

BUSINESS PLAN FOR KPCC

OCTOBER 2002

FOR ANNUAL REVIEW

MISSION

The committee was set up to perform the following function under Section 12.1 of the Agriculture Produce Commission Act of 1988 and is as follows:

“ b) Control or develop the means of controlling pests or diseases affecting the quality or volume of output of the agricultural produce:”

OVERVIEW

KPCC came into being in 1997 after a steering committee was formed by concerned growers to take measures against the market threat caused by the incursion of Mediterranean Fruit Fly.

Since then, interstate requirements have meant a change in the committee's capacity to control Mediterranean Fruit Fly, and the focus changed to monitoring in order to maintain area freedom from Mediterranean Fruit Fly (MFF), Q Fly, Phillipines Fly and others, allowing unlimited market access.

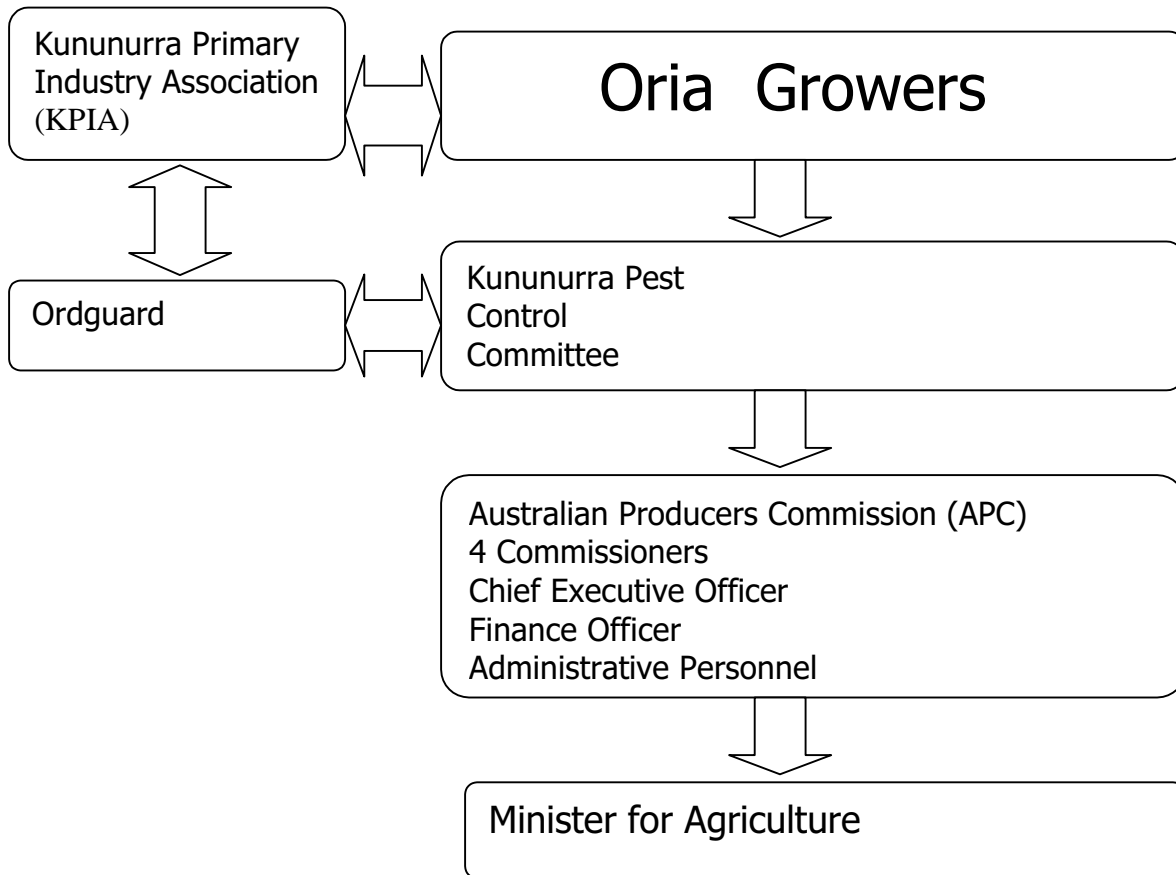
Currently if area freedom is lost, the area of the exclusion zone and the time to re-establish area freedom, are impediments to the agricultural/horticultural industry and negotiations are progressing slowly.

Given the uniqueness of the Ord River Irrigation Area's challenges, the KPCC feels it is now time to review the functions in an attempt to protect the whole of Ord River Irrigation Industry (ORIA) agricultural industry.

Previous Achievements Include

- Government gazettal to prevent fruit from Med. Fly areas coming into Kununurra at the critical time
- Funding Assistance for Aphid Research and Local Pest Identification Guide

MANGAGEMENT STRUCTURE



GOALS

- 1)** To continue under function (b) for six months and reinstate a fee for service within current capacity, to be administered through the APC
- 2)** To conduct a growers poll in 2003 and expand functions to enable KPCC to better serve the industry.
- 3)** To include KPIA's Executive Officer at meetings in an advisory capacity, to keep current with industry issues, threats and directions.
- 4)** To liase with a member of Ordguard sub-committee, in an advisory capacity.
- 5)** To identify potential areas for funding requirements for 2003.

STRENGTHS

- A functioning committee with full membership.
- Have strong links with local grower groups including: Melon, Mango, PawPaw, Citrus and vegetables.
- Have government gazettal to assist with preventing high risk fruit coming into ORIA.
- KPCC is area specific and as such has local control and accountability
- KPCC collection & expenditure is accountable to APC Commissioners

OPPORTUNITIES

- With expanded functions, the scope to service industry increases and some opportunities include those listed in appendix 1
- With expanded functions KPCC will be in a position to offer KPIA some financial support for services provided
- Backing the " Ordguard Protection Plan"
- Promote or develop an Ordguard logo.
- The ability to provide regional promotion for grower groups.
- The opportunity to promote the ORIA events. eg. Broome Expo 2003, Perth Royal Show
- Increase relevant pest monitoring eg. Melon thrip
- Assist with relevant research projects. eg. Linkage project for Fruit Flies across the top end of Australia currently being undertaken by Sydney University.
- Assist with funding of local development projects and markets, eg. Darwin Port facilities, a regional packing shed or processing plant, Citrus field trials, Flower trials
- Support education/instruction for growers, through regular updates from the KPIA newsletters, and relevant courses for a range of farming issues.

- Include the broader community and relevant small businesses in quarantine issues.
- Support a market forecasting service.
- Liaise with other APC groups to prevent duplication or inequities of funding, eg. WA Vegetable Growers are currently organizing workshops to get statewide representatives to Perth to sort out statewide issues.
- Minimise grower losses following an incursion of a pest/ disease to ORIA
- KPCC to form alliances with other organizations, groups and individuals to service the ORIA while minimising duplication.

WEAKNESSES/ THREATS

- KPCC has a relatively low public profile which needs to be elevated.
- Committee members are all volunteers.
- Due to a suspension of the Fee For Service KPCC cannot provide funds for monitoring and eradication at the present time.
- Unable provide funds for monitoring
- A lack of political power to address national issues Methods currently available to treating fruit are likely to be unavailable in the future (especially for marketing into Europe with Good Agricultural Practices (GAP) requirements by 2004) and are not congruous with "clean green" image.
- No written plan of action printed or available for immediate distribution to growers to deal with incursions
- Cost of administration and legislation by APC
- The potential for objectivity to be clouded on issues that committee are involved in.

FINANCE

PLAN OF ACTION

- Reinststate Fee For Service ASAP ideally 01/12/2002
- Raise the KPCC's profile through the local media outlets.
- Determine the level of Fee For Service required and define budget
- Provide information to growers that will answer their questions and concerns about a new KPCC ie. Prepare a Business Plan and hold a public forum to answer questions, or respond to email questions.
- Add KPCC to local webpages eg. Kununurra Tourist Association, KPIA