

**PMAC weekly update 14th to 21st May**

1. **Government agencies**: Proposed changes to the way organic production is regulated, ICPR changes , Country freedom status; Fine for failing to declare risky plants
2. **New Zealand News:** Minister of Foreign Affairs visits Japan; David Parkers Speech to the fourth China Business Summit in Auckland; New Zealand horticulture reaches new height at $8.8 billion; Too stoned to work!; Winston Peters confident about announcement of EU-New Zealand trade negotiations; Hop grower cluster is expanding; Reports of unequal avocado pricing; Strong case for reopening Gisborne to Napier line; Myrtle rust found in Porirua; Biosecurity and sustainable farming fund big winners in Budget; Remote insect technology a step closer for growers
3. **International news:** GAIN reports; Imported fruits are now a status symbol in India; China and New Zealand to develop kiwifruit gene pool; POM Wonderful’ s new ad campaign guides consumers through health awakenings; Chlorine decontamination can make foodborne pathogens undetectable; Infographic looking at the US Flower Industry; US: #FlowerMarketingMonday video series reaches thousands; NL: World of Flowers 2018 kicks off; Algae-based fertiliser turns vegetable farming green; US: Technology turns smartphones into foodborne illness detectors

***Editor’s comments***

*Highlights for this week are very varied. In the New Zealand section it is interesting to see David* *Parkers comments on trade and the argument New Zealand is promoting to down play nationalistic closed economies and promote open international trade. Of concern is an article wrongly accusing Avocado exporters of charging inflated prices at home while selling avocados cheaply in Australian supermarkets? Unfortunate it appears that New Zealand media are not interested in the facts and setting the record right on “false news”. The last article in the biosecurity section mentions a smart insect trap that could be used to set up retime reporting of fruit fly caught in the trap. Extensive trails of this trap are about to start in Australia.*

*In the international section I find the innovation section most interesting with news that fresh water algae grown in outdoor ponds can be used successfully as a vegetable fertiliser. This must be good for a country that has nitrate problems on dairy farms and a need for fertiliser on the horticultural property next door. Following this is an article that shows Purdue University has found a way to convert a mobile phone into an on the spot packhouse test for food borne bacteria.*

1. **Agency news**



* 1. **Proposed changes to the way organic production is regulated**

MPI have a consultation underway seeking feedback on whether New Zealand would benefit from new organic regulation. [See consultation documents available here](http://mpi.govt.nz/news-and-resources/consultations/proposed-changes-to-the-way-organic-production-is-regulated/)

* 1. **ICPR changes**

The following ICPR have been updated

* Chile has been updated with the import conditions for Prunus pseudocerasus, section 4.3.4 Tissue Culture (in vitro plant material).
* Korea has been updated in appendix 1. the quarantine Pest List to include 22 new pests.
* Russia and EEU has been updated with
* Commodity specific requirements under sections 4.1 fresh fruit, 4.3.2 bulbs/tubers/corms/rhizomes, 4.3.3 whole plants and 4.4.1 seeds for sowing.
* newly introduced pests to the quarantine pest list

The full ICPR’s can be viewed here. [Importing Countries Phytosanitary Requirements](http://mpi.govt.nz/law-and-policy/requirements/importing-countries-phytosanitary-requirements/)

 If you need any further clarification please contact your Independent Verification Agency in the first instance.

* 1. **Country freedom status**

The [Country freedom status database](http://mpi.govt.nz/news-and-resources/resources/registers-and-lists/country-freedom-status/) has been updated to note the following two nematodes are not present in New Zealand Meloidogyne enterolobii and Xiphinema rivesi

* 1. **Fine for failing to declare risky plants**

MPI applauds the $3,300 fine dished out by the Mānukau District Court yesterday to an air traveller who deliberately failed to declare plant materials to quarantine officers. Ruifang Li who arrived from China in April ticked the "no" box next to the question on her declaration card asking whether she was bringing plants into New Zealand. A baggage search revealed seeds concealed in 3 bags of food and in a hand towel. Two plant cuttings were also found in her baggage. Ms Li also pulled out a cutting from her jacket pocket during the inspection.

The sentencing follows the recent $4,750 fine in the Mānukau District Court for a frequent traveller from Thailand, who failed to declare packets of seeds and fresh garlic bulbs. [Full article available here](http://mpi.govt.nz/news-and-resources/media-releases/fine-for-failing-to-declare-risky-plants/)



1. **New Zealand News**



* 1. **Minister of Foreign Affairs to visit Japan**

Foreign Affairs Minister Winston Peters travelled to Japan over the weekend to attend the eighth Japan-Pacific Leaders’ (PALM) Meeting and to undertake a number of bilateral calls. The meeting was also attended by Leaders from Pacific Islands Forum member countries and territories.

Mr Peters also had meetings with Prime Minister Abe, Deputy Prime Minister Taro Aso and Foreign Minister Taro Kono.  [Full article available here](https://www.beehive.govt.nz/release/minister-foreign-affairs-visit-japan)

* 1. **David Parkers Speech to the fourth China Business Summit, in Auckland**

 Last December, New Zealand celebrated 45 years of diplomatic relations with China. That occasion was an opportunity to chart the staggering development we have witnessed in the bilateral relationship since its modest beginnings.  China is now one of New Zealand’s most significant political, economic and cultural partners. And we are proud to have a strong and constructive bilateral relationship with China.  Trade and economic ties have proven to be some of the most vibrant and dynamic elements of our relationship with China.

------ Investment is another important facet of the relationship. New Zealand welcomes foreign investment where it can be proven to bring productive economic growth to our country. This is where our screening regime comes in. It is a privilege, not a right, to invest in New Zealand. Our screening regime is open, transparent and country‑neutral and provides New Zealanders with the assurance that investment from overseas will bring benefits to New Zealand. We are upfront about this and feel that our regime, including the recent changes, is fair and responsible.  The Government has announced a range of changes to our foreign investment regime. The changes will modernise the process and bring the rules into line with the public attitudes of New Zealanders.

------One area of particular focus, given my role, is of course the upgrade of the New Zealand‑China Free Trade Agreement.  A lot has changed in the 10 years since the previous Labour Government signed the FTA. Advances in technology have opened up further opportunities, but also new issues in the trading relationship. China has broadened its free trade policy to embrace new issues like e-commerce and competition regulation, and has increased its focus on areas such as the environment. And China’s commitments in some of its recent FTAs have resulted in better access for services exporters.

We want the upgrade of our 2008 Agreement to reflect these changed realities and build upon them. We are keen to address issues that will make a real difference for New Zealanders seeking to expand and deepen our ties with China, and take advantage of the growing opportunities in our largest export market. We’ve had three rounds of negotiations so far and are looking to schedule the next meeting in the coming weeks.

In relationship terms, we share Premier Li Keqiang’s ambition that our FTA continues to be China’s “highest level” agreement. A high quality upgrade will ensure this remains the case. It would also demonstrate our shared commitment to trade and our view that trade agreements, designed the right way, benefit our communities in New Zealand and China. We are optimistic that our shared commitment to free trade and rejection of protectionism will be reflected in the upgrade.

Over the last forty years, China has gradually opened the door to international trade through a slew of economic reforms. China’s leaders have been stressing that they are committed to these reforms, and we are hopeful that they will continue upon this trajectory. We have welcomed comments by President Xi Jinping in defence of the rules‑based international order, and to encourage free trade.

We have welcomed China taking steps to play a stronger role in defending and advocating for economic globalisation and open markets. China’s continued support for and investment in the rules‑based order is crucial.

There are four ways this Government will be promoting New Zealand’s interests in this increasingly uncertain global trading environment and where we can use support from our trading partners including China. The first, is defending the rules‑based system. There is no doubt that a robust, well-functioning rules-based international system, like the WTO, benefits all players large and small. It’s easy to forget that before 1994, there were no enforceable rules on agricultural trade. I encourage China to join us in defending the rules‑based order which has delivered so much benefit to both our countries.

The second, is accelerating our efforts to embed New Zealand in the emerging regional architecture. Agreements such as the CPTPP and RCEP are demonstrations of our commitment to open, progressive and predictable trade in the Asia‑Pacific.

The third, is actively building like-minded coalitions to sustain and support global and regional public goods. This reinforces the wider rules‑based system like the OECD, APEC and the Commonwealth among others.

The fourth is advancing “open plurilateralism”, which includes supporting open accession to plurilateral agreements like CPTPP as well as support for WTO institutions.  [Full article available here](https://www.beehive.govt.nz/speech/speech-fourth-china-business-summit-auckland)

**General**

* 1. **New Zealand horticulture reaches new height at $8.8 billion**

# New Zealand horticulture had another record breaking year in 2017. The industry was valued at $8.8 billion, up $100 million from 2016, and the total value of exports was close to $5.12 billion, up $14 million from the year before.According to the latest Fresh Facts, New Zealand horticultural produce was exported to 128 countries, with five markets—Australia, Continental Europe, the USA, Japan and China—taking up more than two-thirds of the total exports. Exports to Asia reached $1.95 billion, twice as much as any other continent/region. To view the latest issue of Fresh Facts, as well as all previous issues, visit [www.FreshFacts.co.nz](http://www.freshfacts.co.nz/) or download the Fresh Facts app on Apple App Store or Google Play.Key facts\* Produce from the NZ horticultural sector exceeded $8.8 billion in the year to 30 June 2017.\* The total value of horticultural exports was $5.12 billion in 2017, an increase of 91% ($2.7 billion) from 2007.\* New Zealand’s biggest horticultural export was kiwifruit, worth $1.66 billion. Other key exports were wine ($1.54 billion), apples ($691 million), and avocado ($147.5 million).\* Avocado export grew from $82 million in 2016 to $147 million in 2017, likely in part to the biennial nature of avocado production. In 2015 avocado export was valued at $115 million.\* Exports to five markets: Australia, Continental Europe, the USA, Japan and China accounted for almost $3.5 billion and 67.7% of the total exports.\* The diversity of horticultural exports is apparent in the 22 categories exported to Asia, each between $5 million and over $1 billion, and 13 categories to Australia, each between $7 million and over $440 million (fob) value. [Full article available here](http://www.freshplaza.com/article/194690/New-Zealand-horticulture-reaches-new-height-at-8.8-billion)

* 1. **Too stoned to work!**

Substance abuse problems, timekeeping and the attitude of young people entering workforce must be addressed for the future of the horticulture industry, says Vegetables NZ Inc. chairman Andre de Bruin. The Dargaville kumara grower says the industry relies on a core of good “fantastic seasonal workers” but that core is not coming through in the younger generation. There is an occasional “gem” but they are getting much harder to find.

De Bruin says they have excellent locals at the core of their industry who do a great job. But outside that core they can no longer get good workers. The industry has supplemented with backpackers who are in short supply this year. One local grower has recognised seasonal employer (RSE) workers and he says “you know they will turn up”.

“The problem is the additional ones that used to become the core are not upskilling in the required numbers to become the core. The additional locals coming in tend to be operating at a much lower level. “Particularly our younger folk -- they seem to be brought up to think they have all the rights and no responsibility. From day one they are telling you how they will operate and how you will operate and not actually wanting to be part of the team. And they just don’t particularly want to work.”

The work is physical, but not unreasonable, he says. He says some media reports have criticised seasonal jobs as not real jobs. “These people will never get a long term permanent job if they cannot start with something like seasonal work. They are denying themselves the opportunity to get the step up. “The seasonal worker round is the real bedding-down place where people learn how to get out of bed and go to work; they learn the work ethic. If they do a good job they may get a good reference then they can get a good permanent job. [Full article available here](https://www.ruralnewsgroup.co.nz/rural-news/rural-general-news/too-stoned-to-work?utm_source=Rural+News+Group+Weekly+E-Newsletter&utm_campaign=c433834bc3-Rural_News_Group_Bulletin_16_January_2018&utm_medium=email&utm_term=0_fb79f8bfe8-c433834bc3-59798541&ct=t(Rural_News_Group_Bulletin_16_January_2018))

* 1. **Winston Peters confident about announcement of EU-New Zealand trade negotiations**

Foreign Affairs Minister, Winston Peters, was confident the EU would agree to start trade negotiations with New Zealand when it meets on May 22. He said serious progress had been made to the extent they believed there wold be an announcement from the EU in respect to a free-trade negotiation start. Jacinda Ardern discussed the proposed deal with French President, Emmanuel Marcon, as she lobbied for the EU to agree to start negotiations. The French Ambassador to New Zealand, Florence Jeanblanc -Risler, said any deal between New Zealand and Europe would look significantly different to the CPTPPA. Mr Peters added that while he was confident talks would begin soon with the EU, he did not know how long it would take to conclude a trade deal[. Full article available here](https://www.nbr.co.nz/subscribe/215438)

**Industry news**

* 1. **New Zealand kiwifruit business fined over $30,000 for underpaying workers**

A Bay of Plenty kiwifruit picking business has been fined more than $30,000 for avoiding minimum wages and illegally deducting money from a worker. Aulack made 12 employment breaches, mostly relating to employment agreements and wage record-keeping. The Employment Relations Authority (ERA) said Aulack was a repeat offender.

A statement taken from a senior employee, who was in charge of payroll and involved in other administration, disclosed systematic underpaying of workers. The inspectorate found more than 250 people had worked for the business in the 12 months previous to its inquiries. Most were backpackers on working holiday visas and locals who were transient or casual. They were employees vulnerable to exploitation because they were less able to identify the employment breaches, the ERA said.

As reported on [stuff.co.nz](https://www.stuff.co.nz/business/103884574/bop-kiwifruit-business-ordered-to-pay-over-30k-in-underpaid-work-case), Labour Inspectorate regional manager Kevin Finnegan said although the whole sum owed to employees was only about $500, the ‘persistent and deliberate’ breaches have meant a hefty $30,000 fine. [Full article available here](http://www.freshplaza.com/article/194520/New-Zealand-kiwifruit-business-fined-over-30%2C000-for-underpaying-workers)

**Crop news**

* 1. **Hop grower cluster is expanding**

New Zealand’s hop growers were expanding to cater for craft beer demand. Growers were making large investments in new plantings and facilities according to NZ Hops. NZ Hops Chief Executive, Doug Donelan, said wind and heat dominated the growing season before harvesting started in mid-February. It meant growers produced a much lighter crop than expected. Total volume fell 38,000 kg on the year before. NZ hops had 18 growers two years ago, and now it has 23. Hops only grow around Motueka. The rise of craft beer had brought more contracts into the market and big breweries paid for a wide range of hops. Mr Donelan added they were now growing speciality varieties which weren’t as high yielding, but were higher value. He noted demand for NZ speciality hops continued, however market signals were slowing in mature craft beer markets [Full article available here](https://farmersweekly.co.nz/section/horticulture/view/hop-grower-cluster-is-expanding)

* 1. **Reports of unequal avocado pricing**

# *New Zealand avocados go on sale for $7* Avocado lovers in New Zealand have been left outraged after supermarket images revealed they are paying almost five times more than some Australians. $6.99 each at a New Zealand supermarket versus $1.50 each in Perth .  [Full article available here](http://www.freshplaza.com/article/194824/New-Zealand-avocados-go-on-sale-for-7)

***NZ Avocados released the following email to its members in response to the above article***

This week we have seen increased activity in New Zealand media around the price of avocados in New Zealand. NZ Avocado has been working with NZ market suppliers and media in response to this.

On Monday 14th May, The Hits radio station placed a post on their Facebook page relating to current avocado prices in New Zealand vs Australia. The avocados in the picture on that page indicated the avocados in questions have clearly not been exported from New Zealand, they do not have stem buttons and are labelled with Australian "Lovacado" branding. Further to this, the New Zealand Avocado export season to Australia finished in February.

 NZ Avocado responded to The Hits post on Monday 13th May with the following key messages:

* This appears to be a case of mistaken identity.
* In New Zealand we harvest our avocados by clipping their stalk, which leaves a little “button” in the avocado. In Australia the fruit is plucked from the tree, which leaves a hole where the stalk used to be. The fruit in the picture on the right looks like it was plucked Australian fruit
* Australia is in the middle of its domestic avocado season, hence the lower price. The main New Zealand avocado harvest runs August to February, and there is a very low weekly supply of avocados in New Zealand right now as we are outside of the main season. See more information on New Zealand avocado [seasonality here:](https://www.facebook.com/nzavocado/videos/1350840861637876/)

The story has subsequently been picked up by various online news services and a short item aired on television show The Project at 7:30pm on Thursday 17th May. NZ Avocado has been contacted by The Hits and by television shows Breakfast and Seven Sharp. In all instances we have attempted to front the media and offered the shows an interview with the NZ Avocado CEO. All three interviews have been cancelled following preliminary discussion with producers where we have explained that avocado seasonality is the key reason behind supply shortages.

**Other**

* 1. **Strong case for reopening Gisborne to Napier line**

New Zealand’s Tairawhiti Rail will try to reopen the Gisborne to Napier railway line, which it sees as financially viable. The new, not-for-profit organisation Tairawhiti Rail (TRL), believes there is a strong commercial case for restoring the rail link, based primarily on shipping containers and supported by the recent growth in horticulture and timber processing. There are approximately 5000 containers a year to be trucked to Napier in the next two to three years. This could grow to 10,000 over the next 10 years. It costs $1600 to 1700 to bring in a container by road. By rail this could be $1000 to 1100.

When reaching the number of 10,000 containers, the saving for local industries would be $6 million to 7 million a year. Produce shipped to Tauranga, kiwifruit, persimmons and wine, could also be diverted to Napier. [Full article available here](http://www.freshplaza.com/article/194606/Strong-case-for-reopening-Gisborne-to-Napier-line)

**Biosecurity**

* 1. **Myrtle rust found in Porirua**

The council confirmed myrtle rusts presence on a row of ramarama shrubs on Parumoana St, opposite the Pak 'N save supermarket, last week. [Read more at Stuff (Katarina Williams)](http://www.stuff.co.nz/environment/103833578/plant-fungus-myrtle-rust-found-in-porirua)

* 1. **Biosecurity and sustainable farming fund big winners in Budget**

The Government allocated $9.3 million over four years in new operating funding towards improving New Zealand's biosecurity systems to better manage the risks from imported pests and diseases.
It comes on top of the $85m in new operating funding announced in March to help fight *Mycoplasma bovis*, Agriculture Minister Damien O'Connor said.

Farm management tool Overseer received $5m of operating funding over the next four years, equating to $1.25m a year. [Full article available here](http://www.freshplaza.com/article/194877/New-Zealand-Biosecurity-and-sustainable-farming-fund-big-winners-in-Budget)

The Coalition Government is delivering on its commitment to strengthen New Zealand’s biosecurity system and support our valuable primary sector, says Agriculture, Biosecurity, Rural Communities and Food Safety Minister Damien O’Connor. It has become clear that further investment in biosecurity is needed as our global trade and tourist numbers increase. We’ve just had our busiest biosecurity summer on record, with 2 million passengers screened at the border between December and February and 4,000 fines handed out – mostly for undeclared fresh produce, which can carry the destructive fruit fly.

“The Coalition Government’s biosecurity initiatives receive $9.3 million in new operating funding in Budget 2018 over the next four years to improve our offshore biosecurity systems to better manage the risks posed by imports. We will also speed up the review of import health standards. Budget 2018 also provides a new operating funding of $38 million over two years for MPI to ensure our primary sector is well supported by Government initiatives as we work together to grow New Zealand’s reputation as the most trusted source of sustainable and premium natural products in the world. [Full article available here](http://www.freshplaza.com/article/194802/New-Zealand-Stronger-biosecurity-to-protect-primary-sector)

* 1. **AU: Remote insect technology a step closer for growers**

A new technology-based insect detection company (RapidAIM) will begin national Australian trials of its Generation 2 product and service this season, as part of the Smart Traps project.

A Smart Traps project will focus on smart trap technology for the surveillance of fruit fly in Australia. They will deploy a network of smart traps with very low power sensors that detect and discriminate between insects which then communicate to our cloud servers in real time. Once a detection is made, and analytics are performed in the cloud, an alert with the presence and location of the pest is sent to a smart phone or desktop for the end user to make management decisions. One of the distinct advantages is that the unique design of the capacitance sensors inside the traps allow for the discrimination of insects based on their behaviour.

Manual monitoring of fruit fly traps causes delays, risks outbreaks, and the loss of markets. RapidAIM is the solution. We aim to provide a service enabled by proprietary technology. Subscribers of the service are growers and biosecurity agencies, they receive real-time alerts of the presence and location of fruit fly. This allows them to respond rapidly to control the flies, minimize production losses, not waste time checking empty traps, and receive early warning of future fruit fly hot spots.

In April last year, RapidAIM completed the first semi-commercial field trial, comprising a grid of 80 traps across the Shepparton district, in an active production system in collaboration with agronomists and growers. We found that our automated traps achieved very high accuracy for the automated detection of fruit flies entering the traps when compared to the numbers of actual flies that were caught in the traps," "This compares with other commercial smart traps which can sometimes fail to detect or misidentify insects - this is a risk with image based technology. [Full article available here](http://www.freshplaza.com/article/194859/AU-Remote-insect-technology-a-step-closer-for-growers)



1. **International news**

**Comment**

* 1. **GAIN reports**

Gain reports are from the “Global Agricultural Information Network” and are produced by the USDA. They are designed to provide timely information on the economy, products and issues in foreign countries that are likely to have an impact on United States agricultural production and trade. The information in them is written for USA exporters but the majority is equally relevant to New Zealand. With regard to import regulations for a particular market New Zealand exporters should first check the countries ICPR on MPI’s web site. These are collated specifically for New Zealand product. However the Gain reports often provide additional information that is useful e.g. on grading and labelling, economic profiles. This week see:

1. **Chile Apples, Fresh, Grapes, Table, Fresh, Pears, Fresh 2018**MY2017/18 climatic conditions have been favourable for production, with enough chill hours during the winter and with enough rainfall that secured water availability for the next production seasons.  [Fresh Deciduous Fruit Semi-annual\_Santiago\_Chile\_5-3-2018](http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Fresh%20Deciduous%20Fruit%20Semi-annual_Santiago_Chile_5-3-2018.pdf)
2. **Morocco Food Safety Law** This report contains an unofficial translation of Morocco’s Law #28-07 on food safety.  The law was later implemented through Decree #2-10-473 to address articles 5, 7-10, and 12-15; Decree #2-12-389 to address articles 16-20 and Decree #2-15-219 to address article 21.  The law was not notified to the WTO. [Food Safety Law\_Rabat\_Morocco\_5-12-2018](http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Food%20Safety%20Law_Rabat_Morocco_5-12-2018.pdf)
3. **South Africa Apples, Fresh, Pears, Fresh, Grapes, Table, Fresh Deciduous Fruit Production and Exports under Severe Pressure from the Drought** The severe drought in the Western Cape, will severely impact the availability of irrigation water in the 2017/18 MY.  As a result, the 2017/18 MY production and export of deciduous fruits is expected to decrease significantly.   [Fresh Deciduous Fruit Semi-annual\_Pretoria\_South Africa - Republic of\_5-15-2018](http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Fresh%20Deciduous%20Fruit%20Semi-annual_Pretoria_South%20Africa%20-%20Republic%20of_5-15-2018.pdf)

**Business**

* 1. **Imported fruits are now a status symbol in India**

For a while now, imported fruit has been making it to the Dawaat-e-Iftar where it has become a status symbol at high profile functions in the city.  These fruits are costlier than the regular varieties available locally and are known for their quality and taste. Apples, berries, kiwis, oranges, dragon fruits, avocados, dates, guavas and cherries are imported from various countries by the fruit merchants here and supplied to the Iftar parties. [Full article available here](http://www.freshplaza.com/article/194860/Hyderabad-Imported-fruits-are-now-a-status-symbol-in-India)

  **China**

* 1. **China and New Zealand to develop kiwifruit gene pool**

China and New Zealand have agreed to develop a kiwifruit gene pool over the next five years, in southwest China's Sichuan province. The goal is to enhance research cooperation on the popular fruit. A joint laboratory was officially launched by the Sichuan Provincial Academy of Natural Resources Science and the New Zealand Plant and Food Research Institute in Chengdu on May 15.

Researchers will push forward the application of big data and genomics through integrating the resources, markets, technology and human resources of the two countries. This way they will be able to build the world's largest kiwifruit gene pool. [Full article available here](http://www.freshplaza.com/article/194730/China-and-New-Zealand-to-develop-kiwifruit-gene-pool)

 **Marketing**

* 1. **POM Wonderful’s new ad campaign guides consumers through health awakenings**

The original article describes a multifaceted ad campaign that builds the health benefits associated with pomegranates- worth a look. To view the complete new ad campaign please visit [https://www.pomwonderful.com/dolphin](http://www.pomwonderful.com/dolphin).  [Full article available here](http://www.freshplaza.com/article/194557/POM-Wonderfuls-new-ad-campaign-guides-consumers-through-health-awakenings)

 **Food safety**

* 1. **Chlorine decontamination can make foodborne pathogens undetectable**

The study shows chlorine-treated foodstuffs may not actually be safe.

Foodborne disease presents a consistent but frequently preventable threat to public health, and is responsible for an estimated 2.2 million deaths worldwide annually. In the UK, it is estimated that each year one million people suffer a foodborne illness, resulting in 500 deaths.

The research team’s findings may help explain outbreaks of Salmonella enterica and Listeria monocytogenes among produce in recent years. As a consequence of the research one of the collaborators, [Vitacress Salads](http://www.vitacress.com/), has become the first UK company to obtain supermarket approval to sell fresh produce washed in spring water without chlorine.

Many bacteria instead survive a stress by entering a viable but nonculturable (VBNC) state in response to environmental stresses. It is thought Chlorine induces the VBNC state in foodborne pathogens Listeria monocytogenes and Salmonella enterica and chlorine was ineffective at killing total populations of these pathogens. The data shows that VBNC foodborne pathogens can both be generated and avoid detection by industrial practices, while potentially retaining their ability to cause disease.” The lead researcher has stated “This latest publication further validates our adoption of an environment and consumer friendly wash process, suggesting that whilst chlorine washed salads may sometimes yield lower microbial counts, the chlorine could simply be hiding potential problems that we would see and address. [Full article available here](https://www.newfoodmagazine.com/news/66860/chlorine-pathogens-undetectable/)

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 **Floral News**

* 1. **Infographic looking at the US Flower Industry**

Did you know that Americans spend more than $26 billion annually on floral products? In the U.S., there are more than 23,000 establishments in the US floral industry, which includes florist establishments, wholesaler, and floriculture growers. This industry has employed more than 83K people in total. The original article that has an interesting infographic full of statistics.

Information includes sales facts that 79% of flowers are purchased by woman 21% by men. 63% are purchased for the customer 27% as a gift. [Full article available here](http://www.floraldaily.com/article/15340/Infographic-looking-at-the-US-Flower-Industry)

* 1. **US: #FlowerMarketingMonday video series reaches thousands**

According to Social Media Today, 90 percent of customers say videos help make buying decisions. This is the strategy behind the American Floral Endowment's (AFE's) [#FlowerMarketingMonday](http://endowment.org/flowermarketingmonday-promotes-flowers-through-weekly-videos/) weekly video series, which has reached more than 30,000 consumers in its few weeks.

The video series that kicked off in mid-April, and continues through December 2018, features a weekly flower marketing video for the floral industry to use to promote everyday flower buying, holidays, and special life moments. This campaign follows other successful efforts and programs the organization has created to support industry growth, including studies to Marketing to Millennials, Internship programs to bring top talent to the industry, and even a How-To Guide to selling on Pinterest.

In all, over 50 videos are set to be released in 2018, and every video can be downloaded, personalized and re-posted on industry members’ websites and social media platforms. The video library will continue to grow throughout the year and the videos can be used at any time.
 [Full article available here](http://www.floraldaily.com/article/15381/US-#FlowerMarketingMonday-video-series-reaches-thousands)

* 1. **NL: World of Flowers 2018 kicks off**

Only 6 more months and the International Floriculture and Horticulture Trade Fair (IFTF) opens its doors again in Vijfhuizen, the Netherlands. From the 7th till the 9th of November the Expo Haarlemmermeer will be the centre of the international Floricultural world. Visitors from all over the world come to the IFTF to see the latest developments and to be inspired by all activities and exhibitors. [Full article available here](http://www.floraldaily.com/article/15404/NL-World-of-Flowers-2018-kicks-off)

 **Innovation**

* 1. **Algae-based fertiliser turns vegetable farming green**

Regulations and consumer needs have expanded the market for food products labelled green. However, affordable technological tools to produce vegetables sustainably are not readily available. To compound the challenge, European vegetable suppliers have neither the knowledge nor the willingness to change their cultivation methods.

The EU-funded VegaAlga (Sustainable agricultural eco-system: business and technological solution for eco-conscious vegetable cultivation using on-site produced algae fertilizer) initiative set out to establish a sustainable agricultural ecosystem using microalgae-based fertiliser. The innovation process is divided into two important parts. The first was to improve and finalise an algae production system so that the algae can be cultivated securely. The second part was to successfully show that the algae treatment on the soil works. “

VegaAlga developed microalgae-based fertiliser that was positively received by farmers that tested the product. Farmers completed a questionnaire where the majority (15 of 17 farmers) said the algae fertilisers were more effective than inorganic products in the market. [Full article available here](http://www.hortidaily.com/article/43211/Algae-based-fertiliser-turns-vegetable-farming-green)

* 1. **US: Technology turns smartphones into foodborne illness detectors**

Purdue University researchers have developed detection technology that allows a typical smartphone to analyse produce for foodborne pathogens such as E. coli O157:H7, which has been linked to a deadly outbreak in romaine lettuce.

The technology involves both hardware – a smartphone cradle – and software in the form of an application that is downloaded on the phone. The combination allows the smartphone to be used as an on-site illuminometer, an instrument used to measure light. The lettuce or other produce is rinsed with an enrichment liquid containing a modified phage, a virus for bacteria. The phage then infects harmful foodborne bacteria so that when a substrate is added, they emit light, which is detected by the smartphone’s camera through the downloaded app and a green dot appears on the screen.

“This technology could be used on a farm or in a food processing factory to provide on-the-spot detection,” said Euiwon Bae, a senior research scientist in the Purdue School of Mechanical Engineering, who developed the technology along with Bruce Applegate, a professor in the Purdue Department of Food Science. “This rapid detection is critical for getting safe produce to consumers.”. A patent application has been filed by the Purdue Office of Technology Commercialization, and the technology is available for licensing. [Full article available here](http://www.hortidaily.com/article/43291/US-Technology-turns-smartphones-into-foodborne-illness-detectors)

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