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## Challenges for fruit industry addressed

The NSW Farmers' Association is encouraging all growers to attend the 2007 National Apple and Pear Conference in Sydney this month.

Held in conjunction with Apple & Pear Australia Ltd, Australian Fresh Fruit Company and Horticulture Australia, NSW Farmers' Association Horticulture Committee Chair Peter Darley says the conference will explore the current issues affecting the industry, and define the challenges ahead.

"As an industry, it's important that Horticulture gets its head around some of the major challenges that we will come up against in the coming years to avoid negative impacts on our businesses and our clients. These include the impacts of globalisation, imports from New Zealand and protection of crops from extreme weather risks," Mr Darley said.

The Minister for Agriculture, Fisheries and Forestry, The Hon. Mr Peter McGauran, will give an overview of industry challenges from a government perspective, while the Managing Director of Horticulture Australia Ltd, Mr John Webster, will look specifically at the opportunities and threats that countries will face when trying to export to Australia.

"The program also aims to look at meeting the challenges on the orchard, through business structures, through marketing and value adding, and through fruit quality," Mr Darley said.

"Those attending will have the chance to hear a special inspirational story from Sam Bailey, who has been featured on Australian Story – this is not to be missed."

On Sunday 26 August, the conference will move to Bilpin to see how three growers are meeting the challenge at the orchard front.

"This conference is relevant to all sectors of the apple and pear industry, from growers and packers, through to marketers, consultants and other members of the supply chain, so it's incredibly important that everyone gets along," Mr Darley concluded.

The conference will be held at Four Points, Darling Harbour, Sydney. The conference brochure and registration form are available on [www.nswfarmers.org.au](http://www.nswfarmers.org.au).

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***Fast fact: The Freshest Australia horticulture chemical residue testing program shows a compliance rate of 98% nationally***

