

## **Final Report**

# **Facilitating the development of the Australian berry industries**

**Project leader:**

Rachel Mackenzie

**Delivery partner:**

Berries Australia

**Project code:**

MT18020

**Project:**

*Facilitating the development of the Australian berry industries (MT18020)*

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## Public summary

*Project MT18020: Facilitating the development of the Australian Berry Industries* was developed in response to a project brief from Hort Innovation to undertake an industry development project for the Australian berry industries. The objective of this project was to enhance the adoption of innovation and technology in the Australian berry industry through brokering research and development (R&D) information and facilitating capacity building.

The project focus was to communicate best practice to berry growers and improve their knowledge and skills to enable them to adopt R&D outcomes funded through the grower levy and the Australian government. A whole of berries approach aimed to improve efficiencies and allow for coordinated extension of the many cross-berry R&D projects as well as a platform for commodity specific project extension.

The project was delivered as a nationally coordinated, locally implemented industry development program. All berry growers in Australia now have access to a local Industry Development Officer (IDO), with specialist skills and knowledge to support the range of extension and communication needs of the different industries within berries. This is underpinned by an effective and modern communications program including the quarterly Australian Berry Journal, the Burst e-Newsletter and the Berries Australia website.

Whilst the COVID-19 pandemic had a huge influence on project delivery, particularly in terms of a restriction on in-person activities and the need for the IDOs to redirect focus to helping growers navigate the complex health requirements, supply chain issues and severe labour shortages, knowledge transfer has continued unabated via the Journal, e-Newsletter and email updates from IDOs to growers. The communication resources have been widely acknowledged as highly informative, timely and relevant across all berry categories. This is evidenced through the continual increase in distribution of the Journal and a consistent above average open rate of The Burst e-Newsletter.

Increased adoption of research and changes to on-farm decision making and practices has been observed to a degree, although we can expect that this level of change may be down in comparison to a three-year project that has NOT been affected by a pandemic.

The majority of on-farm practice change has occurred in the area of on-farm health and safety practices, and changes to labour acquisition and retention, with growers having to adjust to the restrictions limiting access to labour as a result of the pandemic. Increase in adoption on practice change has also been observed in the following areas, as evidenced through participation and feedback from knowledge transfer activities and accessing of online information:

- Increasing interest in protected cropping including transitions to tabletop and/or tunnel production
- Increased adoption of new varieties through Australian Breeding Program
- Improved on-farm biosecurity management inc. response to Varroa mite incursion and blueberry rust detection in WA.
- Increased interest in accessing information or learning more about export opportunities being developed as part of the Joint Berry Industry Export Trade Development project (MT20004)
- Improved understanding of chemical resistance issues through knowledge transfer activities and involvement of industry in SARP review process.

Whilst the project has contributed to the realisation of all objectives within the relevant Strategic Investment Plans, it most directly relates to:

- Strawberry SIP (2017-2021) Outcome 3: Greater skills, capacity and knowledge in the industry.
- Raspberry and Blackberry SIP (2017-2021) Outcome 4: By 2021, at least 90 percent of growers and other firms involved in raspberry and blackberry value chains will be directly engaged with and value national industry services.
- Blueberry SIP (2018-2022) Outcome 2: By 2022, there will be strong engagement and communication with blueberry growers and industry stakeholders.

The outputs and outcomes of the project are discussed in further detail within this report however the intermediate project outcomes (1 – 3 years) have been achieved as a result of delivery of the following outputs:

### Communications material

- o 14 editions of the Australian Berry Journal produced and distributed to 870 recipients
- o 40 editions of The Burst E-Newsletter developed and distributed to over 1700 recipients, with an average 38.1% open rate
- o Berries Australia website developed and fully functional, including 62 news articles uploaded for 93,553 users. The website recorded 117,870 sessions with an average of 1.84 pages per session.

### Extension activities and resources

- o 13 Fact Sheets, plus 16 other print resources including case studies, posters and guides

- 58 Workshops and information sessions
- 11 Online Workshops
- 26 Webinars
- 21 In field activities (farm walks, field days and field trips)

**BerryQuest International 2022 Program and Farm Tour:**

- 495 delegates
- 52 presentations (5 via live stream)
- 58 presenters
- 3 farms/businesses visited by 140 delegates

## Introduction

Project MT18020 Facilitating the development of the Australian Berry Industries was developed in response to a project brief from Hort Innovation to undertake an industry development project for the Australian berry industries. The objective is to enhance the adoption of innovation and technology in the Australian berry industry through brokering research and development (R&D) information and facilitating capacity building.

This has been achieved through the delivery of key shared elements of the industry strategic plans which relate to:

- Improving production efficiency
- Increasing access to export markets
- Industry capacity building and engagement with industry services
- Increasing domestic consumption through improved quality and forecasting.

The three sectors of the Australian Berry industry (strawberries, rubus and blueberries) have traditionally operated independently of each other in terms of research, development and extension activities. However, it was acknowledged that as many growers grow more than one type of berry, that many biosecurity and chemical access issues are similar and that a number of joint berry R&D programs are funded or proposed for funding by Hort Innovation, the industry would logically benefit from a shared extension platform.

As this was the first time the berry category had been brought together as a whole, Berries Australia engaged RMCG to undertake a needs analysis at the project outset. The strength of engaging RMCG in this role was based on their experience in the delivery of *Facilitating the development of the Australian strawberry industry – national oversight and communications* (BS15002) and their objectivity in ensuring the appropriateness of the strategy design in the harmonisation of interests across the berry industry.

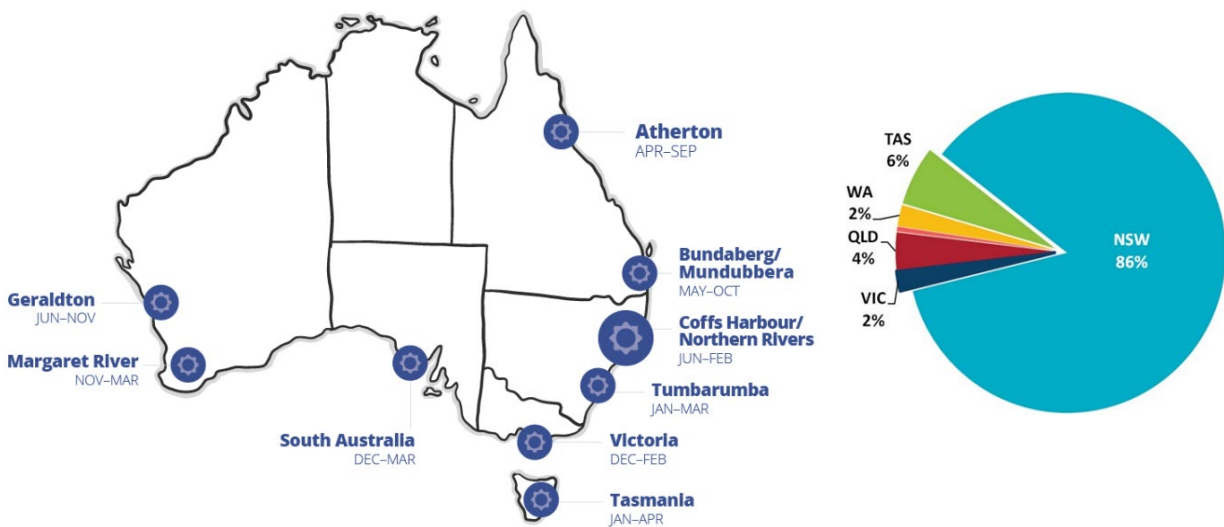
The project would also build on the strong relationships and trust already developed by the existing IDOs while providing a culture of continuous improvement and knowledge sharing within the project team to maximise the capacity to foster practice change and innovation.

By communicating best practice to berry growers, the project has improved the knowledge and skills of growers to enable them to adopt R&D outcomes funded through the grower levy and the Australian government. A whole of berries approach helped to improve efficiencies and allow for coordinated extension of the many cross-berry R&D projects as well as providing a platform for commodity specific project extension.

Whilst the project has contributed to the realisation of all of the objectives within the relevant Strategic Investment Plans, it most directly relates to:

- Strawberry SIP (2017-2021) Outcome 3: Greater skills, capacity and knowledge in the industry.
- Raspberry and Blackberry SIP (2017-2021) Outcome 4: By 2021, at least 90 per cent of growers and other firms involved in raspberry and blackberry value chains will be directly engaged with and value national industry services.
- Blueberry SIP (2018-2022) Outcome 2: By 2022, there will be strong engagement and communication with blueberry growers and industry stakeholders.

Figures 1 – 3: Strawberry, Rubus and Blueberry production in Australia



## Methodology

### Project Plan

RMCG were contracted to develop a detailed Project Plan which was delivered as a component of Milestone 102. RMCG managed the previous strawberry industry development project (BS15002) so had extensive experience and significant learnings which assisted with the compiling of the project plan for MT18020 in collaboration with the Berries Australia project team. This document includes:

- Program Logic and monitoring and evaluation (M&E) framework
- Risk management plan
- Stakeholder engagement and communication plan
- Project workplan

The Project Plan is attached as **Appendix 1 – MT18020 Project Plan**.

### Program Logic

The program logic forms the high-level framework of the Project Plan, governing the subsequent MERI framework. It was developed in conjunction with the project team with consideration for the hierarchical connection between:

**Vision:** Development of the Australian berry industries

**Long term outcomes** (3-10 years): alignment to:

- *Strawberry SIP (2017-2021) Outcome 3:* Greater skills, capacity and knowledge in the industry
- *Raspberry and Blackberry SIP (2017-2021) Outcome 4:* By 2021, at least 90 percent of growers and other firms involved in raspberry and blackberry value chains will be directly engaged with and value national industry services
- *Blueberry SIP (2018-2022) Outcome 2:* By 2022, there will be strong engagement and communication with blueberry growers and industry stakeholders

**Project outcomes** (1-3 years): within the sphere of influence and measurement of the project timeframe, these have been identified as:

- i. Improved capacity and awareness of berry industry research innovation and technology
- ii. Increased adoption of berry industry innovation and technology through changes to on-farm decision-making and practices
- iii. Increased opportunities for information exchange, networking and learning between growers and other industry members

**Activities:** that will be undertaken annually including grower visits, industry workshops, webinars, communication products, conferences and training

**Foundational activities:** that will underpin and inform the implementation of annual activities including a Program Plan, Strategic Needs Analysis and Program Reference Group.

The logic for the project is outlined in Figure 4.



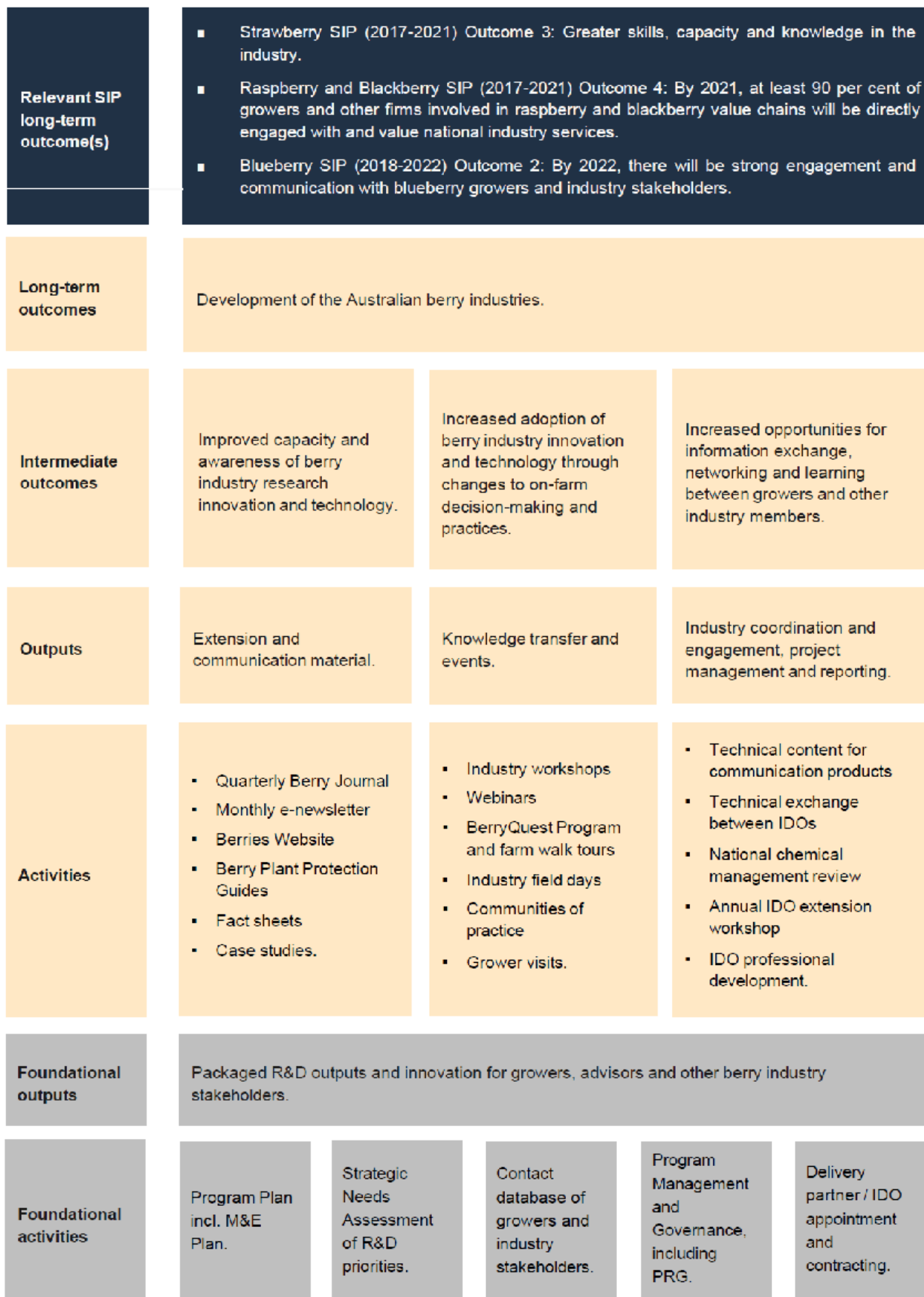


Figure 4: Program logic for MT18020 Facilitating the development of the Australian berry industry

### Project M&E Scope

The information needs of key audiences were analysed to understand how results of M&E will be used. Key evaluation questions were developed and arranged by key themes.

#### Effectiveness

1. To what extent has the project achieved its expected outcomes?

#### Relevance

2. How relevant was the project to the needs of levy paying berry growers:

#### Process appropriateness

3. How well have levy paying berry growers been engaged with the project?
4. To what extent were engagement processes appropriate to the target audience/s of the project?

#### Efficiency

5. What efforts did the project make to improve efficiency?

### Performance expectations, data collection and analysis

Indicators and measures were set to assess the performance of the project in achieving its intended outcomes. A project monitoring plan was implemented outlining the KPIs, methods for data collection and responsibility/timing guidelines.

### Reporting and continuous improvement

Six monthly milestone reports and a final report highlight project performance and key findings throughout the course of the project with the key findings used to improve project structures and mechanisms. Specific processes and industry liaison activities as outlined in the table below acted as a means for achieving continuous improvement in project delivery.

Continuous improvement process	Details	Timing
Project team meetings	Project team meetings to discuss emerging grower priorities, grower engagement, activity scheduling and communication outputs.	Monthly.
Annual IDO Meeting	Annual review of workplan and engagement activities to ensure alignment to emerging industry needs.	Annually.
Reflection meeting with Hort Innovation R&D Manager	Hort Innovation R&D Manager and Project Manager telephone meetings to discuss progress to date and what's working well/not, and agree on any follow up actions.	Bi-annually, or as required.
Project Reference Group	Project Reference Group meetings to seek feedback on project activities and refine methodology as identified.	Bi-annually.
Industry associations	Meetings with key industry associations (Strawberries Australia, ABGA, and RABA) to ensure alignment of project activities to industry needs.	Bi-annually, or as required.

### Risk Management Plan

To ensure project outcomes were achieved, a review of potential risks was conducted, and a number of risks were identified which would require management. The identified risks ranged across technical, biophysical, extension, partnerships and internal issues. The likelihood and consequence of these risks were analysed using a risk matrix. Whilst some risks rated as Very High when uncontrolled, most had a residual treated risk level of medium or below.

### Stakeholder Engagement

Key stakeholder groups for this project include:

- Berry Growers: Strawberry, blueberry and rubus producers incorporating further segmentation such as corporate, mid-large and small/agri-tourism growers, which enabled tailoring of extension approaches based on size and attitudes to risk, knowledge and skills, production systems, commodity and market.
- Advisors and extension providers
- Industry associations
- Researchers
- Supply chain participants
- Project reference group

Consideration and analysis of the above groups helped to determine the most appropriate engagement methods in terms of type, delivery, timing and location and were factored into the design of workplans for knowledge transfer and extension activities.

### Communication Plan

Communication was central to the regional capacity building activities delivered for increased knowledge and adoption of R&D. A communication plan was developed to highlight:

- **Target audiences and outcomes:** The main stakeholder groups are outlined above in the stakeholder engagement plan. The International Association of Public Participation (IAP2) framework was used to analyse the desired outcome from communication with each group.
- **Mode, tools and purpose:** A mix of face-to-face activities across the regional areas, as well as online plus soft and hard copy resources were analysed for purpose at the beginning of the project.

### Project delivery

The project was delivered as a nationally coordinated, regionally implemented program with a whole of berries approach to improve efficiencies and allow for coordinated extension of the many cross-berry R&D projects, as well as a platform for commodity specific project extension. The state-based matrix model ensures that all growers in Australia have access to a local berry Industry Development Officer (IDO) while separate specialisations are incorporated to support the range of extension and communications needs of the different industries. The project was built around the strong relationships and trust which had been previously developed by the existing IDOs while providing a culture of continuous improvement and knowledge sharing within the project team to maximise the capacity to foster change and innovation.

The two main components of this program are a communications program, and an extension program supported by a network of industry development officers (IDOs). Bringing these two components under the management of Berries Australia has provided consistent oversight, strong industry linkages and clear messaging through all communication pathways, enabling better information sharing across industries and peer-to-peer learning opportunities.

A network of five Industry Development Officers (IDOs) based in each major growing state bring areas of specific technical expertise to the role. Each IDO is supported by a recognised local industry body or service provider. IDOs are located in Queensland, Victoria (also covering SA), New South Wales, Tasmania and Western Australia. The Qld and WA IDOs have a technical focus on strawberries, the Tasmanian IDO, Rubus, the NSW IDO, blueberries and the Victorian IDO, biosecurity. Each IDO is responsible for developing networks with growers in their state and designing appropriate extension mechanisms (the how) but will be supported by other IDOs with the relevant technical knowledge (the what) to provide the best technical information. The initial project delivery framework is outlined in Figure 5: Project implementation framework (bearing in mind project staff changes have happened since implementation).



Figure 5: Project implementation framework (at project inception)

### Project Reference Group

A Project Reference Group (PRG) was established consisting of a berry grower from each of the major berry growing regions and commodities, a Berries Australia committee member and Hort Innovation. The PRG was established to solicit feedback, advice and input to the workplans of the Industry Development Officers, and provides a valuable monitoring and evaluation resource, ensuring that the project is contributing to the desired outcomes of levy paying growers.

The first meeting of the PRG was held by teleconference on 28<sup>th</sup> November 2019 and all members participated. The IDO's were also invited to participate in the meetings in an observer capacity to allow engagement with the group and additional information where needed. The minutes of the PRG were compiled and distributed accordingly.

The PRG met bi-annually for the life of the project via Zoom. Previous plans to host one annual face to face meeting were shelved due to Covid-19.

Name	Role and organisation
Rachel Mackenzie	Executive Officer, Berries Australia
Olive Hood	Industry Development and Innovation Manager, Hort Innovation
Adrian Englefield	Industry Services and Delivery Manager, Hort Innovation
Neil Handasyde	Strawberry Grower – WA
Gavin Scurr	Strawberry/Raspberrry grower – Qld/Tas
Marius Boarta	Strawberries/Blueberries/Raspberries/Blackberries grower - Vic
Maurizio Rocchetti	All berries – Pest & Disease Manager, Costa Group - NSW
Daniel Young	All berries - Southern Operations Manager, Driscoll's - (based in Tas)
Stuart Doyle	Agronomist – AgVista

### Needs Analysis

RMCG were engaged to conduct the analysis based on their experience in the delivery of the previous strawberry extension and communication project (BS15002 - Facilitating the development of the Australian Strawberry Industry – national oversight and communications), and their objectivity in ensuring the appropriateness of the strategy design in the harmonization of interests across the berry industry.

The Needs Analysis is attached as **Appendix 3 - MT18020 Needs Analysis**.

## Outputs

The key activities and outputs delivered over the life of this project relate to:

- Extension and communication material
- Knowledge transfer and events
- Industry coordination and engagement, project management and reporting.

A collaborative approach incorporating all IDOs and regional delivery partners produced regional workplans which fed into a national workplan to support national coordination of the project and knowledge transfer events by regional IDOs and service providers. Resources were developed to inform knowledge transfer activities and communicated through platforms such as the quarterly Australian Berry Journal, the Burst e-Newsletter and the Berries Australia website.

However, the COVID pandemic had a significant impact on the project teams' ability to deliver activities such as workshops and field days as originally planned. Throughout the pandemic, and particularly in the early stages, the team were heavily involved in gathering industry relevant COVID news and navigating the complex, and often conflicting, information regarding restrictions and related labour issues. The adaptive management of the team was highly valued, especially in regard to the speed at which they were able to respond to the needs of the industry with provision of timely information about on farm health requirements and labour issues. The project contributed to building the capacity of the industry to readily implement health plans as part of government COVID requirements. Growers and other industry stakeholders have acknowledged the value of health plan templates and guidance provided by the IDOs, ensuring they could safely operate and also pass required WorkSafe inspections.

In the absence of face-to-face engagement, information was delivered through regular weekly emails on COVID and other industry news and through online platforms such as webinars, YouTube and meetings via Zoom or MS Teams. A positive outcome from the pandemic was the necessity for growers and stakeholders to adopt online technologies, with the project team supporting their capacity to engage through these platforms where possible. Many pre-planned workshops were then able to be converted to webinars and with the increase in adoption of these online platforms, participation in these forums increased significantly.

### Extension and communication material

#### Outputs summary – Communications material

- 14 editions of the Australian Berry Grower Magazine delivered
- 40 editions of The Burst E-Newsletter completed plus 10 further news alerts covering weather and COVID-19
- Website completed and regularly updated

#### Australian Berry Journal



A new industry magazine – the Australian Berry Journal – was designed and has been produced on a quarterly basis with 14 editions published during this project. The structure of the journal was based on its predecessor produced by the Australian Blueberry Growers' Association (ABGA) – 'Australian Berry Grower' – which was last produced in Autumn 2019. This magazine can be viewed at [https://issuu.com/berriesaustralia/docs/abg\\_journal\\_edition41\\_autumn2019](https://issuu.com/berriesaustralia/docs/abg_journal_edition41_autumn2019). The Journal is separated into Industry, Strawberry, Rubus and Blueberry sections with page-edged colour coding of the sections to facilitate ease of navigation. It is published digitally via the [berries.net.au website](https://www.berries.net.au) at the beginning of each new season and is shared both on [Facebook](https://www.facebook.com/berriesaustralia) and via a dedicated e-news alert.

A printed copy of the Journal is sent to all known levy paying berry growers in the Berries Australia database as well as to key industry stakeholders. A [paid Journal subscription option](#) is also available for interested parties who are not levy payers.

In the original project contract, the Journal was scoped as a 32-page lightweight magazine but based on grower feedback from the prior ABGA journal, it was clear that a more substantial and comprehensive publication was required to ensure that all relevant R&D and berry business management topics were covered fully. The first 14 editions have contained an average of 108 pages, with at least 70% of each edition dedicated to R&D information.

In recognition of the significant Vietnamese strawberry grower base in WA (part of the CALD communities), key strawberry articles have been published in both English and Vietnamese (Spring 2021, Spring 2022).

The significant additional costs of production for the Journal have been funded by advertising placements.

In the recent grower survey, the Journal was highlighted as the preferred source of information and was rated very highly by both family-owned and corporate businesses.

Name	Edition	Date Published	Pages	Copies Sent
<a href="#">SUMMER 2019</a>	1	10/12/2019	88	533
<a href="#">AUTUMN 2020</a>	2	7/03/2020	88	718
<a href="#">WINTER 2020</a>	3	2/06/2020	92	712
<a href="#">SPRING 2020</a>	4	4/09/2020	96	736
<a href="#">SUMMER 2020</a>	5	2/12/2020	112	772
<a href="#">AUTUMN 2021</a>	6	2/03/2021	112	788
<a href="#">WINTER 2021</a>	7	2/06/2021	104	816
<a href="#">SPRING 2021</a>	8	2/09/2021	128	827
<a href="#">SUMMER 2021</a>	9	3/12/2021	116	837
<a href="#">AUTUMN 2022</a>	10	2/03/2022	112	857
<a href="#">WINTER 2022</a>	11	3/06/2022	108	871
<a href="#">SPRING 2022</a>	12	2/09/2022	120	854
<a href="#">SUMMER 2022</a>	13	2/12/2022	116	875
<a href="#">AUTUMN 2023</a>	14	3/03/2023	108	869

Since Edition 6, the Journal has also been launched digitally to the full Berries Australia database via [a dedicated e-newsletter](#). This e-newsletter has an average Open Rate of 49.0% which is significantly above the Industry Average of 33.7% for "Agriculture And Food Services" as reported by Mailchimp.

Name	Date Published	Recipients	Open Rate
<a href="#">ABJ - Autumn 2021 - Edition 6</a>	4/03/2021	1342	44.9
<a href="#">ABJ - Winter 2021 - Edition 7</a>	5/06/2021	1370	47.7
<a href="#">ABJ - Spring 2021 - Edition 8</a>	5/09/2021	1400	44.9
<a href="#">ABJ - Summer 2021 - Edition 9</a>	3/12/2021	1437	44.2
<a href="#">ABJ - Autumn 2022 - Edition 10</a>	2/03/2022	1493	50.2
<a href="#">ABJ - Winter 2022 - Edition 11</a>	4/06/2022	1573	53.1
<a href="#">ABJ - Spring 2022 - Edition 12</a>	3/09/2022	1830	51.5
<a href="#">ABJ - Summer 2022 - Edition 13</a>	2/12/2022	1809	47.3
<a href="#">ABJ - Autumn 2023 - Edition 14</a>	4/03/2023	1782	57.0

[View this email in your browser](#)



**Berries Australia proudly presents the latest edition of the Australian Berry Journal**

**Profile: Jamie Pollen, Queensland Berries, Qld**

Downloaded Berries was established in 2003 by Richard and Melissa McClelland. Berries is an award-winning, second generation farm. The business has used its expertise to become one of Australia's top berry producers.




**Included in this edition.....**

- Industry data: Nielsen IQ summary of the last 12 months
- new Horticulture Statistics Handbook for 21-22 is out now
- Technology:
  - Download the Smart Farming Guide for horticulture
  - Jesse Reader from Costs Group asks if we are doing enough to meet technology half way.
  - Craig Shephard updates us on the draft map of Protected Cropping Systems
- Profile: Rainberry Farm in Tasmania
- NEW Projects:
  - Coir recycling & reuse
  - Recovery & Resilience: A new Berries Australia & Hort360 project
- Export News: Berry growers share their insights from market visits in Thailand
- Helpful tips for attracting & retaining staff
- New Berries Australia team member John Hay shares some insights into the energy savings available from completing an audit of your farm business

+ lots more from across the Australian berry industry

[READ IT NOW](#)

**AWM of QFF pays off in Yarra Valley**

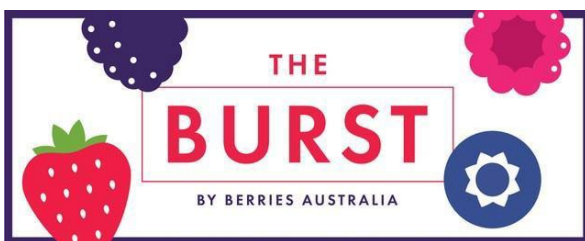
[FIND OUT MORE](#)

**Queensland Strawberry Farmer wins Organic Farmer of the Year**

[FIND OUT MORE](#)

**Growing berries in Scotland**

## E-Newsletters




A new industry monthly e-newsletter format was designed called **The Burst**.

This e-newsletter is distributed in the second half of each month to the full Berries Australia database. All known levy-paying growers have been identified and added to the distribution list where email addresses are available.

Subscription to the e-newsletter service is free and is available publicly via the [berries.net.au website](http://berries.net.au). Subscribers have also been added when they have attended an industry event (i.e. BerryQuest International).

The website [berries.net.au](http://berries.net.au) contains an [archive of all editions of The Burst](#) with a copy of the content's summary.




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### The Burst

This is an archive of our electronic newsletter called **The Burst**. Simply click on the edition number to view the newsletter.



SUBSCRIBE

Subscribe to receive **The Burst**  
– all the latest industry and R&D news for the Australian Berry industry.

**2023**

Edition 3-2023

**HEADLINES:**

- Nuffield Scholarship applications are open now and close 9 June
- Limited number of free energy audits now available for Coffs Blueberry growers – get in quick
- 2021/22 Australian Horticulture Statistics Handbook available online now – see how the berry category performed

**INDUSTRY:**

Edition 2-2023

**HEADLINES:**

- Churchill Fellowship applications open 1 March
- Join Hort Innovation for the launch of the latest industry insights

**INDUSTRY:**

- Permit extended for Mainman 500 WIG insecticide for Rubus
- Join the NFF Hort Council for a 2

Edition 1-2023

**HEADLINES:**

- Responses from the recent Grower Survey reveal the Top 5 priorities for berry growers
- If you're interested in substrate growing methods, then you can read the latest project report into viable options
- Last chance to have your say on the proposed Rubus levy amendment

**INDUSTRY:**

40 editions of The Burst have been sent out with an additional 10 news alerts sent covering issues like COVID-19 and significant weather warnings.

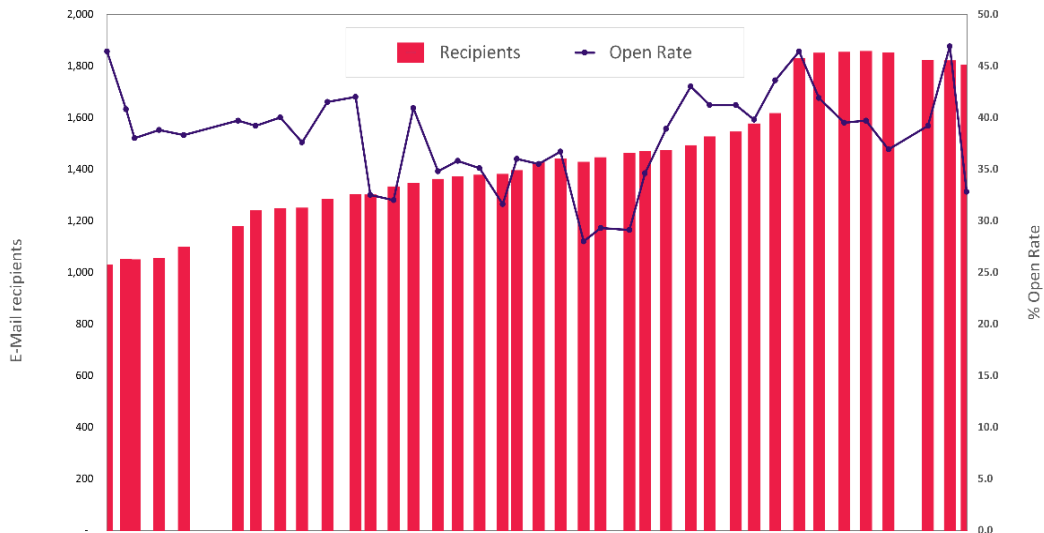
The distribution list has grown from 1008 recipients to 1782 and the average Open Rate for each e-newsletter is 38.1%.

The Open Rate of 38.1% compares well against the industry average of 33.7% for “Agriculture And Food Services” as reported by Mailchimp.

<b>Name</b>	<b>Date Published</b>	<b>Recipients</b>	<b>Open Rate %</b>
Edition 1001-19	11-Nov-19	1,008	46.4
Edition 1002-19	08-Dec-19	1,030	40.8
Edition 1003-19	20-Dec-19	1,028	38.0
Edition 1-20	24-Jan-20	1,034	38.8
Berries Australia News Edition 2 - 2020	28-Feb-20	1,077	38.3
Berries Australia News Edition 3 - May 2020	15-May-20	1,156	39.7
The Burst June 2020	09-Jun-20	1,218	39.2
The Burst - July 2020	14-Jul-20	1,225	40.0
The Burst - August 2020	14-Aug-20	1,228	37.6
The Burst - September 2020	19-Sep-20	1,262	41.5
The Burst - October 2020	29-Oct-20	1,280	42.0
The Burst - November 2020	19-Nov-20	1,279	32.5
The Burst - December 2020	22-Dec-20	1,311	32.0
The Burst - January 2021	19-Jan-21	1,324	40.9
The Burst - February 2021	23-Feb-21	1,340	34.8
The Burst - March 2021	23-Mar-21	1,349	35.8
The Burst - April 2021	23-Apr-21	1,355	35.1
The Burst - May 2021	26-May-21	1,359	31.6
The Burst - June 2021	15-Jun-21	1,373	36.0
The Burst - July 2021	16-Jul-21	1,405	35.5
The Burst - August 2021	16-Aug-21	1,419	36.7
The Burst - September 2021	18-Sep-21	1,406	28.0
The Burst - October 2021	12-Oct-21	1,424	29.3
The Burst - November 2021	22-Nov-21	1,440	29.1
The Burst - December 2021	14-Dec-21	1,447	34.6
The Burst - January 2022	13-Jan-22	1,452	38.9
The Burst - February 2022	17-Feb-22	1,471	43.0
The Burst - March 2022	16-Mar-22	1,504	41.2
The Burst - April 2022	22-Apr-22	1,523	41.2
The Burst - May 2022	18-May-22	1,555	39.8
The Burst - June 2022	17-Jun-22	1,595	43.6
The Burst - July 2022	21-Jul-22	1,807	46.4
The Burst - August 2022	18-Aug-22	1,828	41.9
The Burst - September 2022	23-Sep-22	1,832	39.5
The Burst - October 2022	24-Oct-22	1,835	39.7
The Burst - November 2022	25-Nov-22	1,829	36.9
The Burst - December 2022	19-Dec-22	1,803	38.4
The Burst - January 2023	20-Jan-23	1,801	39.2
The Burst - February 2023	20-Feb-23	1,799	46.9
The Burst - March 2023	16-Mar-23	1,782	32.8



## THE BURST E-NEWSLETTER: NOVEMBER 2019 - MARCH 2023



The structure of The Burst has evolved over time incorporating feedback gained from growers via the IDO network. The index with hyperlinks at the front of the newsletter is designed to allow growers to skim the contents and read further into the topics that are of direct relevance to them, as there are many different sub-audiences each with differing needs.

### IN THIS EDITION

*PLEASE NOTE - these shortcut links to the topics in this email do not operate on devices running iOS9.1 or later - please scroll down to view each news item below*

#### HEADLINES:

- [Nuffield Scholarship](#) applications are open now and close 9 June
- Limited number of [free energy audits](#) now available for Coffs Blueberry growers - get in quick
- 2021/22 Australian [Horticulture Statistics Handbook](#) available online now - see how the berry category performed

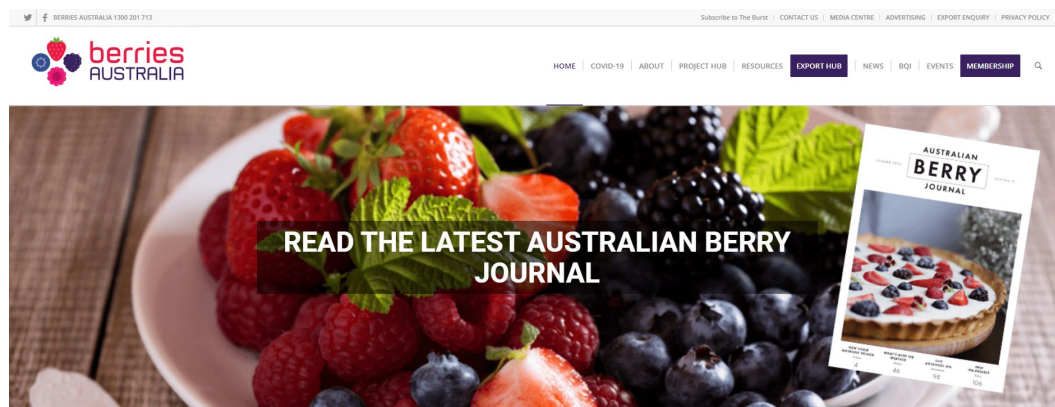
#### INDUSTRY:

- [Energy Efficiency Grants for SMEs are available now](#) - funds already allocated fully in Tasmania, ACT & SA
- Calling all female farmers: [Access a scholarship from WLA](#) and invest in your leadership skills
- [Permit extended](#) for Emamectin in Blueberry
- [Freshcare + HARPS shared resources](#) are now available online to simplify the demands of multiple audits
- [WEBINAR: HARPS Version 2.0](#) 31 March

An analysis of the links clicked within the newsletter demonstrates that these two key factors drive interaction and the most link clicks:

- **Time critical** i.e. news about an **imminent** event, change in employment law or other time specific issue will receive more clicks
- **Potential for significant business impact** i.e. the COVID-19 news updates received strong interaction and the same has been the case for updates on Biosecurity threats like Varroa mite and Blueberry rust. Information about changes to chemical availability and permits is also a key information area.

## Website berries.net.au



The website – berries.net.au – brings all 3 industry groups under a single banner providing economies in creation and upkeep, ensuring a single point for all berry growers to access and the site content has continued to grow during the project MT18020.

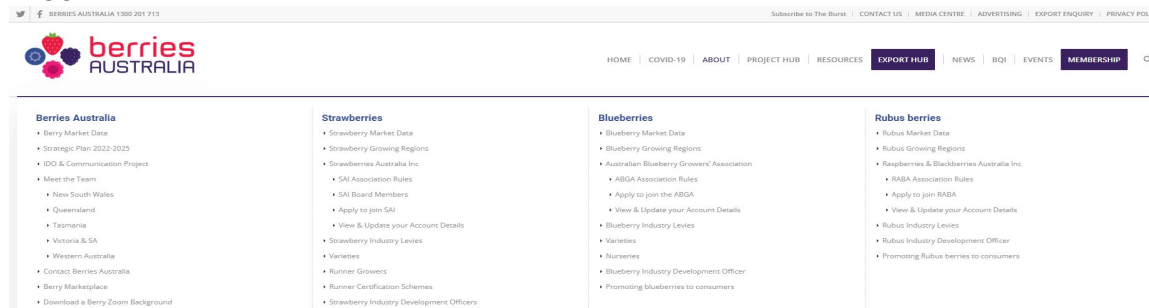
The original plan for the website included a searchable resource library that would serve as a single storage point for all berry resources either created as a result of this project or collected from associated relevant and credible sources.

The arrival of the COVID-19 pandemic meant that a resource hub was required for growers to keep them informed about the constantly changing situation. All of the funds originally allocated to the Resource Library were diverted to build and maintain the [COVID-19 hub](#) for the duration of the pandemic.

Although the website ranked lower than both the Journal and the E-newsletter as a preferred way to receive information in the recent grower survey, it is an important way to allow growers to 'self-service' and access information at their own pace and at a time which suits them.

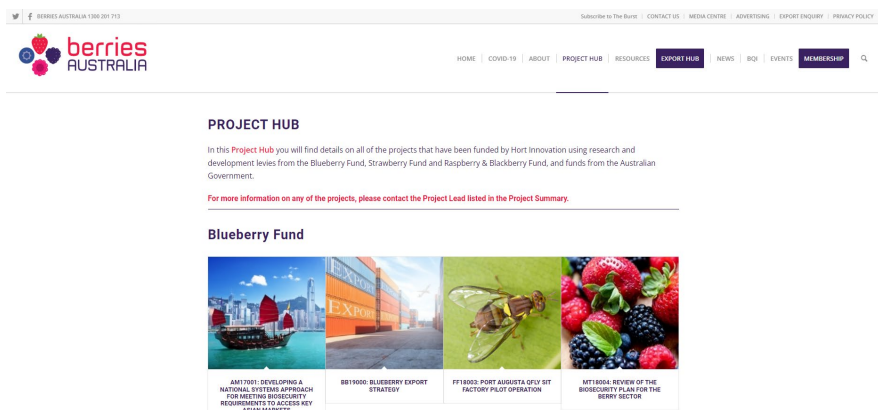
The website currently contains these sections which have been regularly updated throughout the project duration:

### ABOUT



For each crop, this section provides information about the growing regions, peak industry body, levies, varieties, propagators and any national marketing activity.

### PROJECT HUB



PROJECT NAME	PROJECT CODE	DELIVERY PARTNER	PROJECT LEAD
Health and nutrition information for the berry industry	MT21000	Nutrition Research Australia	Dr Flavia Fayet-Moore flavia@nraus.com

## PROJECT DESCRIPTION

This investment is delivering evidence-based information about the health benefits of fresh berries to health professionals in Australia. By improving the awareness, knowledge and attitude of health professionals to the nutrition and health benefits of fresh berries, they will be encouraged to recommend fresh berries to their clients and ultimately help to drive purchase and consumption.

Berries have an impressive nutrient profile score and are one of the highest dietary sources of polyphenols, however, their perceived high price point and short shelf life are key consumer barriers to consumption.

There is an opportunity to educate health care professionals on the specific berry nutrition science and their culinary uses to help overcome these barriers by showcasing that despite their small size, berries are big on benefits.

The project team will undertake a range of activities, including:

- Collating current scientific knowledge about fresh berries that will be used to inform the key messages of the educational campaign
- Developing educational material such as fact sheet, animations, information kits and an e-book to inform health professionals about the benefits of berries, all hosted on the online Berries Hub on the Nutrition Research Australia website
- Hosting webinars to disseminate key nutritional information about berries, including practical cooking demonstrations
- Conducting a farm tour at a major berry farm with 10 key opinion leaders invited
- Sponsoring a conference stall aimed at fitness professionals.

As new projects are contracted and information is provided by Hort Innovation, they have been added to the Project Hub under the relevant fund. With each Journal edition, all project related reports contained in the journal are added to the relevant project page as a link.

## EXPORT HUB

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berries AUSTRALIA

HOME | COVID-19 | ABOUT | PROJECT HUB | RESOURCES | EXPORT HUB | NEWS | BQI | EVENTS | MEMBERSHIP

**EXPORT GROUP**

Join the Berries Australia Export Group to access the Export Hub

EXPORT HUB LOGIN

ARE YOU LOOKING FOR EXPORT SUPPLIES OF AUSTRALIAN STRAWBERRIES OR BLUEBERRIES?

COMPLETE AN EXPORT ENQUIRY

The newly contracted project, MT20004: Joint Berry Export Trade Development, has been designed to proactively manage market access and trade development for the berry industries so that an increasing volume of product can be moved offshore, over time, at sustainable prices. By fostering a well-educated, well-resourced, export-focused cohort the berry industries will be able to remove product from the domestic market and alleviate saturation.

The Export hub has been created as part of MT20004 Joint Berry Export Trade Development and is password protected so that access is only available to validated growers and stakeholders. The Export Hub has been regularly updated as part of that project.

## NEWS

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**News Feed**

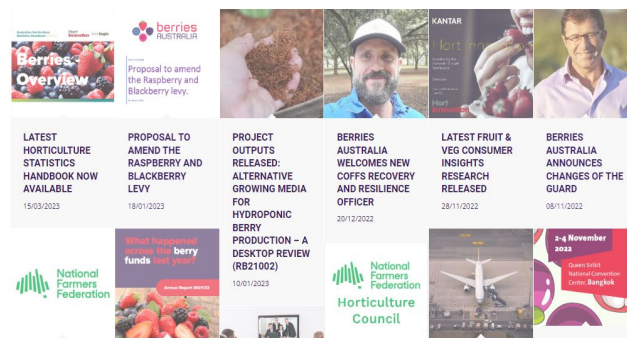
**The Burst E-Newsletter**  
• Free to Subscribe

**Australian Berry Journal**  
• Buy a Subscription  
• Register as a Berry grower

**Media Centre**

### Latest News Across the Berry Industries

All / Blueberries / Export / Industry / Rubus / Strawberries



News items are added to the News feed section segmented by crop or subject.

All editions of The Burst are added to this archive as soon as they are distributed. This page also includes a facility to subscribe to The Burst.


All editions of the Australian Berry Journal are displayed here with links to view the journal online as well as purchase a subscription for those interested stakeholders who are not levy-paying growers.

This section also provides a form for new growers to register their details with us for addition to our industry database.

### EVENTS




Load Older Events | Show | Subscribe



May  
13  
Sat

**OSGA 2023 Dinner & Awards Night**  
Sat May 13 2023, 17:00 AEST



Jul  
17 | 20  
Mon | Thu

**Protected Cropping Australia 2023 Conference**  
Mon Jul 17 2023 to Thu Jul 20 2023

This section provides a full calendar of all events occurring within the industries both from a project and an industry perspective. Other relevant broader industry events are also featured here with links to further information.

The website was launched at the end of February 2020. The following data provides a look at the site activity, using data from Google Analytics:

Measure	
Total Users	93,553
Total Sessions	117,870
Sessions per User	1.26
Pages per Session	1.84
Average Session Duration	1:29

**Key insights:**

Users access the website the most from a desktop (52.3%), then via a mobile device (44.0%) and much fewer via tablets (3.7%). The most visited pages on the site have been:

	Page	Pageviews	% Pageviews
1.	<a href="#">/home</a>	21,844	10.06%
2.	<a href="#">/home/about/blueberries/varieties/</a>	21,190	9.76%
3.	<a href="#">/covid-19-hub/covid-19-borders/</a>	12,781	5.89%
4.	<a href="#">/home/about/strawberries/varieties/</a>	11,517	5.31%
5.	<a href="#">/home/about/blueberries/</a>	10,320	4.75%
6.	<a href="#">/home/about/blueberries/abga/</a>	9,875	4.55%
7.	<a href="#">/bqi2022/</a>	9,770	4.50%
8.	<a href="#">/home/resources/</a>	7,812	3.60%
9.	<a href="#">/home/about/strawberries/runner-growers/</a>	6,586	3.03%
10.	<a href="#">/home/about/strawberries/</a>	6,236	2.87%

**Output summary – Fact sheets, case studies and other printed and digital resources**

Output	Description	Detail
<b>Queensland</b>		
<b>Fact sheet</b> (All berries)	Incorporating Agri-tourism into your Berry Business	Link: <a href="https://berries.net.au/home/resources/strawberry/">https://berries.net.au/home/resources/strawberry/</a>
<b>On farm resource</b> (All berries)	COVID-19 Berry Checklist	Link: <a href="https://berries.net.au/wp-content/uploads/2020/04/Berries-Australia-COVID-19-Checklistv2.pdf">https://berries.net.au/wp-content/uploads/2020/04/Berries-Australia-COVID-19-Checklistv2.pdf</a>
<b>Fact sheet</b> (Strawberries)	Strawberry Plant Certification	Refer Milestone Report 106: APPENDIX 3 – QLD Strawberry plant certification fact sheet
<b>New South Wales</b>		
<b>Fact sheet</b> (blueberries)	Avoiding Spray drift in blueberries	Link: <a href="https://www.dpi.nsw.gov.au/_data/assets/pdf_file/0008/1255976/Avoiding-spray-driftin-blueberries.pdf">https://www.dpi.nsw.gov.au/_data/assets/pdf_file/0008/1255976/Avoiding-spray-driftin-blueberries.pdf</a>
<b>Fact sheet</b> (blueberries)	Water use efficiency in blueberries	Link: <a href="https://www.dpi.nsw.gov.au/_data/assets/pdf_file/0016/1216141/Water-use-efficiencyin-blueberries.pdf">https://www.dpi.nsw.gov.au/_data/assets/pdf_file/0016/1216141/Water-use-efficiencyin-blueberries.pdf</a>
<b>Fact sheet</b> (All berries)	Covid-19 NSW managing seasonal workers	Link: <a href="https://berries.net.au/wp-content/uploads/2020/05/BA-NSW-guide-to-managing-seasonalworkers-v1.4.pdf">https://berries.net.au/wp-content/uploads/2020/05/BA-NSW-guide-to-managing-seasonalworkers-v1.4.pdf</a>
<b>Fact sheet</b> (blueberries)	ICA-31 made easy for growers – English and Punjabi	Refer Milestone Report 103: Appendix 13 - MT18020 NSW Fact Sheet - ICA-31 made easy English Appendix 14 - MT18020 NSW Fact Sheet - ICA-31 made easy Punjabi
<b>Poster</b> (blueberries)	ICA-31 harvest inspection – English and Punjabi	Refer Milestone Report 103: Appendix 15 - MT18020 NSW Poster - Harvest inspection ICA 31 English Appendix 16 - MT18020 NSW Poster - Harvest inspection ICA 31 Punjabi
<b>Poster</b> (blueberries)	ICA31 requirements when spraying – English and Punjabi	Refer Milestone Report 103: Appendix 17 - MT18020 NSW Fact Sheet - ICA-31 requirements when spraying English Appendix 18 - MT18020 NSW Fact Sheet - ICA-31 requirements when spraying Punjabi

<b>Case Study</b> (All berries)	Aman on a mission – future proofing the industry	Link: <a href="https://issuu.com/berriestaustralia/docs/abj_edition_5_summer_2020/s/11569897">https://issuu.com/berriestaustralia/docs/abj_edition_5_summer_2020/s/11569897</a>
<b>Fact Sheet</b> (Blueberries)	Managing blueberry rust in a cooler climate	Refer Milestone Report 106: APPENDIX 5 – NSW Blueberry rust fact sheet
<b>Guide</b> (Blueberries)	Managing blueberry rust	Refer Milestone Report 107: APPENDIX 7 – Managing blueberry rust
<b>Poster</b> (Blueberries)	Managing blueberry rust	Refer Milestone Report 107: APPENDIX 8 –Blueberry rust poster
<b>Guide</b> (Blueberries)	Minor Use Permit Guide	Refer Milestone Report 107: APPENDIX 6 – Minor use Permits booklet
<b>Victoria / South Australia</b>		
<b>Case study</b> <b>(Strawberries)</b>	Portland Strawberries: A Charcoal Rot success story	Refer Milestone Report 103: Appendix 19 - MT18020 Vic Case study - Portland Strawberries
<b>Case study</b> <b>(Strawberries)</b>	Australian Strawberry Distributors: A Family Affair	Refer Milestone Report 103: Appendix 20 - MT18020 Vic Case Study - ASD
<b>Case study</b> <b>(Strawberries)</b>	SA Organic Strawberries, Lobethal	Refer Milestone Report 103: Appendix 21 - MT18020 Vic Case study - SA Organic Strawberries
<b>On farm resource</b> (All berries)	Sample COVID-19 Policy (Victoria)	Refer Milestone Report 103: Appendix 22 - MT18020 Vic Resource - Sample Covid19 Policy
<b>On farm resource</b> (All berries)	Sample COVID safe plan (Victoria)	Refer Milestone Report 103: Appendix 23 - MT18020 Vic Resource - Sample Covid19 Safe Plan
<b>Guide</b> <b>(Strawberries)</b>	Minor Use Permit Guide	Refer Milestone Report 107: APPENDIX 6 – Minor use Permits booklet
<b>Tasmania</b>		
<b>Fact Sheet</b> (Strawberries)	Strawberry export to Thailand registration information 2020/21	Refer Milestone Report 103: Appendix 24 - MT18020 Tas Fact Sheet - Export Strawberries to Thailand
<b>Video</b> (All berries)	COVID-19 Safety Induction	Link: <a href="https://www.youtube.com/watch?v=GPI-vuLitkl">https://www.youtube.com/watch?v=GPI-vuLitkl</a>
<b>Powerpoint presentation</b> (Rubus)	Raspberry Production: Primacane v Florican Varieties and Productions Systems	Refer Milestone Report 106: APPENDIX 4 – TAS Raspberry production presentation
<b>Guide</b> (Rubus)	Rubus Minor Use Permit Guide	Refer Milestone Report 107: APPENDIX 6 – Minor use Permits booklet
<b>Western Australia</b>		
<b>Fact sheet</b> (All berries)	WA Berry Biosecurity Update	Refer Milestone Report 104: Appendix 12 – WA Berry biosecurity update
<b>Fact sheet</b> (Strawberries)	Green snail baiting requirements (English and Vietnamese)	Refer Milestone Report 105: Appendix 22 – WA - Green Snail baiting requirement - English Appendix 23 – WA - Green snail baiting requirement – Vietnamese
<b>Fact sheet</b> (All berries)	Minimum pay rates in WA (English and Vietnamese)	Refer Milestone Report 105: Appendix 24 – WA - New pay rates- English Appendix 25 – WA - New pay rates – Vietnamese
<b>Fact sheet</b> (Strawberries)	Green snail baiting requirements 2022 (English & Vietnamese)	Refer Milestone Report 106: APPENDIX 6 – WA 2022 Green snail baiting requirements (English) APPENDIX 7– WA 2022 Green snail baiting requirements (Vietnamese)
<b>Fact sheet</b> (Strawberries)	Time to check your sprayer uniformity?	Refer Milestone Report 107: APPENDIX 9 – Spray demo Information Summary - WA

## Knowledge transfer and events

### Output summary – Workshops, field days and other extension activities

Output	Description	Detail
<b>Queensland deliverables – Year 1:</b> <ul style="list-style-type: none"> <li>➤ 6 x Workshops (3 x all berries / 1 x strawberry / 1 x blueberry / 1 x rubus)</li> <li>➤ 1 x Field Day</li> </ul>		
<b>Workshop (Strawberries)</b>	<b>Strawberry Pre-Season Seminar</b> Stanthorpe - 17 <sup>th</sup> Sep 2019 <b>Participants:</b> 16 people - 3 berry growers plus 13 others inc agronomists/ advisors, DAF staff and chemical company reps	<b>Agenda:</b> <ul style="list-style-type: none"> <li>- New disease treatments – Bayer (Serenade opti) / Nufarm (Botector)</li> <li>- Update on temperate strawberry breeding program (BS1700) – Jodie Neal, DAF</li> <li>- Introduction to new IDO/grants and funding opportunities – Bron Ford, Qld Berry IDO</li> </ul>
<b>Workshop (Strawberries)</b>	<b>Understanding Red Leaf</b> Caboolture - 27 <sup>th</sup> Nov 2019 <b>Participants:</b> 37 people - 22 growers plus 15 others including farm advisors, DAF and UQ representatives	<b>Agenda:</b> <ul style="list-style-type: none"> <li>- Qld Dept of Agriculture and Fisheries (DAF) investigations and project outline – Joanna Kristoffersen, Michele Paynter and Jodi Neal</li> <li>- University of Queensland (UQ) – Professor Peer Schenk and Reuben Brown</li> <li>- Group Discussion – facilitated by Clinton McGrath</li> <li>- Forward planning – facilitated by Clinton McGrath</li> </ul>
<b>Field Trip (All berries)</b>	<b>Berry NextGen Supply Chain</b> Brisbane - 18 <sup>th</sup> Feb 2020 <b>Participants:</b> 21 people (15 berry growers plus 6 industry associates)	<b>Itinerary:</b> <ul style="list-style-type: none"> <li>- Seren Trump, Brisbane Markets</li> <li>- Paul Alroe. Don Alroe &amp; Sons</li> <li>- Mark Robinson, Lindsay Fresh Logistics</li> <li>- Bruce Ensing, All Class Machinery</li> <li>- Michael Ravlic, Coles Distribution Centre</li> </ul>
<b>Webinar (All berries)</b>	<b>Covid19 &amp; Your Berry Business - Managing Through Uncertainty</b> Online - 15 <sup>th</sup> Apr 2020 <b>Participants:</b> 30 people (25 berry growers plus 5 industry associates)	<b>Agenda:</b> <ul style="list-style-type: none"> <li>- Introduction and tutorial on functionality of webinar for interaction - Cynthia Mahoney</li> <li>- Covid-19 implications/protocols for the Queensland industry - Rachel Mackenzie, Berries Australia</li> <li>- Interactive discussion regarding emerging issues, questions and queries, challenges being experienced and how growers are working in a new operating environment.</li> </ul> <b>Link:</b> <a href="https://youtu.be/R3pplka3p6Q">https://youtu.be/R3pplka3p6Q</a>
<b>Webinar (strawberries)</b>	<b>Understanding your requirements re COVID-19 health plans</b> Online - 15 <sup>th</sup> May 2020 <b>Audience:</b> 32 people (20 berry growers plus 12 industry associates)	<b>Agenda:</b> COVID-19 Health Plan requirements - Bron Ford, Qld Berry IDO
<b>Video production (All berries)</b>	<b>Implementing Pick Your Own as part of your berry business</b> Filmed in Moreton Bay/Sunshine Coast region	<b>Presenters:</b> <ul style="list-style-type: none"> <li>- Mandy Schultz, Luvaberry</li> <li>- Brendon Hoyle, Ashbern Farms</li> <li>- David Carmichael, Strawberry Fields</li> </ul> <b>Link:</b> <a href="https://berries.net.au/home/resources/strawberry/">https://berries.net.au/home/resources/strawberry/</a>

<p><b>Workshop</b> (All berries)</p>	<p><b>Learning in the paddock in the Granite Belt</b> Granite Belt region – 18<sup>th</sup> Aug 2020 <b>Attendance:</b> 31 people (8 berry growers and propagators, 5 vegetable growers, 15 service industry representatives and associates, 2 QDAF staff)</p>	<p><b>Agenda:</b></p> <ul style="list-style-type: none"> <li>- Precision Agriculture and harvest mapping – Chris Bond (Vanderfield Machinery)</li> <li>- Post-harvest management of berries – Jenny Ekman (AHR)</li> <li>- Innovative packaging solutions - Matt Ehrich (Opal Fibre Packaging)</li> <li>- Managing soil borne disease – Liliana Hidalgo (Trical)</li> <li>- Export opportunities with IFAM – Clinton McGrath (DAF)</li> <li>- Farm walk, BBQ and drinks</li> </ul>
<p><b>Webinar</b> (All berries)</p>	<p><b>COVID-19 adaptation and labour requirements for 2021</b> Online – 26<sup>th</sup> August 2020 <b>Attendance:</b> 30 people (27 growers, 3 industry associates)</p>	<p><b>Agenda:</b> Current status of Seasonal Workers Program in Qld, and other labour issues – Rachel Mackenzie (Berries Australia) and Kym Coyne (DAF)</p>
<p><b>New South Wales deliverables – Year 1:</b></p> <ul style="list-style-type: none"> <li>➤ 4 x Workshops (1 x all berries / 2 x blueberries / 1 x rubus)</li> <li>➤ 1 x Field Day</li> </ul>		
<p><b>Workshop</b> (All berries)</p>	<p><b>Moving from Soil to Substrate</b> Woolgoolga - 19<sup>th</sup> Feb 2020 <b>Attendance:</b> 45 people (berry growers, agronomists and industry associates)</p>	<p><b>Agenda:</b> Welcome by Melinda Simpson/Facilitated and presented by Tony Bundock</p> <ul style="list-style-type: none"> <li>- Basic system set up considerations</li> <li>- Media types available</li> <li>- The role EC and pH in hydroponic growing</li> <li>- Basic nutrient solution composition</li> <li>- Dosing equipment</li> <li>- Designing an irrigation strategy</li> <li>- Managing nutrient runoff and recycling</li> <li>- Advanced technology management for irrigation</li> <li>- Site visit to look at hydroponic growing in practice - Aman Llehl</li> </ul>
<p><b>Workshop</b> (All berries)</p>	<p><b>Bee Pollination Expo 2020</b> Woolgoolga - 10<sup>th</sup> Mar 2020 <b>Attendance:</b> 57 people (berry growers, agronomists, researchers and bee keepers)</p>	<p><b>Agenda:</b></p> <ul style="list-style-type: none"> <li>- Current and future research on pollination in Berries - Romina Radar (Pollination Researcher, UNE)</li> <li>- What growers can expect of hives from bee-keepers - Madlen Kratz (Honeybee IDO, NSW DPI)</li> <li>- Beekeepers and growers working together - Steve Fuller (Bee Services)</li> <li>- Panel discussion – Steve Fuller (Bee Services), Romina Radar (UNE), Kellie Potts (blueberry grower), Madlen Kratz (NSW DPI), Gaius Leong (OzGroup), Maurizio Rocchetti (Costa) – Facilitated by Melinda Simpson</li> </ul>
<p><b>Webinar</b> (All berries)</p>	<p><b>Learn how to comply with water laws – options for you and what has worked for other Landholders</b> Online - 24<sup>th</sup> June 2020 <b>Participants:</b> 31 people – berry growers, agronomists and government workers</p>	<p><b>Agenda:</b></p> <ul style="list-style-type: none"> <li>- What its important to comply (Gregory Abood, Director Water Regulation East)</li> <li>- Options for complying (Bart Kellett, Compliance officer)</li> <li>- NRAR’s compliance approach (Guy Ohandja, Manager Compliance Monitoring and Audit East)</li> </ul>



<b>Webinar</b> (All berries)	<b>Covid19 &amp; Your Berry Business - Managing Through Uncertainty</b> Online - 12 <sup>th</sup> May 2020 <b>Participants:</b> 19 people (berry growers, agronomists and govt workers)	<b>Agenda:</b> - Introduction and tutorial on functionality of webinar for interaction - Cynthia Mahoney - Covid-19 implications/protocols for the New South Wales industry - Rachel Mackenzie, Berries Australia - Interactive discussion regarding emerging issues, questions and queries, challenges being experienced and how growers are working in a new operating environment.
<b>Webinar</b> (All berries)	<b>Workforce Planning – NSW Focus</b> Online - 25 <sup>th</sup> August 2020 <b>Participants:</b> 19 people (berry growers, agronomists and govt workers)	<b>Agenda:</b> - Introduction – Rachel Mackenzie (Berries Australia) - Seasonal Workers update – Shane Hetherington (NSW DPI) - Discussion and questions - all
<b>Victoria/South Australia deliverables – Year 1:</b> ➤ Vic – 5 x Workshops (2 all berries / 1 strawberries / 1 blueberries / 1 rubus) + 1 x Field Day ➤ SA – 1 x Workshop (all berries)		
<b>Workshop</b> (All berries)	<b>Biosecurity Workshop</b> 9 <sup>th</sup> October 2019 <b>Attendance:</b> 41 people – 28 strawberry/rubus growers plus 13 others including agronomists and other industry associates.	<b>Agenda:</b> - Strawberry/Rubus Biosecurity Plan Development and Priority Pests - Victoria Ludowici (PHA) / Angela Atkinson - EPPRD and Owner Reimbursement Cost Framework - Michael Milne (PHA) - Management of Melon Biosecurity incursions, Current biosecurity threats, Biosecurity and the EPPRD levy - Dianne Fullelove (Australian Melon Assoc. Inc)
<b>Webinar</b> (All berries)	<b>Covid19 &amp; Your Berry Business - Managing Through Uncertainty</b> Online - 5 <sup>th</sup> May 2020 <b>Participants:</b> 12 people (berry growers and industry stakeholders)	<b>Agenda:</b> - Introduction and tutorial on functionality of webinar for interaction - Cynthia Mahoney - Covid-19 implications/protocols for the Victorian / South Australian industry – Rachel Mackenzie, Berries Australia - Interactive discussion regarding emerging issues, questions and queries, challenges being experienced and how growers are working in a new operating environment.
<b>Webinar</b> (All berries)	<b>Workforce Planning– VIC/SA Focus</b> Online - 27 <sup>th</sup> August 2020 <b>Participants:</b> 19 people (berry growers and industry stakeholders)	<b>Agenda:</b> - Introduction – Rachel Mackenzie (Berries Australia) - Julie Simons (DJRP) - Tracey Butcher (DJPR) - Discussion and questions - all
<b>Tasmania deliverables – Year 1:</b> ➤ 4 x Workshops (1 all berries / 1 strawberries / 1 blueberries / 1 rubus) ➤ 1 x Field Day		
<b>Workshop</b> (All berries)	<b>Crisis and media management</b> Hobart - 1 <sup>st</sup> October 2019 <b>Attendance:</b> 19 people	<b>Agenda:</b> - Introduction and closing remarks – Simon Dornauf - Reputation and impact of crisis – Sean Dignum - Communication strategies and frameworks – Sean Dignum
<b>Workshop</b> (All berries)	<b>Berry Industry Information Day</b> Launceston - 10 <sup>th</sup> March 2020	<b>Agenda:</b> - SWD: Observations and lessons learnt by European berry producers (Klaas Plas)

	<p><b>Participants:</b> 50 people (30 berry growers, 10 industry associates, 5 students and researchers, 3 biosecurity Tas reps, 2 media reps)</p>	<ul style="list-style-type: none"> <li>- Advances in Australian strawberry production systems and water management (Michael Gangi, Muirs)</li> <li>- Changes in IPM, pest management options for producers and organic strawberry production (Michael Gangi, Muirs)</li> <li>- SE Australia berry pest and disease trends (Michael Gangi, Muirs)</li> <li>- New and emergency strawberry varieties in Australia and Europe (Klaas Plas)</li> <li>- Berry division update (Michael Gangi)</li> <li>- Q&amp;A Open discussion panel – Klaas Plas, Michael Gangi, Richard McGruddy and Simon Dornauf (facilitated by Rachel Mackenzie)</li> </ul>
<p><b>Webinar/Lecture</b> (Strawberries)</p>	<p><b>Strawberries in balance and Integrated Pest Management</b></p> <p><b>Audience:</b> In person – 9 students/ researchers Online – 8 growers, 2 IDOs, 2 industry associates</p>	<p><b>Agenda:</b></p> <ul style="list-style-type: none"> <li>- Balancing generative and vegetative growth (Klaas Plas)</li> <li>- Integrated pest management for low residue fruit (Klaas Plas)</li> </ul> <p><b>Link:</b> <a href="https://www.youtube.com/watch?v=KhxHOXjslps">https://www.youtube.com/watch?v=KhxHOXjslps</a></p>
<p><b>Western Australia deliverables – Year 1:</b></p> <ul style="list-style-type: none"> <li>➢ 3 x Workshops (1 x all berries / 2 x strawberries)</li> <li>➢ 1 x Field Days</li> </ul>		
<p><b>Webinar</b> (All berries)</p>	<p><b>Labour for WA Hort Growers</b> Online - 22<sup>nd</sup> July 2020</p>	<p><b>Agenda:</b></p> <ul style="list-style-type: none"> <li>- Melissa Denning (vegetablesWA)</li> <li>- Jamie Michel (TI Produce)</li> <li>- Rob Hayes (Madec)</li> <li>- Stewart and Emma Willis (Rural Enterprises)</li> <li>- Stuart Scott (Studium)</li> <li>- Discussion and questions – all</li> </ul> <p><b>Link:</b> <a href="https://www.youtube.com/watch?v=uGtWGWXWhlg">https://www.youtube.com/watch?v=uGtWGWXWhlg</a></p>
<p><b>Webinar</b> (All berries)</p>	<p><b>Workforce Planning – WA Focus</b> Online - 27<sup>th</sup> August 2020</p> <p><b>Participants:</b> 5 people (berry growers and industry stakeholders)</p>	<p><b>Agenda:</b></p> <ul style="list-style-type: none"> <li>- Introduction – Rachel Mackenzie (Berries Australia)</li> <li>- Rohan Prince (DPIRD)</li> <li>- Melissa Denning (vegetablesWA)</li> <li>- Discussion and questions - all</li> </ul>
<p><b>Webinar</b> (Strawberries)</p>	<p><b>Breaking the Mould</b> Online - 5<sup>th</sup> August 2020</p> <p><b>Participants:</b> 14 people (berry growers and industry stakeholders)</p>	<p><b>Agenda:</b> Dr Kirsty Bayliss (Murdoch University)</p>

Output	Description	Detail
<p><b>Queensland deliverables – Year 2:</b></p> <ul style="list-style-type: none"> <li>➢ 6 x Workshops (all berries)</li> <li>➢ 1 x Field Day</li> </ul>		
<p><b>Online Workshop</b> (All berries)</p>	<p><b>Understanding the PLS and SWP Programs</b> Online - 10<sup>th</sup> February 2021</p>	<p><b>Agenda:</b> Presentation on the differences between the two programs and what is required to source labour this way – Bron Ford</p>

	<p><b>Participants:</b> 11 people (all berry growers)</p>	
<p><b>Workshop</b> (Strawberries)</p>	<p><b>Women in Industry Workshop</b> Caboolture - 26<sup>th</sup> Febr 2021 <b>Participants:</b> 10 people (8 growers plus 2 industry associates)</p>	<p><b>Agenda:</b></p> <ul style="list-style-type: none"> <li>- Meet and greet – networking opportunity</li> <li>- Perceived challenges for the 2021 winter strawberry season</li> <li>- Priorities and support required to build capacity for the coming year</li> </ul>
<p><b>Workshop</b> (Strawberries)</p>	<p><b>Queensland Strawberry Industry Pre-Season Prep</b> Sandstone Point - 16<sup>th</sup> March 2021 <b>Audience:</b> 44 attendees (6 industry, 38 growers)</p>	<p><b>Agenda:</b></p> <ul style="list-style-type: none"> <li>- Fungicide resistance management and new products - Apollo Gomez (DAF)</li> <li>- Integrated pest management - Paul Jones (Bugs 4 Bugs)</li> <li>- COVID-19 Health management plan refresher - Bron Ford (DAF)</li> </ul>
<p><b>Workshop</b> (All berries)</p>	<p><b>Lunch and Learn</b> Caboolture - 12<sup>th</sup> May 2021 <b>Participants:</b> 14 people registered – 9 attended (8 berry growers / 1 industry rep)</p>	<p><b>Agenda:</b></p> <ul style="list-style-type: none"> <li>- Wellness and coping during uncertain and difficult times</li> <li>- Building a resilient business through a more resilient you - Julie Newdick, SunSuper Super Friend</li> </ul>
<p><b>Workshop</b> (Strawberries)</p>	<p><b>Information session</b> Caboolture - 18<sup>th</sup> May 2021 <b>Audience:</b> 32 attendees (24 growers plus 8 industry associates)</p>	<p><b>Agenda:</b></p> <ul style="list-style-type: none"> <li>- Qld Strawberry Industry labour hire initiative – Jane Richter, Teres Communications</li> <li>- Impact of border closures / SWD and PLS programs / labour supply initiatives – Kristy Banks,</li> <li>- MADEC</li> <li>- Plant health update and disease management – Apollo Gomez, DAF</li> </ul>
<p><b>Workshop</b> (Strawberries)</p>	<p><b>Information session</b> Caboolture – 17<sup>th</sup> Aug 2021 <b>Audience:</b> 33 attendees (21 growers plus 11 industry reps)</p>	<p><b>Agenda:</b></p> <ul style="list-style-type: none"> <li>- Red leaf disorder update – Michael Paynter and Joanna Kristoffersen (DAF) and Peer Schenk (UQ)</li> <li>- Breeding update – Jodi Neal, DAF</li> <li>- Benefits of Fair Farms – Marsha Aralar, Growcom</li> <li>- Industry update – Rachel Mackenzie, Berries Australia</li> </ul>
<p><b>Webinar</b> (All berries)</p>	<p><b>Understanding piecework agreements</b> Online - 2<sup>nd</sup> June 2021 <b>Audience:</b> 29 attendees (26 growers plus 3 IDOs)</p>	<p><b>Agenda:</b> Presented by Donna Mogg</p> <ul style="list-style-type: none"> <li>- The horticultural award explained</li> <li>- Setting the piece rate</li> <li>- An average competent worker explained</li> <li>- Loading and the formula with examples</li> <li>- Award provisions</li> <li>- What is new workers cannot meet the rate</li> <li>- Worked scenarios and questions</li> </ul>
<p><b>Field Day</b> (All berries)</p>	<p><b>Qld Berry Industry Fair and Virtual Field Day</b> Wamuran - 8<sup>th</sup> July 2021 <b>Audience:</b> 52 attendees (22 growers plus 30 industry reps)</p>	<p>Refer Milestone Report 105: Appendix 6 – Field Day – 8<sup>th</sup> July 2021</p>

<b>New South Wales deliverables – Year 2:</b>		
<ul style="list-style-type: none"> <li>➤ 4 x Workshops (1 x all berries / 2 x blueberries / 1 x rubus)</li> <li>➤ 1 x Field Day</li> </ul>		
<b>Webinar</b> (Blueberries)	<b>Growing blueberries in substrate – a nutrition case study with a focus on ammonium and nitrates</b>  Online - 12 <sup>th</sup> March 2020  <b>Participants:</b> 68 people	<b>Agenda:</b> Topic presented by Dr Sophie Parkes
Online Workshop (Blueberries)	<b>Blueberry SARP review and prioritization</b>  Online - 9 <sup>th</sup> November 2020  <b>Audience:</b> 9 people including key agronomists, stakeholders and growers	<b>Agenda:</b> 1. A narrowed down list of chemical priorities (insects and diseases) that are needed for the blueberry industry. 2. Current permits that are no longer required or need to be altered. 3. Insects/disease gaps where we need to look at alternatives to chemicals – ie. That would benefit from some further research or incorporated into a larger IPM project. 4. Any other issues in the chemical space that need to be actioned.
Field Day (All berries)	<b>Berry Plant Protection Fair</b>  Bucca - 28 <sup>th</sup> April 2021  <b>Participants:</b> 100+	Refer Milestone Report 105: Appendix 7 – NSW - Berry Plant Protection Fair Program
Workshop (All berries)	<b>Getting the most out of your fertigation system</b>  9 <sup>th</sup> November 2020  <b>Audience:</b> 15 berry growers	<b>Agenda:</b> - Fertigation basics - Computer control of irrigation - Priva Dashboards - Priva Moisture Balance Module
<b>Online workshop</b> (Blueberries)	<b>Blueberry nutrient uptake</b>  <b>Audience:</b> 17 blueberry growers and agronomists	<b>Agenda:</b> Latest findings on how climate and seasonal conditions drive nutrient uptake in blueberry plants, and the physiological evidence behind seasonal variation in nutrient demand – Dr Sophie Parks, NSW DPI
<b>Victoria/South Australia deliverables – Year 2:</b>		
<ul style="list-style-type: none"> <li>➤ Vic – 5 x Workshops (2 x all berries / 1 x strawberries / 1 x blueberries / 1 x rubus)</li> <li>➤ SA – 1 x Workshop (all berries)</li> <li>➤ Vic – 1 x Field Day</li> </ul>		
<b>Webinar</b> (All berries)	<b>Working for Victoria Platform/ Seasonal workforce (with Agriculture Victoria Seasonal Workforce team)</b>  Online - 29 <sup>th</sup> October, 2020  <b>Participants:</b> 17 berry growers	<b>Agenda:</b> - How to utilize the Working for Victoria platform to source workers – Agriculture Victoria - Grower’s experience – Anthony Corrone (Yarra Valley Rubus grower)
<b>Farm walk / workshop</b> (Strawberries)	<b>Farm walk and breeding program workshop</b>  Wandin - 1 <sup>st</sup> December 2020  <b>Participants:</b> 4 berry growers	<b>Agenda:</b> - Update on temperate varieties from breeding program and evaluation of plants and fruit – Jodi Neale (DAF)

<b>Online Workshop</b> (Strawberries)	<b>Strawberries SARP review and prioritisation</b> Online - 2 <sup>nd</sup> February 2021 <b>Audience:</b> 12 Key agronomists, stakeholders, and growers	<b>Agenda:</b> <ul style="list-style-type: none"> <li>- Identification of gaps in the priorities in the SARP report</li> <li>- Chemical priorities (insects and diseases) needed for the strawberry industry.</li> <li>- Current and potential permits.</li> <li>- Any other issues in the chemical space that require action.</li> </ul>
<b>Workshop</b> (Rubus)	<b>Strategies to increase native bees as pollinators in Rubus crops</b> Silvan - 19 <sup>th</sup> March 2021 <b>Audience:</b> 8 growers in attendance - 1 strawberry, 4 Rubus, 2 blueberries, 1 all berries	<b>Agenda:</b> <ul style="list-style-type: none"> <li>- Presentation - The potential of native bees as managed pollinators in Rubus crops, and strategies to increase their numbers. Speakers – Dr Julian Brown (ANU) / Prof. Saul Cunningham, Fenner School of Environment and Society (ANU)</li> <li>- Farm walk – In crop management of native bees, Chappies, Park Road, Silvan</li> </ul>
<b>Grower meeting</b> (All berries)	<b>South Australia grower meeting</b> Hahndorf, SA – 8 <sup>th</sup> April 2021 <b>Participants:</b> 23 berry growers	<b>Agenda:</b> <ul style="list-style-type: none"> <li>- Berries Australia – how it works (Rachel Mackenzie, Berries Australia)</li> <li>- Identify R&amp;D Priorities</li> </ul>
<b>Webinar</b> (All berries)	<b>Robotic opportunities for the berry industry</b> Online - 29 <sup>th</sup> July 2021 <b>Participants:</b> 54 berry growers and industry associates	<b>Agenda:</b> <ul style="list-style-type: none"> <li>- Robotic strawberries harvesting – Joe McGee, HarvestCROO (US)</li> <li>- Latest research and technologies – Prof Salah Sukkariah, Australian Centre for Field Robotics</li> <li>- Automation in substrate production – Alistair McLean, Powerplants</li> </ul>
<b>Webinar</b> (All berries)	<b>Microwave innovations in the berry industry</b> Online - 14 <sup>th</sup> September 2021 <b>Participants:</b> 25 berry growers and industry associates	<b>Agenda:</b> <ul style="list-style-type: none"> <li>- Microwave technology in the berry industry – Assoc prof Graham Brodie, University of Melbourne</li> <li>- Improving charcoal rot management by crop termination using microwave technology – Dr Scott Mattner, VSICA Research</li> <li>- Development of a prototype microwave rig for on farm applications – Liam Hescoock, GroWave Pty Ltd</li> </ul>
<b>Online workshop</b> (All berries)	<b>Yarra Valley Horticulture &amp; COVID-19 Impacts</b> Online- 17 <sup>th</sup> September 2021 <b>Audience:</b> 32 growers	<b>Agenda:</b> <ul style="list-style-type: none"> <li>- Impacts on peri-urban horticulture – Dr John Parkes, Senior Medical Advisor, Dept of Health</li> <li>- Q&amp;A Session</li> </ul>
<b>Webinar</b> (All berries)	<b>Advances in automated irrigation and irrigation efficiency</b> Online - 23 <sup>rd</sup> September 2021 <b>Audience:</b> 10 growers	<b>Agenda:</b> <ul style="list-style-type: none"> <li>- Video walk through of automated system – Emanuele Corallo, Ausberry Farmers</li> <li>- Advances in irrigation control through remote sensing and new system design – Jeremy Giddings, Agriculture Victoria</li> <li>- Irrigation efficiency – Andres Jaramillo</li> </ul>
<b>Grower information sessions (3)</b> (All berries)	<b>Yarra Valley Seasonal Employment Hub</b> 27 <sup>th</sup> Sep / 29 <sup>th</sup> Sep x2 <b>Audience:</b> Total of 27 growers over three sessions	<b>Agenda:</b> <ul style="list-style-type: none"> <li>- How the hub works – Kylie Ammerlaan, YV Agribusiness</li> <li>- Media campaign and engagement – Neredith Comrie, Market Maker PR</li> </ul>

Tasmania deliverables – Year 2:		
<ul style="list-style-type: none"> <li>➤ 4 x Workshops (1 x all berries / 1 x strawberries / 1 x blueberries / 1 x rubus)</li> <li>➤ 1 x Field Day</li> </ul>		
<b>Online Workshop</b> (Rubus)	<b>Rubus SARP Grower Consultation</b> Online - 26 <sup>th</sup> Nov 2020 <b>Audience:</b> 14 berry growers / 2 industry associates / 2 industry service providers / 1 researcher	<b>Agenda:</b> <ul style="list-style-type: none"> <li>- Overview of SARP process and report.</li> <li>- Review of priority diseases, insects and weeds which have been identified in the report.</li> <li>- Review of chemicals currently available for each of the priorities.</li> <li>- Review of chemicals with potential application for each of the priorities.</li> <li>- Review of alternative options for each priority.</li> <li>- Next steps after this meeting.</li> </ul>
<b>Online Workshop</b> (All berries)	<b>Season Preparation</b> Online - 26 <sup>th</sup> October 2020 <b>Audience:</b> 20 berry growers / 1 industry associate	<b>Agenda:</b> <ul style="list-style-type: none"> <li>- Welcome, reflection and outlook for the year ahead - Claire McCrory, TAS Berry IDO, FGT.</li> <li>- FGT update and current labour forecast - Peter Cornish, CEO, FGT.</li> <li>- Covid safety and on farm risk mitigation - Bron Ford, Industry Development Officer, QLD.</li> <li>- Managing and attracting labour during a pandemic season - Rodney Prestia, iComply QLD.</li> <li>- Update on workplace relations and conditions - Andrew Cameron, Primary Employers Tasmania, TAS.</li> <li>- Crop protection chemicals registered for use in Tasmania - David Rumbold, NuFarm, VIC.</li> <li>- Concentrate Vs dilute spraying - Brenden Greene, NuFarm, TAS.</li> <li>- Mental health - John Clark, Rural Alive and Well, TAS.</li> </ul>
<b>Workshops</b> (All berries)	<b>Strategic planning and leadership development</b> Workshop no. 1: 4 <sup>th</sup> Aug 2021 Workshop no. 2: 11 <sup>th</sup> Aug 2021 <b>Participants:</b> 12 growers at each workshop	<b>Agenda:</b> <ul style="list-style-type: none"> <li>- Facilitator – Lauren Taylor, Taylor Made Change</li> <li>- Setting up sustainable structures to support you and your team</li> <li>- Being able to delegate more effectively, knowing that your business is taken care of at all levels</li> <li>- Enhancing leadership and autonomy to stop micro-managing</li> <li>- Supporting middle managers to deal effectively with ever-changing staffing needs eg. Size, demographic, needs, demands etc.</li> </ul>
<b>Webinar</b> (All berries)	<b>Strategic planning and leadership development</b> Webinar no. 1: 27 <sup>th</sup> Aug 2021 Webinar no. 2: 3 <sup>rd</sup> Sep 2021 <b>Participants:</b> 54 berry growers and industry associates	<b>Agenda:</b> Facilitator – Lauren Taylor, Taylor Made Change <ul style="list-style-type: none"> <li>- Setting up sustainable structures to support you and your team</li> <li>- Being able to delegate more effectively, knowing that your business is taken care of at all levels</li> <li>- Enhancing leadership and autonomy to stop micro-managing</li> <li>- Supporting middle managers to deal effectively with ever-changing staffing needs eg. Size, demographic, needs, demands etc.</li> </ul>
<b>Workshop</b>	<b>Blueberry rust in Tasmania</b>	<b>Agenda:</b>

(Blueberries)	Campbell Town - 25 <sup>th</sup> August 2021 <b>Audience:</b> 17 blueberry growers	Speakers – Melinda Simpson (NSW Berry IDO) / Kara Barry (TIA): <ul style="list-style-type: none"> <li>- Results from the latest research on organic products for use on blueberry rust</li> <li>- Farm biosecurity measures for blueberry rust</li> <li>- BBR status and general biosecurity duty</li> </ul>
<b>Western Australia deliverables – Year 2:</b> <ul style="list-style-type: none"> <li>➢ 3 x Workshops (1 x all berries / 2 x strawberries)</li> <li>➢ 1 x Field Days</li> </ul>		
<b>Webinar</b> (Strawberries)	<b>New soil fumigant for strawberry growers (Paladin®)</b> <b>Audience:</b> 3 Strawberry growers using TIF plastic	<b>Agenda:</b> Overview of Paladin® and its potential use in WA, Zainun Binti Yusof, ENRA Kimia Sdn Bhd
<b>Workshop</b> (All berries)	<b>Farm safety and labour options Workshop</b> 5 <sup>th</sup> March 2021 <b>Audience:</b> 18 berry growers and 3 industry associates	<b>Agenda:</b> <ul style="list-style-type: none"> <li>- Overview of the new industrial manslaughter laws in WA and what they mean for your farm plus support and services available to help with your farm safety obligations - Maree Gooch, Safefarms WA Executive Officer</li> <li>- What to expect during a WorkSafe audit and common issues found by inspectors - Nigel Martin, Worksafe Senior Inspector</li> <li>- Update on the labour situation and labour options for the coming season - Melissa Denning, VegetablesWA Labour Scheme Facilitator</li> <li>- Recruitment services provided through Harvest Trail, the current labour outlook, what's happening in other states of Australia - Bernice Russo, Rural Enterprises Harvest Trail Officer</li> <li>- The role of Horticulture Innovation and grower levies in WA and opportunities for input into investment spending - Bronwyn Walsh, Horticulture Innovation Regional Extension Officer</li> </ul>
<b>Workshop &amp; field trip</b> (Strawberries)	<b>Transitioning to substrate</b> 26 <sup>th</sup> May 2021 <b>Audience:</b> 10 growers plus 2 IDOs	<b>Agenda:</b> Speakers: Ronan Hoyle, Galuku / Anthony Yewers, Berry Sweet <ul style="list-style-type: none"> <li>- Benefits of moving to substrate</li> <li>- System set up and other considerations</li> <li>- System management and support</li> </ul>
<b>Online workshop</b> (Strawberries)	<b>Transitioning to substrate (follow up online workshop)</b> Online - 6 <sup>th</sup> August 2021 <b>Audience:</b> 5 growers plus 2 IDOs	<b>Agenda:</b> Speakers - Ronan Hoyle, Galuku / Israel Holby, Plantlogic <ul style="list-style-type: none"> <li>- Plantlogic Hi-Grow Strawberry Tabletop system inc. virtual tour of a farm in Xi'an, China to look at new pot system currently under development.</li> </ul>
<b>Workshop</b> (Strawberries)	<b>Strawberry Quality Forum</b> Online - 14 <sup>th</sup> July 2021 <b>Audience:</b> 4 strawberry berry growers / 5 market agents / 2 IDOs	<b>Agenda:</b> <ul style="list-style-type: none"> <li>- Market update – Scott Williams, Quality Produce International</li> <li>- Quality assurance – Chris Hall, Total Quality Assurance Systems</li> <li>- Growing and harvest practices, and Brix testing – Anthony Lieu, Landsdale Strawberry Farm and Heavenly Strawberries)</li> <li>- Open forum / brainstorming session</li> </ul>

Output	Description	Detail
<b>Queensland deliverables – Year 3 inc. extension:</b> <ul style="list-style-type: none"> <li>➤ 6 x Workshops (all berries)</li> <li>➤ 1 x Field Day</li> </ul>		
<b>Workshop/Information Session</b> (Strawberries)	<b>Strawberry General Meeting</b> Caboolture – 9 <sup>th</sup> Nov 2021 <b>Participants:</b> 30 people – (17 growers / 13 industry)	<b>Agenda:</b> <ul style="list-style-type: none"> <li>- Katie O’Connor and Apollo Gomez (DAF) - Update on the strawberry breeding program</li> <li>- Bruce Waltisbuhl (Sunsuper) – update on employee superannuation changes, the new ‘stapling’ legislation and a future projection on superannuation percentage increases.</li> <li>- Bartley Bauer (Qld Biosecurity) - managing pesticide residue risks in strawberry production.</li> <li>- Guy Boyd (Rivulis) - new product range to improve irrigation practices.</li> </ul>
<b>Farm Tour</b> (Strawberries)	<b>Sweets Strawberry Runners</b> Stanthorpe – 14th Jan 2022 <b>Audience:</b> 14 strawberry growers from 7 farms	<b>Agenda:</b> <ul style="list-style-type: none"> <li>- Farm tour conducted by Wally Sweet to showcase facilities and processes and assess plant progress for the 2022 winter season.</li> <li>- Agronomist Simon Organ from Orchard Services to answer technical questions regarding plant health.</li> </ul>
<b>Workshop</b> (All berries)	<b>Berry Industry Pre-Season Prep n Party</b> Novotel Twin Waters Resort – 22nd February 2022 <b>Audience:</b> 30 berry growers	<b>Agenda:</b> <b>Session 1 – All things labour</b> <ul style="list-style-type: none"> <li>- Lessons from developing a working gap year, preparing for the season (Blair Brown, Growcom)</li> <li>- Harvest trail and incentives, Seasonal workers (PALM), Work right checks (Amy Nash, MADEC)</li> <li>- Tips and Trick on how to attract retain and motivate your workforce (Feli - Flaglines Regional Placement Agency) cancelled (speaker got COVID day before event)</li> <li>- Piece rate update (Rachel McKenzie, Berries Australia)</li> </ul> <b>Session 2 – Pest and disease (interactive hands on workshop)</b> <ul style="list-style-type: none"> <li>- Chemical resistance management, introduction of new product intervene highlighting new group 19 to tool kit (Sam Adam, Nufarm)</li> <li>- Knowing the signs and symptoms of diseases in the paddock, hands on making slides viewing pathogens under the microscope, what’s involved after a sample is collected in the field (Apollo Gomez, DAF)</li> <li>- Bugs the good and the bad. DO you know them? What traps and goodies are available for the upcoming season (Paul Jones, Bugs for Bugs)</li> </ul>
<b>Workshop</b> (Strawberries)	<b>Workshop for young agronomists and technical staff</b> Ningi - 28th April 2022 <b>Participants:</b> 8 young on-farm agronomists and technical staff plus 3 speakers	<b>Agenda:</b> <ul style="list-style-type: none"> <li>- Strawberry plant establishment, plant structure and stages of growth – Paul Jones (Bugs for Bugs)</li> <li>- Farm tour inc. raspberry production under tunnels and strawberry varieties</li> <li>- Questions and networking</li> </ul>



<p><b>Webinar</b> (Strawberries)</p>	<p><b>Neopestalotiopsis sp.</b> Online - 6th June 2022 <b>Participants:</b> 28 growers online</p>	<p><b>Agenda:</b></p> <ul style="list-style-type: none"> <li>- Overview of what Neopestalotiopsis is and what can be done to manage the situation – Apollo Gomez, DAF</li> <li>- Neo-P experience from the US – Dr Natalia Peres, University of Florida</li> </ul>
<p><b>Workshop</b> (All berries)</p>	<p><b>Pre n Party Workshop and information session</b> Applethorpe – 23<sup>rd</sup> Jun 2022 <b>Participants:</b> 29 Growers and industry associates</p>	<p><b>Agenda:</b></p> <p><b>Session 1: All things Labour</b></p> <ul style="list-style-type: none"> <li>- Harvest trail incentives for sourcing labour - Linda Clutterbuck, BEST Harvest Trail</li> <li>- Lessons from developing a working gap year - Growcom</li> <li>- Fair Farms registration process and audit standard - Desda Cullearn, Growcom</li> <li>- Making peace with piece rates - Rachel McKenzie, Berries Australia</li> </ul> <p><b>Session 2: Field Walk</b></p> <ul style="list-style-type: none"> <li>- The Australian Strawberry Breeding Program (ASBP) team from the Department of Agriculture and Fisheries showcased the temperate variety seedling trial at the Applethorpe research facility via a field walk.</li> </ul> <p><b>Session 3: Pest &amp; Disease – getting to know them</b></p> <ul style="list-style-type: none"> <li>- Disease resistance and introduction of intervene – Matthew Moyle, Nufarm</li> <li>- Signs and symptoms while doing plant and fruit inspections - Apollo Gomez, DAF</li> </ul> <p><b>Hands-on sessions:</b></p> <ul style="list-style-type: none"> <li>- Apollo Gomez brought the lab to the workshop so that attendees could explore common fungal diseases in strawberries, and Paul Jones from Bugs for Bugs brought insects, both good and bad, for attendees to identify up close.</li> </ul> <p><b>Social drinks &amp; BBQ dinner</b></p>
<p><b>Workshop</b> (Strawberries)</p>	<p><b>Pre-QSGA AGM</b> Caboolture – 7<sup>th</sup> Feb 2023 <b>Participants:</b> 18 growers and industry associates</p>	<p><b>Agenda:</b></p> <p><b>Strawberry disease management</b> - Apollo Gomez, Senior Plant Pathologist, DAF</p> <ul style="list-style-type: none"> <li>- Update on DAF disease management projects</li> <li>- Fungicide update</li> <li>- Proposed spray schedule</li> <li>- Resistance management</li> <li>- Close up look at plant disease</li> </ul> <p><b>Update from the Australian Strawberry Breeding Program</b> – Jodi Neale and Katie O’Connor, DAF:</p> <ul style="list-style-type: none"> <li>- Outcomes from the recently completed breeding project</li> <li>- Details of the new five-year breeding project</li> <li>- Varieties coming through the pipeline</li> </ul> <p><b>Industry relations update</b> - Donna Mogg, Fair Farms Grower Engagement Officer, Growcom:</p> <ul style="list-style-type: none"> <li>- Industrial Relations – what you need to get done for the 2023 season</li> <li>- Fair Farms update</li> </ul> <p><b>Serviced Supply Chains project update</b> – Andrew Macnish, DAF:</p>

		<ul style="list-style-type: none"> <li>- Update on supply chain monitoring work completed to date</li> <li>- Next steps</li> </ul> <p><b>Berries Australia update</b> – Rachel Mackenzie, Executive Director, Berries Australia:</p> <ul style="list-style-type: none"> <li>- Food safety update</li> <li>- Hort Innovation update</li> <li>- Berries Australia / IDO project update</li> </ul>
<p><b>New South Wales deliverables – Year 3 inc. extension:</b></p> <ul style="list-style-type: none"> <li>➤ 4 x Workshops (1 x all berries / 2 x blueberries / 1 x rubus)</li> <li>➤ 1 x Field Day</li> </ul>		
<p><b>Online Workshop</b> (All berries)</p>	<p><b>Minor Use Permit and Chemical Update</b> Workshop 1 – 25<sup>th</sup> Feb 2021 Workshop 2 – 25<sup>th</sup> Feb 2022</p> <p><b>Participants:</b> Workshop 1 – 20 berry growers and agronomists Workshop 2 – 19 berry growers and agronomists</p>	<p><b>Agenda:</b></p> <ul style="list-style-type: none"> <li>- Update on minor use permit applications made by Hort Innovation for each berry commodity</li> <li>- Issues with current minor use permits and focus areas for the future</li> <li>- Feedback on specific issues already raised</li> <li>- General discussion</li> </ul>
<p><b>Workshop series (3)</b> (Blueberries and rubus)</p>	<p><b>Disease resistance management and product launch workshops (3)</b> Woolgoolga – 22<sup>nd</sup> March 2022 Macksville – 23<sup>rd</sup> March 2022 Grafton – 24<sup>th</sup> March 2022</p> <p><b>Participants:</b> Workshop 1 – 28 in attendance Workshop 2 – 10 in attendance Workshop 3 – 7 in attendance</p>	<p><b>Agenda:</b></p> <ul style="list-style-type: none"> <li>- Berry industry update and latest research results</li> <li>- Botrytis resistance management</li> <li>- Intervene fungicide product launch</li> <li>- 2022 product shortages update</li> </ul>
<p><b>Workshop</b> (Blueberries and rubus)</p>	<p><b>Integrated pest and disease management in berries (Held in conjunction with PCA Conference)</b> Coffs Harbour – 28<sup>th</sup> Mar 2022</p> <p><b>Participants:</b> 33 in attendance</p>	<p><b>Agenda:</b></p> <ul style="list-style-type: none"> <li>- Integrated pest management basics</li> <li>- Developing an IPM strategy for your farm</li> <li>- Practical examples on how to implement IPM on farm.</li> </ul>
<p><b>Farm tour</b> (Next Gen delegates at PCA Conference / visiting IDOs)</p>	<p><b>Next Gen / IDO Farm Tour</b> Coffs Harbour – 31<sup>st</sup> Mar 2022</p> <p><b>Participants:</b> 3 next gen agronomists / farm managers 3 IDOs (Vic / WA / Tas)</p>	<p><b>Agenda:</b></p> <ul style="list-style-type: none"> <li>- OzGroup Packhouse Tour</li> <li>- Costa Farm, Corindi</li> <li>- Aman Lehl: re-circulation project in blackberries</li> </ul>
<p><b>Field Day</b> (Blueberries and rubus)</p>	<p><b>Nutrient and irrigation management in berries</b></p>	<p><b>Agenda:</b></p>

	<p>Woolgoolga/Corindi – 12<sup>th</sup> May 2022</p> <p><b>Participants:</b></p> <p>40 berry growers and agronomists</p>	<ul style="list-style-type: none"> <li>- CCC blueberry research update</li> <li>- How soil type affects nutrition</li> <li>- Rain simulation research</li> <li>- North Coast water quality monitoring</li> <li>- Bioreactor trials in blueberry and greenhouse veg production</li> <li>- CCC Research site results (farm walk preview)</li> </ul>
<p><b>Victoria/South Australia deliverables – Year 3 inc. extension:</b></p> <ul style="list-style-type: none"> <li>➢ Vic – 5 x Workshops (2 x all berries / 1 x strawberries / 1 x blueberries / 1 x rubus)</li> <li>➢ SA – 1 x Workshop (all berries)</li> <li>➢ Vic – 1 x Field Day</li> </ul>		
<p><b>Workshop</b> (All berries)</p>	<p><b>Joint agency operation</b></p> <p>Yarra Valley</p> <p><b>Participants:</b></p> <p>19 berry growers</p>	<p><b>Agenda:</b></p> <ul style="list-style-type: none"> <li>- Information session re Worksafe/Labour Hire Authority/ Dept of Justice and Community Safety visits to Yarra Valley Growers</li> <li>- What to expect / Q&amp;A – Sue Archer (OHS Essentials) / Angela Atkinson</li> </ul>
<p><b>Farm walk</b> (Strawberries)</p>	<p><b>Breeding program farm walk</b></p> <p>Wandin - 15<sup>th</sup> March 2022</p> <p><b>Participants:</b></p> <p>20 berry growers</p>	<p><b>Agenda:</b></p> <ul style="list-style-type: none"> <li>- Breeding program update – Jodi Neal (QDAF)</li> <li>- Changes to Hort Award and Piece Rates (Alan Zoch, VFF)</li> </ul>
<p><b>Grower meeting</b> (All berries)</p>	<p><b>Grower meeting and BBQ</b></p> <p>Wandin - 15<sup>th</sup> March 2022</p> <p><b>Participants:</b></p> <p>26 berry growers</p>	<p>Networking event and BBQ for berry growers in the region</p>
<p><b>Field Day</b> (All berries)</p>	<p><b>Berry Biosecurity Field Day</b></p> <p>Coldstream - 14<sup>th</sup> Sep 2022</p> <p><b>Participants:</b></p> <p>32 berry growers and industry associates</p>	<p><b>Agenda:</b></p> <ul style="list-style-type: none"> <li>- Dr Tony Gendall (La Trobe University) - Controlling <i>Botrytis</i> in strawberry using BioClay</li> <li>- Dr Dylan McFarlane (VSICA Research) - On farm biosecurity</li> <li>- Dr Scott Mattner (VSICA Research) - Management of soil borne disease using biofumigation</li> <li>- Dr Alex Piper and Dr Mark Blackett (Agriculture Victoria) - Boosting Diagnostics for Spotted</li> <li>- Wing <i>Drosophila</i> and <i>Xanthomonas fragariae</i></li> <li>- Dr Mike Hodda and Dan Houston (CSIRO) - Nematodes as pests and disease vectors</li> <li>- Adam Upton (Upton Agronomy) - Management of Blueberry Rust</li> <li>- Bronwyn Koll (Agribusiness Yarra Valley) - Fruit waste management for Qfly prevention</li> <li>- Shakira Johnson (AUSVEG) - iMAP Pests surveillance</li> <li>- Greg Huggins (Emerald Regional Beekeepers) - Varroa mite update</li> </ul>
<p><b>Workshop</b> (All berries)</p>	<p><b>Abuzz about native bees workshop/forum</b></p> <p>Yarra Glen – 29<sup>th</sup> September 2022</p> <p><b>Participants:</b></p>	<p><b>Agenda:</b></p> <ul style="list-style-type: none"> <li>- Dr Julian Brown (Research Fellow, Ecosystems and Forest Sciences, Melbourne University)</li> <li>- Yolanda haunch (PhD candidate, Sydney University and NRM South Tasmania)</li> </ul>

	32 attendees - inc. growers and associates	- Dr Mark Hall (Ecologist and Senior Biodiversity Officer, City Greater Bendigo)
<b>Farm Walk</b> (Strawberries)	<b>Temperate Breeding Program Farm Walk</b> Wandin – 15 <sup>th</sup> March 2023 <b>Participants:</b> 4 growers	<b>Agenda:</b> - Farm walk and presentation on new varieties being developed for the temperate growing regions
<b>Information session</b> (All berries)	<b>QFF Information Session</b> Wandin – 15 <sup>th</sup> March 2023 <b>Participants:</b> 6 growers	<b>Agenda:</b> - Updates from Bronwyn Kroll (QFF Regional Coordinator) and Adam Upton (Upton Agronomy)
<b>Tasmania deliverables – Year 3 inc. extension:</b>		
<ul style="list-style-type: none"> <li>➤ 5 x Workshops (2 x all berries / 1 x strawberries / 1 x blueberries / 1 x rubus)</li> <li>➤ 1 x Field Day</li> </ul>		
<b>Workshop</b> (All berries)	<b>Fairwork Commission - Proposed Horticulture Award Changes</b> Launceston - 9 <sup>th</sup> Dec 2021 <b>Participants:</b> 8 growers	<b>Agenda:</b> - Update and overview of proposed changes to Horticulture Award – Peter Cornish, FGT - Q&A Session
<b>Workshops (2)</b> (All berries)	<b>Safe Farming COVID Workshop</b> Devonport – 17 <sup>th</sup> Dec 2021 Sidmouth – 18 <sup>th</sup> Dec 2021 <b>Participants:</b> 6 berry growers at each workshop	<b>Agenda:</b> Update on latest COVID requirements: - Vaccines for Tasmania – Andrew Cameron, Primary Employers Tasmania - COVID Safe Business Plan – Stuart Beams, Safe Farming Tasmania - COVID Outbreak Management – Stuart Beams, Safe Farming Tasmania - Q & A Session - Lunch and networking
<b>Field Day</b> (Strawberries)	<b>New Strawberry Variety Field Day</b> Berried in Tasmania – 10 <sup>th</sup> Dec 2021 <b>Participants:</b> 8 berry growers, 2 industry associates, 2 industry service providers, 2 researchers	<b>Agenda:</b> - Temperate strawberry breeding program - Jodie Neal / Katie O'Connor, QDAF - DIDPWE pest identification program - Ian Parr, DPIWE - Intervene fungicide - Brendon Green, NuFarm - Field walk to view strawberry varieties with grower evaluation - BBQ held at the farm
<b>Workshops (2)</b> (All berries)	<b>Hort Award Workshops</b> Devonport – 9 <sup>th</sup> March 2022 Launceston – 10 <sup>th</sup> March 2022 <b>Participants:</b> 10 berry growers attended in total	<b>Agenda:</b> Presentation on Hort Award – Peter Cornish, FGT Q&A Session
<b>Workshop</b> (Blueberries)	<b>Blueberry Post Season Workshop</b>	<b>Agenda:</b> - Welcome and update on FGT Activity (Peter Cornish, FGT)

	<p>Campbell Town – 6<sup>th</sup> April 2022</p> <p><b>Participants:</b> 29 blueberry growers and industry associates</p>	<ul style="list-style-type: none"> <li>- Season update (Mark Salter)</li> <li>- Update on blueberry rust containment plant (Biosecurity Tasmania)</li> <li>- Latest blueberry rust R&amp;D (Michelle Buntain / Kara Barry, TIA)</li> <li>- Diseases in Blueberries (Stuart Doyle, AgVista)</li> <li>- Discussion</li> </ul>
<p><b>Workshops (2)</b> (All berries)</p>	<p><b>Palm Scheme Workshop</b> Hobart – 11<sup>th</sup> May 2022 Devonport – 12<sup>th</sup> May 2022</p> <p><b>Participants:</b> 18 berry growers (Hobart) / 13 berry growers (Devonport)</p>	<p><b>Agenda:</b></p> <ul style="list-style-type: none"> <li>- Steve Burdette – Palm Scheme Overview</li> <li>- Portability arrangements</li> <li>- Question time</li> </ul>
<p><b>Conference activity – Workshops and webinar</b> (All berries)</p>	<p><b>Fruit Growers Tasmania Conference</b> Hobart - 26<sup>th</sup> May 2022</p> <p><b>Audience:</b> 150 delegates</p>	<p><b>Agenda:</b></p> <p><b>Benefits of IPM Webinar - Klaas Plas (Berry Konsult)</b></p> <ul style="list-style-type: none"> <li>- Overview of IPM</li> <li>- How beneficial plants can help with IPM and pollination</li> <li>- Questions</li> </ul> <p><b>Labour Management – Laurie Adams (Burlington Berries)</b></p> <ul style="list-style-type: none"> <li>- Labour management under the new award provisions</li> <li>- Examples of how the new award provisions have worked in the UK</li> </ul> <p><b>Breeding programs at NIAB East Malling Webinar – Will Roberts (NIAB East Malling)</b></p> <ul style="list-style-type: none"> <li>- Overview of the soft fruit breeding programs at NIAB East Malling Research Station</li> <li>- New raspberry and strawberries varieties</li> </ul>
<p><b>Workshops (4)</b> (All berries)</p>	<p><b>Safe Farming Workshop</b> Southern – 3<sup>rd</sup> Aug 2022 South – 4<sup>th</sup> Aug 2022 Northwest – 31<sup>st</sup> Aug 2022 North – 1<sup>st</sup> Sep 2022</p> <p><b>Participants:</b> 10 (Workshop 1) 14 (Workshop 2) 29 (Workshop 3) 19 (Workshop 4)</p>	<p><b>Agenda:</b></p> <ul style="list-style-type: none"> <li>- Improving work health and safety in orchards and farms, including minimum safety standards, obligations and expectations.</li> <li>- Workplace safety and culture, attracting and retaining workers, positively influencing workers attitudes towards safety, reducing injuries and insurance costs.</li> <li>- Electrical safety - Before you Dig / TasNetworks</li> <li>- Mental health - Rural Alive and Well</li> </ul> <p>Fire reduction and burn offs - Red Hot Tips</p> <p>Workers compensation and industrial relations information.</p>
<p><b>Field Day</b> (Strawberries / Rubus)</p>	<p><b>Pre-Season Berry Growers Field Day</b> Carrick - 2<sup>nd</sup> September 2022</p> <p><b>Participants:</b> 38 attendees</p>	<p><b>Agenda:</b></p> <ul style="list-style-type: none"> <li>- Introduction &amp; Welcome - Mark Salter (FGT)</li> <li>- Pest and Disease control in berries - Stuart Doyle (Agvista)</li> <li>- New chemistry in berries - Brenden Green (Nufarm)</li> <li>- Pollination and IPM - Stephen Quarrell (TIA)</li> <li>- Alternative pollinators - Jonathan Finch (TIA)</li> <li>- Insect pest identification and display - Michele Buntain (TIA)</li> <li>- Beneficial insects for IPM - Fraser Harris (Bugs for Bugs)</li> <li>- View insect displays</li> </ul>

<b>Webinar</b> (Strawberries)	<b>Strawberry Flower Mapping Webinar (Klaas Plas)</b> Online – 20 <sup>th</sup> Sep 2022 <b>Participants:</b> 28 attendees	<b>Agenda:</b> - Introduction (Mark Salter) - Flower mapping (Klaas Plas) - Questions
<b>Workshop</b> (Blueberries)	<b>Blueberry Growers Workshop</b> Campbell Town - 23 <sup>rd</sup> Sep 2022 <b>Participants:</b> 32 attendees	<b>Agenda:</b> - Introduction - Mark Salter (FGT) - R&D update - Kara Barry and Michele Buntain (TIA) - Export update, support package - Biosecurity Tas - Blueberry rust identification and prevention - Melinda Simpson (Berry IDO NSW) - Spray programs for blueberries and defoliation trials - Jeff Harrison (Nutrien) - Questions
<b>Field Day</b> (Blueberries / Rubus)	<b>Berry Sprayer Field Day</b> Hillwood – 23 <sup>rd</sup> Nov 2023 <b>Participants:</b> 12 berry growers and industry associates	<b>Agenda:</b> - Introduction - Mark Salter (IDO) - Sprayer setup, spray drift and calibration - Dave Farmer Croplands - Carrarospray demo - Stuart Farrell, Sprayer Barn - Croplands small sprayer demos - David Lindley, Tasmac
<b>Field Day</b> (Strawberries)	<b>Strawberry Runner Field Day</b> JCLM Farming <b>Participants:</b> 7 berry growers and industry associations	<b>Agenda:</b> - Introduction - Mark Salter (IDO) - Runner production techniques - Jack Beattie, JCLM Farming - Field walk
<b>Western Australia deliverables – Year 3 inc. extension:</b> ➤ 3 x Workshops (1 x all berries / 2 x strawberries) ➤ 1 x Field Day		
<b>Meeting and Field Day</b> (Strawberries / All berries)	<b>Strawberry Growers Association meeting and Field Event</b> Bullsbrook – 22 <sup>nd</sup> October 2021 <b>Audience:</b> 22 growers and industry associates	<b>Agenda:</b> - SGAWA AGM - Variety tasting and National breeding program - In-field packing - Strawberry growing in Tabletops (protected cropping) - UVC for fungal control – outback robotics
<b>Workshop</b> (Strawberries)	<b>On-farm workshop in Vietnamese</b> 7 <sup>th</sup> April 2022 <b>Participants:</b> 19 strawberry and vegetable growers, 5 service providers, 6 staff (Vegetables WA / Berries IDO)	<b>Agenda:</b> This was a collaboration between Berries Australia and Vegetables WA – the meeting was translated and was targeted at Vietnamese growers: - Covid – 19 update and response – Michael Bartholomew (VegetablesWA) - AgVisa update - Manus Stockdale (VegetablesWA) - Predicted wet weather and pests/diseases management - Truyen Vo (VegetablesWA)
<b>Online Workshop</b> (Blueberries)	<b>Blueberry Rust</b> Online – 14 <sup>th</sup> April 2022 <b>Participants:</b> 4 WA blueberry growers, 1 WA blueberry agronomist, 7	<b>Agenda:</b> - Blueberry Rust update – Dr Sonya Boughton, WA Chief Plant Biosecurity Officer - Question time with technical input from industry representatives

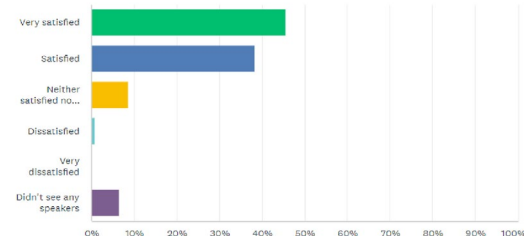
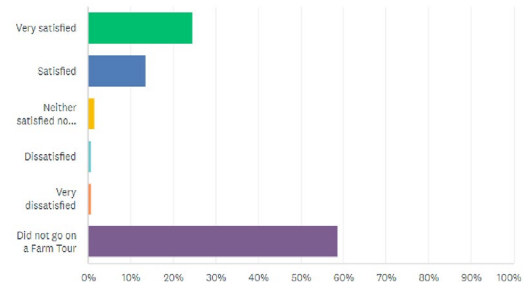
	response team members, 2 interstate corporate reps, 1 University of Tasmania blueberry rust specialist	
<b>Webinar</b> (Blueberries)	<b>WA Blueberry Rust Update</b> Online – 3 <sup>rd</sup> May 2022	<b>Agenda:</b> - Blueberry Rust update – Dr Sonya Boughton, WA Chief Plant Biosecurity Officer - Question time
<b>Field Day</b> (Strawberries)	<b>Strawberry Growers Association of WA AGM plus Field Day</b> 1 <sup>st</sup> July 2022 <b>Participants:</b> 8 WA berry growers (all berries), 6 industry associates, 5 staff (presenters/IDOs)	<b>Agenda:</b> - SGWA AGM proceedings - Chilli thrip and IPM update - Sprayer demonstration - Omnidrone demonstration - Dinner (provided) - Fluorescent dye viewing (spray uniformity)
<b>Webinar</b> (Blueberries)	<b>Blueberry Rust</b> Online – 16 <sup>th</sup> August 2022 <b>Participants:</b> 11 WA blueberry growers 5 WA production nurseries impacted by blueberry rust	<b>Agenda:</b> - Overview of blueberry rust and management options (including results of trials on organic options) - Melinda Simpson, Blueberry Industry Development Officer @ NSW DPI, - Managing blueberry rust on-farm and in nursery plants - Maurizio Rocchetti, Plant Supply Manager @ Costa in NSW, - ICA-31 procedure for access to South Australia - Kirsten Hall, Exports Co-ordinator @ Quarantine WA
<b>Field Walk</b> (Strawberries)	<b>On-farm Field Walk</b> 17 <sup>th</sup> August 2022 <b>Participants:</b> 5 growers, 4 staff (2 berry IDOs, 1 QDAF breeder, 1 QDAF contractor)	<b>Agenda:</b> - Variety Evaluation Field Walk with Strawberry Breeder
<b>Field Walk</b> (All berries)	<b>Berry Sweet Field Tour for South Metro TAFE: Jobs in berries</b> Bullsbrook – 5 <sup>th</sup> Oct 2022 <b>Participants:</b> <b>8 TAFE horticulture students and lecturers</b>	<b>Agenda:</b> - Helen Newman (Berry IDO) – overview of the different types of jobs in industry, types of training/background desired, overview of where Berry Sweet fits in industry. - Lachlan Chilman (Biological Services) – the role of IPM in industry and the future of jobs in industry. - Anthony Yewers (Owner – Berry Sweet) – farm tour showing the production system, technology used, future of industry, types of positions available in a business like Berry Sweet.
<b>Field Day</b> (Strawberries)	<b>Supply Chain Innovations, National Breeding Program variety trial and strawberry disease</b> Bullsbrook – 20 <sup>th</sup> Oct 2022 <b>Participants:</b> 3 businesses represented with 5 extra staff members present	<b>Agenda:</b> - Jodie Campbell – Supply chain project - Apollo Gomez – strawberry disease issues - Jodi Neal – Australian breeding program variety trial (field walk with growers) - Visited each grower individually to discuss both

**Output summary – Nationally delivered webinars**

Output	Description	Detail
<b>Webinar</b> (Strawberries)	<b>Strawberry disease and resistance management</b> Online – 10 <sup>th</sup> August 2021 <b>Audience:</b> 39 participants: 4 x Qld growers/industry reps 10 x Tas growers/industry reps 8 x Vic growers/industry reps 4 x WA growers/industry reps 5 x service providers 3 x Qld DAF personnel	<b>Agenda:</b> <ul style="list-style-type: none"> <li>- Grey mould, powdery mildew and gnomoniopsis and how to recognize and avoid fungicide</li> <li>- resistance – Apollo Gomez, DAF Qld</li> <li>- Context for summer growing regions – Michael Gangi, EE Muir and Sons Victoria</li> </ul>
<b>Webinar</b> (All berries)	<b>DIY Research on farm</b> Online – 23 <sup>rd</sup> August 2021 <b>Audience:</b> 30 berry growers	<b>Agenda:</b> <ul style="list-style-type: none"> <li>- DIY research trials on farm - Dr Sophie Parkes, NSW DPI</li> <li>- R&amp;D Incentives, RDTI</li> </ul>
<b>Webinar</b> (All berries)	<b>Understanding piecework agreements</b> Online – 12 <sup>th</sup> August 2021 <b>Audience:</b> 39 attendees (32 berry growers plus 7 industry reps)	<b>Agenda:</b> Donna Mogg presented the following agenda items: <ul style="list-style-type: none"> <li>- The horticultural award explained</li> <li>- Setting the piece</li> <li>- An average competent worker explored</li> <li>- Loading and the formula with examples</li> <li>- Award provisions</li> <li>- What if new workers cannot meet the rate</li> <li>- Worked scenarios and questions</li> </ul>
<b>Webinar</b> (Blueberries)	<b>Blueberry rust in Victoria</b> Online – 30 <sup>th</sup> September 2021 <b>Audience:</b> 17 blueberry growers	<b>Agenda:</b> <ul style="list-style-type: none"> <li>- Latest info from AgVic</li> <li>- Identification</li> <li>- Management/hygiene – what to do now</li> <li>- Options for organic growers</li> <li>- ICA-31</li> </ul>
<b>Webinar</b> (All berries)	<b>Understanding piecework agreements</b> Online – 30 <sup>th</sup> September 2021 <b>Audience:</b> 35 attendees	<b>Agenda:</b> Donna Mogg presented the following agenda items: <ul style="list-style-type: none"> <li>- The horticultural award explained</li> <li>- Setting the piece</li> <li>- An average competent worker explored</li> <li>- Loading and the formula with examples</li> <li>- Award provisions</li> <li>- What if new workers cannot meet the rate</li> <li>- Worked scenarios and questions</li> </ul>
<b>Webinar</b> (All berries)	<b>Understanding the new piecework provisions</b> Webinar no. 1: 3 <sup>rd</sup> March 2022 Webinar no. 2: 8 <sup>th</sup> March 2022 <b>Audience:</b> 44 growers over two events	<b>Agenda:</b> Rachel Mackenzie - overview of the new piece rate provisions which come into force on 28 <sup>th</sup> April 2022.



## Output summary – BerryQuest 2022 Program and Field Walk

Output	Description	Detail
<b>BerryQuest International 2022</b> – Program and Field Walk	<p>The IDO/Comms project team was heavily involved in the planning of the event, with the IDOs developing the majority of the program and our Communications Manager taking care of all print and electronic promotional material. The program was extremely well received by delegates and our Conference Planning team have been praised for an exceptional array of interesting speakers and highly relevant and informative topics. This can be attributed to our IDOs having a good grasp on what growers and the broader industry are particularly interested in which would benefit their on-farm production methods and business.</p> <p>The Farm Tour component of the conference was held on the final day with over 140 people participating. One long and one shorter tour each visited a combination of three locations:</p> <ul style="list-style-type: none"> <li>- Queensland Berries (Rubus production / Seasonal workers infrastructure) – Richard McGruddy and the Queensland Berries Team</li> <li>- Bugs for Bugs (production of beneficial insects) – Paul Jones and team</li> <li>- Taste n See (table top strawberry production) – Laura Wells, Dave Fairweather and Taste n See team</li> </ul> <p>Despite the farms being a long drive from Sea World, feedback has been extremely positive with participants getting a lot of great information and insight from our growers who really showcased Queensland berry production at its best.</p>	<p>The recordings and/or presentations of speakers (with approval) were shared with all delegates post conference.</p> <p><a href="https://mailchi.mp/bf809a7d1a95/bqi22-sept-22-videos?e=d16f84f562">https://mailchi.mp/bf809a7d1a95/bqi22-sept-22-videos?e=d16f84f562</a></p> <p>Feedback on program of speakers from post conference survey:</p> <p>How satisfied were you with the speakers at BQI22? <span style="float: right;">... <b>90% of</b></span></p> <p>Answered: 138 Skipped: 2</p>  <p><b>respondents who attended the speaker sessions were 'very satisfied' or 'satisfied' with the speakers.</b></p> <p>Feedback on Farm Tour:</p> <p>How satisfied were you with the farm tours at BQI22? <span style="float: right;">... <b>More than of 92% of</b></span></p> <p>Answered: 126 Skipped: 14</p>  <p><b>respondents who went on a Farm Tour were 'very satisfied' or 'satisfied'.</b></p>

## Output summary – Grower visits and project partner meetings

YEAR 1			
Regional IDO	Grower visits/ interactions	Industry Partner meetings	COVID-19 Specific Meetings
Queensland	64	19	49

New South Wales	27	35	20
Victoria/South Aust	23	38	38
Tasmania	13	28	28
Western Australia	15	5	20
<b>YEAR 2</b>			
<b>Regional IDO</b>	<b>Grower visits/ interactions</b>	<b>Industry Partner meetings</b>	<b>COVID-19 Specific Meetings</b>
Queensland	86	43	22
New South Wales	56	104	5
Victoria/South Aust	48	102	31
Tasmania	63	71	4
Western Australia	71	50	0
<b>YEAR 3 inc. extension</b>			
<b>Regional IDO</b>	<b>Grower visits/ interactions</b>	<b>Industry Partner meetings</b>	<b>COVID-19 Specific Meetings</b>
Queensland	61	40	6
New South Wales	41	79	0
Victoria/South Aust	45	186	21
Tasmania	64	46	0
Western Australia	110	27	2

### Industry coordination and engagement, project management and reporting

A network of five Industry Development Officers (IDOs) based in each major growing state bring areas of specific technical expertise to the role. Each IDO is supported by a recognised local industry body or service provider. IDOs are located in Queensland, Victoria (also covering SA), New South Wales, Tasmania and Western Australia. The following table outlines contributors to the project since inception including areas of expertise:

<b>Management/Administration</b>			
<b>Position</b>	<b>Name</b>	<b>Organisation</b>	<b>Location</b>
Project Leader	Rachel Mackenzie	Berries Australia	Brisbane, Qld
Project Manager	Jennifer Rowling	Berries Australia	Brisbane, Qld
Project Coordinator	Wendy Morris	Berries Australia	Brisbane, Qld
<b>Project Team</b>			
<b>Position and Expertise</b>	<b>Name</b>	<b>Organisation</b>	<b>Location</b>
Industry Development Officer - NSW (Blueberries/Pollination/Chemical/ Next Gen)	<b>Melinda Simpson</b> (Sep 2019 to Jan 2023) <i>Position currently vacant.</i>	NSW Dept of Primary Industries (NSW DPI)	Wollongbar, NSW
<b>Industry Development Officer - VIC &amp; SA</b> (Strawberries/Biosecurity/Pest & Disease)	Angela Atkinson (Sep 2019 to current)	Vic Strawberry Industry Development Committee (VSIDC)	Wandin, Vic
<b>Industry Development Officer - QLD</b> (Strawberries)	<b>Bron Ford</b> (Sep 2019 to Nov 2020) <b>Suzette Argent</b> (Dec 2020 to Mar 2022) <b>Jen Rowling</b> (temp/part-time – Mar 2020 to current)	Qld Strawberry Growers Association (QSGA)	Caboolture, Qld
<b>Industry Development Officer - TAS</b> (Rubus)	<b>Claire McCrory</b> (Sep 2019 to Dec 2020) <b>Celeste Cook</b> (May 2021 – Aug 2021) <b>Mark Salter</b>	Fruit Growers Tasmania Inc (FGT)	TBC

	<i>(Sep 2021 to current)</i>		
<b>Industry Development Officer - WA</b> (Strawberries)	<b>Aileen Reid - part time</b> <i>(Sep 2021 to current)</i> <b>Katie Dunne</b> <i>(Mar 2020 to Aug 2020)</i> <b>Helen Newman</b> <i>(Dec 2020 to current)</i>	Agricultural Produce Commission (APC)	Perth, WA
<b>Communications Specialist</b>	<b>Jane Richter</b>	Teres Communication	Glasshouse Mts, Qld
<b>Needs Analysis, MERI framework and mid-term evaluation</b>	<b>Emily Tee</b>	RMCG	Melbourne, Vic

Each IDO is responsible for developing networks with growers in their state and designing appropriate extension mechanisms (the how). They are supported by other IDOs with relevant technical knowledge (the what) to ensure provision of the best technical information.

The project team meets regularly to review workplans, discuss ideas, seek technical information where needed, coordinate content for Australian Berry Journal and generally maintain a strong and supportive project team culture.

<b>Output</b>	<b>Description</b>	<b>Detail</b>
<b>IDO project team meetings</b>	Held monthly	Workplans and knowledge transfer activities
<b>IDO project team meetings inc. Comms Manager</b>	Held monthly	Print and digital resources including content for the Australian Berry Journal. IDOs are responsible for compiling and/or sourcing a minimum of 4 relevant articles per edition.
<b>Annual project team meetings</b>	<p><b>In person - Melbourne</b> 6<sup>th</sup> – 7<sup>th</sup> Nov 2019</p> <p><b>Participants:</b></p> <ul style="list-style-type: none"> <li>- Rachel Mackenzie</li> <li>- Jen Rowling</li> <li>- Vic Szabo</li> <li>- Aileen Reid, WA</li> <li>- Angela Atkinson, VIC</li> <li>- Bron Ford, QLD</li> <li>- Claire McCrory, TAS</li> <li>- Jane Richter, Comms</li> <li>- Melinda Simpson, NSW</li> <li>- Bianca Cairns, Hort Innovation</li> <li>- Brad Mills, Hort Innovation</li> <li>- Clinton Muller, RMCG</li> <li>- CJ Wilkens, RMCG</li> </ul>	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>- Establishment of project team working culture and processes</li> <li>- Clear understanding of the project objectives and deliverables</li> <li>- Streamline of project management and reporting processes</li> <li>- Understanding of project monitoring and evaluation plan</li> <li>- Development of team workplan</li> </ul> <p><b>Agenda:</b></p> <ul style="list-style-type: none"> <li>- Program overview and expectations – Bianca Cairns, Hort Innovation</li> <li>- Program plan and monitoring and evaluation plan / Needs Analysis / Reporting, monitoring and gearing up for workplan – Clinton Muller, RMCG</li> <li>- Communications strategy and activities – Jane Richter</li> <li>- Facilitated team building activity – Cynthia Mahoney, Cynthia Mahoney &amp; Associates</li> <li>- Facilitated workplan development – Clinton Muller, RMCG</li> </ul>
	<p><b>Online workshop</b> 6<sup>th</sup> Nov 2020</p> <p><b>Participants:</b></p> <ul style="list-style-type: none"> <li>- Rachel Mackenzie</li> <li>- Jen Rowling</li> <li>- Aileen Reid, WA</li> <li>- Helen Newman, WA</li> <li>- Angela Atkinson, VIC</li> </ul>	<p><b>Agenda:</b></p> <ul style="list-style-type: none"> <li>- Welcome and introductions, Rachel Mackenzie</li> <li>- Mid-term evaluation – Emily Tee, RMCG</li> <li>- M&amp;E Discussion – Jane Wightman, Hort Innovation</li> <li>- Communications update – Jane Richter</li> <li>- Year 2 workplan development – Jen Rowling and IDOs</li> </ul>

<ul style="list-style-type: none"> <li>- Bron Ford, QLD</li> <li>- Claire McCrory, TAS</li> <li>- Melinda Simpson, NSW</li> <li>- Jane Richter, Comms</li> <li>- Jane Wightman (Hort Innovation)</li> <li>- Emily Tee (RMCG)</li> <li>- Cynthia Mahoney (Cynthia Mahoney &amp; Assoc)</li> </ul>	<ul style="list-style-type: none"> <li>- Facilitated team building activity – Cynthia Mahoney, Cynthia Mahoney &amp; Associates</li> </ul>
<p><b>In Person - Yarra Valley</b> 6<sup>th</sup> May 2021</p> <p><b>Participants:</b></p> <ul style="list-style-type: none"> <li>- Rachel Mackenzie</li> <li>- Jen Rowling</li> <li>- Wendy Morris</li> <li>- Aileen Reid, WA</li> <li>- Helen Newman, WA</li> <li>- Angela Atkinson, VIC</li> <li>- Suzette Argent, QLD</li> <li>- Celeste Cook, TAS</li> <li>- Melinda Simpson, NSW</li> <li>- Jane Richter (via Zoom)</li> </ul>	<p><b>Agenda:</b></p> <ul style="list-style-type: none"> <li>- Welcome and introductions</li> <li>- Needs analysis / mid-term evaluation review</li> <li>- Methods of delivery</li> <li>- Communications update</li> <li>- Professional development</li> <li>- BerryQuest 2022 program planning</li> </ul>
<p><b>In Person – Melbourne</b> 16<sup>th</sup> November 2022</p> <p><b>Participants:</b></p> <ul style="list-style-type: none"> <li>- Rachel Mackenzie</li> <li>- Wendy Morris</li> <li>- Jen Rowling</li> <li>- Aileen Reid, WA</li> <li>- Helen Newman, WA</li> <li>- Angela Atkinson, VIC/SA</li> <li>- Mark Salter, TAS</li> <li>- Melinda Simpson, NSW</li> <li>- Jane Richter, Comms</li> <li>- Jane Wightman, Hort Innovation</li> <li>- Cynthia Mahoney, Cynthia Mahoney &amp; Associates</li> </ul>	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>- Review of project team communication styles, working culture and above/below line behaviours</li> <li>- Provide input into the Extension Strategy Co-Design process</li> <li>- Development of Year 4 project workplan</li> </ul> <p><b>Agenda:</b></p> <ul style="list-style-type: none"> <li>- Why are we here? Overview of the plan for the day</li> <li>- Team development workshop, Cynthia Mahoney</li> <li>- Project extension strategy: Desired outcomes</li> <li>- Project extension strategy: Co-design template</li> <li>- Hort Innovation’s role in extension strategy co-design</li> <li>- Next steps including development of Year 4 workplans</li> <li>- Other business</li> </ul>

## Outcomes

The project was continuously monitored and evaluated by the project team to ensure progress of activities and outputs towards the required deliverables and in accordance with the program logic outlined in the Monitoring and Evaluation Plan. Annual planning cycles provided flexibility in the development of workplans to ensure that the project continued to meet the needs of the Australian berry industry. This flexibility was particularly important given that COVID-19 brought with it a unique set of challenges for growers, the industry as a whole and delivery of the project.

The COVID-19 pandemic had a huge influence on knowledge transfer. The delivery of information around R&D, innovation and technology, pest and disease and other technical topics was limited for a period of time. This was not just due to the inability to run in-person activities or conduct farm visits as a result of lockdowns, border closures and social distancing rules. There was also the need for the project team to respond to the crisis by focusing on helping growers navigate the complex health requirements, supply chain issues and severe labour shortages. Knowledge transfer continued in the form of the Journal, The Burst e-Newsletter and email updates from IDOs to growers, but it should be acknowledged that delivery of this project as originally intended was significantly impacted by the pandemic.

The project outcomes (1 – 3 years) within the sphere of influence and measurement of the project timeframe were identified as:

1. Improved capacity and awareness of berry industry research, innovation and technology
2. Increased adoption of berry industry innovation and technology through changes to on-farm decision-making and practices
3. Increased opportunities for information exchange, networking and learning between growers and other industry members.

The evidence associated with achievement of each of these outcomes was gathered through a number of sources including:

- Monthly (minimum) workplan meetings with the project team
- Annual project review meetings with the project team
- Biannual project reference group meetings
- Mid-term evaluation conducted by RMCG
- Participation and engagement levels in industry activities
- Feedback received from in-person and online activities (both formal and informal)
- Extension strategy survey and review
- Industry practice change and adoption.

### Outcome summary

Outcome	Alignment to fund outcome, strategy and KPI	Description and evidence
Improved capacity and awareness of berry industry research innovation and technology	<i>Strawberry SIP (2017-2021)</i> <i>Outcome 3: Greater skills, capacity and knowledge in the industry</i>	The communication resources have been widely acknowledged as highly informative, timely and relevant across all berry categories. This is evidenced through the continual increase in distribution and a consistent above average open rate of e-Newsletter, The Burst. Additional resources such as fact sheets, case studies and posters have also been valuable for those who have been unable to attend or participate in events and activities.  The need to move face-to-face knowledge transfer activities to online platforms has seen a significant improvement in the capacity of the industry to access information via these channels. Participant numbers for online workshops and webinars remains high, allowing growers to information without taking time away from the farm.

		<p>Face to face workshops have increased following lifting of COVID restrictions and we have seen a large number of growers embracing the opportunity to attend. This was significantly evident at BerryQuest 2022, which saw 495 delegates attend – an increase of 20% from the previous event held in 2018.</p> <p>Translation of articles and the introduction of translated workshops in WA have helped to build the capacity of non-English speaking grower communities.</p>
Increase adoption of berry industry innovation and technology through changes to on-farm decision-making and practices	<p><i>Strawberry SIP (2017-2021) Outcome 3: Greater skills, capacity, and knowledge in the industry</i></p>	<p>Increased adoption of research and changes to on-farm decision making and practices has been observed to a degree, although we can expect that this level of change would be reduced in comparison to a three-year project that has NOT been affected by a pandemic.</p> <p>The majority of on-farm practice change has occurred in the area of on-farm health and safety practices, and changes to labour acquisition and retention, with growers having to adjust to the restrictions limiting access to labour as a result of the pandemic.</p> <p>Increases in adoption have also been observed in the following areas:</p> <ul style="list-style-type: none"> <li>- Increasing interest in protected cropping including transitions to tabletop and/or tunnel production</li> <li>- Increased adoption of new varieties through Australian Breeding Program</li> <li>- Improved on-farm biosecurity management</li> <li>- Increased interest in accessing or learning more about export opportunities, as a result of the Joint Berry Industry Export Trade Development project (MT20004)</li> <li>- Improved understanding of chemical resistance issues through knowledge transfer activities and involvement of industry in SARP review process.</li> </ul>
Increased opportunities for information exchange, networking and learning between growers and other industry members	<p><i>Raspberry and Blackberry SIP (2017-2021) Outcome 4: By 2021, at least 90 percent of growers and other firms involved in raspberry and blackberry value chains will be directly engaged with and value national industry services</i></p> <p><i>Blueberry SIP (2018-2022) Outcome 2: By 2022, there will be strong engagement and communication with</i></p>	<p>Attendance numbers at in person workshops, field days and other networking opportunities following the pandemic indicates that growers are keen to liaise with fellow growers and industry associates, and increase participation in knowledge transfer activities which will provide benefit for on-farm and business management. This is clearly evident in the strong attendance numbers at BerryQuest in July 2022 and the response to increase in person activities being delivered by the project team following easing of COVID restrictions.</p> <p>Feedback from workshop participants (both formal and informal) provides a good indication that growers participating in these activities continue to increase their knowledge levels</p>

	blueberry growers and industry stakeholders	across a range of topics, and therefore are more likely to make changes to on-farm practices and decision making.
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### Extension Strategy survey

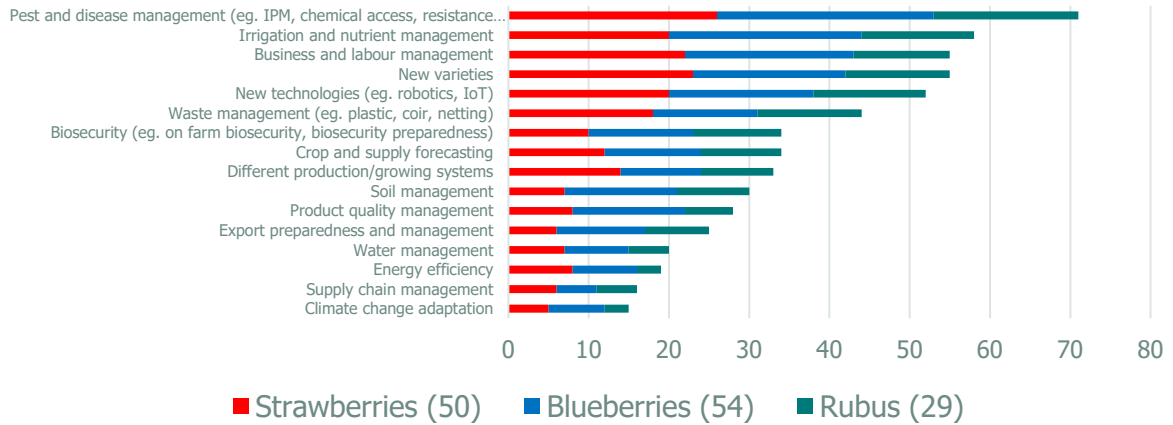
A survey was distributed to growers and industry stakeholders in January 2023 to identify any gaps in information delivery and variances in priorities and knowledge transfer preferences across commodities, regions and industry segments. The survey was part of the extension strategy and co-design process with Hort Innovation for the development of the next iteration of industry development and communications project, but it also provided valuable information about how this project has been received by industry and potential gaps in information delivery which will become the focus going forward.

The breakdown of the commodities, regions and segmentation for the purpose of the survey:

<b>Commodities</b>	Blueberry Strawberry Raspberry and Blackberry Combination of berries
<b>Regions</b>	Queensland New South Wales Victoria South Australia Tasmania Western Australia
<b>Segmentation</b>	<p><b>Business type:</b></p> <ul style="list-style-type: none"> <li>• Operate as part of a marketing group</li> <li>• Operate as an independent family business</li> <li>• Have an agritourism component</li> <li>• Grow certified organic berries</li> </ul> <p><b>Production method:</b></p> <ul style="list-style-type: none"> <li>• Substrate production</li> <li>• In-ground production</li> <li>• Combination of substrate and inground</li> </ul>

The following graphs provide insight into the priorities of the industry going forward:

## National top 5 priorities by berry category



## National Top 5 Priorities by business type





Top 5 Priorities by State						
	QLD	VIC	NSW	TAS	SA	WA
1	Business/labour management	Pest/disease management	Pest/disease management	Business/labour management	Pest/disease management	New technology
2	Pest/disease management	Irrigation/nutrition management	Irrigation/nutrition management	Irrigation/nutrition management	Irrigation/nutrition management	New varieties
3	New varieties	New varieties	New varieties New technology Waste management Different production systems Product quality management Export	Pest/disease management	New varieties	Irrigation/nutrition management
4	Irrigation/nutrition management	New technology		Soil management	Business / labour management	Pest/disease management
5	New technology	Business/labour management Waste management		Waste management Biosecurity	Waste management	Business/labour management

### The importance of response

The COVID-19 pandemic was not the only crisis affecting the industry over the last three years.

The detection of Varroa mite in NSW created many challenges for the NSW berry IDO plus our Victorian IDO who is our biosecurity specialist. Melinda Simpson (NSW IDO) was very heavily involved in the eradication response with the NSW state government, and both she and Angela Atkinson (Vic IDO) spent many hours participating in Varroa response meetings. This has resulted in less time spent on the IDO/Comms project but is vitally important for the berry industry, particularly in the region of the incursion but also to ensure that our team are up to date on all activity and outcomes to be able to inform and reassure the broader berry industry accurately and effectively.

Likewise in WA, the detection of blueberry rust took up a considerable amount of time for our WA IDOs, including extensive meetings and liaison with key industry stakeholders, blueberry rust experts and the DPIRD incident management team. With early notification, Helen Newman was able to coordinate an informative webinar for industry with DPIRD explaining the incident, the geographical extent of the pest and some of the options for how the incident may proceed. Industry stakeholders and blueberry rust experts also spoke about their experiences with rust and what they thought would be the logical steps and outcomes from the incident. DPIRD were then able to use this and other information that the IDO had gathered from industry to inform the pathway they took in the response. This method of involving industry in the conversation early was well regarded by both industry and DPIRD. Follow up webinars and information sessions kept growers and industry well informed of new rules and on-farm practices associated with ICA-31 and general management options.

Deviations from the project to participate in the response to biosecurity issues affecting the industry need to be factored into future iterations of the project. Whilst this may take time away from core deliverables of the project, it is vitally important that our IDOs play a role where possible to be able to communicate accurate information in a timely fashion and ensure that any on-farm practices to manage situations such as the Varroa incursion can be effectively rolled-out across affected regions if required.

## Monitoring and evaluation

The effectiveness, relevance, process appropriateness and efficacy of the project methodology was evaluated through internal monitoring by the project team throughout the life of the project as a means of ensuring continuous improvement. An independent mid-term evaluation was conducted by RMCG, providing an informative checkpoint in the project delivery. The report reflects on the initial lessons and experiences of the project for both the project team and Hort Innovation as the funding provider. The Mid-Term Evaluation report is attached as Appendix 2 - MT18020 Mid Term Evaluation.

An additional survey of the industry was conducted as part of the extension strategy and co-design process for the next iteration of the project, which gave us additional insight into gaps in knowledge transfer, preferred methods of information delivery and what the focus should be for the next project.

### Key Evaluation Questions

Key Evaluation Question	Project performance	Continuous improvement opportunities
<b>Effectiveness</b>		
1. To what extent has the project achieved its expected outcomes?	<p>Despite the impact of COVID-19, the team have been successful in exceeding targets for delivery of knowledge transfer activities. By converting workshops to online platforms, engagement with growers was able to continue until such time as restrictions eased and face to face activity was able to resume. Participant feedback from workshops delivered prior to and since easing of restrictions demonstrate an improved knowledge and understanding of the topics covered.</p> <p>Knowledge transfer continued unabated via the Journal and the Burst e-Newsletter and growers have acknowledged the value of these resources in receiving up to date information on berry industry R&amp;D, technical information and other relevant news including COVID.</p> <p>The project contributed significantly to building the capacity to readily implement on-farm health plans as required during the pandemic. Growers and industry stakeholders acknowledged the value of the health plan templates provided and the guidance they received from the IDOs and via the communication platforms, ensuring they could meet WorkSafe health requirements.</p> <p>Feedback from industry including the peak industry bodies of SAI, ABGA and RABA have reinforced the value of the project in building a cohesive industry, bringing the three berry commodities together. It is clear that many growers would not have had access to the timely and relevant information regarding COVID restrictions without the formation of Berries Australia and the IDO/Comms project.</p>	<p>Through the extension strategy and project co-design process for the next iteration of the project, five key focus areas have been identified which will allow the project team to return focus to the strategic research and innovation needs of the industry. Refer Outcomes section of this report for priorities identified.</p> <p>A broader range of knowledge transfer delivery options can now be utilized as a result of the move to online platforms during the pandemic. With information on preferred delivery methods collected as part of the extension strategy survey, IDOs will be able to customize knowledge transfer activities to achieve the best engagement with growers and stakeholders.</p>

	<p>However, the communication of R&amp;D outputs was put on hold for a period of time to allow producers to focus on dealing with the impact that the pandemic was having on their businesses. As restrictions eased, focus gradually turned back to R&amp;D and technical knowledge transfer activity but there has been a significant gap in delivery experienced.</p>	
<p><b>Relevance</b></p>		
<p>2. How relevant was the project to the needs of levy paying berry growers?</p>	<p>The needs analysis compiled at the beginning of the project highlighted the R&amp;D needs of the different berry categories in the areas of production, markets and business operations. It also considered industry profiles and market segments ie type of business operation and the communication and extension activities most applicable for engagement with each segment. This has proved to be a valuable resource for the project team and the information has been updated during the extension strategy survey for the next iteration of the project. Regular team meetings also help with identification and confirmation of industry needs.</p> <p>It has been well acknowledged through both the mid-term evaluation and the extension strategy survey that the communication needs of the industry have been well met. In the most recent survey, the Journal was acknowledged as the preferred method for accessing information and helping to keep them up to date on whats happening across the industry. Both producers and researchers have acknowledged the value in being able to read articles across all the berry categories within the Journal.</p> <p>The Burst eNewsletter has been a valuable resource for delivering timely information, particularly during the COVID pandemic. The volume of information included in the enews has proved a little overwhelming for some, but the ability to jump to relevant industry news has been well received.</p>	<p>The project team will utilize the results of the extension strategy survey to focus on the top 5 priority areas for knowledge transfer in the next iteration of the project.</p>
<p><b>Process appropriateness</b></p>		
<p>3. How well have levy paying berry growers been engaged in the project?</p>	<p>Both the mid-term and extension strategy surveys highlighted that growers are well connected with the project through the communication products (Journal and eNews).</p> <p>Engagement with regional IDOs has</p>	<p>Challenges have been faced in maintaining continuity of project staff. There has been a relatively high staff turnover in Qld and Tas due to issues with regional delivery partners. This has affected the continuity of the IDO</p>

	<p>increased considerably as a result of COVID. Growers have acknowledged that having a connection with an IDO through previous projects has supported their understanding and engagement with the current project. For incoming IDOs, it takes time to build trust and establish networks, however the response to COVID contributed significantly towards engaging with and building trust with growers across the board.</p>	<p>role in these states. Focus on staff recruitment and retention will need to occur in the next project.</p>
<p>4. To what extent were engagement processes appropriate to the target audiences of the project?</p>	<p>The mid-term evaluation highlighted the challenge of engaging with CALD producers such as Vietnamese growers in WA and Sikh growers in NSW. The IDOs in both these states have made big improvements in engagement with these groups through translated articles in the Journal, posters and other information resources, and running translated knowledge transfer activities. Continuation of the progress made with these groups is very important and will be a priority in the next project.</p> <p>A need to improve engagement with large corporate producers was also highlighted in the mid-term review. The team is currently engaged with these groups through various mechanisms such as the Berries Australia and PIB boards and committees, the Project Reference Group, through communication products and through individual relationships. Participation in the planning and delivery of BerryQuest 2022 also played a role in increasing contact with the larger corporate entities. Focus going forward will be on ensuring that the correct points of contact within these organizations are identified and relationships built to ensure that the project continues to meet their needs.</p>	<p>Regional survey results highlighting the preferred methods of knowledge transfer activities will be used for development of regionally specific/segmented workplans.</p>
<p><b>Efficiency</b></p>		
<p>5. What efforts did the project make to improve efficiency?</p>	<p>The design of the project as a “cross berry” industry development project has been acknowledged as efficient and “value for money”. Having one industry development project servicing the three berry commodities has provided key benefits in the form of cross pollination of ideas and innovation, and the ability to access information on all the berry sectors through the same communication platforms.</p> <p>Efficiencies have been gained by the project team through such things as:</p> <ul style="list-style-type: none"> <li>- Shared templates eg. Event feedback</li> </ul>	<p>Maintain and refine communication platforms such as the website for ease of access to resources, news and other important industry information.</p>

	<p>forms/COVID health plans etc</p> <ul style="list-style-type: none"> <li>- The use of a shared project management platform for production of the Journal ie. Monday.com</li> <li>- Delivery of knowledge transfer activities via online platforms such as Zoom</li> <li>- Collaboration on deliverables such as national webinars</li> <li>- Support of SARP reviews</li> <li>- Team collaboration on extension strategy and co-design process for next project</li> </ul>	
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## Recommendations

The following list of recommendations is based on those identified from the mid-term review which remain relevant, plus additional suggestions put forward by the project team:

<b>Governance</b>	
1	Continuation of existing project management structure ie. centralised national project coordination and reporting, and Industry Development Officers with thematic and geographic leadership roles.
2	Review sub-contracting processes and agreements. Identify mechanisms to support the retention of skilled staff including clarity of employment arrangements, appropriate remuneration and access to career development opportunities
3	Continue with annual strategic project team meetings to review industry priorities, collaborate on knowledge transfer activities to improve efficiencies and in regards to information delivery methods.
4	Review membership and terms of reference of Project Reference Group. Provide clarity on the Groups' role and purpose and its engagement in project direction.
5	Strengthen project connections to berry category levy paid research and development projects. Ensure any international research and development information is relevant and aligned with Australian industry context.
<b>Project content</b>	
6	Explore synergies for greater alignment between policy issues and research and development solutions and opportunities to ensure project delivery remains aligned to Hort Innovation investment scope.
7	Focus attention on the four priority areas as identified from the Extension Strategy Survey for efficiency in knowledge transfer: <ol style="list-style-type: none"> <li>1. Pest and disease management</li> <li>2. Irrigation and nutrient management</li> <li>3. Business and labour management</li> <li>4. New technology and robotics</li> </ol>
8	Communication outputs, in particular the Burst newsletter, should continue to be informed by strategic and emerging needs.
9	Refine Berries Australia website to ensure efficiency and a user friendly platform for access to all resources produced through the project: <ul style="list-style-type: none"> <li>- Design and build an online reference library to house all resources generated by the project as well as relevant factsheets, webinar recordings and reports which are useful for berry growers.</li> <li>- Provide a mechanism for IDO's to submit new resources directly to the library.</li> <li>- Ensure that the library is searchable and provide Search access on the Home page of the website</li> </ul>
<b>Engagement</b>	
10	Capitalise on post COVID interest from stakeholders for more face-to-face activities and incorporate the feedback acquired through the extension strategy process regarding preferred methods of delivery according to

	region and /or industry segmentation for strengthened engagement. Ensure face-to-face activities are applied where appropriate and safe, whilst gaining efficiencies and new interest in the use of online engagement with targeted events (webinars, zoom). The suitability of engagement platform should be determined by content and desired audience reach.
11	Facilitate engagement as aligned to market segmentation of growers (e.g. corporate producers, midlarge producers, small / agri-tourism, culturally and linguistically diverse (CALD) producers) when developing and delivering communication and extension activities, noting the diversity across the berry categories and preferred method of engagement.
12	Continue to develop strategies to increase engagement with culturally and linguistically diverse (CALD) producers that are tailored to cultural context, berry category and production region. A budget for translation activities may need to be considered.
13	As the preferred method of information delivery, continue the Australian Berry Journal in its current format: approximately 108-120 pages of content, produced as both digital and print versions and timed in line with the change in seasons.
14	Continue with a monthly e-newsletter format with a focus on information that matches the key factors identified, time critical and high business impact potential.
15	Carry out a short survey of existing newsletter recipients to gain further specific feedback about the content, format and timeliness of information for inclusion in The Burst and update accordingly. Repeat this feedback loop at least once during the new project.
16	Ensure equitable representation and participation across berry industries and geographies. This is particularly pertinent for the growth in the rubus sector. Taking into consideration the limited R&D activity occurring in Australia for the rubus industry, source international news and information that may be of benefit to Australian rubus producers.
17	Strengthen engagement with berry sector researchers and industry stakeholders to support knowledge exchange opportunities across the industries.
18	Build on the success of BerryQuest International 2022 for the next conference (Feb 2025) with the IDOs again playing a major role in the development of the program and off-site tours.
<b>Strategic emerging issues – funding</b>	
19	Hort Innovation and the Strategic Investment Advisory Panel to ensure timely future investment consideration of industry development projects. Timely consideration and planning facilitates continuity of services and minimises disruption to levy payers

## Intellectual property

No project IP or commercialisation to report.