AUSTRALIAN·RUBUS·GROWERS·ASSOCIATION·INC·

AUSTRALIA

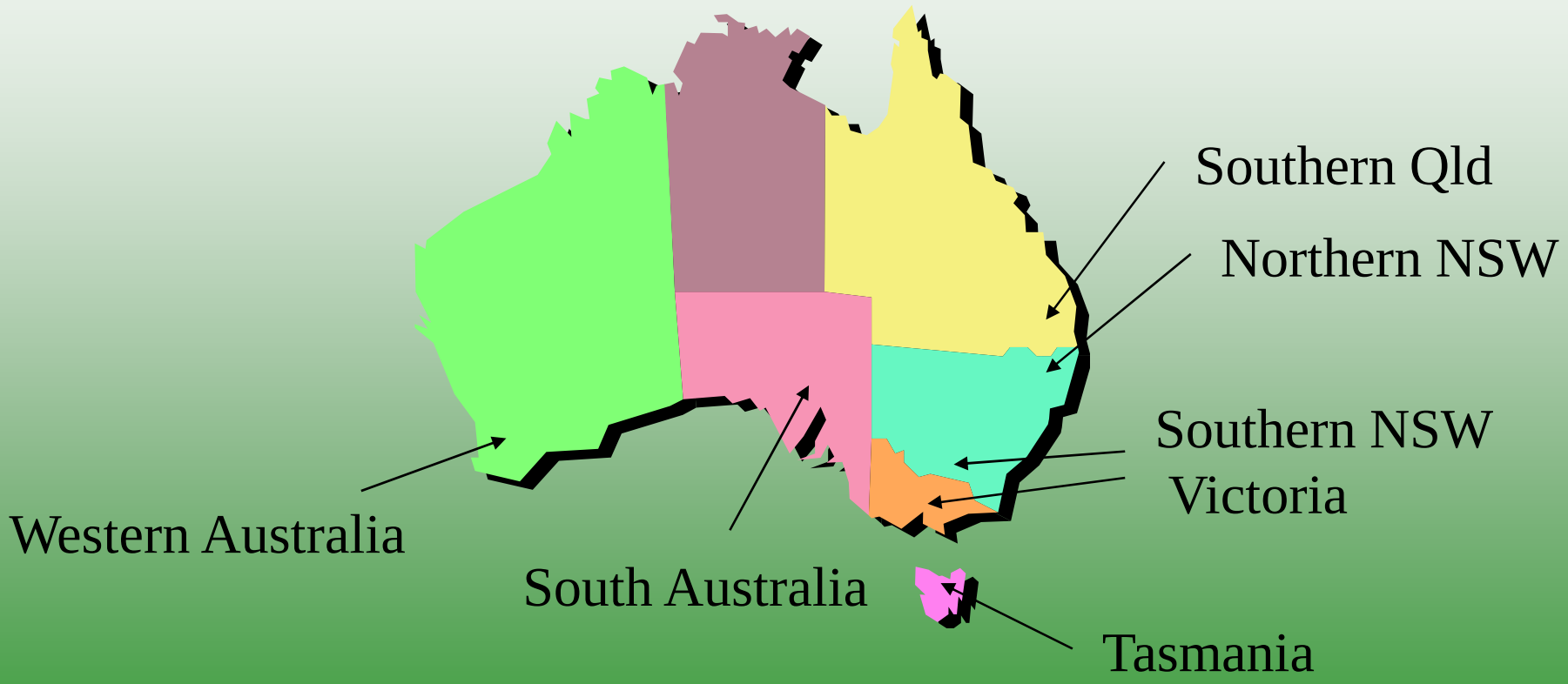
PRESENTATION OUTLINE

- Industry Size
- Markets & Production
- Variety Improvement
- Recent Developments
- Future Trends

INDUSTRY SIZE

- 120 commercial growers
- Farm size ranging from 2ha to 40ha
- Majority of properties less than 5ha

WHERE ARE RUBUS GROWN?



MARKETS & PRODUCTION

- Fresh Australian raspberries are available all year round
- Main season summer and autumn crops being grown in Victoria and Tasmania
- Out of season fruit in northern New South Wales- long cane production

Markets & Production

- The main varieties grown for the fresh market are Chilliwack and Tulameen in summer and Dinkum, Bogong and Heritage in autumn. Both Dinkum and Bogong came from our breeding program.

- Willamette is the main processing variety.

Markets & Production

- The primary focus of the majority of growers in Australia is the fresh fruit market.
- Approximately 60% of this fruit is sold through supermarkets and the remainder is sold through capital city markets to fruiterers and providores.

Markets & Production

For the 2006/07 season in Australia, production was estimated at

- 500 tonnes fresh market fruit
- Approx 150 Ha, expanding at 15% p.a.
- Farmgate value of $A12.5 million

Markets & Production

Market segments

- 90% - fresh domestic market
- 5% - pick-your-own (PYO)
- 5% - processing – principally as frozen fruit (IQF)
- 0% - exports

- Australia is a net importer of frozen raspberries & blackberries

  - 2400 tonnes, estimated value $9 million, in 2003/4

Markets & Production

Returns to Grower

- Variety dependant – 6 tonnes/ha for raspberries, higher for blackberries
- 2 ha viable crop
- viable business depends on fruit quality, marketing methods, +/- value adding
- price of 1kg fresh raspberries – around $25
- Lower prices for blackberries
- Break-even cost is $2.50 - $3 per punnet for raspberries (Rubus Integrated Fruit Production Manual)

processing fruit production

- Increased demand for locally grown fruit directed to the processing industry
- 5% of production, principally IQF, but also puree

VARIETY IMPROVEMENT

- Breeding Program- new selections entering final assessment trials
- Three selections released for grower evaluation A82-6F4, A87-20B8, and A87-21E9

A87-20-B8
Late season floricane crop

Variety Improvement

The Himbo-Top® raspberry

- Phase out of Australian breeding program
- Introduction of varieties from overseas breeding programs- floricane and primocane types

RECENT DEVELOPMENTS

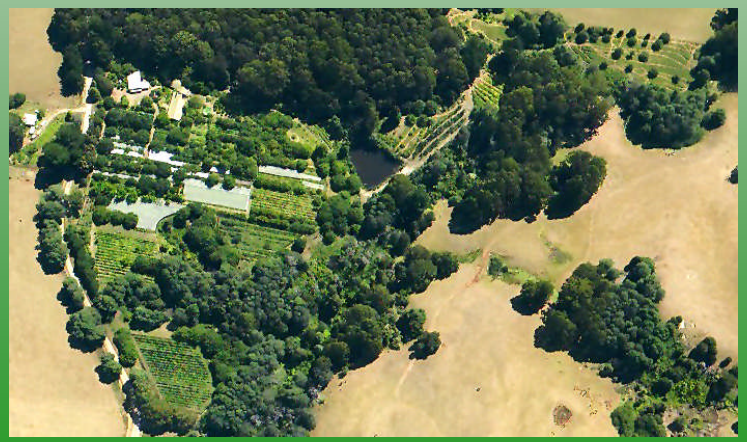
- Hydroponic Production
- Protected canopy

Recent Developments

- Change from 150gm to 125gm punnets in fresh market

  - without decrease in price

- Increased demand for organic fruit



Recent Developments

- Statutory Levy on fresh wholesale trade
  - united national industry association
  - secure funds for R&D projects
  - Industry Development Officer
- Website development for industry contact
  - www.arga.com.au

FUTURE TRENDS

- Expansion of 15% per year for the next 5 years
- Doubling production of fresh market fruit
- Funds allocated for promotion of fresh raspberries
- Developing increased awareness of health benefits of Rubus
- Cementing relationships with overseas breeding programs

Thank you

Questions???