



CUTRI FRUIT WINS MAJOR PICKINGS

A family of stone fruit growers from Woorinen, Victoria left the RACV Club recently brimming with excitement as Cutri Fruit took out three awards at the 2008 Weekly Times Farm Business Awards, including the Bayer CropScience Horticulture Producer of the Year, DPI Young Farmer of the Year and Farm Business of the Year Awards.

Young farmer **Gaethan Cutri**, who manages the family owned 280 hectare stone fruit farm, near Swan Hill in Northern Victoria was thrilled with the result.

"It's a great honour to be recognised by our peers within the Australian agricultural industry. We are very proud of what we've achieved and will continue to strive to produce premium quality produce for both the Australian and export markets," he said.

Joerg Ellmanns, general manager Bayer CropScience was at the event to present the Horticulture Producer of the Year Award to Mr Cutri.

"It is so important to nurture and support young, innovative farmers who are consistently raising the bar and setting the standard for food production globally," he said.

"Innovation, systems and service are integral to the success of any

L-R: Scott Ward, market manager Bayer CropScience, Nicole Cutri, Gaethan Cutri, Connie Cutri and Dom Cutri all from Cutri Fruit, with Joerg Ellmanns, managing director Bayer CropScience.

horticulture producer. Bayer CropScience values the relationships it holds with forward thinking businesses such as Cutri Fruit."

The awards are judged by a panel of leading industry specialists who recognise producers whose businesses reflect the highest levels of innovation, sustainable productivity and profitability.

The Cutri family markets two main lines, Cutri Fruit and Tasti Fruit, which includes nectarines, peaches, apricots and plums.

"We have key performance indicators on different varieties for pruning – how many laterals we want to leave per tree, how many limbs, the length of laterals: everything we do we put numbers around," Mr Cutri said.

"The only way to manage a large farm is to keep it simple."

Cutri Fruit used to export 60% of its produce to Taiwan. Now, 10% is exported to overseas markets, with 80% sold to Coles and 10% to Safeway.

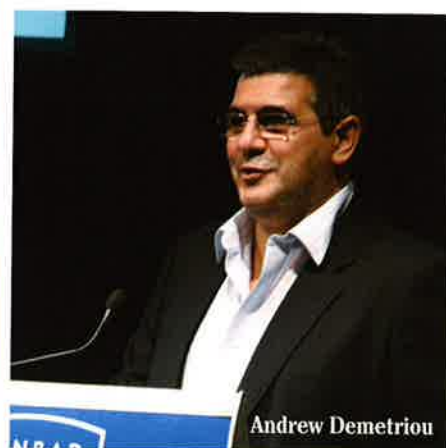
Family members regularly travel abroad to inspect new varieties and learn from foreign farming practices. Drip irrigation is computer controlled, and frost-limiting techniques are also employed. The family is now trialling

pheromones in a bid to deter the pest carpophilus beetle and limit the requirement for chemical application.

"I wish Cutri Fruit continued success in shaping the future of Australian horticulture," said Mr Ellmanns.

LANDMARK TEAM TAKES TIPS FROM AFL CHIEF

Around 350 people in the Landmark network looked to AFL chief executive **Andrew Demetriou** for inspiration at a Landmark conference in Broadbeach, Queensland.



Mr Demetriou was one of a number of guest speakers at the conference of Landmark affiliates, including franchisees, profit shares, members and their suppliers, which brought together people from 130 locations around Australia.

