

Final Report

2020 Australian Melon Industry Conference & Field Day

Project leader:

Jon Caleo

Delivery partner:

Australian Melon Association Inc.

Project code:

VM19002

Project:

2020 Australian Melon Industry Conference & Field Day VM19002

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Date:

31st July 2020

Confidentiality:

Is this report confidential?

☒

No

☐

Yes (whole report)

☐

Yes (sections of report are confidential)

If sections of the report are confidential, list them here:

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Summary

The Australian Melon Association organised the 2020 Australian Melon Conference & Field Day for growers and industry to be held from 30th March to 1st April 2020 in Perth and Waroona, Western Australia as a process for facilitating knowledge and technology improvements in the industry.

The event would have 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 plan included a Welcome Event on Monday 30th March 6-8pm. The Industry Dinner to be held on Tuesday 31st March 6:30-11pm was being hosted at the Optus Stadium during which the new AMA was to be unveiled. The Field Day, Trade Show and Presentations on the 31st March 2020 were to be held at Capogreco Farms near Waroona. Over 3,200 meters of melon variety trials established by eight seed companies were to be the highlight of the day.

The Project Reference Group (PRG), composed of members of the AMA Executive Committee, cancelled the conference on 13th March 2020 due to concerns around host and delegate health risks and the restricted travel being enforced during the COVID-19 pandemic.

To capture and deliver the industry development outcomes from the cancelled conference planning effort, a multi-channel communications strategy was developed and implemented following the event cancellation.

The on-line communications channel consisted of production of six videos of the field day demonstration site and four webinars of the technical presentations that delegates would have seen had the conference proceeded. All field videos and presentation webinars have been linked to the Melons Australia web site for growers to view at any time. All videos are hosted on the Melons Australia YouTube channel and all audio recordings are hosted on the Talking Melons iTunes podcast channel.

The more traditional publications channel consisted of the June edition of the Melon News being posted to all growers. This edition was essentially the conference program with all the technical and sponsor/exhibitor content that would have been delivered to conference delegates. The style and size of this edition varied from the standard edition by having more of a “journal” style to better communicate the more technical content. This has become the printed archive for all growers of the technical and commercial content of the conference. The edition has also been electronically archived on the Melons Australia website for the industry’s future reference.

Feedback from growers and industry partners has been positive about the methods and channels used to gain value from the investment made in organising the conference prior to cancellation. Rural media interest was also sparked with several platforms reporting the pivot from the traditional industry conference format to the more contemporary YouTube and iTunes delivery of the content.

The close liaison of this project with the Melon Industry Development and Communication Project (VM17001), was very beneficial to the delivery of value to melon growers from this project – even with its updated mode of delivery. Such close liaison is felt to be invaluable to extracting maximum value with high efficiency from such industry conference projects.

Keywords

Melon, Watermelon, Conference, Field Day, Knowledge Transfer, Industry Development

Introduction

The project assisted with funding of the 2020 Australian Melon Industry Conference & Field Day for levy payers and industry during late March-early April in Western Australia as a process for facilitating knowledge and technology improvements in the industry.

The 2020 Australian Melon Conference & Field Day was planned to build on the success of the 2018 Conference and was to follow the same format. The aim was to assist melon growers to improve their performance and produce better quality fruit at a consistent profit to their business.

The Conference & Field Day was organised by the Project Officer and facilitated through a conference management team that included members of the Australian Melon Association Executive Committee and the Industry Development Manager. Team members have been responsible for organising and managing multiple conferences and events, including the 2011, 2013, 2016 and 2018 melon conferences.

Previous conferences were held:

- 2011 – Townsville (100 attendees – 25 Growers)
- 2013 – Bundaberg (170 attendees)
- 2016 – Mildura (270 attendees – 80 Growers)
- 2018 – Townsville (250 attendees – 53 Growers)



Image of the 2018 conference field-day site which was to be replicated at the 2020 conference.

The 2020 Australian Melon Industry Conference & Field Day was cancelled on 13th March 2020 due to increasing delegate health concerns and travel restrictions being advised by both the Federal and Western Australian governments.

At the time of cancellation, 165 delegates had registered for the conference through the conference Eventbrite site.

To capture and deliver the knowledge transfer benefits to melon growers of the conference planning effort, on-line and traditional publication communications methods were used. A YouTube channel, an iTunes channel and a Stitcher channel were populated with conference field day videos and conference speaker presentations. The June 2020 edition of “Melon News” was re-designed to deliver the conference technical papers and sponsor messaging and posted to ~250 melon growers and industry partners.

Apple Podcasts Preview



Image of Melons Australia iTunes podcast channel delivering the conference speaker presentation.

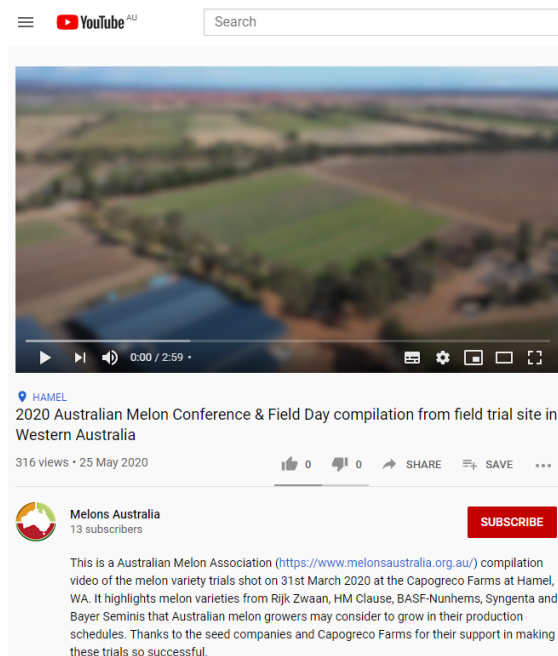


Image of the Melons Australia YouTube channel delivering the conference field day outcomes.

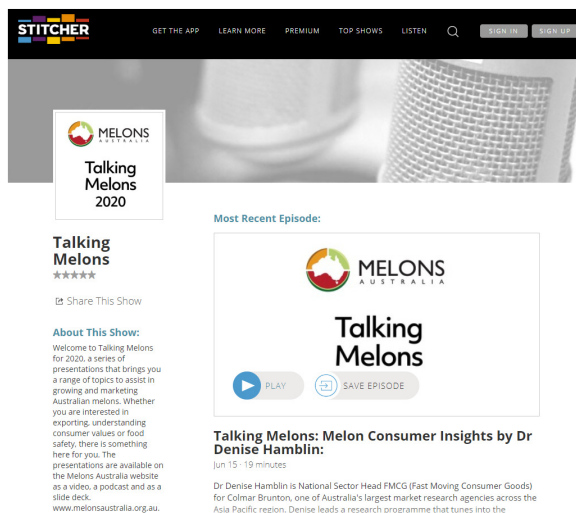


Image of the Stitcher channel to deliver an alternate podcast site for conference speaker presentations.



Image of the 28-page expanded Melon News June 2020 edition delivering conference speaker articles.

A Message from the Chairman

It's that time again and I am sure that you don't want to hear any more about Covid-19 so I won't discuss it, other than to say that it was responsible for the cancellation of our conference in Western Australia that was to be held in late March.

I would like to thank the Capogreco family for all the work they did preparing the conference site and growing the trial crops, all of which have been professionally developed into videos for you to look at via the Melons Australia website.

Now for a rundown in the issues the Executive has been discussing of late, and my thoughts on each.

Levies

The levy is still at the forefront of some members' minds. Some want to get rid of it and others want to divert 50 % of the R&D levy to marketing. My thoughts are that we should divert some of the existing levy to marketing. I would be keen to hear from any growers who have thoughts on this issue. If we want to change the levy in any form, it will have to go back to growers to vote on, which is not a simple or cheap process.

NZ exports

We are still unable to export melons to New Zealand from Queensland. The Department of Agriculture & Environment has had seven months to resolve this

issue but we still do not have a result. Rest assured that the AMA and the Industry Development Manager have been working hard on this but to date have been unsuccessful in getting resolution to this issue.

Labour

One of the other concerns that I have, relates to labour in 2021. By the end of 2020, most backpackers will have returned home and at this stage no new ones will be allowed into the country. We have brought this to the attention of the federal government and it is something to watch as the year progresses.

Social media

Finally, a sub-committee of the AMA Executive is working to invest in further social media marketing for melons to promote our fruit to consumers.

It will be funded with the money that the AMA receives from memberships and sponsorships, so thank you to sponsors and financial members who help to support these initiatives.

Until next time,

Jon Caleo,
Chairman, Australian Melon Association.

AMA launches new logo



The Australian Melon Association has updated its logo to more represent a modern Australian melon industry.

The industry organisation will now use the name "Melons Australia", although the underpinning incorporated entity will continue to be the Australian Melon Association Inc.



The colours of watermelon, rockmelon and honeydew melon are incorporated around an image of Australia to illustrate industry partnerships and the importance of all melon growing regions.

Please contact the Secretary if you wish to make use of the new logo in any marketing and promotional activities.

All communication channels can be easily accessed from the Melons Australia website.

<https://www.melonsaustralia.org.au/>

Methodology

Recommendations from VM17000

The recommendations from VM17000 (2018 Melon Conference) were reviewed and acted upon in the planning and management of VM19002. They specifically were:

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.

All 7 recommendations were enacted in the planning for the 2020 conference.

Project management

The project was managed by the Industry Development Manager with the assistance of a 0.4FTE Project Officer. Project activities are managed using contemporary project management methodologies to ensure that all objectives are met in a timely manner.

The Project Reference Group (PRG) was composed of members of the AMA Executive Committee. The PRG met monthly by teleconference initially and weekly during February/March 2020.

Venues & transport

The Conference venues were to be the Pan Pacific Perth, Capogreco Farms, Optus Stadium, Trandos Hydroponic Growers, Gingin Costa Berry Farm, Center West Exports and the Guilderton Country Club - all in southern Western Australia.

Air-conditioned coaches with on-board speakers during transit were booked to ferry the conference delegates between venues. This would have ensured delegates had time for networking with other growers and industry partners as well as reducing the biosecurity risks associated with large numbers of delegates travelling in car convoys to the field day site and each visited property. The Western Australia Department of Primary Industries and Regional Development (DPIRD) were supplying and managing the biosecurity footbaths to be used at the field day site.

Field Day Site

Capogreco Farms were to host the field day and trade show display at their melon farm at Hamel, Western Australia.



Image at Capogreco Farms of the planned field day and trade show day site of the conference.

Over 3,500 meters of seed company variety trials were established and grown to maturity for viewing at the planned field day and trade show day of the conference. All seed companies with plantings on-site provided seed certification reports to ensure the highest level of farm biosecurity was established for the site.

Services hired for the field day and trade show display included:

- Biosecurity equipment and staffing (DPIRD)
- Lions catering for morning tea and lunches
- Coffee van
- Live demonstrations from local companies
- Equipment hire (presentation tent with daylight screens, marques, toilets, tables & chairs, generator, AV equipment)
- Signage
- Water supplies and coolers
- Master of ceremonies and roving microphone
- Site management and first aid staff



Image of the style of improved biosecurity footbath DPIRD staff were to manage at the field day site.

The Trade Show at the Hamel field day site had 27 participants and 3 tractor and machinery exhibitors on-site. The speakers' program for the morning of Tuesday 31st March is listed below.

Presentations Program				
9:00	Welcome to Day two	Jon Caleo	Chairman	AMA
9:04	Welcome to the farm	Bruno Capogreco	Field Day host	Capogreco Farms
9:10	How does the melon levy benefit me?	Mark Spees	Melon Industry Strategic Partner	Hort Innovation
9:30	Who is your domestic customer?	Steve Ferraro	Produce Buying WA	Woolworths Perth
9:50	Consumer Insights	Dr Denise Hamblin	National Sector Head FMCG	Colmar Brunton
10:20	Australian melons in the world market	Wayne Prowse	Principal and Senior Analyst	Fresh Intelligence Consulting
10:50	Traceability systems for melons	Greg Calvert	Director	FreshChain Systems

Conference Dinner

The conference dinner was to be held at Optus Stadium, Perth and planned with two objectives:

- A networking event in a social setting for growers and industry partners
- A formal event to launch the new Melons Australia logo



Image of the new Melons Australia logo that was to be officially launched at the conference dinner.

Conference Bus Tour

The conference bus tour was planned to give melon growers exposure to a range of horticultural businesses in Western Australia outside of melon production, to provide insights into business management, marketing/exports and labour force management. The farms to be visited were:

- Trandos Hydroponic Growers
 - A progressive grower servicing the transplant needs of local growers
 - Protected cropping facility that shows melon growers an option for protected production of melon
 - Geographically accessible by coach from Perth



- Gingin Costa Berry Farm
 - A large corporate farm set-up with protected and open cropping environments
 - Intensive crop management technologies in use on the site
 - Large workforce being managed on a seasonal basis
 - Geographically accessible by coach from Perth



- Center West Exports
 - A large family farm with an export focus
 - Highly mechanized field production system
 - Geographically accessible by coach from Perth



Conference Cancellation

The PRG was meeting weekly during February/March 2020 providing oversight to the conference planning. COVID-19 became a concern to the PRG in early 2020 following the first confirmed case in Australia being identified on 25 January 2020 and 128 cases being confirmed in Australia by Wednesday 11 March 2020. The PRG met on Friday 13 March 2020 by which time 198 cases had been reported in Australia – an increase of 27% over the cases on Thursday 12 March 2020. At that PRG meeting, the decision was made to cancel (not postpone as the future for travel was unclear) the 2020 Melon Conference & Field Days.

By that time (13 March 2020) Australia had banned the entry of foreign nationals from mainland China (1 February 2020), and ordered its own returning citizens from China to self-quarantine for 14 days. Australia subsequently imposed travel bans on Iran (1 March 2020), South Korea (5 March 2020), and Italy (11 March 2020).

On 18 March 2020, a human biosecurity emergency was declared in Australia owing to the risks to human health posed by the COVID-19 pandemic, after a National Security Committee meeting the previous day. The Biosecurity Act 2015 specifies that the Governor-General may declare such an emergency exists if the Health Minister (currently Greg Hunt) is satisfied that "a listed human disease is posing a severe and immediate threat, or is causing harm, to human health on a nationally significant scale". This gives the minister sweeping powers, including imposing restrictions or preventing the movement of people and goods between specified places, and evacuations.

A general travel ban, with limited exceptions, on non-citizens and non-residents travelling to Australia and Australians travelling overseas was subsequently introduced on 20 March 2020, the week following the decision by the PRG to cancel the conference.

Travel to the conference by international delegates had become almost impossible and travel within Australia was becoming increasingly difficult and a threat to personal health.

Post-Cancellation Activities

All 165 registered delegates were offered and received a full refund of their registration expenses.

All service providers were advised of the PRG decision and all provided full refunds of deposits already paid for services to be delivered during the 3-day event.

All sponsors and exhibitors were advised of the cancellation and conference sponsorship and exhibitors fees (excluding variety trial growing costs) were refunded. All seed companies with plantings at Hamel were advised of a possible option to produce videos of their plantings on the planned day the field day was to be held. Five of the

eight seed companies would take up the offer to make a video.

All speakers were advised of the cancellation and updated on alternative plans to deliver their talks to the melon industry via either a series of webinars or recorded presentation. Eight recorded presentations are planned with four having been recorded and published by July 2020.

Following a search for suitable production partners, a Perth film production company (FireTeller) was selected to produce the field day videos and speaker presentation videos and podcasts. They came with excellent references from other agriculture focused businesses and ultimately provided an extremely professional and timely service (see - <http://fireteller.com/video-production-services-perth/#gallery-1-11>).

The March 2020 Melon News which was to be the conference program booklet was cancelled and all articles were edited to be published in a new and larger format (Ag-journal style of publication) in the 28-page June 2020 edition. Conference sponsors made many flyers which were to be handed out at the field day available as inserts into the June 2020 edition providing them with an avenue of connecting with melon growers in the absence of the 2020 conference.

The melon industry IDP coordinated the drafting, proofing, publication and distribution of the June 2020 Melon News edition that covered all the melon conference technical content.

Outputs

Program logic model completed including the monitoring and evaluation plan (attached).

Project risk matrix completed (attached).

Stakeholder Engagement Plan completed (attached).

Full conference program developed (attached).

COVID-19 protocol developed (attached).

Conference exhibitors and sponsors packages developed.

Venues and equipment booked.

Program speakers booked.

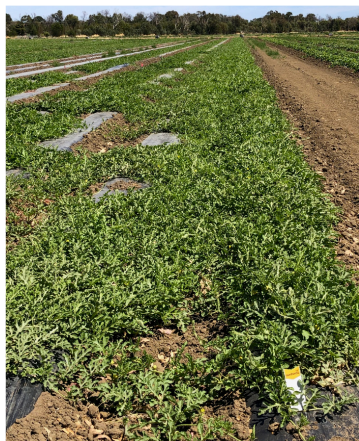
Program designed.

Registrations were released on Eventbrite on 22 August 2019. A link to Eventbrite from the AMA conference web page guided most users to the ticket sales. At the time of cancellation due to COVID-19, 165 people were attending some or all of the conference events.

Field trials established with 3,260 meters of new melon varieties planted plus additional plantings of industry standard lines for comparison.

Horticultural business bus tour plan completed.

Six 3-minute videos have been produced of the melon seed company trials at the field site for communication to a broader melon grower audience.



Field trial site at Capogreco Farm during various stages of growth

Eight 20-minute recorded speaker presentations are planned to be produced as videos and podcasts based upon the conference program. Two have been completed and published and a further two are in the final editing stage. The fifth conference speaker was a commercial partner and the PRG decided not to record that as a presentation/webinar. However, four additional speakers that were ear-marked as stand-by presenters for the conference have agreed to present their topics as recorded webinars and these will be published by September 2020.

Melons Australia is developing a specific web page on the Melons Australia website titled “Talking Melons 2020” which will host this series of recordings from the conference. Links to YouTube, iTunes and Stitcher are on the Melons Australia website to these resources.

The June 2020 Melon News (Conference Edition) was published and distributed in June 2020 to 250 growers and industry partners (Appendix 9).

Outcomes

The planned outcomes for VM19002 were:

1. The Conference & Field Days will create opportunities for all sectors of the melon industry and supply chain to develop greater understanding of industry research outcomes and opportunities, export markets and relevant issues such as product traceability. Delegates will also be exposed to new technologies, products and methods that may increase farm productivity and farm-gate returns.
2. The Conference will increase levy payer understanding of the levy investment process, both R&D and biosecurity.
3. Bringing the entire industry together also creates opportunities to develop shared goals and values that have the potential to increase both their own business and industry profitability.
4. For people unable to attend the conference, information delivered at the conference will be delivered through reports and articles published in industry publications, including the industry website.

The revised printed and on-line delivery of the conference content following cancellation, reduced the networking and exposure to new technologies outcomes for delegates to some degree. However, with recorded presentations from conference speakers being rolled-out during June/July/August 2020 and the expanded June 2020 edition of Melon News, outcomes 2 and 4 have been ramped up more than would have occurred had the conference proceeded as initially planned.

Additionally, the increased profile of the Australian melon industry gained through its quick pivoting to delivering many of the conference outputs remotely to the entire industry, has caught the attention of many more growers and industry partners than had originally registered as conference delegates. With this in mind, planning of future melon conferences may well consider some change from the template used for the past 4 conferences to achieve wider levels of industry engagement than previously achieved.

Monitoring and evaluation

<Insert content – approximately 1000 words. Discuss overall project performance, answering the Key Evaluation Questions (KEQs) determined as part of the project’s M&E Plan. For more advice, refer to Attachment A3: Final Report guide>

The project monitoring plan detailed four levels of monitoring and evaluation.

Project monitoring plan

Program logic level	What to monitor	Performance expectations	How to monitor	Data source Target audience
Foundational activities	Formation of project reference group	9 teleconferences	Feedback from project reference group	Project Reference Group
Activities & Outputs	Conference & Field Day - Gantt Chart for event development program - related documents for exhibitors, delegates	All activities are achieved within 1 week of planning	Feedback from project reference group	Gantt chart Project Reference Group
Intermediate outcomes	Levy payers kept informed of Conference & Field Days	Engagement by levy payers, researchers and the supply chain in the project outcomes	Number of registrations at the event	Conference registration website
End of project outcomes	Level of engagement in conference Satisfaction with conference outcomes	Practice change created with 50% increased awareness by growers of project activities	Survey	Growers Researchers Supply chain

The project reference group (PRG) teleconferenced eight times during the course of planning the conference. The PRG members reported the methodology and content of the PRG teleconferences as being the most time efficient and objective method of managing the conference development for a geographically diverse group.

Following cancellation of the conference, the process of PRG updates from the project officer reverted to AMA executive meeting updates and close collaboration with the AMA secretary/treasurer to manage delegates and conference service providers refunds.

The achievement of the second monitoring target was achieved via the development and daily maintenance of a detailed conference dashboard. This was placed on the industry SharePoint site to allow conference team sharing of conference planning information in real-time. The dashboard captured and reported on every aspect of conference planning, and proved to be an invaluable tool both in conference planning development and tasks required to professionally pivot from the original conference plan to the revised remote delivery of many of the conference outputs.

Levy payers and industry partners were kept informed of the conference planning achievements through multiple communication channels such as Melon e-News, Melon News, Melons Australia website, Eventbrite ticketing system, direct emails, social media and the rural press. Prior to cancellation the Eventbrite site recorded 165 registrations for the planned event indicating a healthy level of industry engagement.

Due to the cancellation of the planned conference events around Perth, and the pivoting to the remote delivery of many of the knowledge & information products from the original plan, no formal delegate survey has been undertaken. Suffice to say, no complaints have been received from delegates regarding the refund process, delivery of conference outputs via alternative methods or lack of networking opportunities across the industry to date.

Sponsors and exhibitors have continued to support the industry providing staff to partake in the video production

activities and technical content for both on-line and printed industry reference materials to ensure grower awareness of the latest melon production and marketing technologies is supported.

Seed companies involved in the production of the variety trial videos have all been very pleased with the outcome and several have had interest in the methodology from the international offices.

Recommendations

Recommendations from this project are:

1. Melon growers and industry partners continue to value the conference & field day style of event.
2. Consideration be given to holding biennial regional events across the main melon production districts of Australia in light of the on-going health concerns raised by the COVID-19 pandemic. These events should be supported by on-line delivery of technology transfer content and a raised level of social media engagement with melon growers to support industry networking.
3. The event should be delivered over no more than two days.
4. Consideration be given to joining with other similar industries to deliver a conference style event to ensure value for money for both the delegates and sponsors.
5. The variety trial component of the event should be continued as this is well supported by both levy payers and seed companies.

Refereed scientific publications

NIL

References

Field Trial Videos

1 - compilation video for AMA - <https://youtu.be/5uw8D5-BQYQ>

Video details

Basic

More options

UNDO CHANGES

SAVE

Title (required) ?





2020 Australian Melon Conference & Field Day compilation from field trial site in Western Australia

Description ?

This is a compilation video of the melon variety trials shot on 31st March 2020 at the Capogreco Farms at Hamel, WA. It highlights melon varieties from Rijk Zwaan, HM Clause, BASF-Nunhems and Bayer Seminis that Australian melon growers may consider to grow in their production schedules. Thanks to the seed companies and Capogreco Farms for their support in making these trials so successful.

Thumbnail

Select or upload a picture that shows what's in your video. A good thumbnail stands out and draws viewers' attention. [Learn more](#)

Audience

Is this video Made for Kids?

Regardless of your location, you're legally required to comply with the US Children's Online Privacy Protection Act (COPPA) and/or other laws. You're required to tell us whether your videos are made for children. [What's content Made for Kids?](#)

☐ Yes, it's Made for Kids
 ☒ No, it's not Made for Kids

Video link

<https://youtu.be/5uw8D5-BQYQ>

Filename

06 Melons Australia.mov

Video quality

☒ SD
 ☒ HD

Visibility

Unlisted

Playlists

2020 Australian Melon Conference & Fiel...

End screen

Cards

2020 Australian Melon Conference & Field Day compilation from field trial site in Western Australia

This is a compilation video of the melon variety trials shot on 31st March 2020 at the Capogreco Farms at Hamel, WA. It highlights melon varieties from Rijk Zwaan, HM Clause, BASF-Nunhems and Bayer Seminis that Australian melon growers may consider growing in their production schedules. Thanks to the seed companies and Capogreco Farms for their support in making these trials so successful.

2 - Rijk Zwaan video from 2020 conference field trials- <https://youtu.be/57DUXK1c0Zc>

Video details

Basic More options

UNDO CHANGES **SAVE** ⋮




Title (required) ?
Rijk Zwaan melon varieties at the 2020 Australian Melon Conference & Field Day trial site, Hamel.

Description ?
This is the Rijk Zwaan (<https://www.rijkzwaan.com.au/>)video of their melon variety trials shot on 31st March 2020 at Capogreco Farms - Hamel, Western Australia.


Thumbnail

Select or upload a picture that shows what's in your video. A good thumbnail stands out and draws viewers' attention.
[Learn more](#)

Upload thumbnail



Audience



Video link
<https://youtu.be/57DUXK1c0Zc>

Filename
01 Rijk Zwaan.mov

Video quality
HD SD

Visibility

Unlisted

Playlists

2020 Australian Melon Conference & Fiel...

Rijk Zwaan melon varieties at the 2020 Australian Melon Conference & Field Day trial site, Hamel.

This is the Rijk Zwaan (<https://www.rijkzwaan.com.au/>) video of their melon variety trials shot on 31st March 2020 at Capogreco Farms - Hamel, Western Australia.

21

3 - HM Clause video from 2020 conference field trials- https://youtu.be/_rfm_SVQ2_8

Video details

Basic

More options

UNDO CHANGES

SAVE

Title (required) ?





HM Clause melon varieties at the 2020 Australian Melon Conference & Field Day trial site, Hamel.

Description ?

This is the HM Clause (<https://hmclause.com/regional-products/>) video of their melon variety trials shot on 31st March 2020 at Capogreco Farms - Hamel, Western Australia.

Thumbnail

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☒ No, it's not Made for Kids



Video link
https://youtu.be/_rfm_SVQ2_8

Filename
02 HM Clause.mov

Video quality
SD HD

Visibility

Unlisted

Playlists

2020 Australian Melon Conference & Fiel...

End screen

Cards

HM Clause melon varieties at the 2020 Australian Melon Conference & Field Day trial site, Hamel.

This is the HM Clause (<https://hmclause.com/regional-products/>) video of their melon variety trials shot on 31st March 2020 at Capogreco Farms - Hamel, Western Australia.

4 - BASF Nunhems video from 2020 conference field trials- <https://youtu.be/wupYZd9Bxeg>

Video details

[Basic](#) [More options](#) UNDO CHANGES SAVE ⋮

Title (required) ?

BASF Nunhems melon varieties at the 2020 Australian Melon Conference & Field Day trial site, Hamel.




Description ?

This is the BASF Nunhems (<https://www.nunhems.com/au/en.html>) video of their melon variety trials shot on 31st March 2020 at Capogreco Farms - Hamel, Western Australia.

Thumbnail

Select or upload a picture that shows what's in your video. A good thumbnail stands out and draws viewers' attention. [Learn more](#)

Upload thumbnail



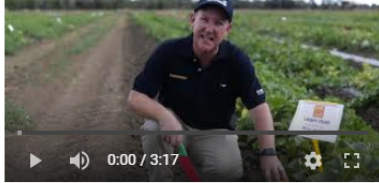
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Video link
<https://youtu.be/wupYZd9Bxeg>

Filename
03 BASF Nunhems.mov

Video quality
SD HD

Visibility
 Unlisted

Playlists
2020 Australian Melon Conference & Fiel...

End screen

Cards

BASF Nunhems melon varieties at the 2020 Australian Melon Conference & Field Day trial site, Hamel.

This is the BASF Nunhems (<https://www.nunhems.com/au/en.html>) video of their melon variety trials shot on 31st March 2020 at Capogreco Farms - Hamel, Western Australia.

23

5 - Seminis video from 2020 conference field trials- <https://youtu.be/4D0zxRimih8>

Video details

[Basic](#) [More options](#) UNDO CHANGES SAVE ⋮

Title (required) [?](#)





Seminis melon varieties at the 2020 Australian Melon Conference & Field Day trial site, Hamel.

Description [?](#)

This is the Seminis (<https://seminis.com.au/>) video of their melon variety trials shot on 31st March 2020 at Capogreco Farms - Hamel, Western Australia.

Thumbnail

Select or upload a picture that shows what's in your video. A good thumbnail stands out and draws viewers' attention. [Learn more](#)




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Video link
<https://youtu.be/4D0zxRimih8>


Filename
04 Seminis.mov

Video quality
 

Visibility
 Unlisted

Playlists
2020 Australian Melon Conference & Fiel...

 End screen

 Cards

Seminis melon varieties at the 2020 Australian Melon Conference & Field Day trial site, Hamel.

This is the Seminis (<https://seminis.com.au/>) video of their melon variety trials shot on 31st March 2020 at Capogreco Farms - Hamel, Western Australia.

6 - Syngenta video from 2020 conference field trials- <https://youtu.be/vCZm0cyBIVQ>

Video details

Basic

More options

UNDO CHANGES

SAVE

Title (required) ?





Syngenta melon varieties at the 2020 Australian Melon Conference & Field Day trial site, Hamel.

Description ?

This is the Syngenta (<https://www.syngenta.com.au/>) video of their melon variety trials shot on 31st March 2020 at Capogreco Farms - Hamel, Western Australia. It highlights Syngenta melon varieties that Australian melon growers may consider to grow in their production schedules. Thanks to Syngenta and Capogreco Farms for their support in making these trials so successful.

Thumbnail

Select or upload a picture that shows what's in your video. A good thumbnail stands out and draws viewers' attention. [Learn more](#)



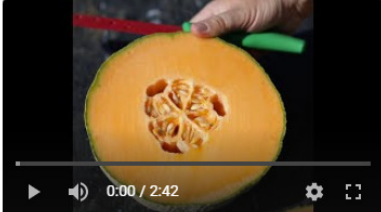
Audience

Is this video Made for Kids?

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☐ Yes, it's Made for Kids


☒ No, it's not Made for Kids




Video link
<https://youtu.be/vCZm0cyBIVQ>


Filename
05 Syngenta.mov

Video quality
HD HD

Visibility
 Public

Playlists
2020 Australian Melon Conference & Fiel...

 End screen

 Cards

Syngenta melon varieties at the 2020 Australian Melon Conference & Field Day trial site, Hamel.

This is the Syngenta (<https://www.syngenta.com.au/>) video of their melon variety trials shot on 31st March 2020 at Capogreco Farms - Hamel, Western Australia.

Recorded Presentations

Wayne Prowse	Global Melon Production & Export Trends
YouTube	https://youtu.be/FPV-ErWDpQo
Itunes	https://podcasts.apple.com/us/podcast/talking-melons/id1515412902
Stitcher	https://www.stitcher.com/podcast/talking-melons/e/69949676
Denise Hamblin	Melon Consumer Insights
YouTube	https://youtu.be/IsEcL9Vnkww
Itunes	https://podcasts.apple.com/us/podcast/talking-melons/id1515412902
Stitcher	https://www.stitcher.com/podcast/talking-melons/e/7114677
Lisa Evans	Melon Pollination
YouTube	To be advised
Itunes	To be advised
Stitcher	To be advised
SP Singh	Melon Food Safety
YouTube	To be advised
Itunes	To be advised
Stitcher	To be advised

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Packed program for 2020 Syngenta Australian Melon Conference and Field Day



From sessions with melon export experts to on-farm demonstrations, the Australian Melon Association (AMA) has released a new look, packed program ahead of its 2020 conference to be held in Western Australia in late March.

The 2020 Syngenta Australian Melon Conference & Field Day will feature a mix of technical and marketing presentations and practical demonstrations as well as a variety of trials.

The biennial event is an opportunity for growers, researchers and supply chain representatives from across the melon industry to come together to learn, network and socialise.

The Conference kicks off with a welcome function in Perth on Monday the 30th of March, followed by a new look field day near Waroona and industry dinner at Optus Stadium on Tuesday the 31st of March.

For the first time, the program has been streamlined to include a full field day, trade show and presentations on day two of the Conference to be hosted at Capogreco Farms near Waroona, followed by farm tours on the final day.

Australian Melon Association Chairman Jon Caleo said the restructured program offers growers and other industry stakeholders a unique opportunity.

"Presentations on domestic supply, consumer insights, export opportunities and new traceability systems will be delivered on site at Capogreco Farms alongside the trade show featuring nine seed companies with new trial data to share," Mr Caleo said.


"The following day attendees will have the chance to visit three farming enterprises as part of a full day tour, including carrot producers the Tedesco family at Centre West Exports, Costa's blueberry farm at Gingin and Trandos Hydroponic Growers," he said.

"All of these companies offer incredible insights into new ways of farming and supplying produce to Australia and the rest of the world and it's a great opportunity for our melon sector to take new, inspired learnings back to their home property."


Tickets can be purchased [here](#).

Example of on-line rural media reporting of the original plan for the melon conference.

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GRAINS COTTON HORTICULTURE MACHINERY



Horticulture

 Videos bring melon varieties to growers
4 weeks ago

Variety trials go virtual for Australian melon growers

11 Jun 2020, 4 a.m. Horticulture



  Aa

THE Australian melon industry has risen above the pandemic lockdown to engage growers with information on new commercial varieties hitting the market.

The Australian Melon Association has delivered a video series featuring new melon varieties from some of the leading seed companies.

Example of printed rural media reporting of the on-line videos of the melon variety trials.

Direct Email



REGISTER HERE



The melon trials are looking spectacular. Capogreco's are doing a great job in having their farm ready for the big event. Sponsors and exhibitors have come onboard with a great trade show and support for the Welcome Drinks and Industry Dinner - all drinks inclusive.

This is an event not to be missed! All of this for a low registration fee of \$380 for growers and \$480 for non-growers.

Sponsors



Example of direct email used to generate awareness and registration for the conference

Social Media



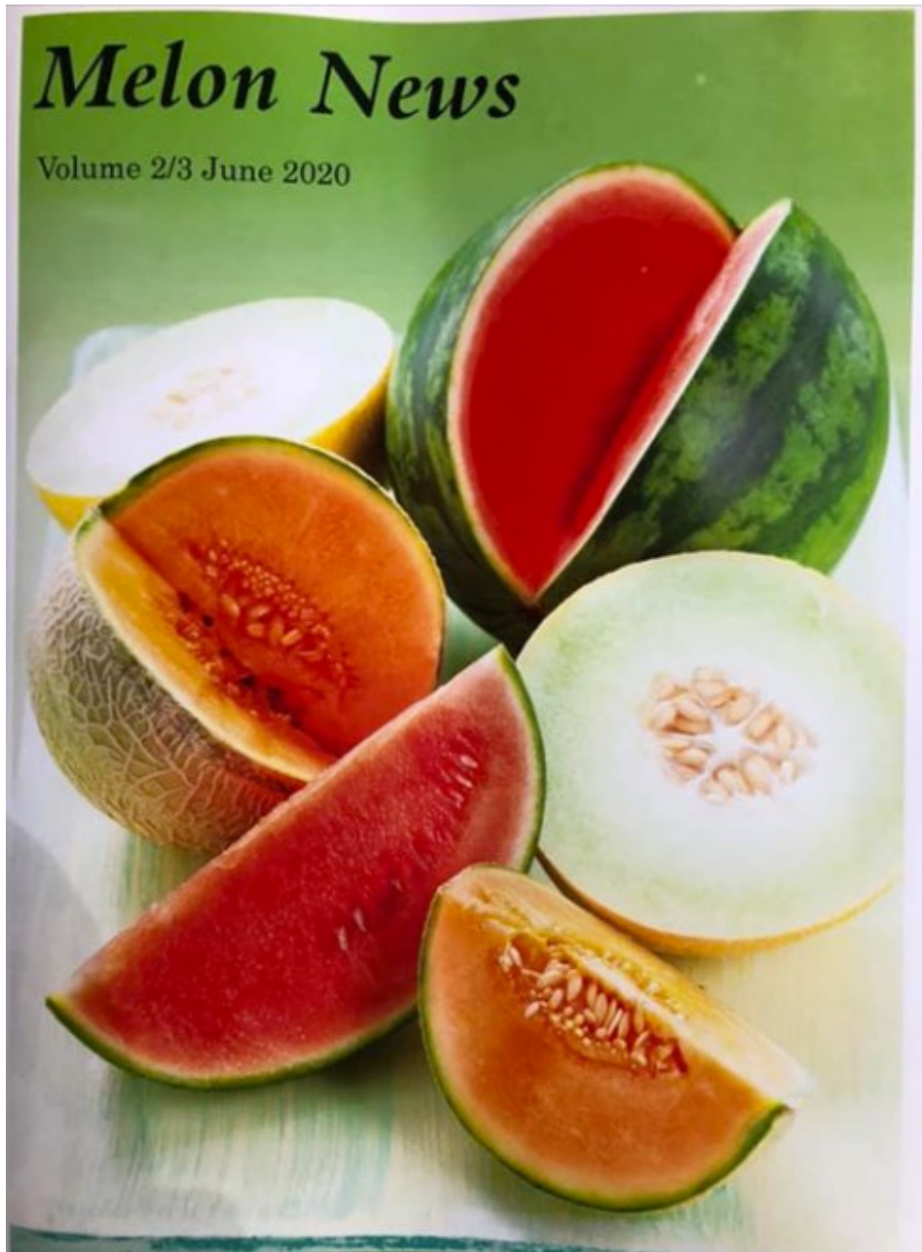
Example of social media (Facebook) post highlighting the field trial videos



Love Aussie Melons is with Dianne Fullelove and 2 others.

17 June at 14:46 · 🌐

Love Aussie Melon growers - check your mail boxes for the latest edition of Melon News. Awesome articles.



Example of social media (Facebook) post highlighting the June 2020 conference edition of Melon news.

Intellectual property, commercialisation and confidentiality

Melons Australia took copyright over the field trial videos, speaker presentation videos and podcasts and the June 2020 Melon News conference edition to the extent allowed by the various video and podcast hosting sites and within the contractual obligations of VM19002.

Rights to use and publish the field trial videos were licensed to the seed companies on a world-wide, royalty free, non-exclusive basis.

No other IP, confidential information or commercialisation outcomes were generated from within VM19002.

Acknowledgements

Melons Australia acknowledges the financial support from the Hort Innovation Melon R&D Levy Fund that underwrote and ultimately financed many of the activities performed within VM19002.

Melons Australia recognises and thanks the Capogreco family, Hamel, Western Australia for their offer to host the field day and trade display segment of the planned conference and for giving large amounts of their time to grow the melon variety trials and support the organisers in arranging the many logistics for the planned event. Additionally, huge thanks is also given to the Capogrecos for allowing seed company representatives and the video production crew onto their property on 31 March 2020 during the rising height of the COVID-19 pandemic to capture for the entire Australian melon industry, the valuable outcomes generated in the melon variety field trials on their property.

Melons Australia thanks Costa Farms, Center West Exports and Trandos Hydroponic Growers for planning to host the conference delegates on their properties during the conference bus tour of horticultural businesses.

Finally, the close liaison of this project with the Melon Industry Development and Communication Project (VM17001) is noted with much appreciation and thanks. The professional support and cooperation were very beneficial to the delivery of value to melon growers from this project – even with its updated mode of delivery.

Appendices

Appendix 1 -Program logic model completed including the monitoring and evaluation plan.

Appendix 2 - Project risk matrix.

Appendix 3 – Stakeholder Engagement Plan.

Appendix 4 - Full conference program.

Appendix 5 – Full field day site plan including variety trial plan.

Appendix 6 – COVID-19 Conference Protocol.

Appendix 7 – Farm bus tour program.

Appendix 8 – Image of sample conference promotional products.

Appendix 9 - Conference Melon News Edition (June 2020)