

Final Report

Passionfruit Industry Communication Programme

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Passionfruit Australia Incorporated

Project code:

PF16003

Project:

Passionfruit Industry Communication Programme (PF16003)

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Content

Passionfruit Industry Communication Programme	1
Content	3
Summary	4
Keywords	5
Introduction	6
Methodology	7
Outputs	8
QUARTERLY INDUSTRY JOURNAL: The Passion Vine	8
MONTHLY E-NEWSLETTER: Passiflora News	13
REGIONAL FIELD DAYS / WORKSHOPS / WEBINARS	14
INDUSTRY WEBSITE: www.passionfruitaustralia.org.au	24
NEW INDUSTRY QUALITY MANAGEMENT & GRADING TOOLS	25
Outcomes	28
Monitoring and evaluation	31
Recommendations	33
Refereed scientific publications	34
Intellectual property, commercialisation and confidentiality	35

Summary

The core objective of the PF16003 Passionfruit Industry Communication Programme was to provide an efficient and effective methodology to communicate relevant and timely information across and within all grower groups, the supply chain members and associated stakeholders within the Australian passionfruit industry.

Key industry stakeholders for the programme (the target audience) included growers (levy payers), vine nurseries, retailers, wholesale agents, supply chain participants, researchers, federal and state government departments.

Communication is vitally important as it provides the opportunity for all key industry stakeholders - wherever they are located - to receive the same information and build their industry knowledge, and it also helps to foster greater cohesion within the industry.

The project delivered relevant information on areas including; levy-funded research and development (R&D) projects, Hort Innovation marketing and promotional activities, pest and disease management and biosecurity.

As the Australian Passionfruit Industry is very fragmented it was important to deliver communication using a variety of channels, to ensure the reach of communication was optimised, and took into consideration the use of a mix of media; digital, printed, face-to-face.

To deliver communication effectively, and ensure messages were received by growers in particular some information was delivered in multiple formats, so that the target audience could access information from a range of sources.

Key project outputs (activities) included:

- Frequent delivery of written communication; monthly e-newsletter, quarterly printed journal and e-news alerts where required
- A brand-new industry website which is a one-stop reference location for archives of project outputs; all e-newsletters and journals can be accessed from the website.
- Production of pest & disease shed posters to improve knowledge and product quality (particularly with new growers)

Key project outcomes included:

- Improving access to relevant and timely data that improves industry-wide decision-making
- Ensuring the passionfruit industry communication activities were well coordinated and delivered messages consistently
- Improved access to information for new growers allowing them to access all project outputs to date in a self-service model from the industry website archive
- Adding value to existing levy-funded projects by facilitating regular and clear project updates out to industry stakeholders
- Adding value to existing industry quality tools by re-producing knowledge in more accessible formats; e.g. Pest & Disease Shed Poster series delivered as pull-out posters in the Quarterly journal

From reviewing the industry feedback of this programme as part of measurement and evaluation, it is recommended that a similar program be put in place to ensure key industry stakeholders are kept up to date with relevant information. The most highly valued components of the programme are the printed quarterly journal, the face-to-face events like Field Days and the regular e-news updates.

Keywords

Passionfruit; tropical fruit; communication; quality; engagement; field days; best practice; supply chain; website; e-newsletter; quarterly magazine

Introduction

This project followed the previous Communications program for the passionfruit industry (PF13004) and expanded the outputs considerably. The highest priority outcome listed by growers and identified through the SIP logic process was to facilitate the identification and adoption of best practice. Effective, timely and efficient communication is fundamental to support the achievement of this outcome.

The project was commissioned to support Outcome 4 of the Passionfruit Industry Strategic Investment Plan (SIP) 2017-2021: “Access to relevant and timely data that improves industry wide decision making”.

There are currently approximately 100 growers within the Australian passionfruit industry generating approximately 4,783 tonnes of fruit worth \$23.6 million at farm gate (Source: Australian Horticulture Statistics Handbook 2019/20).

The industry is very fragmented - typified by mostly small to medium sized family operated farms - with a wide geographic spread from Darwin, across Queensland coastal areas down to northern NSW, as well as very small plantings in Victoria, South Australia and new plantings in Western Australia.

The industry produces two major varietal types:

1. the sub-tropical purple or black passionfruit are typically smaller fruit, with a high pulp ratio, a dark purple to almost black skin colour, which are grown on grafted vines and produce fruit for up to 10 months of the year; and
2. the tropical Panama type are much larger fruit, have a far thicker rind and are only grown successfully for commercial sale from Bundaberg and north to the top of Australia.

In recent years, there have been many new growers entering the industry in the north Queensland growing region, with most of these growers producing the tropical varieties. In the southern growing regions, over 15 growers have left the industry, and all of these were producing the purple varieties.

In a normal year, passionfruit are available all year round, with supply peaks in December/January and June/July. Passionfruit are susceptible to a wide range of pest and disease issues, and despite the edible component of the fruit being just the inside pulp, skin quality is the main driving factor for fruit grading and therefore, farm profitability.

Communication relating to pest and disease management has formed a large part of the current project output with a key focus on taking existing industry quality management tools and making these more accessible and relevant, particularly for newer growers.

Methodology

The Communication Strategy recognised that there were several different audiences, with different needs, to be serviced by this project. The strategy also drew on understanding about the way that farmers learn gained from desktop research. The review detailed how best to deliver information to farmers to effect practice change and improve profitability and sustainability. The two most relevant insights for this project were:

- Farmers learn by a range of styles; any extension efforts need to vary in delivery method (e.g. a mix of face-to-face, written, on-line) to cater for the diversity of individuals involved.
- Peer learning is undervalued as a learning tool meaning that providing opportunities for growers to directly interact was critical to drive successful practice change.

This project delivered against both of these insights by providing communication through a range of media e.g. on-line via e-news & a website, written in a physical magazine format and face-to-face through field days and research forums.

The field days focused on bringing groups of growers together to facilitate the exchange of skills and knowledge from experienced industry professionals and from peer-to-peer. The field days were also used to showcase the latest in R&D findings from other levy funded projects, to share innovations found from other industries in Australia that have relevance for the passionfruit supply chain, to engage relevant expert speakers as well as share information gleaned from other parts of the passionfruit world where relevant.

Ongoing evaluation and fine-tuning of the tactics employed were carried out through the use of feedback tools including field day evaluation sheets.

Additionally, relevant metrics were captured about the online components of the program with monitoring of the delivery of the e-newsletters, open and click through rates and website usage statistics.

A variation to the project was signed on 24 September 2019 to include a new set of project outputs; the development and production of new industry quality management tools. A series of consultation sessions were held within the industry as online meetings with growers, wholesaler agents and researchers taking part to highlight the needs for new quality tools by variety. As part of the production process, an extensive library of fruit photographs has been captured and are stored in digital format centrally. Four new pack shed posters have been developed, with a wide range of experienced growers and agents providing review and feedback prior to production.

Throughout the programme, a core focus has been to achieve a consistent and coherent visual delivery of information, with simple language and clear messaging.

Outputs

The project produced 5 major outputs:

- 16 editions of the Quarterly industry journal – The Passion Vine
- 44 editions of the monthly e-newsletter – Passiflora News
- 12 Regional Field Days, Research Forum & Workshops and 1 Webinar
- New industry website
- Set of new industry quality management tools

QUARTERLY INDUSTRY JOURNAL: The Passion Vine

16 editions of The Passion Vine have been produced and issues were between 20 and 32 pages in length, produced in full colour at A4 size. Each issue was distributed in printed form to all known levy-paying growers, supply chain stakeholders, researchers and published digitally via the industry website

<https://passionfruitaustralia.org.au/news/magazine/>

Each edition featured:

- weather reports, grower commentary and rainfall monitoring from each major growing region
- a summary report about the industry from the current PAI President
- a summary of all current levy-funded projects and how they served the SIP Outcomes
- articles sharing progress and outcomes from current levy-funded projects
- new, revised or rescinded chemical permits for passionfruit
- information about upcoming Hort Innovation events and broader news from Hort Innovation for levy-payers
- a detailed report from the Hort Innovation Marketing Program
- pest & disease knowledge – including a Shed Poster Series taking existing knowledge from the 'Passionfruit problem solver field guide' and combining it with best practice management to create useful posters to be displayed in farm packing sheds. A second poster was also produced to inform growers about the current Minor Use Permits available for use. This was updated every 12 months and included as part of The Passion Vine magazine.



Other articles included:

- relevant outputs from other Hort Innovation projects with relevance to passionfruit growers
- changes in regulations regarding labour, Workplace Health & Safety

- best practice advice from industry agronomists and experts
- reports from industry events including Field Days
- help with mental health, chemical disposal, effective soil sampling and the importance of water quality for use in spray programs.

SPRING 2017 – printed on 25th September 2017 and dispatched by post 27th September 2017, published online at https://issuu.com/janerichter/docs/tpv_spring2017_v4-lowres



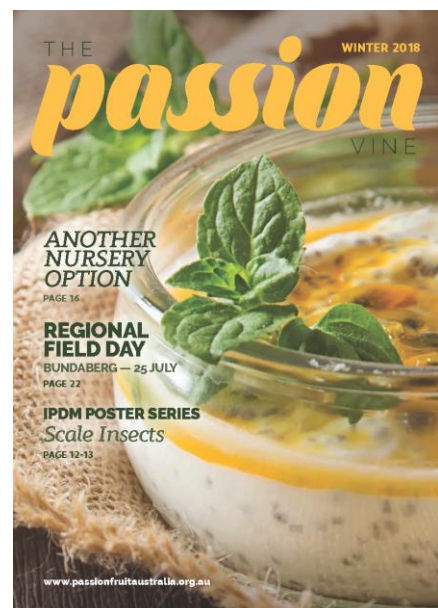
SUMMER 2017 – printed on 19th November 2017 and dispatched by post 22nd November 2017, published online at https://issuu.com/janerichter/docs/the_20passion_20vine_20summer_20201



AUTUMN 2018 – printed on 5th March 2018 and dispatched by post 8th March 2018, published online at https://issuu.com/janerichter/docs/pai_003_thepassionvine-2018_feb-aut



WINTER 2018 – printed 29th May 2018 and dispatched by post 5th June 2018, published online at https://issuu.com/janerichter/docs/pai_003_thepassionvine-2018_may-win



SPRING 2018 – printed mid-September 2018 and dispatched by post 25th September 2018, published online at https://issuu.com/janerichter/docs/thepassionvine-2018_spring



SUMMER 2018 – printed 22nd December 2018 and dispatched by post 2nd Jan 2019, published online at https://issuu.com/janerichter/docs/pai_003_the_passion_vine_nov_2018_s



AUTUMN 2019 – printed 8th March 2019 and dispatched by post 18th March 2019, published online 1st March at https://issuu.com/janerichter/docs/pai_003_the_passion_vine_autumn_201



WINTER 2019 – printed 11th June 2019 and dispatched by post 18th June 2019, published online 1st June at https://issuu.com/janerichter/docs/pai_003_ed8_the_passion_vine_winter



SPRING 2019 – printed 12 September 2019 and dispatched by post 19 September 2019, published online at
https://issuu.com/janerichter/docs/pai_009_the_passion_vine_spring_sep_19_3a_fa_web



SUMMER 2019 – printed 18 December 2019 and dispatched by post 22 Dec 2019, published online at
https://issuu.com/janerichter/docs/pai_009_the_passion_vine_summer_dec_19-final



AUTUMN 2020 – printed on 30 March and published online:
https://issuu.com/janerichter/docs/the_passion_vine_autumn_2020



WINTER 2020 – printed and published online 22 June:
https://issuu.com/janerichter/docs/the_passion_vine_winter_2020



SPRING 2020 – printed on 30 September and published online:
https://issuu.com/home/published/pai_013_the_passion_vine_spring_sep_20_2a_fa_web



SUMMER 2020 – printed and published online 1 December:
https://issuu.com/home/published/the_passion_vine_summer_2020



AUTUMN 2021 – printed on 31 March and published online at: https://issuu.com/janerichter/docs/the-passion_vine-aut-21



WINTER 2021 – printed on 9 July and published online at
https://issuu.com/janerichter/docs/the_passion_vine_winter_2021



MONTHLY E-NEWSLETTER: Passiflora News

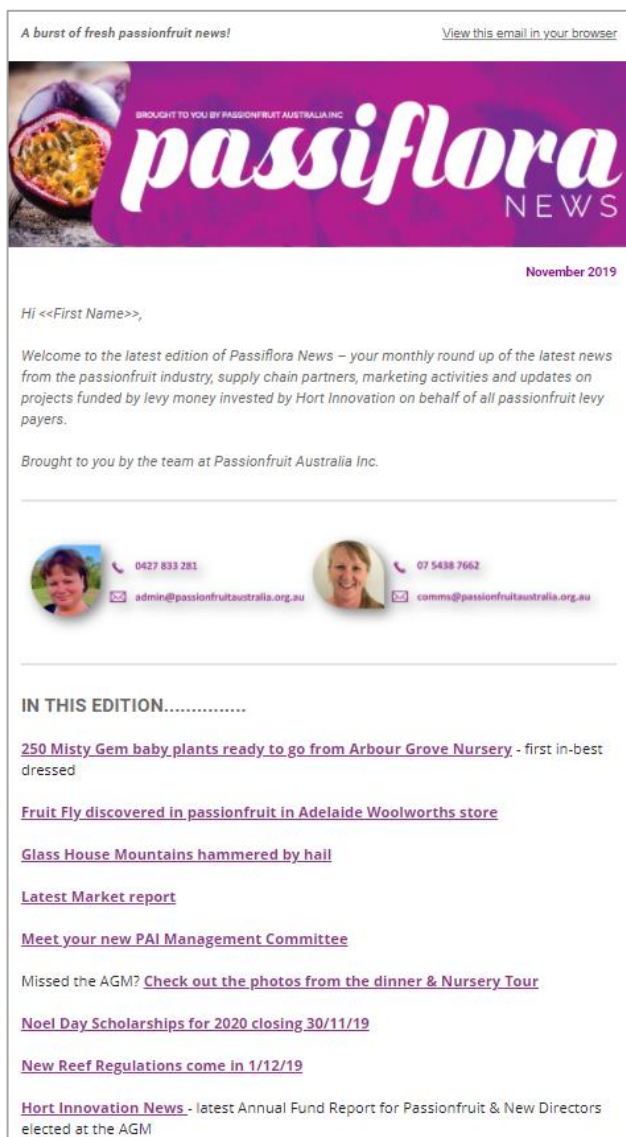
The industry newsletter was produced and sent on a monthly basis to all known passionfruit industry participants. Subscription to the e-newsletter has been freely available via a sign-up page on the industry website. Subscriber numbers have grown significantly from 144 recipients (December 2017) to 427 in August 2021.

The regular topics included:

- a report from the Markets on supply, quality and demand
- previews of upcoming industry events
- Hort Innovation news
- Labour, WH&S and Food safety news
- Changes to Chemical regulations
- Time-sensitive project updates

All 44 editions of the Passiflora E-News are available to view online at the E-Newsletter archive

<https://passionfruitaustralia.org.au/news/e-newsletter/>



REGIONAL FIELD DAYS / WORKSHOPS / WEBINARS

Face-to-face events have been extremely well attended across the four-year programme, with 12 events being held despite the COVID-19 impact in 2020 and 2021, and against a requirement for 8 Regional Field Days under the project plan.

The mid-term review highlighted that Regional Field Days were the second most valued channel after the printed edition of The Passion Vine and the project team planned to deliver 3 events across 2020 and a further 2 in 2021. Unfortunately, these plans were severely disrupted by the pandemic.

2017

Regional Field Day 1: Brisbane Markets 13 October 2017

Objective: To help growers understand the operation of the supply chain, better meet the quality requirements of customers and take new learning back to their farm operations about the Hort Code of Conduct coming into force in July 2018.

Attendees: 22 representatives from 14 farms



The field day programme included:

- A tour of Brisbane Markets by representatives from Brisbane Markets Limited
- A facilitated discussion about the marketing of passionfruit
- A discussion about the Hort Code of Conduct and its importance for the good governance of trading relationships
- A talk from a local quality greengrocer giving the retailers' perspective on the passionfruit supply chain and the importance of eating quality of the fruit presented for sale
- A presentation from a Sydney market agent giving his perspective on the industry growth opportunities
- A presentation from Trevor Brewer, a market reporter, who reports daily on pricing & volume of fruit passing through the Brisbane market. Trevor's talk gave insights into the growth and complexity of the sales market that operates today
- A short presentation from FreshTest to give growers an understanding of the residue and microbial testing services available
- An update from Hort innovation and Project Managers on levy-funded project activities; Marketing successes, PF15000 National Breeding Program, PF16003 Passionfruit Industry Communication Programme and general Hort Innovation business.

2018

Regional Field Day 2: Beerwah 28 March 2018

Objective: To provide valuable and timely knowledge about soil biology, soil health & relevant soil enrichment products that can help to increase farm yield and profitability

Attendees: 43 Total with 31 growers representing 23 farms



The field day programme included:

- an interactive group exercise led by Jade King from Green Valley Agriculture to help growers understand the basics of soil biology
- a detailed talk on Soil Health from Tony Pattison, QDAF
- a short talk from Cynthia Godden (QRIDA) to raise grower awareness of Queensland state government funding programmes for farmers
- a short talk from Anna Geddes (Growcom) to introduce the Hort 360 best management practice program
- a guided tour of the Passiendale farm, highlighting the changes they have made since taking the farm over in 2014 and the new nursery facilities which will hopefully produce up to 10,000 Sweetheart vines for sale to the industry in the spring
- a mini expo of relevant soil health products with growers able to take their time talking about products and learning about new developments particularly in organic based fertilisers

Regional Field Day 3: Bundaberg 25 July 2018

Objective: To provide valuable and timely knowledge about soil biology, soil health & relevant soil enrichment products that can help to increase farm yield and profitability

Attendees: 25 Total with 15 growers representing 11 farms



The field day programme included:

- a talk by Allan Mahoney from MultiKraft on probiotic bacteria, their role in soil health and some of the ways that you can enhance their activity on your farm. Allan presented a protocol that has been developed by MultiKraft specifically for passionfruit
- a short talk from Bree Grima from Bundaberg Fruit & Vegetable Growers (BFVG) to raise grower awareness of AgAlliance which is a group of Wide Bay growers who have banded together to put forward a united view on the potential renewal of exploration licences by Blue Energy which may impact on water availability and quality
- a mini expo of relevant soil health products presented by suppliers to the group with growers able to take their time talking about products and learning about new developments particularly in organic based fertilisers
- a guided tour of Tinaberries passionfruit farm highlighting the different paddocks they have set up and some of the trellis and plant support options they have been trialing.

Regional Field Day 4: Moo Moo, NNSW 5 December 2018

Objective: To provide an opportunity for growers to get to know their National Breeding Program and to capture ideas for improvement combined with a tour of one of the trial vine sites for interested growers

Attendees: 29 Total with 21 growers representing 13 farms



The programme included:

- a presentation by the Breeding Committee of the latest report from PF15000
- an open forum discussion about the progress and direction of the project
- a guided tour by the project team from SCU of a near by trial facility

2019

All the field days operated in 2019 followed the theme of Integrated Pest Management which included a session managed by Growcom introducing all growers to the best management practice program “Hort360” via the use of the Pesticide model from that program. Growers were encouraged to complete the self-assessment questionnaire and their data was then entered into the system by Growcom staff. This enabled an across industry view of the current use and management of Pesticides within the passionfruit industry and provided valuable information to feed into the industry SARP which was being renewed in 2019/20.

Each of the field days also included talks and demonstrations about the use of non-chemical management methods for pest control and showcased new technologies that supported better growing practices. These talks were tailored to the major pests identified by growers in each region.

Each field day also featured a farm walk at a local farm or growing facility which gave growers the opportunity to view and ask questions about how other farms are operated, and to see some of the new technology in use.

Regional Field Day 5: Glass House Mountains, Qld 20 March 2019

Objective: To provide valuable and timely knowledge about integrated pest & disease management and relevant products that can help to increase farm yield and profitability

Attendees: 23 Total with 15 growers representing 9 farms



The field day programme included:

- Understanding Chemical Access & the APVMA – Janine Clark, Growcom
- Growcom Hort 360 Pesticide Module – Scott Wallace, Growcom
- New tools for trapping pests – OCP & Bugs for Bugs
- On farm demonstrations, using Drones to spread beneficial bugs through your orchard
- A hands-on guide to completing a structured pest scout in your orchard

Regional Field Day 6: Dimbulah, FNQ 19 June 2019

Objective: To provide valuable and timely knowledge about integrated pest & disease management and relevant products that can help to increase farm yield and profitability

Attendees: 29 Total with 22 growers representing 12 farms



- The field day programme included:
- Understanding Chemical Access & the APVMA – Jane Richter
- Growcom Hort 360 Pesticide Module – Scott Wallace, Growcom
- Identifying Blossom Thrips – Ian Newton, QDAF
- Understanding & Managing Fruit Spotting Bugs – using Pheromone traps for Banana Spotting Bug management - Ian Newton, QDAF
- A guided tour of new farmers Larner & Judith Sugden-Smith property

Regional Field Day 7: Alstonville, NNSW 24 July 2019

Objective: To provide valuable and timely knowledge about integrated pest & disease management and relevant products that can help to increase farm yield and profitability

Attendees: 21 Total with 16 growers representing 10 farms



The field day programme included:

- Understanding Chemical Access & the APVMA – Jane Richter
- Growcom Hort 360 Pesticide Module – Scott Wallace, Growcom
- Identifying Fruit Spotting Bugs & managing populations - Ruth Huwer, NSW DPI
- Biological control & IPM principles – Ruth Huwer
- National Breeding Program – update & explanation of Project extension – Southern Cross University team
- A guided farm walk at the Alstonville arboretum for the National Breeding Program to view current trial vine progress and learn more about the project methodology

Regional Field Day 8: Bundaberg, Qld 18 September 2019

Objective: To provide valuable and timely knowledge about integrated pest & disease management and relevant products that can help to increase farm yield and profitability

Attendees: 14 Total with 9 growers representing 6 farms and 2 local nurseries



The field day programme included:

- Understanding Chemical Access & the APVMA – Janine Clark, Growcom
- Growcom Hort 360 Pesticide Module – Scott Wallace, Growcom
- An introduction to growing in Substrate – Jamie Burnett, Quiedan
- Post-Harvest management of passionfruit – Jenny Ekman
- Understanding Guano fertiliser – John Kismet
- Managing Fruit Fly within IPM – Eddy Dunne & Sam Dunlop
- Passionfruit Agronomy IPM – Eddy Dunne

Regional Research Forum: Cairns 9 September 2019

Objective: To provide a dedicated consultation session with growers from FNQ to ensure their pest & disease priorities were captured for inclusion in the 2020 SARP review for the passionfruit industry

The session was quite poorly attended (2 farms represented), despite having been heavily publicised. We believe that the timing was not ideal for many growers as it coincided with a very late start to their harvesting season and growers were reluctant to miss out on harvesting opportunities. The forum was attended by two researchers from the Queensland Department of Agriculture whose input was very beneficial. The session was chaired by Jodie Pedrana from Hort Innovation.

2020

Regional Field Days were booked for 29 April 2020 in Mareeba, FNQ, 27 May 2020 Wolvi, SE Qld and 29 July 2020 Murwillumbah, NSW – all events were cancelled due to the COVID-19 pandemic.

All of the 2020 Regional Field Days were planned to provide a face-to-face extension methodology to share the outputs from the levy-funded investment: PF18002: Passionfruit postharvest best practice and distribute the Postharvest Best Practice Guide. The guides were posted out to all known growers and a Webinar was held online lead by the research provider – Jenny Ekman on Saturday 10 October 2020 in lieu of the field days.

Regional Workshops 2021: Three were held – FNQ 17 April 2021, Northern NSW 13 May 2021 and Sunshine Coast 27 May 2021

The purpose of these meetings was to introduce growers to the new Extension and Engagement team at Hort Innovation, to provide a forum for growers to highlight current industry issues and to share news from within the industry in a face-to-face forum.



Far North Queensland Regional Workshop: 17 April 2021, Mareeba.

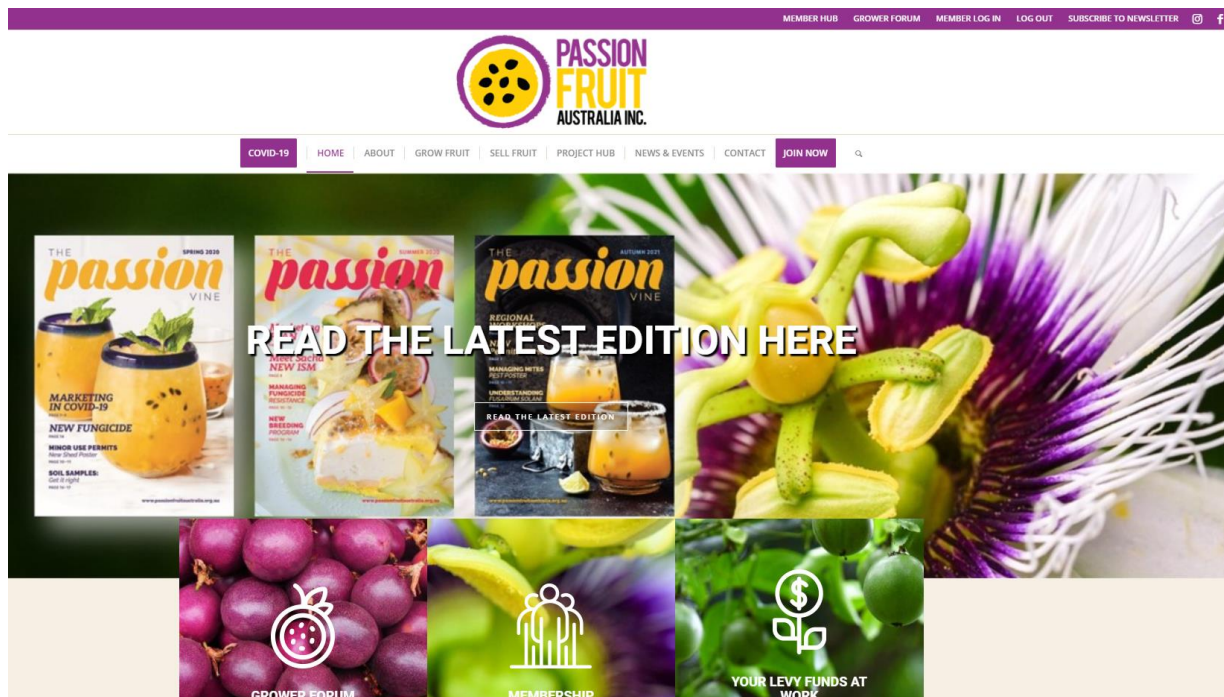


Northern NSW Regional Workshop: 13 May 2021, Murwillumbah



SEQ Regional Workshop: 27 May 2021, Palmwoods

INDUSTRY WEBSITE: www.passionfruitaustralia.org.au

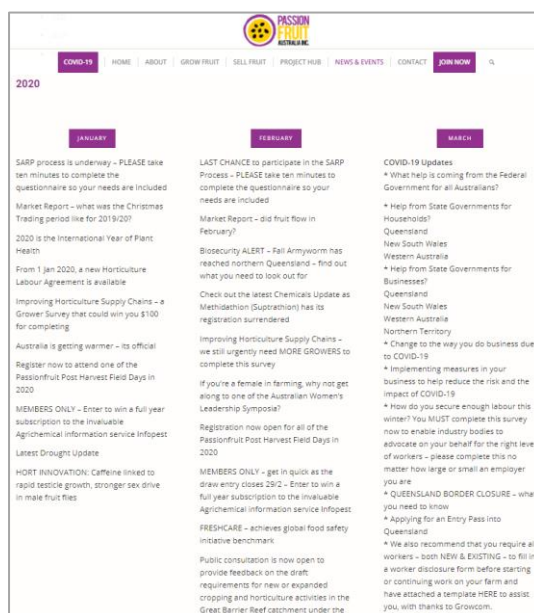
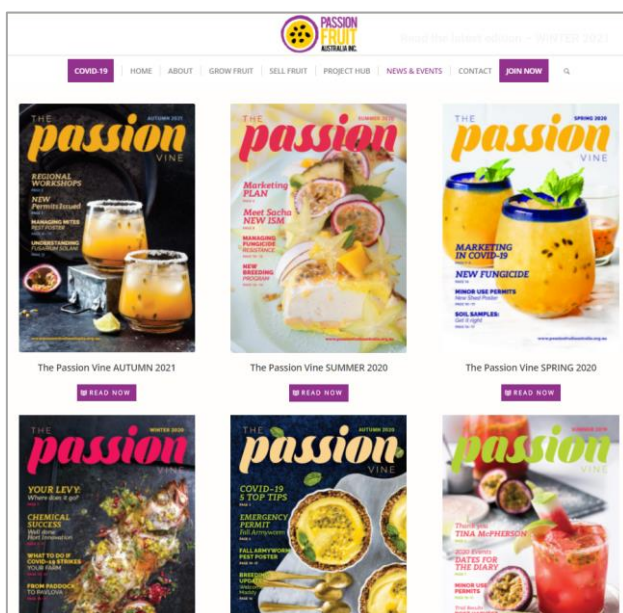


The new website www.passionfruitaustralia.org.au was launched in November 2017 with a broad set of useable content, organised in a simple structure – ABOUT, GROW FRUIT, SELL FRUIT, PROJECT HUB, NEWS – to enable users to rapidly find the content they are seeking. The site has been added to and updated each month and includes articles and resources from levy-funded project activities.

The website also provides an easy to access archive of all written project outputs:

The Passion Vine magazine

Passiflora News e-newsletter



The website has been updated and expanded every month. Usage statistics are provided in the Monitoring and Evaluation section of this report.

NEW INDUSTRY QUALITY MANAGEMENT & GRADING TOOLS

A project variation was signed on 24 September 2019 which added the new deliverable of ‘Quality management tools for industry’ to the agreed outputs.

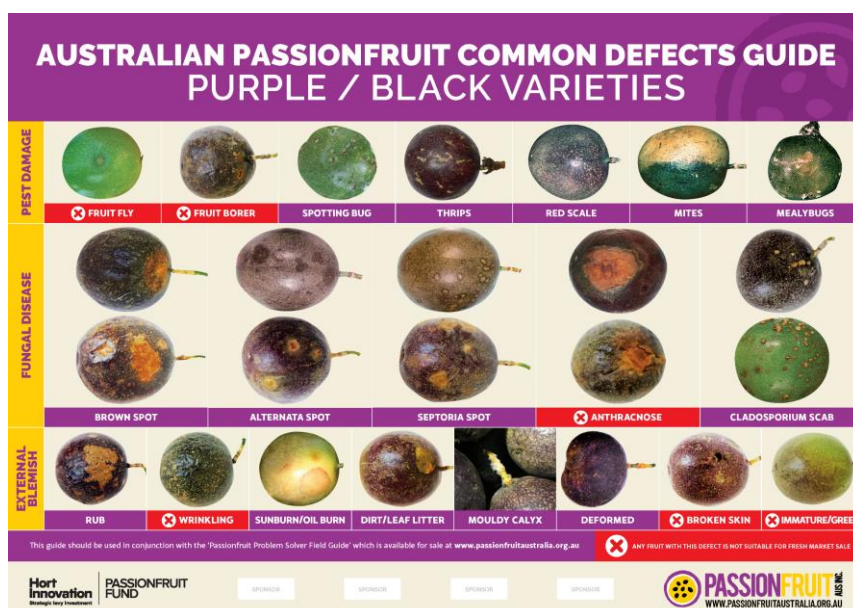
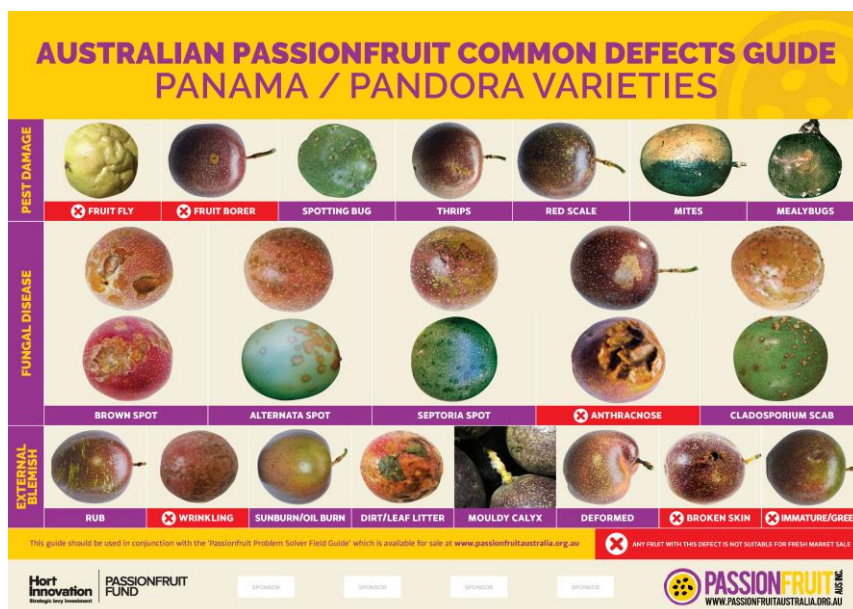
A replacement for the existing grading poster was required, and needed to be extended to cover the Panama type of passionfruit fast- becoming the dominant variety produced.

Existing industry stakeholders were consulted through two online meetings and a series of one-to-one interviews conducted between May and December 2020. From January 2021 to July 2021, a large library of images has been collected to provide the imagery needed for both varietal posters.

An initial draft of the Grading Guides & Defects Posters has been provided for review to a set of experienced growers in the industry, across the growing regions and representing both varietal groups. Their feedback has been incorporated into the final posters.

These new tools have been created and are currently in print production for distribution out to all levy-paying growers.

DEFECTS GUIDES



The DEFECT GUIDE visually identifies the most common pest & disease issues and other external blemishes which impact on the commercial value of the fruit.

There are two separate guides; Purple/Black varieties and Panama/Pandora varieties. Each guide is printed in A2 size (594mm x 420mm) and will be distributed to all known levy-paying passionfruit growers across the country. Supply Chain stakeholders will be able to purchase a pack containing all of the tools from the industry website at a price set to solely recover print & postage costs. New growers will be able to request tools as required.

GRADING GUIDES

AUSTRALIAN PASSIONFRUIT GRADING GUIDE
PANAMA / PANDORA VARIETIES

GRADE 1



>35% PULP BY WEIGHT

- ✗ NO fruit with MAJOR defects
- ✓ MINOR defect has less than 10c coin area affected
- ✓ Total number of fruit with MINOR defects must not exceed 10%
- ✓ Fruit size consistent within box & packed to top of carton
- ✓ Piece count must be correct
- ✗ Do not mix varieties
- ✗ No calyx left on the stalk

DEFECT SIZE
MINOR

TO SCALE (200mm)

CORRECT TEMPERATURE MANAGEMENT IS KEY TO EXTENDING THE SHELF LIFE OF PASSIONFRUIT
TRANSPORT TRUCKS DO NOT COOL FRUIT: Fruit **MUST** be pre-cooled to 10-12°C prior to shipment

GRADE 2



- ✗ NO fruit with skin breaks, immature green fruit, empty fruit or fruit with skin at risk of breakdown in the supply chain
- ✓ All fruit are allowed
- ✓ MINOR defects
- ✓ MAJOR defect has less than 50c coin area affected
- ✓ Total number of fruit with MAJOR defects must not exceed 10%

DEFECT SIZE
MAJOR

TO SCALE (200mm)

Use these standards as a guide, but always pack according to your customer's specifications

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AUSTRALIAN PASSIONFRUIT GRADING GUIDE
PURPLE / BLACK VARIETIES

GRADE 1



>35% PULP BY WEIGHT

- ✗ NO fruit with MAJOR defects
- ✓ Fruit with overall solid colour
- ✓ MINOR defect has less than 5c coin area affected
- ✓ Total number of fruit with MINOR defects must not exceed 10%
- ✓ Fruit size consistent within box & packed to top of carton
- ✓ Piece count must be correct
- ✗ No calyx left on the stalk
- ✗ Do not mix varieties

DEFECT SIZE
MINOR

TO SCALE (200mm)

CORRECT TEMPERATURE MANAGEMENT IS KEY TO EXTENDING THE SHELF LIFE OF PASSIONFRUIT
TRANSPORT TRUCKS DO NOT COOL FRUIT: Fruit **MUST** be pre-cooled to 5-9°C prior to shipment

GRADE 2



- ✗ NO fruit with skin breaks, immature green fruit, empty fruit or fruit with skin at risk of breakdown in the supply chain
- ✓ All fruit are allowed
- ✓ MINOR defects
- ✓ MAJOR defect has less than 20c coin area affected
- ✓ Total number of fruit with MAJOR defects must not exceed 10%

DEFECT SIZE
MAJOR

TO SCALE (200mm)

Use these standards as a guide, but always pack according to your customer's specifications

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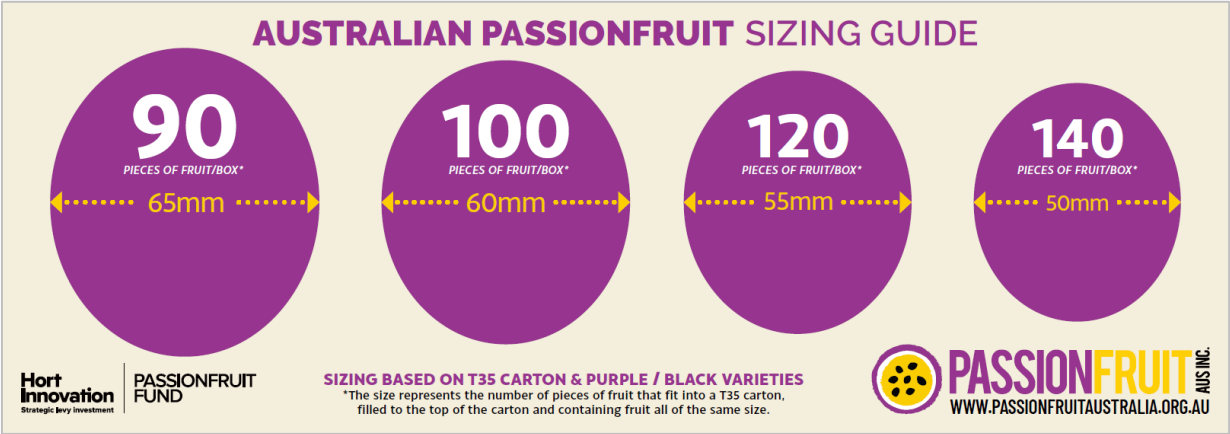
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The GRADING GUIDE clearly communicates the minor and major defects found on passionfruit and explains to growers what is allowed to be packed under Grade one and Grade two for fresh market sale.

The Grading Guide also emphasises key points from the Postharvest Best Practice Guide regarding pre-cooling of fruit to extend shelf life.

The posters are in print production now.

A simple sizing tool has also been produced to assist purple/black growers to correctly size their fruit. This has been requested by wholesale agents in the supply chain who have highlighted that mixed sizing in purple/black varieties is a significant quality issue.



Outcomes

The primary objective of the programme was to provide an efficient and effective methodology to communicate relevant and timely information across all stakeholders in the Australian passionfruit industry. The outcome sought was improve industry wide decision making by facilitating access to timely and relevant information.

The programme and its outputs have received many positive comments from both growers and stakeholders within the industry:

“We wanted to mention how impressed we are with the new look Passionvine Magazine. Well done.

Kind Regards,

Keith and Kylie – Outback Orchard”

“Very detailed. Simple- attractive- affective. Great Job!!!

Aidan Hutton – JE Tipper”

“Your grading guide looks good. The photos are good and clear. Thanks for your good work.

Jim Gordon – MANDARAMBA HARVEST

The end of project outcomes laid out in the Program logic are as follows:

Outcome	Measure	Achievement
An increase in the uptake of communication by levy-paying growers	Distribution numbers for The Passion Vine Passiflora News subscribers Website monthly average site visitors	Summer 2017 – 91 growers increased to Winter 2021 – 119 growers December 2017 - to 144 recipients August 2021 – to 464 recipients 2018 – 978 visitors/month 2019 – 1,623 visitors/month 2020 – 1,892 visitors/month 2021 – 1,668 visitors/month
An increase in the attendance of levy-paying growers at levy-funded events	Average number of Farms represented at events	2017 - 14 2018 – 15 2019 – 9.3 2020 – 0 (COVID-19 impact) 2021 - 18
A comprehensive database of current passionfruit growers representing at least 90% of the grower base	Comprehensive database (Numbers as at 31 August 2021)	119 Levy-payers contained in the database 36 Ex-Growers noted 21 New growers noted
An increase in the grower	Survey of Growers	June 2019 Survey result

approval score related to Industry Communication		“I believe the passionfruit communication programme is good value for money”: 89% Strongly Agree & Agree August 2021 Survey result “Overall, how satisfied or dissatisfied are you with the Passionfruit Industry Communication Programme over the last four years?” 85.3% Very Satisfied & Satisfied
Demonstration of the impact of information communicated to growers in making changes on their farms	Survey of Growers and Net Promoter Score (NPS)	“I will make changes on my farm based on knowledge I have gained today” RFD 1: N/A as topic for RFD was Supply Chain understanding RFD 2: 76% Strong Agree/Agree NPS: 57% <i>(Unknown mix of experienced & newer growers)</i> RFD 3: 50% Strong Agree/Agree NPS: 75% <i>(65% of attendees been growing for 5+ years)</i> RFD 4: N/A as topic for RFD was Breeding Program understanding RFD 5: 67% Strong Agree/Agree NPS: 79% <i>(60% of attendees been growing for 5+ years)</i> RFD 6: 92% Strong Agree/Agree NPS: 75% <i>(42% of attendees been growing for 5+ years)</i> RFD 7: 67% Strong Agree/Agree NPS: 79% <i>(62.5% of attendees been growing for 5+ years)</i> RFD 7: 67% Strong Agree/Agree NPS: 79% <i>(62.5% of attendees been growing for 5+ years)</i> RFD 8: 50% Strong Agree/Agree NPS: 83% <i>(83% of attendees been growing for 5+ years)</i>

In addition, the project aimed to deliver:

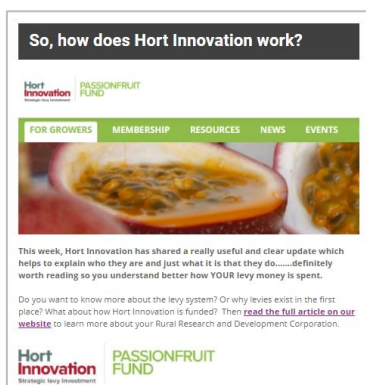
- increased visibility and awareness of the substantial levy investments undertaken by Hort Innovation on behalf of Australian passionfruit growers through a significant increase in the touch points of communication, each featuring the Hort Innovation branding to reinforce the linkage back to the levy funds
- All printed and digital outputs contained strong Hort Innovation branding with reminders to growers about the source of the funding for the project



- increased adoption by Australian passionfruit growers of R&D levy outcomes, specifically with regard to improving the quality of fruit supplied to the market and the implementation on-farm of best practice
- Value-add outputs included a **Shed Poster Series** to help drive understanding and management of key pests and diseases that affected fruit quality



- increased visibility and understanding of the structure and purpose of the passionfruit levy system and the benefits that Hort Innovation and its project-based approach can bring to the industry
- Through a series of articles across all channels used in the project delivery



Monitoring and evaluation

Monitoring and evaluation was conducted throughout the programme using surveys, ongoing performance measures and informal feedback.

Through engagement directly with other horticulture industries, observed best practice was incorporated into the Passionfruit Industry Communication Programme where it was relevant and cost effective to do so.

Overall results and quantitative feedback indicate that the Passionfruit Industry Communication Programme 2017-2021 has been of a very high standard. Results from surveys throughout the programme have demonstrated a significant level of positive grower engagement with the outputs and strong indicators that the outputs have met growers' needs. Through continuous evaluation of feedback received, the programme has continued to evolve the content and timeliness of outputs across the four-year period.

The results from the mid-term evaluation (MS105), where 38 respondents completed a short evaluation form, showed a very high level of engagement and satisfaction with the outputs:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total responses	% Top 2 box
The Passion Vine provides relevant and timely information for my business	22	15	1			38	97%
The topics covered in the Passion Vine are useful for my farming business	21	16	1			38	97%
The information in The Passion Vine is in non-technical language that is easy to understand	23	15				38	100%
I use the information provided in the Passiflora News e-newsletter in my farm	12	19	7			38	82%
The topics in the Passiflora News are relevant for my farm	13	20	4			37	89%
The Regional Field Days are useful and provide new information to me	29	8	1			38	97%
Information I have learnt through the programme has changed the way I do some things on my farm	10	19	5			34	85%
The passionfruit website is easy to use	15	18	4			37	89%
The passionfruit website has all the information that I need	8	16	2			26	92%
I believe the passionfruit communication programme is good value for money	19	15	4			38	89%

In the end of programme survey, 34 respondents have provided the following insights:

- 85% of respondents were "Very Satisfied" or "Satisfied" with the programme over the last four years.
- The words that were selected to describe the programme were "Informative 62%", "Useful for my farm 56%", "Good investment of Levy Money 42%" and "Timely delivery of relevant information 35%"
- Of the outputs, the **most useful** were highlighted as "The Passion Vine Magazine - printed copy 76%", "Farm visits where I get the chance to see what other farms are doing 56%", "Regional Field Days 47%", "Passiflora E-Newsletter each month 47%", "Industry website 32%" and "Reports from levy investments like the National Breeding Program 35%"
- There have been a number of value-add components that have been incorporated into the programme which have also been recognised by many respondents as **most useful**:
 - "Pest & Disease posters printed in the centre spread of the magazine 53%", "Minor Use Permit summary posters printed in the centre spread of the magazine 53%" and "Market Report discussing fruit supply, demand and pricing 44%"
- The Passion Vine magazine continues to be the most popular component of the programme with 71% of respondents reporting that the magazine meets their needs "Extremely well 21%" or "Very well 50%"
- Subscriber numbers to the Passiflora E-Newsletter have climbed from 144 to 464 across the four years and the content and frequency of the newsletter is reported as "Extremely helpful 26%" and "Very helpful 26%" and "Somewhat helpful 32%"

- In person events have always had the greatest impact on learning and practice change across horticulture and the Regional Field Day component of this programme has been very well received. 47% of respondents nominated Regional Field Days as one of the most useful outputs and 56% highlighted the importance of a farm visit where growers get the chance to see what other farms are doing.
- At the close of most Regional Field Days a survey was completed by all attendees with a Net Promoter Score used to get an insight into the level of recommendation from attendees. The average NPS across the six RFD that were evaluated in this way was 74.7%.

Note: Bain & Co, the source of the NPS system, suggests that above 50 is excellent, and above 80 is world class.

The new website was identified as most useful by one third of respondents. The purpose of the website is to provide self-service access to relevant industry updates that have been delivered already via another communication channel, and as a reference site for new growers meaning that it is a secondary rather than primary channel.

The site has serviced 59,044 users with 141,300 page views since its launch in January 2018. Average monthly users peaked in April 2020 at 2,579 driven by the additional communication needs of the early pandemic period. Passionfruit Australia added a COVID-19 hub to the website and provided three additional COVID-19 editions of the Passiflora E-News in order to communicate relevant and timely information for farms in this difficult period.

Unsurprisingly, the most visited pages are those which provide information for potential new growers who are researching the industry. 30% of total visits were to pages about the varieties available, trellis styles, growing regions and information about the Association itself.

The last component in the final survey for growers was to identify what outputs growers would most like to see included within a new Passionfruit Industry Communication Programme:

1. The Passion Vine quarterly magazine - printed copy sent to growers 76%
2. 1 x Regional Field Day in each major region which includes a farm visit 76%
3. Passiflora E-Newsletter sent by email each month 53%

Recommendations

Based on the feedback from industry growers and stakeholders, the next Passionfruit Industry Communication Programme must include three main components in order to meet the needs of growers:

- Some form of printed industry magazine – perhaps bi-annual rather than quarterly – which is distributed in physical form to all levy-paying growers
 - Note that when asked directly if they would be prepared to pay a small subscription fee (\$50 per year maximum) to continue to receive a printed copy of the industry magazine, 62% indicated that they would
- A regular e-newsletter providing news that is relevant and timely between the magazine publication schedule
- At least one Regional Field Day per year in each of the major growing regions with a farm visit component as highly valued

Refereed scientific publications

None to report.

Intellectual property, commercialisation and confidentiality

No IP, commercialisation or confidentiality issues to report