

Final Report

Lychee Industry Communication Program

Project leader:

Jill Houser

Delivery partner:

Australian Lychee Growers Association

Project code:

LY20000

Project:

Lychee Industry Communication Program (LY20000)

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OR

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Level 7

141 Walker Street

North Sydney NSW 2060

Telephone: (02) 8295 2300

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Public summary

Lychees were introduced into Australia more than 100 years ago and over this time the industry has developed from a “small exotic fruit” industry into a progressive and robust industry. The Australian Lychee industry is represented by the industry’s Peak Industry Body, the Australian Lychee Growers Association (ALGA). Lychees are grown and harvested from October in Far North Queensland to early March in New South Wales and the industry has a significant advantage over other suppliers on world markets, as no other country can offer such a long line of supply of quality controlled fresh lychee product.

ALGA provides the Australian Lychee industry with a wide range of communication options, and with an understanding of the industry’s requirements this information and knowledge is communicated and shared with all growers and industry stakeholders. Within the program timeframe, the Lychee Industry Communication Program LY20000 has promoted awareness of the industry’s new and existing R&D and Marketing programs and has encouraged participation, uptake and adoption of levy funded programs. The industry communication mediums used to promote grower and industry awareness are:

- Industry tri-annual magazine *Living Lychee* editions issued in March, July & October.
- Industry tri-annual eNewsletter *Lychee aPeel* editions issued in February, June & September.
- Australian Lychee Growers Association website www.australianlychee.com.au
- Annual Growers Meeting held in different growing regions each year.
- Email notices and updates from algaeo@australianlychee.com.au
- Industry surveys through www.australianlychee.com.au
- Promoting export awareness & providing accreditation requirements

Keywords

Living, lychee, litchi, communication, magazine, eNewsletter, export, accreditation.

Introduction

The lychee industry invests grower levies into R&D and Marketing programs with the ultimate aim of improving business profitability & sustainability for all lychee growers. The industry communication program provides communication and extension services to the Australian Lychee industry by increasing knowledge about R&D and Marketing programs and to facilitate behavioural change and increased adoption of Lychee R&D.

The Lychee Industry Communication Program aligns with both the 2017/2021 & 2022/2026 Strategic Investment Plans under four key outcome areas:

- Demand creation
- Industry supply, Productivity & sustainability
- Extension & capability
- Business insights

To achieve these, the industry communication program concentrates on disseminating information by (1) a printed journal *Living Lychee* (2) the industry website www.australianlychee.com.au (3) the industry’s tri-annual *Lychee aPeel* eNewsletter, (4) the annual grower meeting R&D presentations and (5) assisting growers with export awareness and export readiness.

The industry journal promotes industry and relevant cross-industry R&D projects, Industry marketing & PR programs, Industry programs e.g. export information, market access; Industry news, season updates and grower orchard best practices via interviews with growers.

As a result, it highlights the return on investment from the lychee industry R&D and marketing levies and increases the understanding of the levy system and the role of Hort Innovation.

The industry website provides information for visitors to become more aware of the Australian lychee industry and of lychees, and how to store, use and buy them and provides growers and stakeholders with a reference point for current information about lychees.

Methodology

The LY20000 Communication Program has successfully delivered using the following Methodology:

Living Lychee magazine:

- Issuing three (3) editions of the industry *Living Lychee* magazine each year (9 in total issues 84-92)
- Inserting R & D and Marketing information to keep growers informed on investments funded through Lychee R&D and Marketing levies

- Liaising with Hort Innovation Industry Service & Delivery Manager, R&D Managers and Marketing Managers and delivery partners on content
- Grower insights and input, with a focus on case studies of R&D output adoption
- ALGA Area reports, ALGA President & Executive Officer reports for each edition of the Living Lychee magazine
- Innovative and up to the minute industry products, machinery & equipment updates
- Crop protection including new minor use permit information
- Local and international industry related news items e.g. varroa mite, Hort award, weather predictions, flying fox regulations

Industry website:

The industry website was redesigned and updated to the latest technologies. The latest security updates implemented; template and admin updated

- Uploading new levy-funded R&D & Marketing program information
- Uploading of existing & new information and files e.g.
 - *Living Lychee* magazine to grower section
 - *Lychee aPeel* eNewsletter to 'News' and its own section
 - Updates to Industry chemical permits list
 - Grower meeting updates and presentations
 - Grower & industry stakeholder exposé
 - *Industry Grading Guide, Field Guide & S&M Toolkit* available for download (post makeover)
- Backup site, download and archive
- Add/Update any 'News' items as requested (see here: <https://australianlychee.com.au/our-industry/news>)

Industry *Lychee aPeel* eNewsletter:

- A vibrant and interesting grower eNewsletter design
- Utilizing the Mailchimp platform
- Including new and current industry related items
- Local and international items

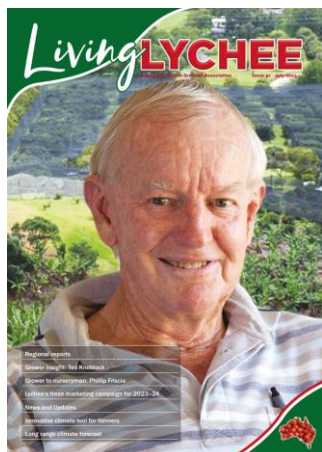
Grower Levy Payer R&D Day/Meeting:

The industry's annual Grower's meeting held at a suitable but different venue/orchard each year which includes presentations & updates on all industry R&D projects new and completed. As well as:

- Orchard spraying & calibrating demonstration
- UV sensitive spray with night walk using ultra-violet torches to view spray coverage
- Guided tour by Sunwater staff of Tinaroo Dam, a water supply to a variety of crops, including lychee
- Orchard/farm visits and talks by growers
- Hort Innovation's Lychee Industry Service & Delivery Manager invited to attend, present, meet and update growers on Hort Innovations news.

Export awareness - communicating & assisting growers to become export ready:

- Growers are updated with export/import quarantine protocol requirements
- Export information and export readiness focus at the annual Grower's meeting
- Pending approval of Market Access applications
- Sourcing new export markets
- ALGA's management of the USA export program by;
 - Communicating with growers the requirement and protocols
 - Assistance with applications, orchard cleanliness requirements, chemical guidelines, pests & diseases of concern, grading guideline, packaging requirements, segregation of fruit, audit & accreditation preparation
 -



Living Lychee cover July 2023 Issue 91

Living Lychee cover October 2023 Issue 92

Grower’s Meeting Yeppoon September 2023



Results and discussion

ACTIVITY	PROGRAM TIMELINE COMPLETION
Agreement Signed	20/12/2020
<p>Lychee aPeel eNewsletter issue: Jan/Feb 2021 Jan/Feb 2022 Jan/Feb 2023 Planning, Co-ordination & emailing, Website maintenance & updates, Grower communication on export</p>	<p>March 2021 Feb 2022 March 2023 Completed</p>
<p>Living Lychee: March 2021 March 2022 March 2023 Website maintenance & updates, Grower communication on export</p>	<p>April 2021 April 2022 April 2023 Completed</p>
<p>Lychee aPeel eNewsletter issue: May/June 2021 May/June 2022 May/June 2023 Planning, Co-ordination & emailing, Website maintenance & updates, Grower communication on export</p>	<p>June 2021 May 2022 Sept 2023 Completed</p>
<p>Living Lychee: July 2021 July 2022 July 2023 Website maintenance & updates, Grower communication on export</p>	<p>August 2021 August 2022 August 2023 Completed</p>
<p>Lychee aPeel eNewsletter issue: Aug/Sept 2021 Aug/Sept 2022 Aug/Sept 2023 Planning, Co-ordination & emailing, Website maintenance & updates, Grower communication on export</p>	<p>Sept 2021 Oct 2022 Nov 2023 Completed</p>
<p>Annual grower R&D meeting: Sunshine Coast 2021 Mareeba Tableland 2022 Yeppoon 2023 Summary of 3 x meeting presentations attached</p>	<p>15th September 2021 13th September 2022 5th September 2023 Completed</p>
<p>Living Lychee: October 2021 October 2022 October 2023 Website maintenance & updates, Grower communication on export</p>	<p>November 2021 November 2022 November 2023 Completed</p>
<p>LY 20000 Milestones 102/103/104/105/106: Milestone 190-Final</p>	<p>Completed Attached - Completed</p>

The LY20000 Lychee Industry Communication Program consists of 5 communication components via: *Living Lychee* magazine, *Lychee aPeel* eNewsletter, Industry website, growers meeting & export awareness.

Each component works well as an individual or a ‘whole’ communication resource & package.

The **Living Lychee magazine** was produced 3 times pa and each issue forwarded to approx. 250 lychee growers and industry related entities. In each edition, the industry’s R&D and Marketing programs were published along with reports from each growing area, reports from the ALGA President and Executive Officer, grower interviews, chemical updates, grower meeting presentations and other industry related topics.

The **Lychee aPeel eNewsletter** has filled the gap between each *Living Lychee* magazine and keeps growers and industry related entities abreast of local & international industry news as well as changes to workplace awards, Government assistance for drought preparedness, orchard netting programs & disaster relief assistance. Anything which growers have requested a desire to know more about.

The **ALGA website** was updated with the *Living Lychee* and *Lychee aPeel* editions, all grower meeting presentations can be accessed with a login or via a link sent to all growers. Current and previous news, views and announcements can also be found on the industry website.

The **Annual Grower Meetings** were very well attended and are a demonstration & confirmation of the interest all growers and industry related entities show in the Australian Lychee Industry. After the cessation of Hort Innovation Levy Payer Meetings in 2014, ALGA took the reins and established the current Grower Meetings which are held in conjunction with the ALGA Annual General Meeting. The Grower Meetings are for all growers whether or not they are members of the industry’s Peak Industry Body, ALGA.

The **Export Awareness & readiness** component has worked well for all growers who export or who are interested in exporting at a future date. Export is a vital part of the communication and marketing program for the industry as the industry is currently in a growth & development stage due to large plantings in all growing areas. These plantings are now slowly yielding the higher tonnage that industry has been predicting and with the higher tonnage comes the need for growers to consider export. The domestic market can easily become oversupplied which results in lower returns for the grower, an export awareness & readiness mind set must be acknowledged to ensure the industry fosters a successful export market without hindering supply to the domestic market. The 2022 Growers Meeting was promoted as ‘A focus on export’ with all presentations relating to export awareness & readiness. This focus continues to be reinforced at all meetings, in emails, publications and R&D programs. All levy paying growers receive the ‘whole’ communication package.

Outputs

Table 1. Output summary

Output	Description	Detail
<i>Living Lychee</i> Magazine	Audience of 250 growers & industry related entities R&D related articles Grower interviews Area reports Study tour-Vietnam USA export market Updates on Market access submissions Meeting presentations & Links	Posted to intended audience including Hort Innovation. Updated onto the industry website: https://www.australianlychee.com.au Issuing three (3) editions of the industry <i>Living Lychee</i> magazine each year in March, July and October. (9 in total issues 84-92)
<i>Lychee aPeel</i> eNewsletter	Audience of 250 growers & industry related entities R&D related articles Industry related topics Industry final reports & links Government updates on workplace awards, drought, netting & disaster assistance Meeting presentations & Links International industry related topics	Emailed to intended audience including Hort Innovation. Use of the MailChimp platform All issues are available on: Lychee aPeel eNewsletter-MailChimp Updated onto the industry website: https://www.australianlychee.com.au
Industry website	Audience of 250 growers & industry related entities <i>Living Lychee</i> publications <i>Lychee aPeel</i> eNewsletters R&D updates & final reports Grower interviews Industry news	The industry website was redesigned and updated to the latest technologies. The latest security updates implemented, template and admin updated. Visit the site here: australianlychee.com.au News items are found on the Home page and in ‘News’ (under ‘Our industry’ in top menu): https://australianlychee.com.au/our-industry/news Industry e-newsletter was uploaded to: https://australianlychee.com.au/our-industry/lychee-apeel-newsletter

		<p><i>Living Lychee</i> issues 91 & 92 were uploaded to the grower section (registration required to enter section)</p>
<p>Export awareness & readiness</p>	<p>Audience of 250 growers & industry related entities Management of USA export program Grower updates</p> <ul style="list-style-type: none"> ○ Non-protocol & protocol requirements ○ Assistance with becoming accredited properties ○ Assistance with audits ○ Assistance with FDA registration 	<p>2022 Grower meeting “Focus on Export” presented: Export Market Opportunities – ALGA Industry Tree Survey – ALGA Scale & Mealybug project – QDAF Monitoring lychee for clean fruit – LW Crop Services Advancements in phytosanitary irradiation – Steritech Trade & Investment Qld – TIQ Management options for mealybug QDAF Building Human Capacity – FNQ QAWN Plant Export Operations – DAFF Market Access disinfestation – QDAF Taiwanese lychee varieties – QDAF & ALGA High Pressure Wash – QDAF & ALGA</p>



2021 Sunshine Coast Growers Meeting Scale & Mealybug presentation by Yan Diczbalis (QDAF)



**2022 Presentation to Wah Day Family
at Mareeba Growers Meeting**

2022 Mareeba Growers Meeting



2023 Yeppoon Growers Meeting presentations

Outcomes

Outcomes this project is directly responsible for:

- Increased awareness of industry communication channels
- Increased knowledge and adoption of industry related levy funded R&D projects
- Increased awareness of industry related Marketing programs
- Increased awareness of the role of Hort Innovation as the horticultural RDC
- Increased understanding & the benefits of Lychee R&D and Marketing Fund investments

The LY20000 Lychee Communication Program’s primary goal was to keep levy paying growers informed and up to date with all aspects of levy funded R&D and Marketing and running a successful and well managed orchard. The ALGA database was utilized to forward the industry *Living Lychee* magazine & the *Lychee aPeel* eNewsletter out to all levy paying lychee growers and industry related stakeholders including Market Agents, Marketing coordinators, Researchers, Service Providers, Dept of Agriculture & Hort Innovation. This database is regularly updated with new growers coming into the industry, growers who have retired or sold their orchards and moved out of the industry as well as marketing agents, exporters, suppliers of industry related machinery and equipment, advertisers and other industry related stakeholders. Every one of these entities has received a copy of the *Living Lychee* magazine & *Lychee aPeel* eNewsletter. They have access to the industry website; they receive invitations to attend the annual grower R&D meetings and also access to information relating to the export communication program.

With approx. 250 lychee orchards throughout Queensland and NSW, and ALGA maintaining the grower database, ALGA has endeavoured to achieve 100% industry adoption of the Lychee Communication Program. A very small number of growers are not “internet” active, these growers have received hard copies of the e-Newsletter, invitations to grower

R&D meeting and any other internet or email communication which they will miss out on. New R&D outcomes may not suit all growers, but many will be open to new ideas and will welcome new research and cost saving ways which they can implement on their orchard. The Communication Program does communicate benefits that growers can achieve to improve their productivity and profitability.

Table 2. Outcome summary

Outcome	Alignment to fund outcome, strategy and KPI	Description	Evidence
<p>Outcome: 2017-2021 1. Increased capacity and productivity meets growing international and domestic demand. 2. Increased market access and export development improves returns to growers</p> <p>Outcome: 2022-2026 1. Demand creation 2. Industry supply, productivity & sustainability</p>	<p>Strategic Investment Plans: 2017-2021 Build uptake of research, development and better management practices amongst lychee growers. Secure market access to USA and identify and prioritize market access to countries with a large or growing Asian middle class.</p> <p>2022-2026 Improvement of pest & disease management through innovative R&D and a continued focus on export and market access, so that consumer knowledge, attitudes and purchase intent to drive volume growth. Improve productivity to maintain local & international competitiveness and viability of supply.</p>	<p>Increased grower awareness of research results and outputs, supporting earlier grower adoption of innovations and best practices. Supporting: (Economic) Increased orchard productivity (yield per unit of inputs) (Demand) Increased market access supporting higher prices and sustainable industry expansion. (Social) Increased sustainability of quality and affordable lychee supply, supporting increased consumption of lychees with associated health and wellbeing benefits. (Environmental) Increased environmentally sustainable production from adoption of industry best practice.</p>	<p>Grower Survey: Improved flowering and fruit production. More efficient use of resources. Types and application rates of sprays, fertilizers, pruning. Marketing, packaging, tree management. In addition to supporting the adoption of R&D recommendations and outputs, the industry communications support: (Economic, social, environmental) Increased grower understanding of and engagement with the lychee levy investment process. Industry level activities, potentially supporting greater industry involvement and improved future outcomes.</p>

Monitoring and evaluation

Living Lychee

Growers were asked for feedback & suggestions on articles for future editions of Living Lychee magazine:

- Items on chemical spray use and maximising efficacy
- Chemical product reviews and availability
- Carbohydrates for flowering
- Fruit quality specifications
- Orchard Management practices
- Improving soil health for growing lychee
- Technology advancements for industry to consider

Industry website

Visit the site here: australianlychee.com.au

News items are found on the Home page and in 'News' (under 'Our industry' in top menu):
<https://australianlychee.com.au/our-industry/news>

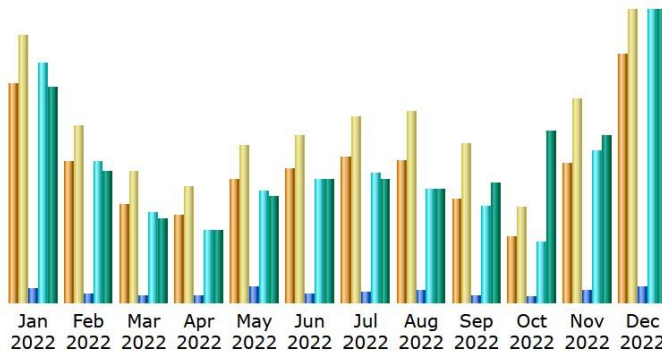
Industry e-newsletter was uploaded to:

<https://australianlychee.com.au/our-industry/lychee-apeel-newsletter>

Living Lychee issues 91 & 92 were uploaded to the grower section (registration required to enter that section).

Website visits for 2022

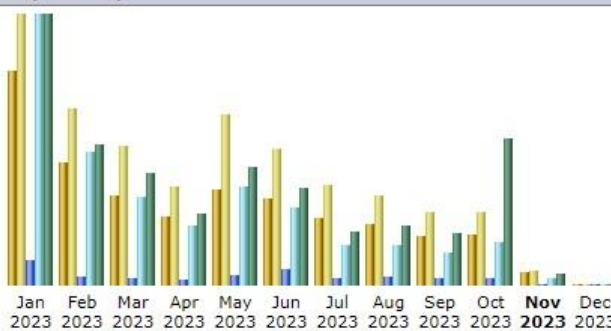
Monthly history



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2022	6,686	8,162	18,940	338,420	7.81 GB
Feb 2022	4,289	5,390	13,152	198,309	4.73 GB
Mar 2022	2,984	4,015	11,471	127,230	3.01 GB
Apr 2022	2,663	3,543	9,525	102,988	2.60 GB
May 2022	3,757	4,773	22,041	156,732	3.88 GB
Jun 2022	4,102	5,090	11,956	174,722	4.45 GB
Jul 2022	4,441	5,708	15,854	181,772	4.47 GB
Aug 2022	4,348	5,834	16,109	160,601	4.11 GB
Sep 2022	3,143	4,853	11,497	136,029	4.35 GB
Oct 2022	1,990	2,917	7,661	85,965	6.19 GB
Nov 2022	4,238	6,250	16,813	214,479	6.07 GB
Dec 2022	7,557	8,949	22,538	414,059	10.61 GB
Total	50,198	65,484	177,557	2,291,306	62.29 GB

Website visits for 2023

Monthly history



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2023	9,602	12,167	45,943	511,222	13.22 GB
Feb 2023	5,489	7,910	16,247	250,716	6.84 GB
Mar 2023	3,999	6,243	13,816	167,437	5.50 GB
Apr 2023	3,074	4,461	9,698	111,018	3.52 GB
May 2023	4,322	7,648	19,084	185,082	5.79 GB
Jun 2023	3,909	6,133	30,719	144,960	4.73 GB
Jul 2023	3,008	4,504	12,927	74,330	2.58 GB
Aug 2023	2,715	4,041	15,215	76,193	2.91 GB
Sep 2023	2,179	3,273	12,643	61,398	2.50 GB
Oct 2023	2,295	3,263	12,973	80,236	7.16 GB
Nov 2023	557	654	1,789	13,000	592.03 MB
Dec 2023	0	0	0	0	0
Total	41,149	60,297	191,054	1,675,592	55.32 GB

Lychee aPeel eNewsletter

The *Lychee aPeel* eNewsletter was issued to approx 250 growers and industry interested entities via the Mailchimp platform. The eNewsletter is issued in Feb/Mar, May/June & Aug/Sept, which is in-between publications of the Living Lychee magazine. Over the last 3 years of LY20000 Communication Program, 2,019 eNewsletters have been delivered with a 62.97% unique open rate & total opens of 2,365.

Title	Audience	Send Date	Total Recipients	Successful Deliveries	Unique Opens	Open Rate	Total Opens	Unique Clicks
Lychee aPeel February	Growers/Industry entities	Mar 07, 2021 10:58pm	246	242	155	64.08%	356	60
Lychee aPeel May/June	Lychee Growers/entities	Jun 08, 2021 08:44pm	245	243	148	60.84%	278	44
Lychee aPeel Aug/Sept	Lychee Growers/entities	Sep 07, 2021 01:15am	242	241	138	57.45%	260	39
Lychee aPeel Jan/Feb	Lychee Growers/entities	Feb 26, 2022 09:59pm	250	248	164	66.22%	351	47
Lychee aPeel May/June	Lychee Growers/entities	May 30, 2022 01:07am	251	249	150	60.40%	224	32
Lychee aPeel Sept	Lychee Growers /entities	Oct 07, 2022 02:10am	266	264	171	64.63%	322	31
Lychee aPeel March	Lychee Growers/entities	Mar 14, 2023 11:41pm	270	267	168	62.87%	303	38
Lychee aPeel June-Sept	Lychee Growers/entities	Sep 27, 2023 05:36pm	267	265	177	66.67%	271	19
			2037	2019	1271	62.97%	2365	310

[Lychee aPeel eNewsletter-MailChimp](#)

Grower R&D meeting

Industry grower R&D meetings have been held in different growing regions for the past 3 years of the current Communication Program. The industry has found that it is more beneficial for growers to take the annual meeting to a specific & new growing region each year, as there are differing pest and disease requirements and varying orchard maintenance and management styles in growing regions. Growers from the lychee industry have enjoyed interacting with their peers and are eager and passionate about their industry, all presentations have been industry related and of interest to the broader audience.

Meetings & presentations held at the following growing regions and growers orchards were:

2021 – Sunshine Coast attended by 86 growers & industry related representatives

[2021 GROWER MEETING PRESENTATIONS](#)

2022 – Mareeba attended by 121 growers & industry related representatives

[2022 GROWER MEETING PRESENTATIONS](#)

2023 – Yeppoon attended by 88 growers & industry related representatives

[2023 GROWER MEETING PRESENTATIONS](#)

Export awareness & readiness

The uptake and success of the Export Awareness & Readiness component of the Communication Program can be measured by:

1. an increase in the number of growers & properties taking part in the USA Export program - Yes
2. an increase in exported tonnage over the past 3 years - Yes
3. the number of growers who attended the 'Focus on Export' Growers Meeting in Mareeba - Yes
4. the increase interest & queries directed to ALGA - Yes
5. growers export awareness is now paramount due to the predicted increase in annual tonnage – Yes

Table 3. Key Evaluation Questions

Key Evaluation Question	Project performance	Continuous improvement opportunities
Have the following goals been met?		
Communication awareness	-Yes. Audience of 250 growers & industry related entities.	-Communicate updates of R&D relative to grower needs.
Communication content	-Yes. R&D, grower interviews, area reports, market access protocols and topics requested by growers.	-Specific marketing & promotion on small scale budget.
Industry development	-Yes. Marked increase in plantings, increase of	-Grower involvement in content. -Regular grower, tree & tonnage survey.

Adoption of R&D outcomes	markets and increase of returns for growers. -Yes. There has been grower support, understanding & uptake of levy funded R&D investments which have been communicated through the program Ly20000.	-Are grower’s communication needs being met. -Website information on market access protocol, requirements & orchard audit accreditation.
Future planning	-Yes. Growers have input for future industry R&D investments & uptake	-Increase circulation of both <i>Living Lychee</i> & <i>Lychee aPeel</i> eNewsletter with new growers to industry.
Grower/stakeholder satisfaction	-Yes. Satisfaction gauged by grower meeting attendance & increase of new growers.	-Grower ideas for future meeting presentation topics.

Recommendations

1. The information, research and content of the LY20000 Communication Program components are sourced from growers, industry related entities, suppliers, Government departments, and international industry news items. The Australian Lychee Growers Association as Service Provider of LY20000 has been committed in the hands-on management, input and organisation of the industry’s communication program. ALGA makes a further commitment to continue this work and involvement in the future Communication Programs in which the industry may be involved.
2. To encourage grower & industry stakeholder feedback to ensure the Communication Program continues to grow in line with industry requirements.
3. Continue to pursue export market access into countries with a large or growing Asian population.
4. Increase circulation of communication channels with the increase of new growers to the industry.

Refereed scientific publications

n/a

References

Hort Innovation

Department of Agriculture, Fisheries & Forestry

Intellectual property

No project IP or commercialisation to report

Acknowledgements

Management Committee members of the Australian Lychee Growers Association (ALGA)

Members of the Australian Lychee Advisory Committee (ALAC)

Growers of the Australian Lychee Industry

Nick Morenos of Fruit Tree Media

Appendices

1. 2023-10_LL.pdf – Living Lychee October 2023
2. 2023-07_LL.pdf – Living Lychee July 2023
3. Website-visitors.jpg – Website visits for 2023
4. Web-stats-2022.full.jpg – Website visits for 2022
5. Campaigns_Mailchimp Nov 2023 – Lychee aPeel eNewsletter stats
6. Images of 2021 Sunshine Coast, 2022 Mareeba, 2023 Yeppoon Growers Meeting

Links to:

- The Lychee Industry webpage - australianlychee.com.au

- The *Lychee aPeel* eNewsletters -[LLychee aPeel eNewsletter-MailChimp](#)
- 2021-2023 Grower Meeting Summaries & Presentations
 - 2021 – Sunshine Coast attended by 86 growers & industry related representatives
 - [2021 GROWER MEETING PRESENTATIONS](#)
 - 2022 – Mareeba attended by 121 growers & industry related representatives
 - [2022 GROWER MEETING PRESENTATIONS](#)
 - 2023 – Yeppoon attended by 88 growers & industry related representatives
 - [2023 GROWER MEETING PRESENTATIONS](#)