

The Latest News



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#2

Date: 27th August 2009

Welcome to the second edition of *The Latest News*. This email newsletter is brought to you by the FAQI Communications Team and provides you with the latest news and information from your Association.

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FAQI News

'*The Latest News*' provides snippets of information to members and will be forwarded to you once or twice a month depending on the number of newsworthy items. You then have the option if you would like more information on any topic, to go to the link on our website (or other published websites). We will try to limit our communications to your email inbox in-between issues of the *The Latest News*.

Wildflower Display Opportunity in China

At a function hosted by Primary Industries and Fisheries and attended by Chinese officials and industry professionals that was held at the Cleveland office of Queensland Lifestyle Horticulture industry recently, FAQI has been invited to participate in the 7th China Flower Expo venue at Qingzhou International Exhibition Centre of Weifang City of Shandong Province <http://en.wikipedia.org/wiki/Shandong> The Expo runs from 26th September to 5th October 2009.

Due to other commitments FAQI are not in a position to prepare a Trade Display on this occasion however owners of Birkdale International, Barbara and James McGeoch of Birkdale (near Brisbane) Queensland, are participating in the Expo after having received a similar invitation. FAQI and Birkdale are keen to see Australian Wildflowers included at this Expo. They have offered to include Australian grown Wildflowers in their display. Birkdale is covering the cost of the freight from Australia to China and clearance costs, demonstrating a financial contribution. Obviously, this will also add colour and variety to their display. Please go to www.birkdaleinternational.com/ to learn more about the Birkdale company and their operations in China, Hong Kong & Macau.

I am seeking your contribution of Australian grown Wildflowers to be included in a shipment arranged by Birkdale International.

I have already prepared a list of species that will have had approval to be imported into China. Please offer only from the list below at no more than the quantities shown.

Australian grown wildflowers likely to available in September.

Kangaroo Paw - *Anigozanthos* spp. 40

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Waratah Banksia - Banksia coccinea 10

Hooker's Banksia - Banksia hookeriana 10

Cutleaf Banksia - Banksia praemorsa 10

Golden Emperor - Dryandra Formosa 15

Waxflower - Chamelaucium spp 50

Gynea Lily - Doryanthes excelsa 1

Spider Flower - Grevilea spp 10

Pincushion - Leucospermum spp 10

Rice Flower - Ozothamnus diosmifolius 15

King Protea - Protea cynaroides 4

Protea Pink Ice - Protea spp 10

Waratah - Telopia speciosissima 5

Grampians Thryptomene - Thryptomene calycina 15

Premium Greens are supplying foliages for this Expo.

If you are in a position to supply any of the products on this list please advise FAQI on faq@flowersqueensland.asn.au with **Wildflower Display China** in the subject heading.

The shipment will be leaving Australia for Hong Kong on 22 September and will then go to Qingdao the following day arriving at 1.55 in the afternoon. During the overnight stay in Hong Kong the shipment will be held in cool storage.

Your flowers need to arrive at Vision International Brisbane in time to be inspected ready for the shipment. I will advise you of these details later.

You will be offered the opportunity to include your business cards and a brochure and any other promotional material at the display.

I will be visiting the display prepared by Birkdale Nursery staff on Monday 28th Sept and Tuesday 29th Sept.

Photos of the display and a list of contributors will be available on the FAQI website showing your contribution to Customer Education and Market Development in what would appear to be a potentially enormous market.

I hope you can include some of your product in this display to help build awareness of the value and variety of Australian grown wildflowers in the China market.

Please send your response by midday Friday 28th August if you are interested in participating.

Lodi Pameijer - lodi@flowersqueensland.asn.au

Study Tour Travel Opportunity to IFEX 2009, Tokyo, Japan

We are seeking expressions of interest to join a study tour and Australian Wildflower display at IFEX 2009 in Tokyo, Japan (11-13th November 2009). <http://www.ifex.jp/english/>

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The 5 day tour costs will be subsidised, however we need your expression of interest by Tuesday 1st September to allow time to progress a funding application. Please reply to faqi@flowersqueensland.asn.au with IFEX2009 in the subject line.

Photos and stories from IFEX2008 can be found at www.flowersqueensland.asn.au

The 2009 CEDA Agribusiness Forum - "**Agribusiness - the bloom in the gloom**" - will be held in Brisbane on 27 August 2009. This year the Minister for Primary Industries, Fisheries, Rural and Regional Queensland will be giving a presentation outlining his plans and priorities to strengthen Queensland agriculture as a leading and diversified industry vital for the future economic and employment prosperity of the state.

Tickets can be purchased through the CEDA website or see the website below for more information.

www.ceda.com.au/public/events/27181.html

Workshops

Free small and medium sized business workshops

Three different types of free workshops are being offered by Workplace Health and Safety Queensland to increase safety in small and medium sized businesses.

1. **'Managing for Safety – Getting started'** workshop is designed for workplaces with little or no health and safety systems already in place - those who are really just getting started.
2. **'Managing for Safety - Tools and techniques'** is useful for those who may have previously completed a "Managing for Safety" workshop or may have more well-developed safety systems in place. This workshop is an opportunity to increase the level of skills through effective use of other tools and techniques. **This workshop series is only being offered FREE until December 2009.**
3. There are also topic specific workshops which utilise the **"Managing for Safety-Getting started"** process but target a specific industry or topic.

All workshops are designed to:

- Provide a quick check at a glance whether you're meeting your health and safety requirements.
- Help owners, managers, supervisors, workplace health and safety officers and representatives, and health and safety professionals understand their obligations.
- Provide participants with skills to managing risks in their workplace.
- Contain practical examples and solutions that are easy to implement in your workplace.

Safe business is good business. Having positive workplace health and safety practices in place can improve the morale of workers, increase productivity and, therefore, the success of your business.

The workshops are NOT suitable for large businesses or for businesses with well developed WHS systems.

For more information:

www.deir.qld.gov.au/workplace/training/events/sbworkshops/index.htm

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ChemCert Training

All growing operations regardless of whether retail or production that use or apply agrochemicals should have at least one ChemCert Certified staff member. It is preferable that anyone handling such chemicals complete a ChemCert Certificate course. NGIQ runs several of these courses throughout the year at various locations depending on demand.

To minimise costs courses are planned on 15 attendees. The next course will be held at the Redlands Research Station on Thursday 17 September.

To register for this or future courses contact Sarah at NGIQ on 07 3277 7900.

Queensland Native Flower Seminar

Queensland Native & Wildflower Seminar to be held in Toowoomba 18-19th September 2009. Be inspired, be informed. Be at the FAQI Native & Wildflower Seminar to be held during the Toowoomba Carnival of Flowers this Spring. www.tcof.com.au

Why should you participate

- Network with other growers
- Network with industry experts
- Share ideas and exchange information
- Learn about the latest industry trends, product developments and innovations
- Discuss the challenges and solutions for the future
- To receive your free Economic Decision Cost Calculator
- To receive your free Farm Management System workbooks

Accommodation

This is a special date on the floral calendar, book your accommodation early.

Overview

A great program has been organized for this years Seminar. We are delighted to be able to launch the Cost Calculator and the Farm Management System. Both of these tools have been successfully trialled with members of the industry and now for the first time, the tools will be available to growers to take home and implement in their business. The developer of the Cost Calculator will be on hand to answer your questions and show you how to use the calculator to input your business figures and achieve a "cost per stem" for your various flower and foliage varieties.

Member's feedback suggested that we should find someone to speak at the Seminar who was an expert in Marketing and Business skills....well, we have taken that on board and FAQI are now very proud to announce that the Key Note speaker is Mr Marcus Kroek from BusinessCOACH. [www.](http://www.BusinessCOACH.com)

The workshop will be a high energy, interactive, practical workshop that shows you in 5 simple steps how to boost your business and increase your profits by 61%

I was fortunate enough to attend one of Marcus's workshops recently and I can guarantee you will be delighted at the way Marcus engages and interacts with his audience... and I can also guarantee that you will leave the workshop with some key strategies to implement in your business. – Denyse

We will be opening up the Business Coaching Workshop session (1.15pm – 4.15pm) to other industries – please spread the word for us – all welcome - \$36.00 (if just attending the Action Coach workshop - includes afternoon tea).

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The full Native Flower Seminar program is as follows:

“Staying on top of the solutions”		
Date		18th September 2009
0830-0845	Registration	Wendy Ketter FAQI
0845-0900	Official Opening	Welcome address
Industry Development		
0900-0920	FAQI 2009 Project Update Grower sustainability and profitability is the Driver for all FAQI projects.	Paul Florissen - FAQI
0920-0940	Research & Development Update Sound research & development work is underway to address the issues constraining industry growth and enterprise profitability. FAQI's R&D program operates under a formal agreement with QPIF.	Shane Holborn - QPIF
0940-1000	Determining optimum irrigation scheduling for key wildflower crops The objective of this trial is to improve the quality and yield of key wildflower crops through a more targeted and efficient application of irrigation at key growing times. Discussion on the results from 4 trial sites.	Grower trials - TBA
1000-1020	Managing a scaly situation Discussion on pests & diseases, common problems and the unknowns. FAQI now has the expertise and the funding opportunity to progress R&D in this area. Andrew will be seeking your directions for a future R&D project.	Andrew Manners – Entomologist QPIF
1030-1100	Morning Tea	
Sustainable horticulture		
1100-1120	Farm Management System implementation - FAQI recognises that in today's business climate there is an ongoing requirement to keep improving the profitability and sustainability of grower enterprises across the cut flower and foliage sectors (inground and hydroponic). We have, therefore, committed to the development of a FMS initiative to provide growers the tools they need to manage risks on-farm and improve their business.	Claire Ellis – FAQI FMS Officer
1120-1140	Adapting to Climate Change - Climate Change is the long-term alteration in global weather patterns, especially increases in temperature and storm activity, regarded as a potential consequence of the greenhouse effect.	Peter Deuter from QPIF will explain the impact of Climate Change and how it will affect your business in the future
1140-1200	Nutrition and sustainable horticulture	TBA
Are you in control of your business?		
1200-1230	Implementing the Economic Decision Cost Calculator – Flower growing businesses now have the opportunity to make informed marketing decisions based on the fact that they can now accurately cost production – a key factor affecting the profitability of commercial cut flower businesses. Bill Johnston will guide growers through each of the elements of the Cost Calculator.	Bill Johnston – Agricultural Economist QPI&F Course participants will receive a FREE <i>Cut Flowers and Foliage Whole Farm Economic Decision Calculator</i> <i>to take home</i>
1230-1315	Lunch	
Innovative Marketing– (Key Note Speaker)		

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1315-1545	<p>A high energy, interactive, practical business coaching workshop that shows you in 5 simple steps how to boost your business and increase your profits by 61%</p> <p>What you will take home from the workshop!</p> <ol style="list-style-type: none"> 1. A systematic action plan to grow profits 2. How to work on your business, not in your business 3. How to develop and use Unique Selling Proposition to grow business 	<p>Marcus Kroek Business Coaching Workshop <i>Winner:</i> <i>Asia Pacific Best Client Results 2008</i> <i>Asia Pacific Firm of the Year 2008</i> <i>ActionCOACH Business Coaching</i></p>
1545-1615	Afternoon Tea	
1615-1635	<p>Quality specifications set to fly – RIRDC, NSW DPI and the Australian wildflower industry are now almost halfway through a two year project to develop commercially relevant product specifications for 30 Australian wildflower products.</p> <p>The extensive photo library of high quality product images being developed to support the specifications will be another important achievement of the project.</p>	Bettina Gollnow – NSW DPI
1635-1700	WildFlowers Australia – Update	Lodi Pameijer – Wildflowers Australia
1830	Dinner (Optional)	
Saturday pm	Farm Tour	To be advised

So what else is on in Toowoomba?

Now in its seventh year, the Ergon Energy Flower, Food & Wine Festival is firmly established as a Toowoomba Carnival of Flowers favourite. Held over three days in scenic Queens Park, the Festival offers a delicious showcase of gourmet food and wine experiences, floral design, art installations, live entertainment, interactive workshops, children's activities and much more!

Visitors can see the crème of Australian floral designers at work as part of the annual Floral Design Competition, pick up landscaping and gardening tips from onsite experts, savour tempting restaurant menus featuring regional specific produce and wines whilst also taking in three full days of live entertainment with performances by local and headline Australian artists.

This year's Festival will feature a number of highlights including a fresh flower market and floral design displays from leading international and interstate floral designers. In addition to the Festival's landscaping display component, horticultural enthusiasts and green thumbs will enjoy the opportunity to take part in the Festival's intimate guest lectures and interactive gardening workshops.

Event Schedule

The seminar format on Friday consists of lectures, workshops and a farm visit on Saturday. There will also be a seminar dinner to coincide with the opening of the Carnival of Flowers on the Friday night followed by a great evening of entertainment lined up by the Carnival of Flowers event organizers. The Farm Visit on Saturday afternoon will take place after the Grand Parade in the main street of Toowoomba on Saturday morning.

Cost

FAQI is very conscious of the economic climate we all find ourselves in this year and have agreed to cover the costs of the Native Flower Seminar as a token of our ongoing commitment to the flower industry. We will, however, need to recover the catering costs and as such, have only included those costs on the registration form.

Full registration including morning tea, lunch and afternoon tea AND Business Coaching Workshop \$50.00

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Business Coaching Workshop only \$36.00
Conference Dinner – optional \$50.00
Farm Tour – optional \$10.00

Help us help you! Register today!

Registrations: [Registration Form](#)

Fax or send in your registration form or contact FAQI at faq@flowersqueensland.asn.au or phone 07 3824 9537

South East Queensland - Irrigation Futures (2)

Paul has hit the ground running and is making his way around SEQ to see growers and in particular, previous irrigation trial sites to ensure grower satisfaction with project and establish new project objectives for 2009.

If you would like to be involved in the SEQ-IF program please contact Paul for more information. paul@flowersqueensland.asn.au Ph: 07 3824 9579 Mob: 0448 172 392

FAQI Farm Management System

The next FMS workshop will be held at the Native Flower seminar in Toowoomba on the 18th September. At the Seminar there will be free copies of the FMS available, together with a sign-up list for individual on-farm FMS attention from Claire Ellis.
Claire Ellis Ph: 0432002417 claire.ellis@dpi.qld.gov.au

FAQI Cost Calculator for Cut Flower & Foliage Growers – Free copy available

How accurate are your businesses costs?

Flower growing businesses now have the opportunity to make informed marketing decisions based on the fact that they can now accurately cost production – a key factor affecting the profitability of commercial cut flower businesses. The Economic Decision Calculator will be officially launched at the Native Flower Seminar where the developer of the calculator will be available to assist growers with any questions.

Chemical Regulations

Australian Pesticides & Veterinary Medicines Authority
Regulatory Update #81 - 18 July 2009 - 14 August 2009
<http://melonmail.melon.com.au/em/mail/view.php?id=1535246906&k=ee477bc>

Websites of interest

1. **Plant Protection News** www.daff.gov.au/planthealth
2. **Biosecurity and on-farm workers** – Vital information for plant producers
www.farmbiosecurity.com.au
3. **Pest Genie is a data base specialising in information about plant protection and animal health products.**
www.pestgenie.com.au/default.asp?V_DOC_ID=1

Upcoming Events of interest

HortiFAIR 2009

In Amsterdam and close to the Dutch centres of horticultural production, trade and knowledge at the same time - that is the concept of the Horti Fair. The ideal combination for visiting the world's most complete trade fair in Amsterdam from 13 to 16 October this year and seeing horticulture in everyday practice!
Comfortable shuttles from horticultural areas in the Netherlands, Belgium and Germany and from the Open Houses held by exhibitors, the Amsterdam RAI railway station two minutes away ... <http://www.hortifair.com/>

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IFEX 2009, Tokyo, Japan

<http://www.ifex.jp/english/>

7th China Flower Expo

<http://en.wikipedia.org/wiki/Shandong>

Global Biosecurity 2010 Conference

28 February – 3 March 2010

Brisbane Convention and Exhibition Centre

Safeguarding Agriculture and the Environment is the theme for a major international conference to be held in February in Brisbane and is recognition of the global standing of Australia's institutions in this area, and the important role that Australia can, and should, play in biosecurity science.

Science-based risk management is a key platform of an effective biosecurity system which needs to operate effectively across the pre-border, border and post-border continuum.

Global Biosecurity 2010 provides an outstanding opportunity for representatives from biosecurity agencies, research organisations, agricultural industries, environmental organisations and other relevant stakeholder groups to keep up-to-date on world's best practice.

Tapping into the collective expertise of those attending the *Global Biosecurity 2010* conference will help enhance the ability of Australia and all participating nations to effectively manage biosecurity roles along the continuum, protect and improve their pest status and facilitate trade, travel and community development.

www.globalbiosecurity2010.com

Contact Us

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