on the InfoStone system, how collecting industry data could benefit their businesses and how they could participate.

Powerpoint presentations about the InfoStone system were also developed for the SAL Executive Officer and IDO to use at grower and other stakeholder meetings. Presentations were made at Cobram and Swan Hill growers meetings and the project funded the IDO to travel to Northern NSW to make a presentation at the Low Chill Stonefruit AGM in December 2010.

In December 2010, after an assessment of system uptake, and grower / stakeholder feedback, the Communication Plan for the period through to June 2011 was developed. In January 2011 the severity of a number of weather events in Victoria resulted in communications about InfoStone being scaled back for a period in this region. Communication via industry newsletters and other media did continue in other regions (Northern NSW and Southern Queensland) and on a one-on-one basis with the growers through the Summerfruit IDO.

Through the life of the project there has been more than 15 InfoStone media and information articles which have been tailored for different media channels.

## **2.6 Rollout and uptake**

The Implementation Plan developed in September 2010 outlined the stakeholder engagement processes involved in the rollout of the InfoStone system across the summerfruit industry. The specific tasks included:

- September 2010: Development of communication material to be posted / emailed to growers (letters / emails and accompanying documentation).
- September 2010: Development of communication material to be posted / emailed to responding state and regional organisations (letters / emails and accompanying documentation).
- October 2010: The above material was distributed to growers in Victoria, NSW and Qld. Grower lists from SAL and the Low Chill Stonefruit Association were used for this exercise. Information was also sent to Fruit Growers Tasmania and they indicated their support for the project. SAL made contact with the largest growing and packing operation in South Australia, which also indicated support.
- October 2010: Alterations were made to the SAL website to support the InfoStone system - allowing growers to login and enter data and retrieve reports through the site. Web communication material was also supplied for the new SAL website (March 2011).
- October - December 2010: Attendance of the IDO at grower meetings in Cobram / Swan Hill and Northern NSW to build understanding of InfoStone and encourage growers to enter their data after the season was completed (supporting material for powerpoint presentations provided).

- October 2010 – April 2011: Continued one-on-one contact with growers by IDO

Supporting the above process was the communications strategy outlined in Section 2.5.

As of May 2011 most growers in the key production areas of Cobram and Swan Hill are aware of InfoStone. Feedback to the IDO is that growers are supportive of the concept and although some growers have entered data there is still a considerable number that have not. Also the Low Chill Stonefruit Association has been very supportive of the concept and a number of key growers have entered their data, but further encouragement and support is required.

The challenges that have been experienced in the rollout process are discussed in the section below.

The reporting functions within InfoStone have been developed. By providing a range of filters in the reporting menu, growers can obtain reports related to specific subsets of data e.g. fruit type by harvest window etc. At this time the reporting function has not been made available to users (growers) and should not be until there is a more substantial and reliable set of raw data on which reports can be generated. It is important that any reports and information generated through InfoStone have value and a high level of integrity so that there is confidence in the system. This requires that 80%+ of the volume of fruit and / or plantings is recorded in the system and at this point a list of contributors should also be made available with industry reports.

## **2.7 On-going data collection and industry reporting**

Through this project, capacity has been developed in SAL. The Summerfruit IDO is now fully trained in utilisation of the system and options for industry engagement.

A project description to provide resources to support InfoStone, as well as on-going support through the IDO, have been developed as part of this project and submitted through the industry call for funding by HAL in 2011/2012.

It is important that SAL now makes a concerted effort to get as many growers into the system before the commencement of the 2011 / 2012 season. Ideally it would be good to have 80% + of total volume of the industry entering data each year.

This requires on-going communications activities with growers and other industry stakeholders. Through the project, links have been made with state / regional associations and State Departments of Agriculture extension staff to facilitate the collection of data in areas outside Victoria. These relationships need to be further developed and supported to maximise the potential of InfoStone.

The Information Plan has been updated to incorporate communication and other activities for 2011 / 2012 and beyond to maximise sustained grower participation in the system. As the uptake of the system increases there will be a need to refine the engagement / communication strategies to meet industry objectives.

As stated above, the reporting functions within InfoStone have been developed but not made available to users (growers) at this time. Once there is a more substantial and reliable set of raw data on which reports can be generated this function can be made available to users. Although reporting within InfoStone is comprehensive, SAL can add value by assisting with analysis of the data at an industry level. By doing so, SAL can take a key leadership role in driving change in the industry and addressing issues around industry supply chain management. Also by reporting at an industry level those growers not participating in the system can see evidence of the benefits of being involved in contributing data, hence improving participation rates and data accuracy.

## 2.8 Data: Integrity, validation and evaluation

There are some limitations in the application of InfoStone that the industry must recognise and continue to address, including:

- Voluntary participation: Contribution to InfoStone is voluntary and eligible businesses cannot be compelled to participate, hence those currently not contributing need to be encouraged to do so in an aim to achieve collection of 80%+ of the industry data.
- Success of the system is based on the honesty and integrity of individual businesses to contribute accurate data. Although it appears that all participants are acting in good faith, it is not possible to validate data from individual businesses.
- Validity of information generated: It is important, where possible, to validate the aggregated information developed and to seek new sources of information that may assist with this validation process.
- InfoStone provides only a snapshot of the Australian industry and does not provide global context for the industry.

It is also critical that the on-going integrity of the system is maintained. To achieve this it is important that:

- The commercial sensitivities of the data collected and the information generated is understood by the system administrator and SAL; and that the position of individual businesses participating in InfoStone is not comprised as a result of their contribution.
- The Terms and Conditions related to the utilisation of InfoStone are strictly adhered to and from time to time, and in conjunction with any system changes, reviewed.
- That any statements relating to the level of contribution are validated by other information sources – this is to build confidence in the information provided by the system.
- Once a significant number of contributors and tree numbers / volume of production are recorded in the system; then a list of contributors should be provided to users. This will assist users in making their own determination about the validity of the data. Users would

want to see that the majority of the industry and the larger production businesses are contributing so that they can have faith in the information generated.

As of May 2011, no formal evaluation or validation of data has been undertaken to date because of the slow uptake and the limited time in which the system has been operating.

In the future, validation of some data may be possible through cross checking with Australian Bureau of Statistics data and with carton manufacturers.

These activities are important to ensure all contributing growers remain committed to the system.

## 2.9 Challenges

There are a number of challenges that this project has encountered including:

- Limited contact information available in relation to production businesses through SAL. In some regions, such as southern NSW and high chill areas of Queensland there were no contact records of production businesses. This is an issue which SAL should address in the future.
- Lack of response from some state organisations. Although several attempts were made, by both the project team and SAL, to engage Western Australian and South Australian industry organisations, these groups did not respond to emails or phone calls about the project. As a result it was decided to focus on areas which were responsive.
- The InfoStone customisation was completed and the system suitable for use in mid September 2010. By the time training was undertaken with the Summerfruit IDO and the initial engagement processes with growers was completed many growers in the main southern production regions were about to begin their harvest period. In low chill areas growers were already in mid harvest. As a result and as expected, there was low uptake of the InfoStone at this time. It was however considered appropriate to continue with the engagement process as growers were then aware of InfoStone and would be starting from an 'aware' position at the end of the season.
- The voluntary nature of data contribution as discussed in section 2.8.
- Floods in the major production regions in Victoria in late January / February had an impact on the industry and project activity. In the post flood period, growers and the IDO were involved in flood recovery work and the collection of data became a lower priority. Hence renewed activity in regard to data collection has only really been possible since April 2011.
- The flood, in particular, also highlighted a problem which is often encountered in horticultural industries – the scope of the IDO role; the expectations of the industry as to what an IDO should do and general resourcing of industry development activities. In November 2010, one day a week was built into the IDO role to specifically focus on data

collection activities (funded through industry levies). However there have been many competing issues within the industry and this has highlighted the need for either better resourcing or clearer objectives and task direction, so that resources are directed to addressing priority issues in line with the industry strategic plan.

## 4.0 Discussion

The scoping, customisation and rollout of an industry data collection system for the Australian summerfruit industry has allowed the identification and refinement of industry information needs of the grower sector; establishment of the data collection and distribution processes; and the development of suitable business rules to provide confidence in the concept and system.

There are a number of key benefits that can be delivered through the InfoStone system, including:

- Aggregated Industry Reports for growers so they are in a better position to determine which fruit types need to be removed and where additional volumes are required.
- Planting and volume data to assist industry in designing more effective marketing domestic and export marketing campaigns.
- More timely industry information that can be updated more frequently, if required, particularly in response to adverse events, such as drought / biosecurity impacts.
- Maintenance of historical planting and volumes records, so that industry trends can be identified and analysed.
- On-going cost savings in regard to industry data collection. By educating growers on how to enter data into the system and retrieve reports, the future cost of undertaking industry planting censuses and collecting other industry data (and distributing the resultant reports) is significantly reduced.
- Increased industry capacity. The industry begins to develop processes that place it in a more sustainable position from an industry development perspective. It can add additional data collection modules as the industry's information needs develop and the industry realises the benefits from having access to good information.

There are some limitations in the application of InfoStone that the industry must recognise. Issues such as contribution levels, data integrity and appropriate reporting levels need to be constantly monitored and responded to appropriately. Communication materials, support and training have been provided to SAL through the systems administrator so that these issues can be addressed on an on-going basis.

The challenges associated with resourcing the operation of the system should not be underestimated and should be a key consideration in the resourcing of industry development activities.

At this time growers in the major production regions appear willing to engage and participate in InfoStone. This opportunity must be capitalised on in the coming months, before the commencement of the new season; and the objective should be to have 80%+ of volumes recorded in the system. This will allow suitable aggregated Industry Reports to be generated before the season.

With time, confidence and the delivery of reliable and useful information from the system, it is expected that the industry will identify other aggregated industry data that may be of benefit to individual businesses within the sector.

As with data collection systems in other industries the expansion of the system is driven by the understanding of users that industry information is an essential component of good business management.

Strategies to encourage on-going industry support for InfoStone are very important.

## 5.0 Recommendations

It is recommended that SAL continue to support the development and implementation of InfoStone for the Australian stonefruit industry. This will entail:

- Resourcing and actively supporting the data collection and system development process.
- Refining strategies to encourage sustained participation in the system.
- Encouraging eligible businesses that are not contributing to the system to do so.
- Looking at options / strategies to include other industry information in such a way that its contribution adds value to the management and marketing decision making processes of the industry.
- Maintaining communication activities.
- Maintaining and improving validation and evaluation activities.

These activities are important to ensure that a significant proportion (at least 80%) of the Australian market volume is being recorded in InfoStone, so that the information generated is providing demonstrable benefits to the industry.

## 6.0 Acknowledgements

The project team would like to acknowledge all growers and other stakeholders who have contributed feedback and ideas during the rollout phase of InfoStone.



## Appendix 2: Overview Document

### *InfoStone*

### Summerfruit Industry Data Collection



*Know-how for Horticulture™*

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**2010 version 1**

## Overview

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Summerfruit Australia is working with state and regional organisations that represent fresh market stonefruit growers across Australia to develop a system to collect important industry data.

The intent is to gain an industry-wide picture of plantings, yield and related harvest time. To do this, data on fruit type, tree age, number of trees, and current and potential volumes of production will be collected. In light of changing market conditions and increasing pressures on the supply chain, the collective data will assist growers and Summerfruit Australia in making better informed decisions about a range of management and marketing issues, which ultimately impact on the profitability of the industry.

The data will be collected in an online (internet based) system which is being successfully used by a number of other horticultural industries. Growers will be provided with a username and password to access the system, so they can update their own information and collect reports online. Individual data is aggregated into 'Industry Reports'. Data related to individual businesses is confidential and can only be seen by the business entering the data. Data related to individual businesses is not identifiable in Industry Reports. Full Industry Reports are only available to those that contribute.

***Summerfruit Australia will also provide support to those growers that do not have access to computers/internet.***

Like any data collection system, the information which it generates is only as good as the data that goes in. So the industry can have confidence in the data generated, it is imperative that as many growers as possible enter accurate data and update it on an annual basis. There are no direct costs to growers to enter data or collect reports.

## Benefits of the InfoStone system

There are a number of key benefits in effective industry data collection through the InfoStone system:

- By having access to relevant and timely reports, growers will be better informed about the state of the market. As a result they can have more confidence in the decisions they make about tree removal and varietal selection for replanting.
- At an industry level, planting and volume data can be used so that domestic and export marketing campaigns are more effective.
- Industry information can be updated more frequently, if required, particularly in response to adverse events, such as weather / biosecurity impacts.
- The industry will be able to capture data in a secure environment and retain historical records so that industry trends can be identified and analysed.
- By educating growers on how to enter data into the system and retrieve reports, the future cost of undertaking industry planting censuses and collecting other industry data (and distributing the reports) is significantly reduced.
- The industry begins to develop processes that place it in a more sustainable position from an industry development perspective. It can add additional data collection modules as the industry's information needs develop and the industry realises the benefits from having access to good information.

## Details about the InfoStone system

The InfoCrop system has been developed using the Formatta® electronic forms technology. The benefit of using electronic forms is that the screens for inputting data look very similar to how a paper-based version would appear, therefore it is easy for users to understand and input data. This helps enormously with acceptance and uptake. Access to this technology is free for growers.

### **User requirements**

Users need to have Internet access to log in and access the InfoStone system.

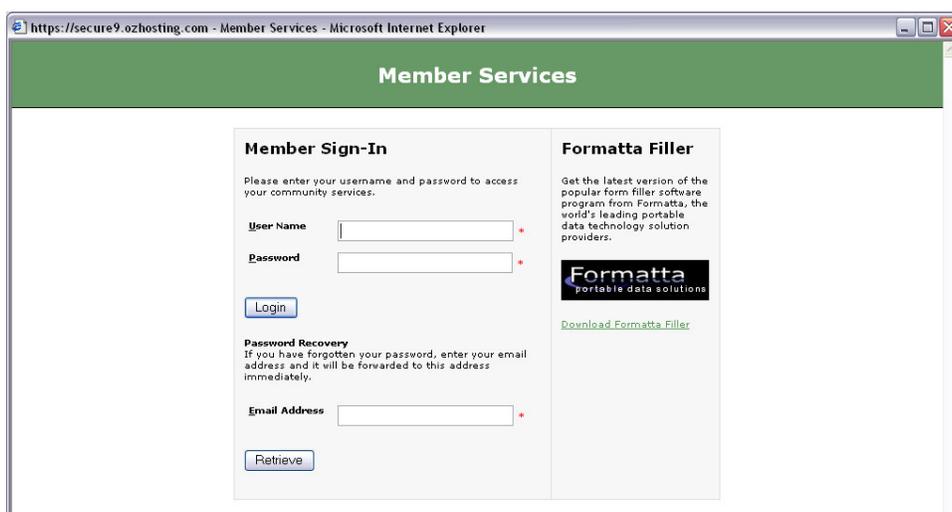
The only software requirement for users is Formatta Filler. This is a free 1Mb downloadable file used to open the electronic forms and only needs to be downloaded once.

### **Log- in**

To access the system a user will go to the Summerfruit Australia website and click on the appropriate links. The user will then be presented with a login screen where they type in their username and password as designated by Summerfruit Australia (as the administrators of the system).

The login screen also provides an automatic password retrieval system.

An example of the login screen is shown below.



The screenshot shows a web browser window titled "Member Services" with the URL "https://secure9.ozhosting.com - Member Services - Microsoft Internet Explorer". The page has a green header with the text "Member Services". Below the header, there are two main sections:

- Member Sign-In:** This section contains a form with two input fields: "User Name" and "Password". Below these fields is a "Login" button. Underneath the login section is a "Password Recovery" section with an "Email Address" input field and a "Retrieve" button. The text for Password Recovery reads: "If you have forgotten your password, enter your email address and it will be forwarded to this address immediately."
- Formatta Filler:** This section contains text: "Get the latest version of the popular form filler software program from Formatta, the world's leading portable data technology solution providers." Below this text is a logo for "Formatta portable data solutions" and a link that says "Download Formatta Filler".

### **Welcome**

Users are taken to the 'Welcome' screen where information on InfoStone is made available.

### **Entering data**

Users can then access the system and can select from a drop down menu of tasks, where they can choose to enter data, see their own data or retrieve Industry Reports.

InfoStone collects business contact information and data in relation to each block planted, including:

- Fruit type (e.g. Nectarine – yellow; Nectarine - white, Peach - yellow - fresh; Peach – yellow – processed; Peach - white, Apricot - fresh, Apricot – processed; Plum/pluot - black skin; Plum/pluot – red skin; Plum/pluot – dapple skin; Plum/pluot – bicolour skin)
- Pruning system (trellis, palmette, vase or other)
- Year planted (tree age)
- Number of trees / row spacing / in-row tree spacing / hectares
- Predicted harvest window
- Predicted harvest volumes (preseason)
- Actual harvest volumes (post season).

Planting and production data is collected on a suitably formatted form. An example data collection is shown at the end of this document.

### **Industry Reports**

Contributing businesses will have a range of reports they can access. By providing filters in the reporting menu, growers can obtain reports related to specific subsets of data e.g. summary reports of plantings and production or fruit type by harvest window.

## Other issues

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Summerfruit Australia is the leading organisation responsible for developing and implementing this initiative. The project is supported by funding from Horticulture Australia.

Summerfruit Australia is working with state/regional organisations representing the summerfruit industry and their growers to promote and gain uptake of the system. This will include undertaking training and other support activities.

Summerfruit Australia will be the master administrators of the system and will set the terms and conditions under which the system is accessed and utilised by others. These terms and conditions are not yet fully developed, but it is expected that contributors to the data will receive access to more detailed information than the broader industry, and that dissemination of information beyond the contributing business will be limited. Summerfruit Australia also reserves the right to terminate the involvement of parties that do not act in good faith in providing or utilising data.

Higher level industry data / information derived from the system will be provided to the broader industry.

For more information in regards to InfoStone and its implementation please contact:

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## Appendix 3: Communications Plan

### Overview

The Australian Summerfruit industry is developing a new online data collection system called 'Infostone'. The intention of this system is to collect plantings and production data from stonefruit growers across Australia, and then aggregate this data into 'Industry Reports'.

InfoStone has the potential to provide Stonefruit growers more accurate industry information that will allow them to make better informed proactive management and marketing decision; identify opportunities for future growth; and maximise profits.

### Key communication messages

1. We are now collecting end of season yield data
2. Contribute data to InfoStone at the beginning of the season
3. Benefits of contributing data - identify market opportunities, tactical decision-making
4. InfoStone update – status of collection, combination of above messages
5. Preliminary estimates

### Target audience

1. Stonefruit growers – Vic (pilot state)
2. Regional stonefruit organisations and boards
3. Supply chain partners (with a focus on Vic) – these include wholesalers, retailers, exporters, importers, and international stakeholders
4. Other stakeholders – government, HAL, service providers

### Media channel

*\*note: the distribution of communication will be the responsibility of Summerfruit Australia Ltd (SAL)*

1. Industry magazine – the Australian Fruit Grower, Victorian Peach and Apricot Growers Association Newsletter
2. Media/Press Releases
3. Other publications – The Guardian (Swan Hill), The Country News (Shepparton), The Weekly Times (Vic), Good Fruit & Vegetables, Market Place News
4. Online sites – Summerfruit Website

### Suggested schedule for communication

Target Date	Target audience	Message	Media channel
Oct 10	1, 2, 3, 4	1, 2, 3	1, 2, 3
Nov 10	1, 2, 3	1, 2, 3	1, 2, 3, 4
Dec 10	1, 2, 3, 4	1, 2, 3, 4	1, 2, 3, 4
Jan 11	1, 2	1, 2, 3, 4	1, 3
Feb 11	1, 2	1, 2, 3, 4,	1, 3
Mar 11	1, 2	1, 2, 3, 4	1, 3
April 11	1, 2	1, 2, 3, 4	1, 3, 4
May 11	1, 2, 3, 4	1, 2, 3, 4	1, 2, 3