

#### **ORGANIC PLUM PRODUCTION**

- Austria: ca. 20 ha (ca. 350 ha IP)
  - Styria: ca. 13 ha (32 growers)









#### WHY???

- until 2008: no possibility against plum moth
  - No officially allowed methods
  - Small orchards
- many open questions
- high risk



BUT: "high" market demand!!!







#### 1 grower – 1 vision

- Steps
  - <u>2008</u>:
    - change from IP to organic production
    - registration of mating disruption system (biohelp)
  - Cooperation with fruit selling company Oswald
    - good price (1,20-1,50 Euro/kg)
  - □ plum processing → creation of interesting plum products
- Need for more regional organic plum growers
  - More orchards more experience
  - idea for the project









#### PROJECT PARTNERS



Company (plant protection)



**Education and Research Centre** 



Fruit selling company





Research centre





University of Natural Resources and Life Sciences

Chamber of Agriculture and Forestry

**Reif Dieter** 

**Fattinger Michael** 

**Scheucher Rolf** 

**Ponhold Hannes** 

growers







#### **ASSIGNMENT OF TASKS**

- project coordination and management
  - chamber, fruit selling company, grower (Reif Dieter)
- literature research
  - university
- current experience (survey and questionnaire)
  - university
- observation and monitoring of pests
  - chamber, biohelp, growers
- trials (efficacy of pesticides and plant strengthener/fully covered orchards, rootstocks,thinning,...)
  - chamber, growers, Haidegg
- (market analysis, calculation)
  - Klosterneuburg







### **OBJECTIVE**

- Experience from current growers, research centres and advisors for new growers
- Improve organic plum production in Styria respectively Austria
- Improve the amount of regional organically produced plums on the market







#### **MEETINGS**

- For growers:
  - group meeting (outdoor)
  - project presentation for interested growers (indoor)
- For project partners:
  - annual meeting for discussing results and further

steps

- (3-day study trip)
  - Switzerland/Germany







#### **PUBLIC RELATIONS**

#### Presentations:

- organic fruit conference in Styria
- styrian growers meeting
- Biofach Nürnberg (international organic fair)
- ecofruit Conference in Stuttgart

#### Articles:

- agricultural newspaper "LM"
- fruit magazine "Besseres Obst" and "Obst Wein Garten"
- inerview with the grower Reif Dieter in the newspaper "Kleine Zeitung"







#### EUROPEAN INTEREST (VISITS)

- Organic growers from Germany
- Group of advisors from South Tyrol
- Slovenian growers
- Company Biocont (CZ)



#### RESULTS AND RESPONSE

- Organic plum production is possible
- Different types of interested growers
  - Organic growers with/without experience
  - □ IP growers with/without experience
- No expansion in Styria, but in Lower and Upper Austria
- Good market performance; still high demand







## RECOMMENDATIONS FOR FURTHER PROJECTS

- Clear definition of the project objectives
- Good assignment of tasks (timetable)
- Financial support
- At least one person should have experience with project management
  - formulation of the project
  - coordination
  - final report
- Regular meetings with project partners







# Thank's for your attention







