



E-Bulletin Issue 1 – Jan 2009

**Dec issue out now....
Email FAQI and let us
know what you think!**

**FAQI wishes you
Success, Good Times
and Happiness
throughout 2009**

Welcome to the January edition of the E-Bulletin. **Stay informed** on upcoming events, industry news, services, new publications, and professional development opportunities. If you would like to comment on something you have received, send an email to faq@flowersqueensland.asn.au

Why should I join FAQI?

As well as providing the services of representation, communication, industry development, marketing & promotion, industrial relations, education and training & research & development; your membership contributes towards the operational costs of FAQI – it's a small investment in your industry.

Equipping our members with knowledge, information and practical tools for success can only be accomplished with a strong member base willing to share their talents and skills for the mutual benefit of the industry.

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FAQI 2009 - 2010 Membership

(All memberships include 1 subscription to AFI Magazine)
For full membership subscription details download the subscription form from www.flowersqueensland.asn.au

A - Commercial Grower

i First year only	\$110.00
ii Up to 5 employee	\$285.00
iii 5 – 10 employees	\$355.00
iv 11+ employees	\$425.00

Industrial Protection Levy is available at an additional cost

B - Associate Membership

\$145.00

No voting rights available with this membership type

C - Allied Trader Membership

i Up to 5 employees	\$285.00
ii. 6+ employee	\$425.00

Industrial Award Levy is not available to Allied Traders (eg exporters, wholesale distributors, florists, propagators, equipment and input suppliers etc)

D - Commercial Flower / Foliage Group

\$425.00

One vote only per group

2008 – The year that was...

FAQI enjoyed another successful year on the organizational front, improving our financial position and raising our industry profile. Membership remains stable. We have managed a range of projects and would like to acknowledge our funding partners, including Department of Primary Industries & Fisheries, Department of Natural Resources & Water, Horticultural Australia Ltd and RIRDC.

Key outcomes include:

- Delivering a cash positive budget with membership subscriptions and project funding
- Raising the industry profile of FAQI with the Australian Flower Industry magazine. Readership continues to increase with both growers and florists.
- Raising the industry profile of FAQI with the monthly E-Bulletins and regular media releases
- Improving the delivery of technical information with the introduction of the Research & Development program with DPI&F
- Delivering to industry reports and technical information sheets connected to the South East Queensland – Irrigation Futures and Rural Water Use Efficiency(3)programs (10 Reports)
- Development of 6 industry Fact Sheets
- Development of Risk Assessment Check Sheet – Farm Management System
- Development of draft Farm Management System
- Facilitating a highly successful export grower trip to Japan to attend IFEX 2008
- Convening a very successful Queensland Native Flower seminar with record

- attendances
- Took a leading role on behalf of industry in ensuring cut flower interests were heard in the Queensland Biosecurity submission
 - FAQI continues to raise concerns about the devitalisation of imported cut flowers
 - Delivery of workshops
 - Rose & Gerbera Workshop (2)
 - Pruning and Irrigation Scheduling Workshop
 - Native Flower Seminar
 - Water Quality Workshops (3)
 - Attendance at grower group and industry meetings
 - Successful applications to funding bodies to facilitate the National FarmGate Survey in 2009.
 - Commenced the Cost Calculator project to be completed in 2009.

FAQI News



Brian Shannon, after 14 years of involvement with FAQI, has advised that he will not nominate for another term as President in March 09. Over the last 10 years as President, Brian has spearheaded and led a very successful growth program for FAQI. We acknowledge and honour Brian for his sustained efforts in building a strong, cohesive Queensland cut flower and foliage industry. He will be sadly missed by the team at FAQI, the executive committee and members of the flower industry throughout Australia.

Have you ever entertained the idea of joining the FAQI Executive Committee? We are losing a couple of long-standing committee members this year and need your input as we call for nominations for 2009. Please email fagi@flowersqueensland.asn.au with your nominations. Self nominations are welcome.

Notice of FAQI Annual General Meeting

Date: 17th March 2009

Time: 2.00pm

**Location: Conference Room, DPI&F Redlands Research Station,
25-40 Delancey Street, Cleveland Qld.**

Prospects: The value of Queensland's primary industries is set to increase in 2008-09. The latest forecasts released by DPI&F report a 6 per cent increase to \$13.137 billion for the primary industry production and agricultural processing sectors. The farm gate value of Queensland's primary industry commodities is forecast at \$10.136 billion in 2008-09, and the value of first-stage processing of agricultural commodities is forecast at \$3 billion. The September 2008 edition of Prospects for Queensland's Primary Industries can be found on the DPI&F website.

Your association working for you in 2009:

We have a great year already planned:

Activities for 2009 include the development of an economic decision support tool that will lead to better decision making during the marketing of flower products, training workshops, seminars, field days, industry forums and the roll out of our Farm Management System. Another significant project is the national farmgate survey. Flowers Victoria has committed significant funds and resources to the success of this project which is supported by HAL and RIRDC. The results of the survey will provide valuable benchmarking information which will allow growers to obtain not only a comprehensive profile of the Australian floriculture industry but also insights to increased efficiency of production and marketing. The results will also be valuable in terms of future submissions for Government support for industry development.

We are also very pleased to report the ongoing success of the South east Queensland-Irrigation Futures (SEQ-IF) and Rural water Use Efficiency 3 (RWUE3) programs now into their 3rd year assisting irrigators manage a range of water issues on their properties. FAQI has supported the SEQ-IF & RWUE(3) programs with a range of other initiatives, including a research and development program, the collective purchase of irrigation scheduling and other necessary equipment, field demonstrations, irrigation system efficiency assessments, field trials and workshops, extension services and the development of information packages. The next Fact Sheet will soon be available; Drip Irrigation Maintenance.

A visit to IFEX 2009 (18-20th November) together with a floral industry study tour is once again being planned for 2009. If you would like to join this tour, please send your expressions of interest to faq@flowersqueensland.asn.au

The *Australian Flower Industry* magazine: The magazine will continue to be the voice of the Australian floricultural industry, providing members and subscribers with up-to date information on current industry issues, technical issues, floral design trends, R&D updates, coming events and news from State-based organisations and cut flower specific grower groups.

FAQI needs your help!

The Cut Flower and Foliage Industry Development Needs Assessment Process

In 2006 a Horticulture Australia Ltd (HAL), Industry Development cross-industry workshop was held following a strategic review of Industry Development in horticulture industries. The outcome of that workshop was strong agreement that a more strategic,

needs-based and accountable approach to Industry Development projects and funding is essential. Ongoing change and collaboration is at the forefront of any thinking about the future of horticulture in Australia. The Assessment Process therefore, is about making sure that Industry Development activities are:

The most appropriate choices for each industry.

- Contribute directly to the industry's National Strategic Plan.
- Funds are wisely spent and accountable to both levy-payers and the Australian Government.

The Flower Association of Queensland Inc. has been approached by HAL to undertake the Industry Development Needs Assessment on behalf of the Australian cut flower and foliage industry. FAQI's task is to:

- Rigorously analyse what they have done and are currently doing in activities and projects covered under the definition of 'Industry Development'.
- Actively explore what other opportunities might exist for the future.
- Determine or re-confirm the Industry's Industry Development needs.
- Develop a new Industry Development Plan (or revised Industry Development section of the Strategic Plan).

This is not about saying existing practises are wrong or need changing. The aim is to stretch industries' current thinking about what Industry Development can be, so that future projects and programs undertaken provide the best possible outcome.

FAQI will soon be contacting members of the Australian cut flower and foliage industry to provide input into this process. All industries are required to have their plan completed and operational by 30 June 2009.

Research & Development Key to Future Profitability

Sound research and 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 the Queensland Department of Primary Industries and Fisheries. Within this agreement FAQI participates and, where negotiated, will assist in funding research and development work within the industry. DPI&F provides resources, including staff time, to assist in facilitating the development and implementation of research projects.

Currently FAQI & DPI&F are involved in projects examining water use efficiency and plant-water requirements. Projects under development include recycled water disinfection, energy efficiency, preparing for the incandescent light bulb phase-out and integrated pest management. The following is an update of a RIRDC funded project one year on. (Report prepared by Dr Rachel Poulter, Queensland DPI&F)

Project Summary - Determining Optimum Irrigation Scheduling Requirements for Key Wildflower Crops

Update of RIRDC funded project one year on (DR Rachel Poulter, DPI&F)
Review of Literature (David Hunt, Queensland DPI&F)

With an increasing focus on water in recent times, more efficient use of water has become a key issue for many irrigated farms. Few wildflower crops have been investigated for their water requirements or use. Some research has been conducted into the water use of Protea, particularly in South Africa, while that of Christmas Bush is very limited. The quoted water requirement for Christmas Bush is approximately 4 litres per plant per day, while that of Protea ranges from 2 to 12 litres depending on plant age and time of year, with the highest requirements occurring between December and March, with only slight reductions in April to May. The findings of our field trial appear to be consistent with the limited information available in the literature.

It is apparent that it is not a simple matter of applying a set amount of water to produce a high yielding crop. Water requirements vary with factors such as soil type, location, nutrient availability and stage of growth, as well as the obvious variation between species and cultivars. Irrigation frequency will also depend on soil type, moisture retention capacity and rainfall for the geographical area of the farm, but studies have suggested irrigations should be daily in summer and reduced during winter. The most important concept to consider is that there is no generic irrigation practice for all plants in all situations and locations. However, the review of the literature has identified a number of published guidelines as to how the plants will respond, in general terms, to certain practices.

While many of these wildflower crops are able to survive and may not even show physical signs of stress under limited water supply, their productivity and or quality of flowers, has been shown to be significantly reduced. Relying upon visual observation appears to be an inadequate method for irrigation scheduling, with numerous authors recommending the adoption of soil moisture monitoring. Soil moisture sensors or evaporation values will remove some of the guess work and will help farmers to determine irrigation frequency and duration. Using soil moisture sensors such as tensiometers will provide a more accurate guide to scheduling irrigation.

The technology employed in the field component of this project (enviroscan moisture sensors and tensiometers) should prove to be the key in defining periods of high water use. They also provide a means by which we can determine the water uptake pattern from within the soil profile. Such information will then allow us to better define not only the quantity of water required, but how, when and where this water is applied.

The Literature Review and a full version of this report can be found on www.flowersqueensland.asn.au

IFEX2008

Boosting Australian-grown flower exports to Japan

FAQI and Wildflowers Australia Ltd recently facilitated a study tour and market visit to Japan. The visit included a study tour of the flower supply chain in Japan, attendance at the International Flower Expo (IFEX) and meetings with key importers to assess the demand for high quality Australian-grown flowers and foliage.

The purpose of the tour was to provide new business opportunities for Australian wildflower growers, including meeting industry professionals such as retailers, wholesalers, importers and growers from all over Japan and Asia.

The project delivered substantial benefits to the Queensland and Australian cut flower and foliage producers by increasing their product's presence and perception of

quality/value within the Japanese market. Key relationships (including joint product promotion agreements) were formed during the visit resulting in increased export earnings for participant businesses and to a lesser extent the export flower industry as a whole. The value of these interactions is difficult to quantify at this time, however, indications from growers substantiate the flow on effect from the tour, evidenced by the recently completed very successful Dec 08 export season. This was attributed to good rain in 08, improvements in product quality, successful marketing campaigns in Japan, establishing relationships and networking with the Japanese buyers during the study tour. A very favorable exchange rate has also been a catalyst for export growth in Dec08.

Media Release: Friday, January 23, 2009

GIVE NATIVE FLOWERS A GO THIS AUSTRALIA DAY

Minister for Primary Industries and Fisheries The Honourable Tim Mulherin

This Australia Day why not give native flowers a go and use them as part of the celebrations.

That's the challenge from Primary Industries and Fisheries Minister Tim Mulherin.

Mr Mulherin said: "It's hard to think of anything more Australian than our wildflowers – admired around the world for their unique beauty.

"Along with Australian flags, and green and gold, why not decorate your table with some native flowers.

"Wildflowers that make excellent centrepieces include Kangaroo Paw, Christmas Bush, Banksia, Flannel Flower, Waxflower and Rice Flower.

"The Kangaroo Paw is one of Australia's most popular flowers, with a huge selection of colours and sizes from around 40 varieties.

"The Banksia is a well-known, large, woody flower which also comes in a range of colours.

"A lesser-known candidate is the Rice Flower which is versatile with a long vase life.

"Wildflowers are an important export industry with Japan being the most significant export market for Australian-grown wildflowers and foliage for the past 20 years.

"The Japanese like the unusual colours, shapes and long shelf life of our wildflowers and pay big dollars.

"In Japan a single Banksia can fetch around \$10 or a stem of Kangaroo Paw can fetch \$13 whereas in Queensland you can buy a Banksia for around \$5 and a stem of Kangaroo Paw for around \$6, Mr Mulherin said.

Queensland's Department of Primary Industries and Fisheries recently took Australian wildflowers like Kangaroo Paw and Christmas Bush to the International Flower Exposition, held in Tokyo.

This is the largest and most significant flower and garden industry trade show in Asia, attracting more than 38 000 visitors and 870 exhibitors.

"Each year Australia exports around \$13 million in flowers and foliage, of which \$6.6 million is to Japan.

"And it's probably little known that the lifestyle horticulture industry, including production and services, is worth \$1.4 billion a year to the Queensland economy."

"Queensland's representation at the expo resulted in new business opportunities for Australian wildflower growers," said the Minister.

"It provided great exposure to industry professionals including retailers, wholesalers,

importers and growers from all over Japan and Asia,” Mr Mulherin said.
For more information on Australian native wildflowers in Queensland, go to the DPI&F website at www.dpi.qld.gov.au
or call the DPI&F Business Information Centre on 13 25 23.

Wildflower	Colours	Stem lengths	Vase life	Availability
Kangaroo Paw	Bright red, orange, yellow, purple, black, green	50–100cm	14–16 days	July–January
Christmas Bush	Red flowers, green leaves	40–100cm	10–15 days	November–January
Banksia	Silvery hues, bright red	50–70cm	14-20 days	All year
Flannel flower	White	Up to 80cm	14 days	August–February
Waxflower	White, red, purple, cream, pink	60–90cm	12 days	May–December
Rice flower	White, pink	50–110cm	10–12 days	August–December

A visit to IFEX 2009 (18-20th November) together with a floral industry study tour is being planned at the same venue. If you would like to join this tour, please send your expressions of interest to faq@flowersqueensland.asn.au

South East Queensland – Irrigation Futures (Sam Plant)

Nutrient Trial:

Hydroponic Growers are invited to participate in a nutrient monitoring program. Sam Plant is looking for 20 interested growers to participate. Results will assist growers in improving nutrition and improve the industries understanding of recycling systems.

CalClear Test:

Trial work on the CalClear water conditioner is ongoing on hard water supplies to identify whether the water conditioner can reduce calcium precipitation in dripper systems. Run A is untreated; Run B is treated through the CalClear device. Initial uniformity tests showed when new, both runs (each consisting of 3 treatments) were equal in uniformity. During February the systems will be tested again after 3 months of irrigations, and again in June. Stay tuned for future progress.

Roses:

Work in the Lockyer is progressing, with the LeafSen controller and Enviroscan monitoring on inground Roses. By using Enviroscan technology (soil moisture sensors at Depths of 10cm, 20cm, 30cm and 50cm), the grower has improved his irrigation scheduling over the past 4 months. With assistance from NCEA, FAQI is also

monitoring water meter pulses, which are displayed online for the grower to observe. Now, with the LeafSen device being installed, FAQI and the grower can monitor the soil moisture conditions, the water meter data (which gives time of irrigation and quantity information) to evaluate whether the LeafSen controller can manage irrigations better than traditional irrigation timers and controllers.

Workshop:

FAQI plans on holding a workshop on the north side of Brisbane to discuss irrigation maintenance and irrigation scheduling for Native flower growers. The information will also be of interest to all growers who use drip irrigation. Please contact Sam Plant for more information sam@flowersqueensland.asn.au

FAQI Farm Management Systems Update – Claire Ellis

Claire Ellis, FAQI's Farm Management Systems Officer, will be introducing the first draft of the Farm Management System to the Wax & Native Flower Grower Group meeting in Toowoomba on the 6th February.

Discussion topics:

- What tools are available to growers?
- How they work?
- What future opportunities are there for growers to be involved in the program

Thank you to the growers who have been involved with the FMS draft, Claire very much appreciates your valuable input.

Members are very welcome to attend this meeting in Toowoomba. Please confirm your attendance with Alison Fuss Ph: 07 4637 9925. amfuss@bigpond.net.au

DPI&F Conference Centre, Torr Street, Toowoomba.
A small cost will apply to cover catering.

Australian Flower Industry Magazine - Issue 21 out now

Are you a subscriber? Subscribe today and have the chance to win one of 30 books! If you have always thought "I must subscribe to the *Australian Flower Industry Magazine*" now would be the perfect time to act. Not only would you be sure to be kept informed about the industry, but you could win a great book just because you decided to subscribe. See the December issue for details. This is a great opportunity to get in before the price rise in June. For the benefit of our readers, we have absorbed increases in raw material costs and maintained the same cost for the magazine for over 5 years; however, we have had to put our subscription rate up commencing with the next edition in June. Get your subscriptions in now and enjoy 4 magazines a year for just \$28.00

Email faqj@flowersqueensland.asn.au. Subscription Rates: One Year \$28.00 (Australia); Two Years \$56.00 (Australia). Outside Australia – POA

New Subscription Rates effective 1st June 2009

Australia	1 Year—4 issues \$35.80 (AUD)	2 Years—8 issues \$67.00 (AUD) Save \$4.60
New Zealand & PNG	1 Year—4 issues \$43.80 (AUD)	2 Years—8 issues \$83.00 (AUD) Save \$4.60
Other Countries	1 Year—4 issues \$51.80 (AUD)	2 Years—8 issues \$99.00 (AUD) Save \$4.60



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- Christmas Bush Grows well in the sub-tropics
- The story behind Albery's Red
- New ideas from cut flower trials
- Rising Cost of Air Transport
- Inspiration and inspiration from IFEX 2008
- Biosecurity
- Crop Water Study
- World News Events
- National Floristry Competition entries

Feel free to contact Lana and tell her what you would like to read in future issues, what you do or don't like about the magazine or send in a pest, marketing or promotional tip. Post your letters to: лана@flowersqueensland.asn.au. Good quality images are also very welcome!

Industry Events

Has your ChemCert certificate expired?

ChemCert Training Course – 19th Feb 09 (Course now full)

The response to the ChemCert training course was so overwhelming; we have organized a second course to be delivered in April. Details as follows:

- One day (8 hour) workshop presented by Nursery Garden Industry Queensland ChemCert Trainer
- Date: Thursday 2nd April 2009
- Venue: Cedar Hill Flowers & Foliage
158 Old Palmwoods Road, Woombye 4559
- 15 participants required to run the course
- Cost per person is \$230.00 (FAQI members) and \$240.00 (FAQI non members) GST inclusive.
- Morning tea and lunch provided

- Each participant must complete the pre-assessments before attending the workshop
- Participants to be registered 2 weeks prior to the workshop so the manual and assessment booklet can be mailed out for completion
- RSVP by the 12th March 2009

Please respond by email to faq@flowersqueensland.asn.au if you would like to attend this course.

A visit to IFEX 2009 (18-20th November) together with a floral industry study tour is being planned at the same venue. If you would like to join this tour, please send your expressions of interest to faq@flowersqueensland.asn.au.

A Study Tour to HortiFair 2009 and the protected cut flower cropping cut flower industry in the Netherlands is being planned for 13-16 October 2009. If you would like to join this tour, please send your expressions of interest to faq@flowersqueensland.asn.au

Industry News

To find out more about **FarmReady** and Australia's Farming Future follow the links below and subscribe.

<http://www.daff.gov.au/climatechange/australias-farming-future/farmready>

Want to find out more about the facts of Climate Change – go to

http://www.earthwatch.org/australia/about/who_we_are

Communicating Climate Change – Weather drivers in Queensland ..more

http://www.flowersqueensland.asn.au/pdf/FactSheet_QLD_%20weather%20drivers_Sep08.pdf

Communicating Climate Change – Glimpsing Queensland's Future Climate ...more

http://www.flowersqueensland.asn.au/pdf/FactSheets_Climate_Change_projections_Se08.pdf

Drought & Flood assistance

Climate information: or call DPI&F on 13 25 23. (cost of a local call).

Drought information: or call DPI&F on 13 25 23 (cost of a local call).

Financial Guidance Available:

A new Farm Financial Counsellor, based in Gatton, is now available to growers in the Lockyer, Fassifern and Brisbane Valleys (and surrounding areas). For more information contact the Department of Primary Industries and Fisheries Regional Delivery, Farm Financial Counsellor Doug Johnstone on 07 5466 2217, 0409 633 087 or doug.johnstone@dpi.qld.gov.au.

WildFlowers Australia Ltd

www.wildflowersaustralia.com.au

Diary Dates

- NSW Wildflower Conference
27-28 February
For more information: email bettina.gollnow@dpi.nsw.gov.au
- Australian Hydroponics and Greenhouse Association Conference 2009
Sunday, 19/07/2009 to Wednesday, 22/07/2009
The Sydney Showground Homebush, NSW
- The 2009 National Conference of the Australian Hydroponics & Greenhouse Industry to be held at the Sydney Showgrounds from 19–22 July 2009 will undoubtedly be the largest industry conference and trade exhibition of its kind in the Asia-Pacific region for 2009. More information: <http://www.ahga.org.au/>
- Queensland Native Flower Conference
10th-11th July 2009
Gympie, Queensland.
- Hortifair 2009 – Amsterdam
13-16th October 2009

For Sale

Do you have things for sale? Let us help you sell your unwanted items.

660 Coir Grow Bags 110 x 15 x 12cm buffered, with drain holes & 7 planting holes.

Cost per bag \$2.78 plus GST ex farm

call Brian Shannon 07 38883276 email brian@shannonroses.com.au

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