

Final Report

2018 Australian Melon Industry Conference & Field Days

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Delivery partner:

Australian Melon Association Inc

Project code:

VM17000

Project:

2018 Australian Melon Industry Conference & Field Days – VM17000

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Summary

The Australian Melon Association held the 2018 Australian Melon Conference & Field Day for growers and industry between 17th and 20th September 2018 in Townsville and Ayr, Queensland as a process for facilitating knowledge and technology improvements in the industry.

The event addressed the Australian Melon Industry Strategic Plan 2016-2021 Strategy 4.1 to *Facilitate industry development activities to deliver improved outcomes for growers and industry investors.*

The Conference & Field Day presented the latest research and industry information and provided an opportunity for the melon industry in Australia to network with supply chain partners and research providers. It provided technical and practical information to growers with the extension of research and delivery of business development knowledge with in-field displays of varieties and agronomic practices. 250 delegates attended the conference and field day in total with 53 of those being growers. Evaluation of the event shows that the event was well supported by growers and supply chain partners and there was a great deal of positive media coverage of the industry.

It is recommended that the conference and field day should continue on a biennial basis potentially incorporating a slightly adjusted format.

Keywords

Melon Conference; Melon; Melons; Conference; Field Day

Introduction

The Australian Melon Industry led by the Australian Melon Association conducted the 2018 Australian Melon Conference and Field Day for growers and industry between the 17th and 20th September. This was the 11th such conference that the Industry has conducted and was a process for facilitating technology improvements in the industry.

The event addressed the Australian Melon Industry Strategic Plan 2016-2021 Strategy 4.1 to *Facilitate industry development activities to deliver improved outcomes for growers and industry investors.*

At the conference and field day, the latest research and technological advances were presented to growers and the event also provided the opportunity for growers to network with supply chain partners including suppliers and customers. The latest melon research was presented to growers in a palatable format during the conference presentations, the tradeshow offered growers business development knowledge as did the variety field trials and in field demonstrations of agronomic practices and latest technologies.

Methodology

The 2018 Australian Melon Conference & Field Days followed a similar format to previous successful conferences in 2013 and 2016. This included a blended approach to technical presentations and field events, including varietal trials. The event started on the 17th September with a welcome function at Magnetic Island, followed by 2 days of conference presentations and a trade show at the Mercure Inn in Townsville including a conference dinner on the 18th September and finishing with a full day field day in Ayr on the 20th September.

The conference program included a broad range of research topics including industry development, pest and disease management, biosecurity, food safety, pollination and marketing. Presentations included research outcomes, progress of current research projects (including some relevant vegetable projects), information on markets (domestic and export), as well as latest technologies.

The field day demonstrations included new varieties, pest and disease management, new laser and drone technologies, latest farm management equipment, irrigation management displays with in-field trials by seed companies and other suppliers informing delegates in a practical way about the opportunities for new technologies. A full copy of the conference and field day program is attached as appendix 1.

Levy payers were offered a discounted registration for the Conference & Field Days. Sponsorships were offered to entice young growers to register. Registrations were completed through a personalised website hosted by Event Brite. Registration and further information about the program was available from the Melon Industry website at www.melonsaustralia.org.au. Refer Appendix 2.

A Communication Plan was developed to disseminate information to growers and industry. This included providing information via

1. Australian Melon Association website www.melonsaustralia.org.au
2. Direct mail to melon growers and supply chain
3. E-news monthly updates
4. Quarterly Melon News
5. Publicity through horticultural media - radio and written publications
6. Publicity via social media channels

These are the established communication channels already used and supported by growers in the melon industry.

Outputs

The major output has been a successfully completed melon industry event, including 2 days of conference presentations and one day of field day including variety trials and other in-field demonstrations. There were 250 delegates who attended the event with 53 of those being levy payers and 3 of those levy payers being industry sponsored young growers.











All presentations from the conference are now available on the industry website. A snapshot is pictured below.

Go to <http://www.melonsaustralia.org.au/industry-news/2018-australian-melon-industry-conference-field-days>



The 2018 Conference & Field Day was held on 17, 18, 19, 20 September 2018.

Presentations

-  [Cucumber green mottle mosaic virus – Research update](#) (4520 KB)
-  [Characterising Melon necrotic spot virus](#) (2472 KB)
-  [Deterring aphids with millet stubble](#) (2859 KB)
-  [Export for Australian melons](#) (3591 KB)
-  [Improved management options for CGMMV](#) (0 KB)
-  [Integrated management of plant viruses through vector control](#) (3729 KB)
-  [Overview of the Australian melon industry](#) (5200 KB)
-  [Postharvest sanitisers and fungicides in a food safety system](#) (1502 KB)
-  [Rockmelon food safety](#) (4749 KB)
-  [Strategy into action for the modern melon industry](#) (1186 KB)

A part of the conference program included a question and answer panel session comprising five panel members i.e. two levy payers, the Hort innovation melon industry Relationship Manager, the Melon Industry Development Manager and one melon market agent. This provided the opportunity for the industry to discuss levy payer issues and opportunities through the melon levy process that may be available to address some of those issues. A copy of the questions discussed is attached as Appendix 3.

The field day was set up with the assistance of Biosecurity Queensland to ensure all biosecurity precautions were taken to protect the farm of the farmer hosting the field day as well as those of

the farmers who attended.

In line with the communications plan developed before the event both prior and post the event outputs from the conference were communicated via a broad range of media including:

1. The Australian Melon Association website www.melonsaustralia.org.au (see Appendix 3) for communications before the event. Communications after the event include mainly links to all presentations from the conference (as above).
2. Direct mail to growers and supply chain. See Appendix 4.
3. E-News Monthly updates. See Appendix 5.
4. Quarterly Melon News – The entire September 2018 edition of the Melon News was dedicated to the Melon Conference (and is included as Appendix 6) and the December edition of the Melon News will have a wrap up of the event. Excerpts from March and June 2018 are included as Appendix 6a.
5. The conference received coverage through online media such as Freshplaza, Newspaper articles including The Queensland Country Life and Good Fruit and Vegetable magazine as well as television coverage of the field day on channel seven. Excerpts are included as Appendix 7.
6. Appendix 8 provides examples of the extensive social media coverage that the conference received.

Outcomes

A wide range of growers/levy payers including 3 sponsored young melon growers and other supply chain partners were exposed to presentations at the Conference and trials and demonstrations during the field day. This created opportunities for all sectors of the melon industry and supply chain to develop a greater understanding of industry research outcomes and opportunities, export markets and relevant issues such as food safety. It is especially significant that young growers who potentially would not have had access to this opportunity without sponsorship have gained this knowledge and had the opportunity to interact with the broader supply chain at an industry level.

Presentations by Brad Mills from Hort Innovation, Brian Ramsey and Dianne Fullelove (IDM) ensured levy payers gained a much greater understanding of the levy investment process and the importance of the Strategic Investment Plan. This was further cemented in the panel sessions whereby delegates including levy payers were able to ask questions and instigate discussions with Brad Mills from Hort Innovation as well as other industry members about the levy investment process and specific projects funded through the program. There was extensive discussion related to the biosecurity levy and its purpose which provided levy payers with an increased understanding of its function and how it can be used into the future. The evaluation survey indicated that 80% of those delegates who attended the panel session found it to be a worthwhile addition to the conference.

Delegates were also exposed to new technologies, products and methods that may increase farm productivity and farm-gate returns both in conference presentations such as that from Professor Ron White who presented on Smart sensing technologies and at the field day with demonstrations from companies such as Northern Agriservices who demonstrated the latest in drone and laser technology. The extensive biosecurity precautions taken by the farmer hosting the field day with assistance from Biosecurity Queensland also educated other farmers and members of the supply chain as to the importance of incorporating biosecurity measures into organizing events and educated them on how to do so.

The relevant learning outcomes from each of the conference sessions are summarized in the presenter's table presented in Appendix 9.

Components of the conference such as the welcome function and the conference dinner gave delegates the opportunity to network and discuss shared goals and values that have the potential to increase both their own business and industry profitability. In both cases the evaluation survey indicated that 85% of those who attended found these to be worthwhile events. In the

case of the dinner where more detail was sought in the survey it was indicated that 85% of those who attended found the dinner to be either good, very good or excellent opportunity for networking.

For people unable to attend the conference, presentations have been published to the industry website. Go to www.melonsaustralia.org.au. This has been advertised in both the widely distributed Melon E-News as well as the Melon News that is distributed to all Australian Melon Growers.

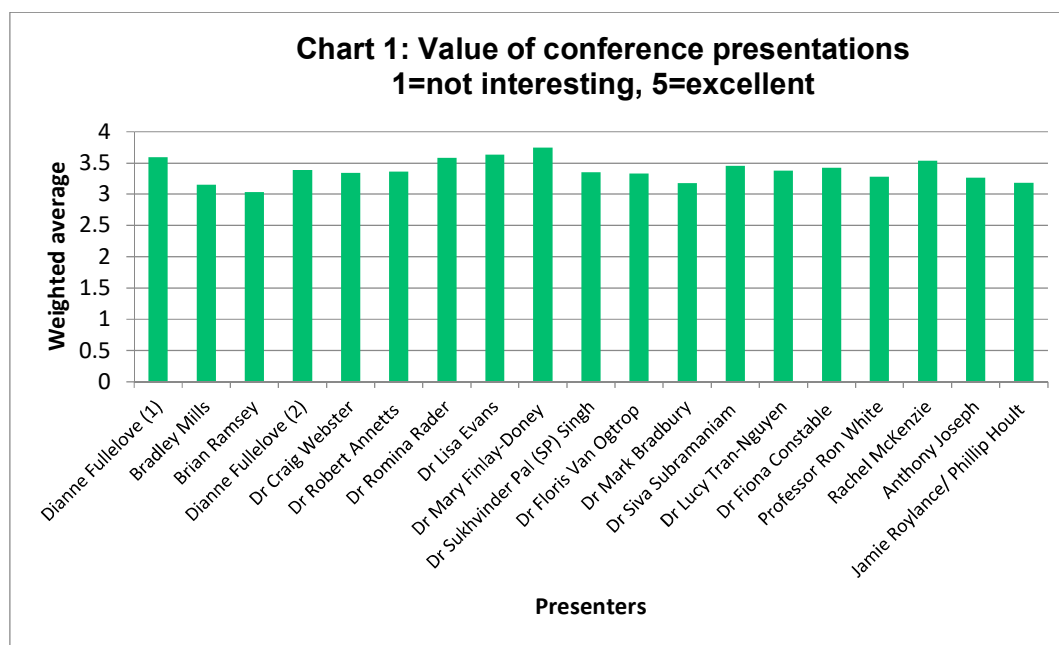
Monitoring and evaluation

A copy of the Evaluation Survey that was emailed to all conference delegates is attached as Appendix 10. This is the main tool that was used to evaluate the success of the project. Informal interviews have also been conducted. Summaries of those interviews are included as Appendix 11.

Key evaluation Questions:

1. To what extent has the project improved knowledge and awareness of melon research?

The Conference was attended by 250 delegates with 53 of those being growers. Delegates travelled from NSW, VIC, TAS, WA, NT and Qld. Appendix 9 summarises the learning outcomes from the presentations at the conference. Chart 1 provides a weighted average of the value of each of the presentations presented at the conference indicating that all presentations were at least rated as good to very good by delegates. For a listing of the presentation titles please go to Appendix 1 or Appendix 9.

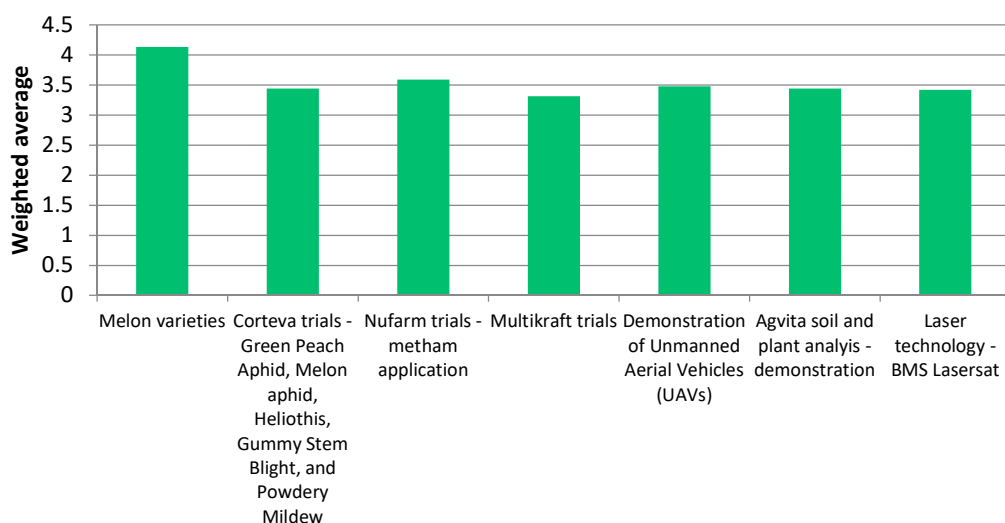


2. To what extent has the project met the needs of industry levy payers

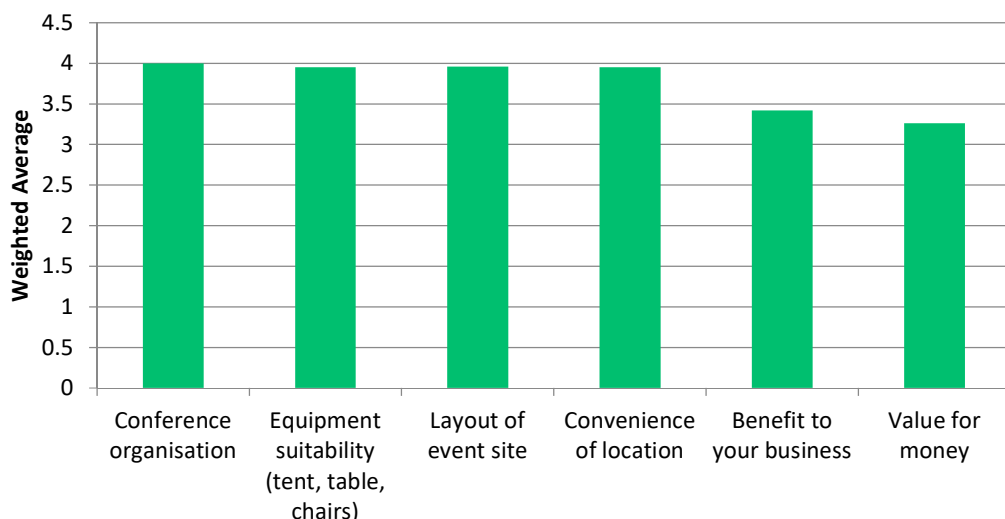
- The melon industry implemented a R&D levy in 2016. Since that time there have been five projects approved for funding through the melon levy by the SIAP (made up of approx. 220 levy payers). This is the first dedicated melon conference through which these researchers have been able to communicate their project results. The melon conference is one of the only opportunities that levy payers have to enjoy face to face interaction with researchers and have the opportunity for those results to be presented in an interactive verbal format. It gave the levy payers the opportunity to ask questions during the presentations and interact with the researchers in a less formal setting during breaks and events such as the conference dinner and welcome function.

- Other presentations and demonstrations conducted during the conference itself and the field day were chosen by the Australian Melon Association Executive Committee that is made up of 8 levy payers based on the needs of levy payers. Given the recent food safety issues presented by the listeria outbreak in rockmelons earlier in the year, there was obviously a need to get as much information as possible to growers and the industry on this topic. This opportunity was taken up both through the presentations given during the conference (see appendix 9) and during the panel session.
- Finally, both Brad Mills and Bryan Ramsey gave presentations during the conference that described the process for the development of a Melon Industry Strategic Investment Plan which will be used to assist in the selection of research projects to be funded by the levy that meet the needs of industry levy payers as decided by the SIAP.
- 93% of delegates indicated in their evaluation survey that they would attend the next conference.

**Chart 2: Value of field day demonstrations
1=not interesting, 5=excellent**



**Chart 3: Value of Conference
(1 low - 5 high):**



3. To what extent were the target engagement levels of industry levy payers achieved.

250 delegates attended the conference with 53 of those being growers/levy payers. This represents 25% of the industry. This is about 20% lower attendance than the conference and field days in Mildura in 2016. Some of the reasons that have been suggested for this are:

- Timing of the event. It is always difficult to schedule an event such as this to suit all grower needs. Harvest is a 12 month event in Australia, so there will always be growers who are too busy to attend. Conferences are held in various growing districts, alternating between northern and southern Australia to suit the requirements of as many growers as possible.;
- The conference could be shortened to two days;
- Combine the conference and field day at the same venue;
- Sponsor more young growers;
- More field day/practical sessions;
- Ease of location;
- The impact of biosecurity incursions and the listeria event in early 2018 has had a substantial impact on the melon industry. It is likely that this has caused a pessimism in the industry that is reflected in lower grower attendance.

4. Did the project engage with industry levy payers and the supply chain through their preferred learning style?

There was a broad mix of learning styles implemented to engage the supply chain and the levy payers including personal delivery of PowerPoint presentations, an interactive panel session, ample time and environment allocated for informal interaction and networking between supply chain members, growers and researchers and practical in-field demonstrations of trials and products.

Charts 1, 2 and 3 above would suggest that the project did engage with industry and levy payers through their preferred learning style given the value that delegates placed on most presentations and demonstrations at both the conference and the field day demonstrations (Charts 1 and 2 respectively) and the overall value they took from the conference (Chart 3).

Recommendations

Recommendations from this project are:

1. The melon industry continues to value the conference & field day and the event should continue on a biennial basis.
2. The next conference should be held in southern Australia in 2020.
3. The event should be shortened to two days.
4. More young grower scholarships should be offered (three in 2018).
5. The variety trials should be continued as this is well supported by both levy payers and seed companies.
6. Consideration should be given to funding biosecurity improvements on the hosting growers property.
7. The program should continue to present research information but should include more international speakers, possibly from seed and chemical companies.

Appendices

Appendix 1: Conference program

Appendix 2: Website

Appendix 3: Questions for conference panel session

Appendix 4: Direct mail to growers and supply chain members

Appendix 5: Melon E-News

Appendix 6: Melon News September 2018

Appendix 6a: Past Melon News

Appendix 7: Online written, radio and TV media

Appendix 8: Social Media

Appendix 9: Presentation learning outcomes

Appendix 10: Conference evaluation survey

Appendix 11: Delegate feedback

APPENDIX 1: Conference Program




2018 Corteva Agriscience Australian Melon Conference & Field Day 17-20 September

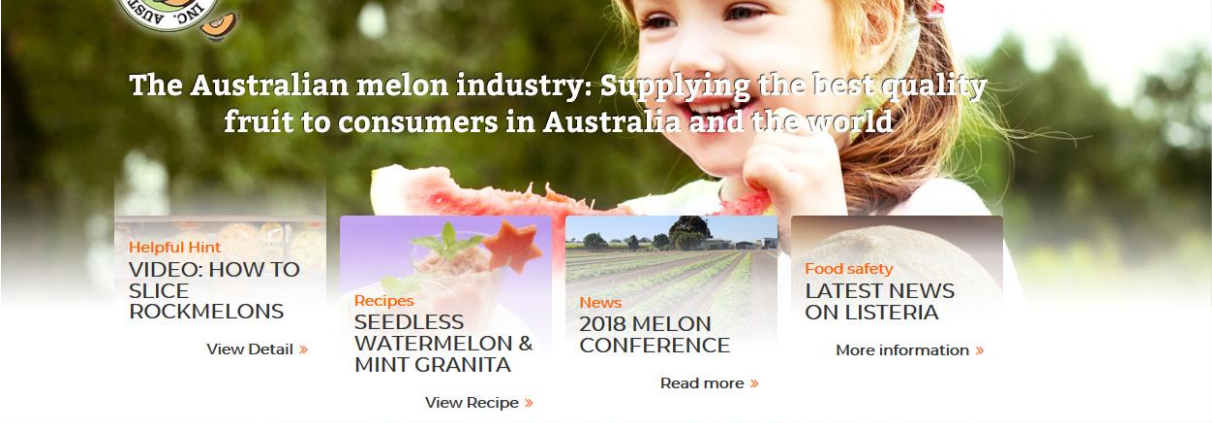
Program

| | | | |
|--|---|--|---|
| Monday 17th September | | | |
| 5-9:30pm | WELCOME FUNCTION Peppers Blue on Blue Resort, Magnetic Island Bus departs Mercure at 5pm for Sealink ferry, Breakwater Terminal, Sir Leslie Thiess Drive. Pick up at Townsville City at Hotel Grand Chancellor and the Ville Resort – Casino to arrive at the terminal at 5:30pm. Returning at 9:00pm | | |
| Day 1 Tuesday 18 th September | | | |
| 8:30-9:00 | Coffee/tea | | |
| 9:00-9:15 | Welcome | Jon Caleo | Chairman, Australian Melon Association |
| 9:15-9:45 | Overview of industry – Where is the melon industry heading? | Dianne Fullelove | Australian Melon Association |
| 9:45-10:15 | The melon levy working for your industry | Bradley Mills | Hort Innovation |
| 10:15-10:45 | Strategy into action for the modern melon industry | Brian Ramsey | Inovact Consulting |
| 10:45-11:30 | Morning Tea | | |
| 11:30-12:30 | Q&A Panel session | Jon Caleo Paul McLaughlin Brad Mills | Anthony Joseph Dianne Fullelove |
| 12:30-2:00 | LUNCH | | |
| 2:00-2:30 | Developing Australia's melon export markets | Dianne Fullelove | Australian Melon Association |
| 2:30-3:00 | Deterring aphids through millet stubble groundcover in tropical cucurbit production and its effect on reducing viruses | Dr Craig Webster | Department of Primary Industries and Regional Development |
| 3:00-3:30 | Integrated management of plant viruses through vector control | Dr Robert Annetts | Corteva Agriscience |
| 3:30-4:00 | Afternoon tea | | |
| 4:00-4:20 | The identity and effectiveness of Australian melon pollinators | Dr Romina Rader | University New England |
| 4:20-4:40 | Pollinators of Australian watermelon | Dr Lisa Evans | Plant & Food Research |
| 4:40-5:00 | Cucumber green mottle mosaic virus and honey bee pollinators | Dr Mary Finlay-Doney | NT Department of Primary Industry and Fisheries |
| 6:30pm | INDUSTRY DINNER Mercure Townsville | | |

| Day 2 Wednesday 19th September | | | |
|---|--|---|---|
| 9:00-9:30 | Rockmelon food safety- the way forward | Dr Sukhvinder Pal (SP) Singh | New South Wales Department of Primary Industries |
| 9:30-10:00 | What's in the water: links between irrigation water quality and food safety | Dr Floris Van Ogtrop | ARC Training Centre for Food Safety in the Fresh Produce Industry |
| 10:00-10:30 | Postharvest sanitisers and fungicides in food safety systems: pitfalls and solutions | Dr Mark Bradbury | ARC Training Centre for Food Safety in the Fresh Produce Industry |
| 10:30-11:00 | Morning Tea | | |
| 11:00-11:30 | Integrated strategies for the management of Silverleaf whitefly in melons | Dr Siva Subramaniam | Department of Agriculture and Fisheries Queensland |
| 11:30-12:00 | <i>Cucumber green mottle mosaic virus</i> - Australian research updates | Dr Lucy Tran-Nguyen | NT Department of Primary Industry and Fisheries |
| 12:00-12:30 | <i>Biology, epidemiology and detection of Melon necrotic spot virus in Australia</i> | Dr Fiona Constable | Agriculture Research Victoria |
| 12:30-2:00 | LUNCH | | |
| 2:00-2:30 | Smart sensing technologies - tools for quality management | Professor Ron White | James Cook University |
| 2:30-3:00 | The Fair Farms Initiative - lifting standards and supporting good employers in horticulture. | Rachel McKenzie | Growcom |
| 3:00-3:30 | What is the future for horticulture in Australia? | Anthony Joseph | Alfred E Chave Pty Ltd |
| 3:30-4:00 | Afternoon tea | | |
| 4:00-4:45 | Important traits driving the melon and watermelon market | Jamie Roylance/ Phillip Hoult | BASF |
| 4:45-5:00 | Close of conference sessions | Jon Caleo | Chairman AMA |
| Day 3 Thursday 20th September FIELD DAY 9am-5pm Bus leaves Mercure at 7:30am | | | |
| <u>Variety trials</u> BASF Nunhems HM Clause | Lefroy Valley Seeds Rijk Zwaan Seminis | South Pacific Seeds Syngenta Terranova Seeds Westranell Horticultural Services | |
| UAVs - Northern AgriServices Sampling crops - Agvita Analytical Metham application - Nufarm | A sustainable system to minimise stress - Multikraft Laser technology - BMS Lasersat Planters - Vass Engineering | Pest & disease control - Corteva Agriscience Machinery display - Honeycombes (John Deere) Plastic lifters - NuTek Engineering Machinery display - AgNorth (Case) | |

APPENDIX 2: Website

HomeAboutNewsMelon PlaceContactIndustry



The Australian melon industry: Supplying the best quality fruit to consumers in Australia and the world

Helpful Hint

VIDEO: HOW TO SLICE ROCKMELONS

[View Detail »](#)

Recipes

SEEDLESS WATERMELON & MINT GRANITA

[View Recipe »](#)

News

2018 MELON CONFERENCE

[Read more »](#)

Food safety




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Corteva Agriscience 2018 Australian Melon Industry Conference & Field Day

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2018 Australian Melon Conference & Field Days

by Dianne Fullelove

\$110 - \$440

Sales Ended

Details

TICKET SALES HAVE ENDED

Thank you for registering for the 2018 Australian Melon Conference & Field Day. We look forward to seeing you in Townsville.

DESCRIPTION

The 2018 Australian Melon Conference & Field Days will be held in Townsville and Ayr on 17-20 September 2018. The event will feature presentations from technical experts and field trials featuring the latest melon varieties. This is a wonderful opportunity to learn and socialise with growers and industry people. Don't miss it!

The Welcome Event in the evening of 17th September will be held on Magnetic Island with a ferry transfer from the city.

The Conference over two days (18 & 19 September) will be held at the Mercure Townsville with an & Industry Dinner on the 18th September.

The Field Day on the 20th September will be held at Kenrose Co, 156 Johnstone Road, Rita Island, Ayr 4087.

FAQs

What are my transport/parking options for getting to and from the event?

Townsville is serviced by a number of airlines and the venue is only 10 minutes drive from the airport. Free parking is available at the venue.

The Field Day will have courtesy buses running to the farm or you may drive

DATE AND TIME

Mon., 17/09/2018, 5:00 pm -
Thu., 20/09/2018, 6:00 pm AEST
[Add to Calendar](#)

LOCATION

Mercure Townsville
166 Woolcock St
Townsville, QLD 4812
[View Map](#)

REFUND POLICY

Refunds up to **7 days** before event

APPENDIX 3: Questions for conference panel session

Questions for Conference Panel Session

How is the melon levy helping me as a grower?

Where do you think the melon industry is headed in the next 5 to 10 years?

How do we bring more profit back onto farms?

What role should the AMA play in the melon industry?

Is the melon industry likely to head down the same production pathway as tomatoes and be produced in a greenhouse?

How can the industry do marketing of our fruit better?

How do we prevent crises such as the recent listeria one and the closing of the New Zealand market?

How is the industry going to manage the new rules around ethical workplaces? The auditing for this is a real problem.

As farmers, we are told to “make the customer king” but I feel that I don’t really know what the customers want. **What kind of research is being done into consumer trends with melons?**

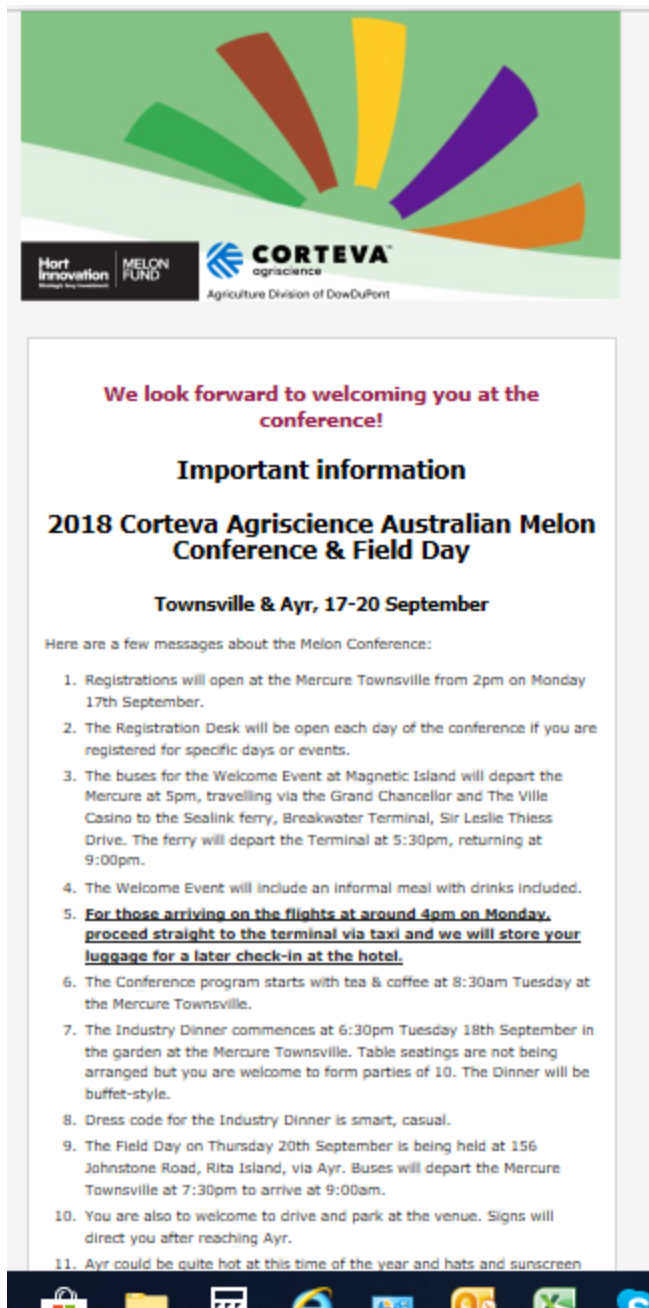
What do you think are the three biggest issues for Australian farmers at the moment?

How do we stop growers putting poor quality fruit onto the market?

What’s being done to improve export opportunities for growers, and improve the outcomes for fruit moved by sea transport?

What role will new varieties play into the future?

APPENDIX 4: Direct mail to growers and supply chain members



Email to delegates 15th September 2018



LAST DAY TO REGISTER!
Don't miss out!

**2018 Corteva Agriscience Australian Melon
Conference & Field Day**

Townsville & Ayr, 17-20 September

To register, click [here](#).

Don't miss this event. Presentations on farming topics, 4,000 metres of trials, machinery display and great social events at Magnetic Island and the Industry Dinner.

Grower registration is only \$340 and includes Welcome Event, 2 days of conference, Industry Dinner and Field Day.

General Delegate \$440 for the full event (as above).

Or you can buy tickets to individual events.

The Conference Program and more information is available [here](#).

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Our mailing address is:
PO Box 913 Warriors 4809 Queensland Australia
[unsubscribe from this list](#)

Email to all of industry 14th September



ONLY ONE WEEK TO GO!
Don't miss out!

**2018 Corteva Agriscience Australian Melon
Conference & Field Day**

Townsville & Ayr, 17-20 September

To register, click [here](#).

Don't miss this event. Presentations on farming topics, 4,000 metres of trials, machinery display and great social events at Magnetic Island and the Industry Dinner.

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Our mailing address is:
PO Box 913 Kooragang 4009 Queensland Australia
[unsubscribe from this list](#)

Email to all industry 10th September 2018



TWO WEEKS TO THE MELON CONFERENCE

2018 Corteva Agriscience Australian Melon Conference & Field Day

Townsville & Ayr, 17-20 September

To register, click [here](#).

There are 20 presentations over two days which will provide brilliant examples of horticultural technology and innovation. We strongly encourage you and your colleagues to attend to hear the latest cutting-edge information in the melon industry.

There will be a panel session focusing specifically on the future of the melon industry in Australia with current focus areas and priority actions to be highlighted.

Grower registration \$340 - includes Welcome Event, 2 days of conference, Industry Dinner and Field Day.

General Delegate \$440 - includes Welcome Event, 2 days of conference, Industry Dinner and Field Day.

The Conference Program and more information about the Conference is available [here](#).

Rooms are filling fast at the Mercure Townsville - call the hotel direct on [07 4759 4900](tel:0747594900) and quote 'melon conference' for the best rate.

We look forward to seeing you there!

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Email sent to all industry 3rd September 2018



THREE WEEKS LEFT TO REGISTER

Corteve Agriscience 2018 Australian Melon Conference & Field Day

Townsville & Ayr, 17-20 September

Speakers on pest management, food safety, pollination, labour management, quality management.
4000 metres of variety trials.
Tractor and machinery display.

To register, click [here](#).

Grower registration \$340 - includes Welcome Event, 2 days of conference, Industry Dinner and Field Day.

General Delegate \$440 - includes Welcome Event, 2 days of conference, Industry Dinner and Field Day.

The Conference Program is available [here](#).
More information about the Conference [here](#).

Rooms are filling fast at the Mercure Townsville - call the hotel direct on [07 4759 4900](tel:0747594900) and quote 'melon conference' for the best rate.

We look forward to seeing you there!



Email sent to all industry 27th August 2018

Corteva 2018 Australian Melon Conference & Field Day

Townsville & Ayr, 17-20 September

Register [HERE](#) for Early Bird Rates

Grower full registration for \$340 includes:

- Welcome Event at Magnetic Island
- 2 days in Townsville with updates on **pest management, food safety, pollination, labour management, quality management.**
- Trade Show to discuss all of your farm requirements
- Industry Dinner
- Field Day in Ayr with 4,000 metres of melon varieties; Tractor and machinery displays.



Dianne Fullstone
Industry Development Manager
Australian Melon Association Inc.
Mobile: [0413 101 546](tel:0413101546)
Email: idx@melonsaustralia.org.au

Email sent to all industry 6th August 2018

Conference Early Bird Rates extended to 17th August!!

Corteva 2018 Australian Melon Conference & Field Day

Townsville & Ayr, 17-20 September

Register [HERE](#) for Early Bird Rates



Speakers on pest management, food safety, pollination, labour management, quality management.
4000 metres of variety trials.
Tractor and machinery display.

To register, click [here](#).

Grower - Early Bird Full registration until 31/07/18 \$340 - includes Welcome Event, 2 days of conference, Industry Dinner and Field Day.

General Delegate - Early Bird Full registration until 31/07/18 \$440 - includes Welcome Event, 2 days of conference, Industry Dinner and Field Day.

[Purchase events separately or extra tickets.](#)

Welcome Event only - 17 September 5-9 pm \$110

Day 1 - 18 September - Tuesday \$120

Industry Dinner only - 18 September 6:30 - late \$140

Day 2 - 19 September - Wednesday \$120

Field Day only - 20 September - \$140

The draft Conference Program is available [here](#).

For more detailed information about the Conference, accommodation

Email sent to all industry 31st July 2018

Register NOW

for the

**Corteva 2018 Australian Melon Conference & Field
Day**

17-20 September

**Have you registered yet for the Corteva 2018 Melon Industry
Conference and Field Day?**

Get in quick, Early Bird rates end 31st July!

This year's Conference promises to be a fantastic event kicking off with a ferry ride to the Welcome Event on beautiful Magnetic Island on Monday evening and finishing with the Field Day at Ken Duncan's farm in Ayr, showcasing almost 4,000 metres of the latest melon varieties, UAVs and demonstration blocks of crop protectants and treatments.

The Conference seminars are being hosted at the Mercure Townsville with presentations covering topics from disease and pest control, melon pollination, postharvest technologies, quality measurement and food safety. There will also be more than 30 exhibitors in the trade show and lots of time available to socialize and network.

The draft Conference Program is available [here](#).

The Industry Dinner on Tuesday night will be held outside on the lawns overlooking the lake and 11 hectares of lush tropical gardens and promises to be a terrific night again. It presents the perfect opportunity for catching up with growers and industry members and enjoy some great entertainment.

For more detailed information about the Conference, accommodation options and travel, click [here](#).

To register, click [here](#).

Early bird rates for the Conference end 31st July.

Further information about registering or exhibiting at the Conference and Field Day, contact **Dianne Fullelove** or **Joanna Embry**.

We look forward to seeing you there!

Dianne Fullelove
Industry Development Manager
Australian Melon Association Inc
Mobile: [0413 101 646](tel:0413101646)
Email: idx@melonsaustralia.org.au

Email sent to all Industry June 28th 2018

APPENDIX 5: Melon E-News

MELONS E-NEWS EXERPTS ON 2018 MELON CONFERENCE

E-news October 2018

The conference was a great success

Thank you to all the sponsors and exhibitors of the recent conference and field day.

Sponsors and Exhibitors included: Corteva Agriscience; Toro Australia; BASF Nunhems Vegetable Seeds ; Northern AgriServices; La Manna Premier Group; Syngenta; E.E.Muir & Sons; Bayer Cropscience; Seminis; Rijk Zwaan; Perfection Fresh; HM Clause Pacific; Widebay Seedlings; AustSafe Super; Netafim; UPL Australia; Lefroy Valley; Stoller Australia; South Pacific Seeds; Agvita Analytical; Biological Services; Terranova Seeds; Westranell Horticultural Solutions; Rivulis; Nufarm Australia; Multikraft Probiotics Australia; AgNova; Wobelea; Calgrow Seedlings; FMC Australia; Agrichem; AgNorth; Agspec Australia; Orora Fibre Packaging; NSW Department of Primary Industries; Omnia Specialities; AgnVET Rural; Queensland Rural and Industry Development Authority; Biotech Laboratories

It was a fantastic event with over 250 delegates. If you missed it, the presentations are available [here](#).

Melon E-News August 2018

Register NOW

**Corteva 2018 Australian Melon Conference & Field
Day
17-20 September
Townsville & Ayr, Qld**

Have you registered yet for the Corteva 2018 Melon Industry Conference and Field Day?

Get in quick, Early Bird rates end 17th August!

To register, click [here](#).

Grower - Early Bird Full registration \$340

General Delegate - Early Bird \$440

This year's Conference promises to be a fantastic event kicking off with a ferry ride to the Welcome Event on beautiful Magnetic Island on Monday evening and finishing with the Field Day at the Field Day in Ayr, showcasing almost 4,000 metres of the latest melon varieties, UAVs and demonstration blocks of crop protectants and treatments.

The Conference seminars are being hosted at the Mercure Townsville with presentations covering topics from disease and pest control, melon pollination, postharvest technologies, quality measurement and food safety.

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Melon E-News July 2018

**Corteva 2018 Australian Melon Conference & Field
Day
17-20 September
Townsville & Ayr, Qld**

Have you registered yet for the Corteva 2018 Melon Industry Conference and Field Day?

Get in quick, Early Bird rates end 31st July!

To register, click [here](#).

Grower - Early Bird Full registration until 31/07/18 \$340
General Delegate - Early Bird Full registration until 31/07/18 \$440
Day 1 – Tuesday \$120
Day 2 – Wednesday \$120
Field Day only \$140
Welcome Event only \$110
Industry Dinner only \$140

This year's Conference promises to be a fantastic event kicking off with a ferry ride to the Welcome Event on beautiful Magnetic Island on Monday evening and finishing with the Field Day at Ken Duncan's farm in Ayr, showcasing almost 4,000 metres of the latest melon varieties, UAVs and demonstration blocks of crop protectants and treatments.

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The draft Conference Program is available [here](#).

For more detailed information about the Conference, accommodation options and travel, click [here](#).

Further information about registering or exhibiting at the Conference and Field Day, contact [Dianne Fullelove](#) or [Joanna Embry](#).

Melon E-News June 2018

Melon Conference & Field Day registrations OPEN

The Australian Melon Association will host the 2018 Conference & Field Day on 17, 18, 19, 20 September 2018 in North Queensland. The conference and Industry Dinner will be held at the Mercure Townsville with the Field Day at Kenrose Co, Johnstone Rd, Rita Island, Ayr. The Welcome Event will be hosted at Peppers Blue on Magnetic Island.

The Conference & Field Day will feature a mix of technical presentations and practical in-field demonstrations and variety trials. There will also be pre- and post-conference tours available for fishing trips and family holidays.

Register for the Conference now

Exhibitors and sponsors **applications**

Melon E-News May 2018

Melon Conference & Field Day registrations OPEN

The Australian Melon Association will host the 2018 Conference & Field Day on 17, 18, 19, 20 September 2018 in North Queensland. The conference and Industry Dinner will be held at the Mercure Townsville with the Field Day at Kenrose Co, Johnstone Rd, Rita Island, Ayr. The Welcome Event will be hosted at Peppers Blue on Magnetic Island.

The Conference & Field Day will feature a mix of technical presentations and practical in-field demonstrations and variety trials. There will also be pre- and post-conference tours available for fishing trips and family holidays.

Register for the Conference now

Exhibitors and sponsors **applications**

Melon E-News April 2018

Melon Conference & Field Day registrations OPEN

The Australian Melon Association will host the 2018 Conference & Field Day on 17, 18, 19, 20 September 2018 in North Queensland. The conference and Industry Dinner will be held at the Mercure Townsville with the Field Day at Kenrose Co, Johnstone Rd, Rita Island, Ayr. The Welcome Event will be hosted at Peppers Blue on Magnetic Island.

The Conference & Field Day will feature a mix of technical presentations and practical in-field demonstrations and variety trials. There will also be pre- and post-conference tours available for fishing trips and family holidays.

Register for the Conference now

Exhibitors and sponsors **applications**

Melon E-News March 2018

Melon Conference & Field Day registrations OPEN

The Australian Melon Association will host the 2018 Conference & Field Days on 17, 18, 19, 20 September 2018 in North Queensland. The conference and Industry Dinner will be held at the Mercure Townsville with the Field Day at Kenrose Co, Johnstone Rd, Rita Island, Ayr. The Welcome Event will be hosted at Peppers Blue on Magnetic Island.

The Conference & Field Days will feature a mix of technical presentations and practical in-field demonstrations and variety trials. There will also be pre- and post-conference tours available for fishing trips and family holidays.

Register for the Conference now

Exhibitors and sponsors **applications**

Melon E-News February 2018

Melon Conference & Field Day registrations OPEN

The Australian Melon Association will host the 2018 Conference & Field Days on 17, 18, 19, 20 September 2018 in North Queensland. The conference and Industry Dinner will be held at the Mercure Townsville with the Field Day at Kenrose Co, Johnstone Rd, Rita Island, Ayr. The Welcome Event will be hosted at Peppers Blue on Magnetic Island.

The Conference & Field Days will feature a mix of technical presentations and practical in-field demonstrations and variety trials. There will also be pre- and post-conference tours available for fishing trips and family holidays.

Register for the Conference now

Exhibitors and sponsors **applications**

Melon E-News January 2018

2018 Australian Melon Conference & Field Day

The Australian Melon Association will host the 2018 Conference & Field Days on 18, 19, 20 September 2018 in North Queensland. The conference and Industry Dinner will be held at the Mercure Townsville with the Field Day at Ken Duncan's property, Sandhills Road, Ayr. The Welcome Reception will be hosted at Peppers Blue on Magnetic Island.

The Conference & Field Days will feature a mix of technical presentations and practical in-field demonstrations and variety trials. There will also be pre- and post-conference tours available for fishing trips and family holidays.

Applications are now open for exhibitors and sponsors and delegates registrations will open next month.

The Australian Melon Association will host the 2018 Conference & Field Day on 18, 19, 20 September 2018 in North Queensland. The conference and Industry Dinner will be held at the Mercure Townsville with the Field Day at Ken Duncan's property, Sandhills Road, Ayr. The Welcome Reception will be hosted at Peppers Blue on Magnetic Island.

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Program



2018 Corteva Agriscience Australian Melon Conference & Field Day



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Leanne McLennan for a
combined 22 years of
service to the Australian
Melon Industry.



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E: chairman@melonsaustralia.org.au

Industry Development Manager

Dianne Fullelove

M: 0413 101 646

E: idp@melonsaustralia.org.au

DISCLAIMER: The purpose of *Melon NEWS* is to communicate with the Australian Melon Industry. The information provided should not be interpreted as advice or recommendation.

The Australian Melon Association and its officers disclaim all liability for any error, loss or other consequence which may arise from relying on any information in this publication.



Corteva 2018 Australian Melon Conference & Field Day 18/19/20 September

A Message from the Chairman

It is with great pleasure that I welcome you to the 2018 Australian Melon Conference & Field Day at Townsville and Ayr.

This is a wonderful opportunity to enjoy all that the melon industry has to offer, learn new information and experience a range of demonstrations and displays.

Thank you to Ken and Sonia Duncan for their generosity in hosting the Field Day at their property at Rita Island.

We are fortunate that industry suppliers have again shown their strong support of the melon industry by sponsoring the event, exhibiting at the Trade Show and planting variety trials. Please support them.

Our conference speakers this year are of a high calibre and bring a lot of information to improve farm practices. Please take the time to talk individually with researchers to incorporate their findings onto your farm.

The Conference provides a chance to reflect on the past year and the difficulties the industry has faced. It has been a tough time for rockmelon growers. It also gives us the opportunity to discuss the future of the industry and how we achieve our goals.

*Jon Caleo,
Chairman,
Australian Melon Association.*



Conference sponsors



Conference program



Monday 17th September

5-9:30pm **WELCOME FUNCTION Peppers Blue on Blue Resort, Magnetic Island**
 Bus departs Mercure at 5pm for Sealink ferry, Breakwater Terminal, Sir Leslie Thiess Drive. Pick up at Townsville City at Hotel Grand Chancellor and the Ville Resort – Casino to arrive at the terminal at 5:30pm. Returning at 9:00pm

Day 1 Tuesday 18th September

| | | | |
|-------------|--|--|---|
| 8:30-9:00 | Coffee/tea | | |
| 9:00-9:15 | Welcome | Jon Caleo | Chairman, Australian Melon Association |
| 9:15-9:45 | Overview of industry – Where is the melon industry heading? | Dianne Fullelove | Australian Melon Association |
| 9:45-10:15 | The melon levy working for your industry | Bradley Mills | Hort Innovation |
| 10:15-10:45 | Strategy into action for the modern melon industry | Brian Ramsey | Inovact Consulting |
| 10:45-11:30 | Morning Tea | | |
| 11:30-12:30 | Q&A Panel session | Jon Caleo Paul McLaughlin Brad Mills | Anthony Joseph Dianne Fullelove |
| 12:30-2:00 | LUNCH | | |
| 2:00-2:30 | Developing Australia's melon export markets | Dianne Fullelove | Australian Melon Association |
| 2:30-3:00 | Deterring aphids through millet stubble groundcover in tropical cucurbit production and its effect on reducing viruses | Dr Craig Webster | Department of Primary Industries and Regional Development |
| 3:00-3:30 | Integrated management of plant viruses through vector control | Dr Robert Annetts | Corteva Agriscience |
| 3:30-4:00 | Afternoon tea | | |
| 4:00-4:20 | The identity and effectiveness of Australian melon pollinators | Dr Romina Rader | University New England |
| 4:20-4:40 | Pollinators of Australian watermelon | Dr Lisa Evans | Plant & Food Research |
| 4:40-5:00 | <i>Cucumber green mottle mosaic virus</i> and honey bee pollinators | Dr Mary Finlay-Doney | NT Department of Primary Industry and Fisheries |
| 6:30pm | INDUSTRY DINNER Mercure Townsville | | |

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Conference program



Day 2 Wednesday 19th September

| | | | |
|-------------|--|----------------------------------|---|
| 9:00-9:30 | Rockmelon food safety- the way forward | Dr Sukhvinder Pal (SP) Singh | New South Wales Department of Primary Industries |
| 9:30-10:00 | What's in the water: links between irrigation water quality and food safety | Dr Floris Van Ogtrop | ARC Training Centre for Food Safety in the Fresh Produce Industry |
| 10:00-10:30 | Postharvest sanitisers and fungicides in food safety systems: pitfalls and solutions | Dr Mark Bradbury | ARC Training Centre for Food Safety in the Fresh Produce Industry |
| 10:30-11:00 | Morning Tea | | |
| 11:00-11:30 | Integrated strategies for the management of Silverleaf whitefly in melons | Dr Siva Subramaniam | Department of Agriculture and Fisheries Queensland |
| 11:30-12:00 | <i>Cucumber green mottle mosaic virus</i> - Australian research updates | Dr Lucy Tran-Nguyen | NT Department of Primary Industry and Fisheries |
| 12:00-12:30 | <i>Biology, epidemiology and detection of Melon necrotic spot virus in Australia</i> | Dr Fiona Constable | Agriculture Research Victoria |
| 12:30-2:00 | LUNCH | | |
| 2:00-2:30 | Smart sensing technologies - tools for quality management | Professor Ron White | James Cook University |
| 2:30-3:00 | The Fair Farms Initiative - lifting standards and supporting good employers in horticulture. | Rachel McKenzie | Growcom |
| 3:00-3:30 | What is the future for horticulture in Australia? | Anthony Joseph | Alfred E Chave Pty Ltd |
| 3:30-4:00 | Afternoon tea | | |
| 4:00-4:45 | Important traits driving the melon and watermelon market | Jamie Roylance/ Phillip Hoult | BASF |
| 4:45-5:00 | Close of conference sessions | Jon Caleo | Chairman AMA |

Day 3 Thursday 20th September FIELD DAY 9am-5pm Bus leaves Mercure at 7:30am

| | | |
|------------------------------------|--|--|
| <u>Variety trials</u> | Lefroy Valley Seeds | South Pacific Seeds |
| BASF Nunhems | Rijk Zwaan | Syngenta |
| HM Clause | Seminis | Terranova Seeds |
| | | Westranell Horticultural Services |
| UAVs - Northern AgriServices | A sustainable system to minimise stress - Multikraft | Pest & disease control - Corteva Agriscience |
| Sampling crops - Agvita Analytical | Laser technology - BMS Lasersat | Machinery display - Honeycombes (John Deere) |
| Metham application - Nufarm | Planters - Vass Engineering | Plastic lifters - NuTek Engineering |
| | | Machinery display - AgNorth (Case) |

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Trade Show

| | | | | | | | | | | | | | |
|--|------------------------|---------------------|---------|----------------|-----------------------|------------------------------|----------------|----------------------|-----------|----------|---------------------|---------------|--------------------------------|
| | Nufarm | Lefroy Valley Seeds | Rivulis | Terranova | Bayer Crop science | BASF Nunhems Vegetable Seeds | EE Muir & Sons | Syngenta | HM Clause | Agrichem | South Pacific Seeds | Ym-Fab | |
| Omnia Australia | <div>HOSPITALITY</div> | | | | | | | | | | | | Westranell Horticultural Seeds |
| Rijk Zwaan | | | | | | | | | | | | | Biological Services |
| Calgrow | | | | | | | | | | | | | Toro |
| Agspec | | | | | | | | | | | | | Orora |
| Agvita | | | | | | | | | | | | | Multikraft |
| | QRIDA | Stoller | Netafim | Austsafe Super | Northern Agriservices | Entrance | | Corteva Agri Science | Agnova | UPL | NSW DPI | FMC Australia | |
| Conference room ↓ | | | | | | | | | | | | | |
| <div>NSW Biosecurity</div> <div>Biotech Laboratories</div> | | | | | | | | | | | | | |

Don't miss the Northern AgriServices drone demonstration at the conference.



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Conference speakers

Dianne Fullelove – Industry development Manager

Overview of industry – Where is the melon industry heading?

The Australian melon industry has had many changes in recent years. There has been a rationalization in grower numbers with larger farms. There are serious biosecurity and food safety issues that have impacted severely on the industry. So, where does that leave the industry now and where is it heading in the future? idf@melonsaustralia.org.au



Developing Australia's Export Markets

An overview of recent projects *Export Strategy and Plan for Australian Melons* and *Melons to Japan*. The presentation will show data to outline the top five target export markets and consumer attitudes to melons in Japan.



Brad Mills – Hort innovation

Putting your plan into action – how Hort Innovation invests your levy funds

Hort Innovation's role is to invest in research and development, and marketing to increase the productivity, farm gate profitability and global competitiveness of Australian horticultural industries. To achieve this, Hort Innovation has to work closely with industry to ensure that the projects that they invest in on your behalf are those that will provide the most benefit to growers. The new Strategic Investment Plan (SIP) is the plan that guides this process. bradley.mills@horticulture.com.au

Brian Ramsey, Inovact Consulting

Strategy into action for the modern melon industry

Inovact Consulting, with funding from Horticulture Innovation and the support of the Australian Melon Association, has been developing the Australian Melon Industry Strategic Investment Plan 2018-2021 (SIP). The SIP will inform and guide how melon levy funds are invested over the next three years, based on research and information provided by stakeholders in the industry. brian.ramsay@inovact.com.au



Craig G. Webster, DPIRD

Deterring aphids through millet stubble groundcover in tropical cucurbit production and its effect on reducing viruses

Production of cucurbits in the Ord River Irrigation Area (ORIA), East Kimberley, Western Australia is severely affected by annual epidemics of Zucchini yellow mosaic virus (ZYMV) vectored by several aphid species including the melon/cotton aphid. Field experiments in the ORIA were done to evaluate alternative agronomic methods in controlling ZYMV epidemics, including sowing into millet stubble





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As a business that has had a long association with the Australian Melon Industry, we are excited to continue working with you. Our well-known melon and watermelon varieties are still available and our crop specialist approach will continue to meet your planting requirements.



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Conference speakers cont.

groundcover, use of mineral oil sprays and non-host barriers. The results indicated that sowing watermelon seeds into millet stubble groundcover significantly delayed aphid arrival and the subsequent increase in ZYMV incidence. craig.webster@dpird.wa.gov.au



Dr Robert Annetts – Corteva Agriscience

Integrated management of plant viruses through vector control

A variety of plant diseases routinely infects cucurbits. These include plant viruses, predominantly transmitted by insect vectors include cucumber mosaic virus, papaya ringspot virus, watermelon mosaic virus and zucchini yellow mosaic virus (aphids), tomato spotted wilt virus in tomatoes and eggplants (thrips) and beet pseudoyellows virus (whiteflies). Control of plant disease and vectors through an integrated systems approach will be explored to show control of sap-feeding insects and the prevention of virus transmission through targeted insecticide application. rannetts@dow.com

Dr Romina Rader – University New England

The identity and effectiveness of Australian melon pollinators

Insect flower visitors are major contributors to global crop production. While we have some knowledge about pollinator visitation patterns in crops we still know relatively little about pollinator effectiveness in enhancing crop yield and quality and relationships to local and landscape factors. This presentation will outline the insects that visit melon flowers in Katherine, N.T., differences in the surrounding landscape and future work to determine insect contribution to yield and quality. rrader@une.edu.au



Dr Lisa Evans - Plant & Food Research

Pollinators of Australian watermelon

Understanding industry dependence on honey bees and developing flexible pollination strategies are the main goals of research undertaken by the Plant & Food Research team. Honey bees have been the most frequent visitors on all our surveyed farms, although a diverse array of native bees and other insects were also observed on flowers. Honey bees and several species of native bees were found to be capable of pollination, but the average honey bee visit deposits more pollen on the stigma compared to other smaller bee species. lisa.evans@plantandfood.co.nz

Dr Mary Finlay-Doney – NT DPI&F

Cucumber Green Mottle Mosaic Virus and honey bee pollinators

Cucurbit crops are pollinator dependent. Since the detection of CGMMV in Australia in 2014 we have been investigating the potential for managed pollinators to move and transmit the virus in cucurbit crops. Honey bees come into contact with CGMMV when collecting pollen and nectar through their regular foraging activities. We have identified CGMMV in all parts of a honey bee hive and on the bees themselves. Although live CGMMV has been identified in bee hives we have no evidence that CGMMV affects the health of bee hives. mary.finlay-doney@nt.gov.au



Dr S.P. Singh - NSW Department of Primary Industries

Rockmelon food safety- the way forward

Foodborne illness outbreaks linked to fresh produce have recently increased worldwide. Increased food safety surveillance, improved diagnostics and stringent traceability are putting enormous pressure on growers and packers to meet consumer and regulatory requirements. This project aims to strengthen food safety systems of the industry through adoption of best practice and technical training in food safety risk management. sp.singh@dpi.nsw.gov.au

Conference speakers cont.

Dr Floris Van Ogtrop - Centre for Food Safety in the Fresh Produce Industry

What's in the water: links between irrigation water quality and food safety

Recent foodborne outbreaks on fresh produce have been potentially linked to irrigating with water contaminated with human pathogens. However, there are often many unknowns. This talk will touch on some existing and emerging challenges and briefly discuss how current research is trying to tackle some of these questions and explore how industry and research can work together to reduce risk. floris.vanogtrop@sydney.edu.au



Dr Mark Bradbury - Centre for Food Safety in the Fresh Produce Industry

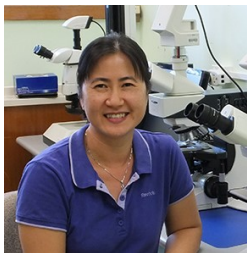
Postharvest sanitisers and fungicides in food safety systems: pitfalls and solutions

Recent outbreaks associated with melons highlight the importance of appropriate food safety systems across the value chain. One potential pathway that bacteria may contaminate fruits is during washing and fungicide application in the packhouse, particularly if inadequate sanitisers and hygiene controls are applied. This presentation will discuss some considerations in optimising the application of sanitisers and fungicides. mark.bradbury@sydney.edu.au

Siva Subramaniam, QDAF

Integrated strategies for the management of Silverleaf whitefly in melons

Since its establishment the late 1990's, the exotic pest Silverleaf whitefly (SLW), *Bemisia tabaci* Biotype B, has caused severe economic losses in melon crops. Recent research was targeted on long-term integrated management strategies including biological control, the use of selective insecticides, resistance management and industry engagement. In this presentation, we summarise results of 15 years of scientific research and describe some of the challenges. siva.subramaniam@daf.qld.gov.au



Dr Lucy Tran-Nguyen - NT DPI &F

Cucumber green mottle mosaic virus - Australian research updates

Cucumber green mottle mosaic virus was first detected in Australia in the Northern Territory in September 2014, Queensland in April 2015 and 2017, Western Australia in 2016 and South Australia in 2017. In the Northern Territory, the virus was initially detected in commercial watermelons expressing severe mosaic and stunted foliar development. Research findings to date will be discussed, such as host range (cucurbit and weeds), role of honey bees, CGMMV non-hosts, soil persistence, in-field diagnostics and improved on-farm biosecurity. lucy.tran-nguyen@nt.gov.au

Wide Bay Seedlings



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Conference speakers cont.

Dr Fiona Constable - Agriculture Research Victoria

Biology, epidemiology and detection of Melon necrotic spot virus in Australia.

Melon necrotic spot virus (MNSV) is transmitted by the fungus *Opidium*. Infection by MNSV can cause up to 60% loss in yield. MNSV is a quarantine pathogen of Australia, but there have been at least two incursions of MNSV in Australian watermelon and rockmelon crops since 2012. A Victorian outbreak in 2014 resulted in the complete rejection of rockmelon fruit at market due loss of quality at a cost to the grower of AU\$2million. Seed is a pathway for introduction of MNSV into Australia and it has been detected in imported melon seeds. fiona.constable@ecodev.vic.gov.au



Professor Ron White - James Cook University

Smart sensing technologies - tools for Quality Management

Consumer demands are becoming increasingly diverse. Most horticultural products struggle with delivering adequate and consistent quality to the consumer. Removing inconsistencies and providing consumers with a consistent high-quality product is a key factor for retaining and expanding both domestic and international markets. Smart sensing technologies can measure internal and external quality and safety attributes of agricultural products to ensure a more consistent eating quality product, and thus improving industry competitiveness and profitability. ronald.white@jcu.edu.au



Rachel McKenzie – Growcom

The Fair Farms Initiative - lifting standards and supporting good employers in the horticulture sector.

Growcom developed the Fair Farms Initiative in response to ongoing concerns about the treatment of workers in the sector and frustration from good growers that the industry was being defined by the lowest common denominator. This presentation outlines the key elements of the initiative and focuses on the Fair Farms certification scheme being developed in consultation with the retailers.

rmackenzie@growcom.com.au



Anthony Joseph - Alfred E Chave P L

What's the future for horticulture in Australia?

anthonyj@alfredechave.com.au



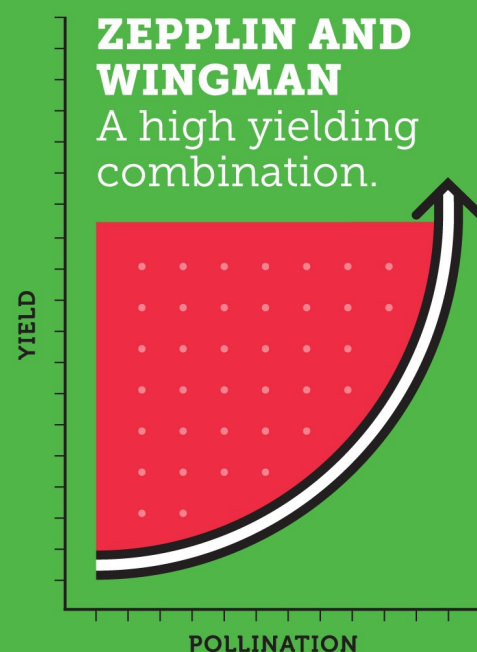
Jamie Roylance & Phillip Hoult - BASF

Important traits driving the melon and watermelon market

In recent times, flavour has been the main trait driving the melon and watermelon consumption. It is important to deliver quality and flavour side by side consistently throughout the year in order to retain the consumers interest thus

drive and increase consumption. For example, retailers have been partnering with seed companies in order to find material with high and consistent flavour profile.

jamie.roylance@vegetableseeds.basf.com



Zepplin, a large red-fleshed seedless watermelon, when paired with short-vine pollinator Wingman, will together yield excellent results.

seminis.com.au



Field Day

9am-5pm Thursday 20th September

The Field Day will be held on Thursday 20th September at 156 Johnstone Road, Rita Island via Ayr. Townsville to Ayr is 88km with a further 20km to the Field Day venue.

A bus service will depart the Mercure hotel at 7:30am, travel via the Hotel Grand Chancellor and The Ville Resort

Casino. The return trip will leave the farm at 2pm and 4pm.

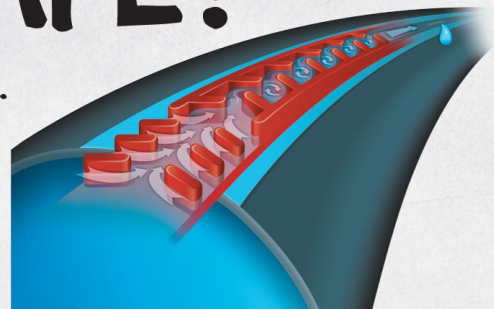
Conference attendees are welcome to drive their vehicles and park in the designated parking at the farm.

Morning tea, lunch, tea/coffee and cold water will be available at the Field Day.



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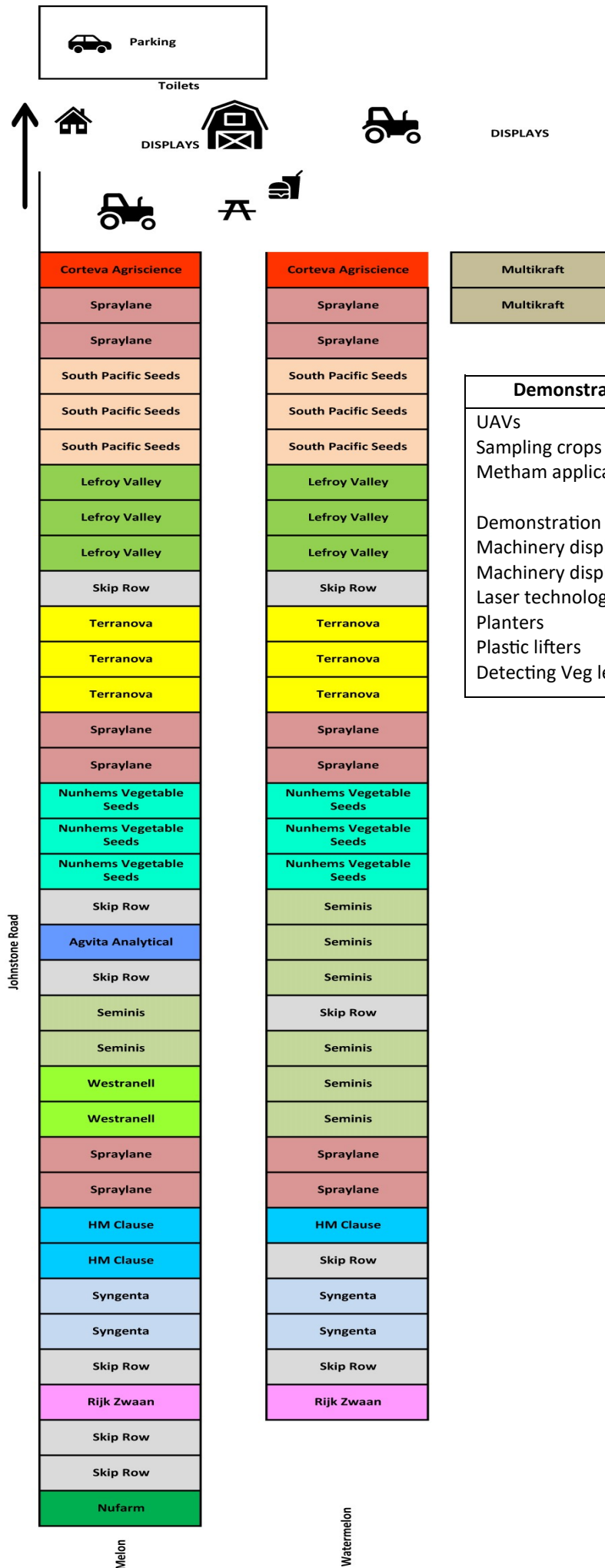
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Field Day Plan



Farm Biosecurity

For biosecurity purposes, step into foot bath before proceeding into the Field Day.



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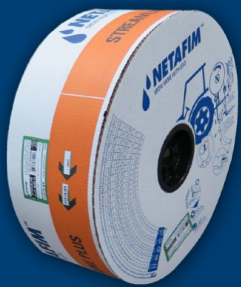
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- Excellent flavour and eating quality
- Strong disease package
- Excellent results as a grafted seedling
- An excellent choice for fresh cut
- Good fruit set for high yield development



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APPENDIX 6A: Past Melon News

Melon News March 2018



Melon NEWS

Working together to build a successful future for the Australian Melon Industry Volume 1, 2018



2018 AUSTRALIAN MELON CONFERENCE & FIELD DAYS

17–20 SEPTEMBER 2018



The Australian Melon Industry will host the 2018 Conference & Field Days, in Townsville and Ayr in Queensland on 17–20 September 2018.



REGISTER SOON TO RECEIVE EARLY BIRD RATES.

The Conference and Industry Dinner will be held at the Mercure Townsville. The Conference will kick off with a ferry trip to Peppers Blue on Blue Resort at Magnetic Island for drinks and dinner on Monday evening, 17th September.

The next two days will be full of the latest technical and research information with a large trade show at the Mercure resort in Townsville. Australian and international presenters will speak on breeding, food safety, soil and pest issues. Export development will also feature.

The Field Day at Ken Duncan's property, Sandhills Road, Ayr will have practical demonstrations and kilometres of melon variety trials. The 2016 conference in Mildura featured over 4,000 meters of melons!

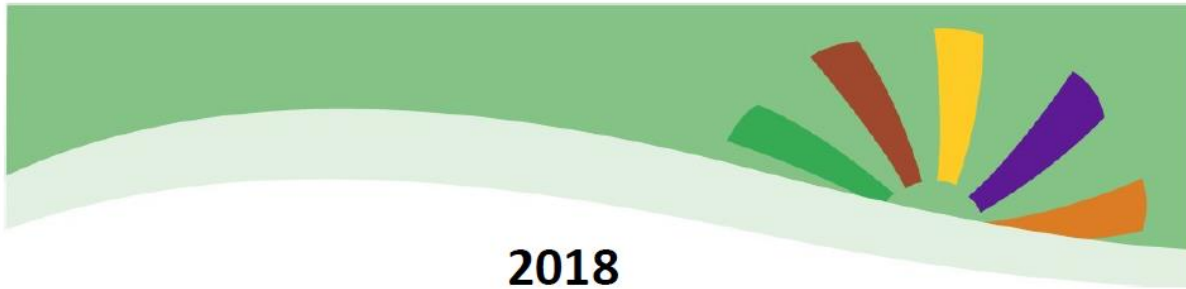
This a great chance to catch up with other growers, researchers and supply chain representatives from across the melon industry. The Industry Dinner on 10th September is always popular with a buffet and drinks under the stars at the Mercure Resort. 



MORE INFORMATION ►

Registrations are now open for the Conference. Get the **EARLY BIRD RATE** by registering soon. We have organised reduced rates for accommodation and this could be a great opportunity to bring the family to North Queensland or take a fishing trip to the beautiful Great Barrier Reef.

Go to: www.melonsaustralia.org.au/industry-news/2018-australian-melon-industry-conference-field-days



2018

Australian Melon Conference & Field Days

The Australian Melon Industry is pleased to invite you to the 2018 Conference & Field Days to be held in Townsville and Ayr, North Queensland on 18, 19, 20 September 2018.

The Conference & Field Days will feature a mix of technical presentations and practical in-field demonstrations and variety trials. Growers, researchers and supply chain representatives from across the melon industry will come together for the opportunity to network and socialise. The Conference & Field Days will feature a gala Industry Dinner and other social events.

This is your chance to meet with industry members and enjoy networking in a beautiful growing region of Australia.

The 2016 conference was a huge success with 270 participants in Mildura. Don't miss this Conference. Registrations will open early next year but start planning to attend in September 2018.



The Australian Melon Association is grateful for the support of the following Sponsors



FRIDAY SEPTEMBER 21 2018 TOWNSVILLEBULLETIN.COM.AU

12 NEWS

at

Growers need to use melons



UNITED FRONT: Local melon grower Jon Caleo (left) with Anthony Joseph, managing director of Alfred E Chave.

Picture: SCOTT RADFORD-CHISHOLM

CHRIS LEES

MELON growers need to work together to keep a contracting industry growing, one of Australia's largest fruit and vegetable wholesaler says.

Alfred E Chave managing director Anthony Joseph was in Townsville this week for the Australian Melon Festival.

Producers from throughout Australia, including people from the Burdekin and Atherton Tablelands, were at the three-day event, which included a field day at a farm at Rita Island, near Ayr.

In the Burdekin area there are more than 30 melon producers growing rockmelons, honeydew and watermelon along with a variety of specialty melons.

Mr Joseph, who runs the business out of the Brisbane Market, said there were challenges facing Australia's melon industry.

"From a supply point of view growers should get their heads together, they are becoming a rarer commodity," he said.

"Their ability to work together is going to be critical in determining their success in the future."

Mr Joseph said his wholesale business worked a lot with growers in North Queensland.

In March this year a listeria outbreak linked to contaminated rockmelons nearly crippled the industry.

Since then Mr Joseph said "green shoots" had started to appear and producers were becoming more confident.

However, Mr Joseph said the strawberry saga, where pins had been found in fruit throughout Australia, was not good for the industry in general.

"It's not a good a look at all and it's a terrible thing for the industry," he said. "This is the sort of the publicity we don't need as an issue."

One positive Mr Joseph said was people were rallying behind the industry, with consumer and government support helpful.

HOP FANS PLASMA

See the photos from the 2018 Australian Melon Conference and Field Days

29 Oct 2018, 8 p.m.

News



 **2018 Australian Melon Conference and Field Days**

Click on the photo above to see the full gallery.

MELON growers from across the country gathered in north Qld last month for the [2018 Australian Melon Conference and Field Days](#).

The conference and industry dinner was held at the Mercure Townsville with the field day at Ken Duncan's property at Ayr.

The conference featured a mix of technical presentations and practical in-field demonstrations along with variety trials inspections.

Growers, researchers and supply chain representatives from across the melon industry came together for the opportunity to network and socialise.



Melon Conference brings industry together

Australia's melon growers are enjoying the tropical north this week at the biennial conference and field day in Townsville and Ayr in Queensland.

The conference brings together growers, researchers and supply chain representatives from across the industry for an innovative three-day event.

"We want to give growers the chance to look at new technologies and research and discuss how they can continue to farm in a profitable way," the Australian Melon Association Chairman, Jon Caleo said.

"Part of the conference is a field day with over 4,000 metres of melon varieties on farm which makes sure that the conference experience is a valuable and practical one for all of the industry," said Mr Caleo. "We just want to give growers the chance to really hone their knowledge and skills and to expose them to new ideas and opportunities," he said.

The conference will feature presentations by speakers covering such diverse fields as agronomy, varieties, pest control, food safety and melon quality. Themes for the conference include:

- Important traits driving the melon and watermelon market
- Melon pollinators
- Management of melon viruses
- Management of food safety
- Smart sensing technologies for quality management
- Supporting good employers in horticulture.
- What is the future for horticulture in Australia?

The Australian Melon Industry Conference & Field Days is being held in Townsville from 17-19 September and 20 September at "Kenrose" near Ayr.

For more information:
Dianne Fullelove
Tel: +61 413 101 646
Email: ldp@melonsaustralia.org.au



Melon conference heads north

NORTH Queensland will host the 2018 Australian Melon Conference and Field Day in September.

The Australian Melon Association will put on the event which will run from September 18 to 20 at the Mercure Townsville.

The field day will take place at Ken Duncan's property at Sandhills Road, Ayr. There are also pre and post tours for families.

Applications are now open for exhibitors and sponsors.

Delegate registrations will open next month.

melonsaustralia.org.au

URL for video footage of news story – Channel 7

<https://youtu.be/wyuuMcPkMz4>

APPENDIX 8: Social Media



ABC North Queensland is with Thomas Major.

September 18 · 🌐

Are you eating Aussie melons? 🍉

Growers at the 2018 Australian Melon Conference in Townsville are discussing ways to recover from the rockmelon listeria outbreak.

Chairing the session this morning, and pictured at the far right of this photo, is our rural reporter Thomas Major.





Love Aussie Melons shared a video.

September 21 · 🌐

Innovation on display at this week's #AustralianMelonConference2018!

Gotta #loveaussiemelons 🍉🍌🍇🍈



6,279 Views

7 News Townsville

September 20 · 🌐

👍 Like Page

The future of melon farming has been on display in Ayr, as companies showcased the latest drones, autonomous tractors and crop varieties.

www.7plus.com.au/news



Love Aussie Melons

September 19 · 🌐

🚜🍉🍌🍌🍌 AgNorth Pty Ltd is busy loading up and delivering their on-farm machinery to support the #AustralianMelonAssociation Field Day for growers being held tomorrow in Ayr, Queensland. The #2018AustralianMelonConference being held in Townsville, Queensland this week, has brought together over 250 melon growers, researchers and commercial partners from across the industry to join in an innovative event, with reports on the latest melon research and the on-farm Field Day.

Thanks #AussieMelonFarmers for all you do - we all #loveaussiemelons!



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Love Aussie Melons

September 17 · 🌐

Over 250 #AussieMelonFarmers from around Australia have converged in Townsville, Queensland today until Thursday for the 2018 Corteva Agriscience #AustralianMelonAssociation Conference and Field Day! Presenters will showcase leading innovations in technology, #biosecurity, food safety and latest varieties of melons. We all #loveaussiemelons grown by our amazing AustralianFarmers!

Thanks to our wonderful presenters, field trial and trade display partners: Hort Innovation, Gr... See More



Plant&Food Research @plantandfood NZL • Sep 17 • 2:04 pm



How efficient are different insects as melon pollinators?
🐝👁️ @LisaEvansNZ will give a talk on pollinators of Australian **watermelon** at the Corteva Agriscience 2018 Australian **Melon Industry** Conference in Townsville. <https://t.co/todVaj7Nyv>

Keywords: watermelon, Melon, Industry

Reach 7k

Tag • Translate • Share



Terry O'Leary @grow_dem_melons AUS • Sep 17 • 11:19 am



Off for the **Australian Melon Association** conference in Townsville. Taking the boss along to help get our heads around all this new compliance facing Horticultural producers Australia wide. I don't think beer will be the greatest headache contributor..... <https://t.co/LV2LnfKIoA>

Keywords: Australian Melon Association

Reach 2k

Tag • Translate • Share



Terry O'Leary @grow_dem_melons AUS • Sep 18 • 2:15 pm



A surprising figure at the **#LoveAussieMelons** conference that Melons are the 5th largest fruit export for Australia yet this good news gets nearly no attention from media or Government. <https://t.co/4DTFLh7Gnc>

Keywords: LoveAussieMelons

Reach 2k

Tag • Translate • Share



Lefroy Valley Sep 18 • 10:49 am



Find us at the Mercure, Townsville this week for the **Australian Melon Association** conference.

Keywords: Australian Melon Association

Reach 286

Tag • Translate • Share



Kate Daly @KateDaly03 AUS • Sep 18 • 10:44 am



Excellent slide presented by @DianneFullelove at the Corteva Agriscience 2018 Australian Melon Industry Conference & Field Day demonstrating the increasing speed of social media. #Cortevaforeva #loveaussiemelons <https://t.co/vk6vFPuNmm>

Keywords: loveaussiemelons

Reach 34

Tag • Translate • Share



Romina Rader @rominatwi AUS • Sep 18 • 10:00 am



Welcome to the [LRI]@loveaussiemelon[PDI] conference 2018! Dianne Fullelove up first talking about the power of social media and opportunities ahead for the melon 🍈 industry <https://t.co/B0oapqFFL0>

Keywords: loveaussiemelon

Reach 901

Tag • Translate • Share



Gayndah Fruitgrowers @GFruitgrowers Sep 18 • 7:02 am



RT @grow_dem_melons: Off for the Australian Melon Association conference in Townsville. Taking the boss along to help get our heads around all this new compliance facing Horticultural producers Australia wide. I don't think beer will be the greatest headache contributor..... htt...

Keywords: Australian Melon Association

Reach 13

Tag • Translate • Share



Terry O'Leary @grow_dem_melons AUS • Sep 19 • 2:48 pm



the benefits of FairFarms Initiative. Vast majority are doing the right thing but bad bosses exist. Remember - workplace exploitation is a bad job you can leave, Modern Slavery is a bad job you can't leave. This is what Media sometimes confuses. #loveaussiemelons <https://t.co/GL...>

Keywords: loveaussiemelons

Reach 2k

Tag • Translate • Share



Terry O'Leary @grow_dem_melons AUS • Sep 19 • 2:37 pm



Technology coming in to the market for guaranteeing positive consumer experiences is pretty big ideas stuff.
#loveaussiemelons <https://t.co/pxsopFQXzr>

Keywords: loveaussiemelons

Reach 2k

Tag • Translate • Share



Matt Brann @MattBrannRURAL AUS • Sep 19 • 12:32 pm



RT @grow_dem_melons: Bees spreading CGMMV is a sobering implication of on-farm Biosecurity. Also feral bee populations could mean district wide infection over time.
#loveaussiemelons <https://t.co/vE9IvaQFUq>

Keywords: loveaussiemelons

Reach 4k

Tag • Translate • Share



Good Fruit and Veg @GoodFruitandVeg AUS • Sep 19 • 11:35 am



RT @KateDaly03: Excellent slide presented by @DianneFullelove at the Corteva Agriscience 2018 Australian Melon Industry Conference & Field Day demonstrating the increasing speed of social media. #Cortevaforeva #loveaussiemelons <https://t.co/vk6vFPuNmm>

Keywords: loveaussiemelons

Reach 3k

Tag • Translate • Share



Dan Kinnane @DanKinnane AUS • Sep 19 • 9:13 am



Great setup for the **Australian Melon Association** Industry dinner last night! #austsafe <https://t.co/T4vdZF9aAk>

Keywords: Australian Melon Association

Reach 8

Tag • Translate • Share



Phil Hoult **AU** @bogga1967 AUS • Sep 19 • 4:11 pm



Jamie Roylance from #nunhems #basf talking melon trends and traits at the Australian #Melon Conference in Townsville with **growers** and customers @BASF_Agro_Au <https://t.co/DGPzD0AdCv>

Keywords: Melon, growers

Reach 1k

Tag • Translate • Share



Garry Arbon @GArbon17 AUS • Sep 20 • 1:20 pm



RT @bogga1967: Great to see beneficial insects flourishing in #Versys (for aphid and whitefly) treated **rockmelon** here at the Australian **Melon growers** field day. With a 1 day WHP in cucurbits; no issue for those sampling the produce here today #BASF @BASF_Agro_Au <https://t.co/tjb...>

Keywords: rockmelon, Melon, growers

Reach 61

Tag • Translate • Share



BASF_Agro_AU @BASF_Agro_Au AUS • Sep 20 • 12:33 pm



RT @bogga1967: Busy day with **growers** and customers at the Australian **Melon** field day sponsored by @eemuir #basfvegetableseeds #numhems #basf @BASF_Agro_Au <https://t.co/MPzOC3okkK>

Keywords: growers, Melon

Reach 3k

Tag • Translate • Share



QLD Rural and Industry Development Authority Sep 20 • 12:59 pm



discussing how we can help their rural business thrive with our range of low interest loans and grants. If you missed us at the conference ...

Keywords: Love Aussie Melons

Reach 2k

Tag • Translate • Share



Love Aussie Melons Sep 21 • 5:11 pm



Innovation on display at this week's
#AustralianMelonConference2018! Gotta #loveaussiemelons

Keywords: loveaussiemelons

Reach 4k

Tag • Translate • Share



Love Aussie Melons Sep 19 • 3:23 pm



Queensland this week, has brought together over 250 melon
growers, researchers and commercial partners from across
the industry to join in ...

Keywords: loveaussiemelons

Reach 4k

Tag • Translate • Share



Alex VDG @VdgAlex AUS • Sep 22 • 6:14 am



Innovation in melon Farming, allowing growers to bounce back
from fruit diseases. #agriculture #townsville #drones.
@AustralianArmy has the same technology available to assist
our environmental officers.

Keywords: melon, growers

Reach 76

Tag • Translate • Share



Phil Hoult 

@bogga1967

Follow



Busy day with growers and customers at the Australian Melon field day sponsored by @eemuir #basfvegetableseeds #numhems #basf @BASF_Agro_Au



7:26 PM - 19 Sep 2018 from [Rita Island, Queensland](#)

4 Retweets 7 Likes



4



7

APPENDIX 9: Presentation learning outcomes

Learning Outcomes for levy payers at melon conference

| Presentation | Presenter | Levy/External Project | Learning Outcomes for levy payers |
|--|--|--|--|
| Overview of industry – Where is the melon industry heading? | Dianne Fullelove | Levy project – Industry Development VM | Providing overview of research that is being undertaken through levy funded projects and specifically through Industry Development project |
| The melon levy working for your industry | Bradley Mills | Levy through HIA | increased levy payer understanding of the levy investment process |
| Strategy into action for the modern melon industry | Brian Ramsey | Levy | increased levy payer understanding of the levy investment process |
| Q&A Panel session | Jon Caleo Paul McLaughlin Brad Mills Dianne Fullelove Anthony Joseph | | Opportunity for interaction between levy payers and HIA and for feedback to HIA from levy payers |
| Developing Australia's melon export markets | Dianne Fullelove | Levy | Levy payers develop greater understanding of export markets |
| Deterring aphids through millet stubble groundcover in tropical cucurbit production and its effect on reducing viruses | Dr Craig Webster | DPIRD WA | Levy payers develop understanding of research outcomes and opportunities in pest management |
| Integrated management of plant viruses through vector control | Dr Robert Annetts | | Levy payers develop understanding of research outcomes and opportunities in disease management |
| The identity and effectiveness of Australian melon pollinators | Dr Romina Rader | HIA, UNE | develop greater understanding of industry research outcomes and opportunities specifically with regard to pollination. |
| Pollinators of Australian watermelon | Dr Lisa Evans | Plant and Food | develop greater understanding of industry research outcomes and opportunities specifically with regard to pollination. |
| <i>Cucumber green mottle mosaic virus</i> and honey bee pollinators | Dr Mary Finlay-Doney | HIA – Vegetable fund | develop greater understanding of industry research outcomes and opportunities specifically with regard to pollination. |
| Rockmelon food safety- the way forward | Dr Sukhvinder Pal (SP) Singh | VM17002 Levy funded | Levy payers develop greater understanding of food safety issues and research |

| | | | |
|--|----------------------------------|-----------------------------|--|
| What's in the water: links between irrigation water quality and food safety | Dr Floris Van Ogtrop | University of Sydney | Levy payers develop greater understanding of food safety issues and research |
| Postharvest sanitisers and fungicides in food safety systems: pitfalls and solutions | Dr Mark Bradbury | University of Sydney | Levy payers develop greater understanding of food safety issues and research |
| Integrated strategies for the management of Silverleaf whitefly in melons | Dr Siva Subramaniam | QDAF | Levy payers develop understanding of research outcomes and opportunities in pest management |
| <i>Cucumber green mottle mosaic virus</i> - Australian research updates | Dr Lucy Tran-Nguyen | Levy – vegetable fund | Levy payers develop understanding of research outcomes and opportunities in disease management |
| <i>Biology, epidemiology and detection of Melon necrotic spot virus in Australia</i> | Dr Fiona Constable | Agriculture Victoria | Levy payers develop understanding of research outcomes and opportunities in disease management |
| Smart sensing technologies - tools for quality management | Professor Ron White | QDAF, James Cook University | Levy payers were exposed to new technologies |
| The Fair Farms Initiative - lifting standards and supporting good employers in horticulture. | Rachel McKenzie | Growcom | Sharing information that will assist growers and levy payers to increase their business and industry profitability |
| What is the future for horticulture in Australia? | Anthony Joseph | Commercial | Bringing the entire industry together also creates opportunities to develop shared goals and values |
| Important traits driving the melon and watermelon market | Jamie Roylance/ Phillip Hoult | Commercial | Bringing the entire industry together also creates opportunities to develop shared goals and values |

APPENDIX 10: Conference evaluation survey

About you

* 1. Are you a:

- ☐ Grower
- ☐ Seed/ seedling company representative
- ☐ Industry supplier eg chemicals, fertilisers etc
- ☐ Government employee
- ☐ Researcher
- ☐ Market agent
- ☐ Retailer
- ☐ Other (please specify)

* 2. Please enter your postcode or country

* 3. Which events did you attend at the conference?

- ☐ Welcome function at Magnetic Island
- ☐ Day 1 of Conference at Mercure Inn (Tuesday 18th September)
- ☐ Conference Dinner (Tuesday evening)
- ☐ Day 2 of Conference at Mercure Inn (Wednesday 19th September)
- ☐ Field Day at Ayr

* 4. How did you hear about the conference & field day?

- ☐ Melon Enews
- ☐ Melon News printed newsletter
- ☐ Direct email from AMA
- ☐ Melon industry website
- ☐ Word of mouth
- ☐ Rural media eg ABC Rural or rural newspaper
- ☐ Other (please specify)

* 5. What is the best format and length for this type of conference?

- ☐ 2 days conference plus 1 day field day as in 2018
- ☐ 1 day conference plus 1 day field day plus optional farm tour
- ☐ 1 day conference plus 1 day field day
- ☐ 1/2 day conference and 1/2 day field day
- ☐ regional roadshow and field day held in each major growing region
- ☐ Other (please specify)

* 6. There have been suggestions for the location of the next conference to be held, most likely, in 2020. Please choose your preference or nominate an alternative. (You can choose more than one)

- ☐ Perth region
- ☐ Burdekin, Qld region
- ☐ Darwin, NT
- ☐ Katherine, NT
- ☐ Chinchilla
- ☐ Griffith
- ☐ Location doesn't matter to me
- ☐ Other location (please specify)

| |
|--|
| |
|--|

* 7. Please rate the speaker presentations that you attended.

[illegible]

[illegible]

| | Not interesting | OK | Good | Very good | Excellent | Did not attend this presentation |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-------------------------------------|
| Dr Fiona Constable - Biology, epidemiology and detection of Melon necrotic spot virus in Australia | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Professor Ron White - Smart sensing technologies - tools for quality management | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Rachel McKenzie - The Fair Farms Initiative - lifting standards and supporting good employers in horticulture. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Anthony Joseph - What is the future for horticulture in Australia? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Jamie Roylance/ Phillip Hoult - Important traits driving the melon and watermelon market | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

8. Please provide any ideas for future conference topics.

* 9. Did you think the panel session was a worthwhile addition to the conference program?

- ☐ Yes
- ☐ No
- ☐ Didn't attend that session

* 10. Did you attend the field day and inspect the melon crops?

- ☐ Yes
- ☐ No

11. If you visited the field site, please rank the displays

| | Not interesting | OK | Good | Very good | Excellent | Did not see this display |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|--------------------------|
| Melon varieties | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Corteva trials - Green Peach Aphid, Melon aphid, Heliothis, Gummy Stem Blight, and Powdery Mildew | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Nufarm trials - metham application | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Multikraft trials | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Demonstration of Unmanned Aerial Vehicles (UAVs) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Agvita soil and plant analysis - demonstration | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Laser technology - BMS Lasersat | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

12. Please provide any comments on the field day

* 13. Do you think there should have been a farm tour including other melon farms in the area?

- ☐ Yes
- ☐ No
- ☐ Don't know

* 14. Do you think the welcome function was a worthwhile addition to the conference?

- ☐ Yes
- ☐ No
- ☐ Don't know

15. If you attended the Industry Dinner, please rank your enjoyment of the event.

| | Poor | OK | Good | Very good | Excellent |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Venue location | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Food | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Entertainment | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Coordination of event | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Ability to network | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

16. Please add suggestions for future Industry Dinners

* 17. Thinking about your participation in the melon conference, how would you rate the following (1 low - 5 high):

| | 1 | 2 | 3 | 4 | 5 |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Conference organisation | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Equipment suitability (tent, table, chairs) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Layout of event site | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Convenience of location | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Benefit to your business | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Value for money | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Comment

* 18. if you exhibited at the conference and field day how likely are you to be an exhibitor at a future melon conference?

- ☐ Unlikely
- ☐ Likely
- ☐ Very likely
- ☐ Didn't exhibit

* 19. How likely are you to attend a future melon conference?

- ☐ Unlikely
- ☐ Likely
- ☐ Very likely

20. What do you believe is needed to encourage more growers to attend Industry conferences?

21. Please provide any feedback that you feel is relevant to planning for the next conference.

APPENDIX 11: Delegate feedback

Delegate feedback during interview

Researcher feedback

An excellent event with a great program covering science, industry and market outlook which was thoroughly enjoyed with great learnings about the present status and the pathway to the future. Well done, organisers!

Sponsor/exhibitor feedback

BASF Vegetable Seeds was thrilled to be actively involved in the 2018 Australian Melon Conference & Field Day, as a conference and AMA sponsor. We were very happy to see the level of engagement from all facets of the industry, that included presentations on key industry topics such as Food Safety, export market access and plant virus management, and variety demonstrations by seed companies. We believe this event is an integral part of the industry calendar as it represents the unity across the sector that is undoubtedly essential to its prosperity into the future. We, as a leading seed company, are committed to providing ongoing support to the AMA and look forward to strengthening our collaboration in 2019 and beyond.

Grower feedback

The program was very impressive covering a broad range of topics so it was a great opportunity to get a good overview of the whole industry and current research relevant to our business. The format worked well because there were many opportunities to ask questions of the researchers who were presenting both in a formal and informal setting. I also thought the conference dinner was a great opportunity for networking and really enjoyed it. Overall I think the conference was very worthwhile and will definitely attend the next one.