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Title:

Speech opening Annual Conference of Australian Apple and Pear Growers' Association,
Adelaide

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SPEECH BY THE PREMIER, MR. DUNSTAN, OPENING ANNUAL CONFERENCE
OF AUSTRALIAN APPLE AND PEAR GROWERS' ASSOCIATION. ADELAIDE.

7.8.73

MR. LOCKIER, LADIES AND GENTLEMEN;

THANK YOU VERY MUCH FOR ASKING ME TO OPEN YOUR TWENTY EIGHTH ANNUAL CONFERENCE. MAY I FIRST OF ALL EXTEND A PARTICULAR WELCOME TO THE INTERSTATE DELEGATES. I HOPE YOU'LL HAVE TIME DURING YOUR STAY TO VISIT OUR APPLE AND PEAR COUNTRY IN THE HILLS WHICH YOU'LL FIND BEAUTIFUL, AS WELL AS FRUITFUL. AND, IF YOU'VE A LITTLE MORE TIME, A TRIP TO THE BAROSSA VALLEY SHOULD CONVINCe YOU THAT THE PRODUCTS OF OUR VINEYARDS ARE THE EQUAL OF OUR ORCHARDS.

2.

I APPRECIATE THOUGH, THAT YOUR TIME MAY, INDEED, BE LIMITED SINCE THIS IS PROBABLY ONE OF YOUR MOST IMPORTANT CONFERENCES EVER. THE PROPOSALS BY SENATOR WRIEDT FOR A RESTRUCTURING OF APPLE AND PEAR STATUTORY MARKETING ARRANGEMENTS OBVIOUSLY HAVE FAR REACHING IMPLICATIONS FOR YOU AND WILL BEAR HEAVILY ON YOUR DISCUSSIONS.

I DON'T INTEND TO GET INVOLVED IN THE DETAILS OF THE DEBATE ON THE SUGGESTED CHANGES NOW TAKING PLACE, BUT I THINK THERE ARE A COUPLE OF GENERAL POINTS I COULD MAKE FROM OUR EXPERIENCE IN MARKETING PRIMARY PRODUCE HERE.

FIRSTLY WE'VE FOUND - AS HAVE ALL AUSTRALIAN STATES - THAT THE FUNDAMENTAL CHANGES TAKING PLACE OVERSEAS, SUCH AS BRITAIN'S ENTRY INTO EUROPE, AS WELL AS DOMESTIC DEVELOPMENTS HAVE REQUIRED A THOROUGH RE-EXAMINATION OF MARKETING ARRANGEMENTS.

SECONDLY WE'VE FOUND THAT WE CAN BEST OVERCOME THE PROBLEMS POSED THROUGH FLEXIBLE MARKETING BODIES IN WHICH PEOPLE WITH EXPERT MANAGERIAL SKILLS ARE REPRESENTED. THIS IS IMPORTANT IN ADJUSTING TO MARKETING DIFFICULTIES. IT IS EVEN MORE IMPORTANT IF WE ARE TO DEVELOP NEW MARKETS IN THE FACE OF OFTEN VERY FIERCE COMPETITION.

THERE'S NO DOUBT IN MY MIND THAT NEW OR ALTERNATE MARKETS CAN BE DEVELOPED. IN THE CASE OF APPLES AND PEARS I WOULD CITE SOUTH EAST ASIA, THE UNITED STATES AND CANADA AS AREAS WHICH COULD ABSORB FAR MORE THAN THEY DO AT PRESENT. BUT IF WE ARE TO GAIN A STRONGER Foothold WE MUST HAVE A STREAMLINED, FLEXIBLE AUTHORITY GEARED TO IDENTIFY NEW PROSPECTS AND READY TO EXPLOIT THEM. THERE HAS ALSO TO BE A READINESS ON THE PART OF GROWERS TO MEET THE

DEMAND FOR NEW TYPES AND VARIETIES OF PRODUCE AS QUICKLY AS POSSIBLE, WITHIN THE OBVIOUS LIMITATIONS OF CROP PRODUCTION.

IT'S MY BELIEF THAT A COMMONWEALTH-WIDE ORGANISATION SUCH AS THAT OUTLINED BY THE FEDERAL MINISTER CAN DO YOUR INDUSTRY CONSIDERABLE SERVICE.

IT WOULD BE A VERY RASH MAN, OR AT LEAST AN EXAGGERATED OPTIMIST WHO CLAIMED THAT THE APPLE AND PEAR INDUSTRY AT PRESENT WAS UNTROUBLED.

BUT, NONETHELESS, I BELIEVE ITS PROSPECTS ARE SOUND. PRODUCTION LAST YEAR WAS BETTER THAN EXPECTED AND THE CROP IS NOW WORTH SOME \$90-MILLION, WITH HALF GOING FOR EXPORT. BRITAIN'S NEW LINKS WITH EUROPE, WHILE PROVIDING SOME HEADACHES, HAS NOT HAD THE SEVERE EFFECT ONCE PREDICTED SINCE THE AUSTRALIAN PRODUCT CAN STILL COMPETE VERY WELL ON A PRICE BASIS. AND, AS I SAID, THE PROSPECTS

FOR NEW OUTLETS IN NORTH AMERICA LOOK VERY GOOD. HOWEVER IT WILL NEED IMAGINATION, AGGRESSIVE SALESMANSHIP AND A WILLINGNESS ON THE PART OF GROWERS TO ADAPT TO CHANGING CONDITIONS IF THESE NEW OPPORTUNITIES ARE TO BE FULLY EXPLOITED.

SOUTH AUSTRALIA WITH ITS RELATIVELY SMALL, BUT SIGNIFICANT, SHARE OF NATIONAL PRODUCTION AND VERY LARGE RELIANCE ON THE LOCAL FRESH FRUIT MARKET IS NOT AS INVOLVED AS THE OTHER STATES IN THE EXPORT CHALLENGE. BUT, AS ANY LOSS OF OVERSEAS SALES WOULD PLAINLY BRING IMMEDIATE PRESSURE ON OUR OWN MARKETS, WE ARE NO LESS VITALLY INTERESTED.

THE DECISIONS OF THIS CONFERENCE WILL PLAINLY BE CRUCIAL IN MEETING THAT CHALLENGE - AND HERE I'M NOT SPEAKING SOLELY ABOUT THE STATUTORY MARKETING PROPOSALS. DEVELOPMENTS IN RECENT YEARS IN APPLE JUICE AND CIDER PRODUCTION HAS HAD A MAJOR AND WELCOME IMPACT. PROPOSALS FOR STABILISING PRICES ARE MOST IMPORTANT, AND I'M PLEASED TO SEE THAT SOUTH AUSTRALIAN DELEGATES HAVE LISTED THE GENERAL TOPIC FOR DISCUSSION.

FOR THIS REASON I THINK IT APPROPRIATE THAT THIS MOST IMPORTANT CONFERENCE SHOULD BE HELD HERE. I HOPE YOUR CONFERENCE AND THE COMING SEASON WILL ALIKE BE FRUITFUL AND BRING NEW PROSPERITY TO YOUR MEMBERS, AND I HAVE VERY MUCH PLEASURE IN OFFICIALLY DECLARING THE MEETING OPEN.

THANK YOU.