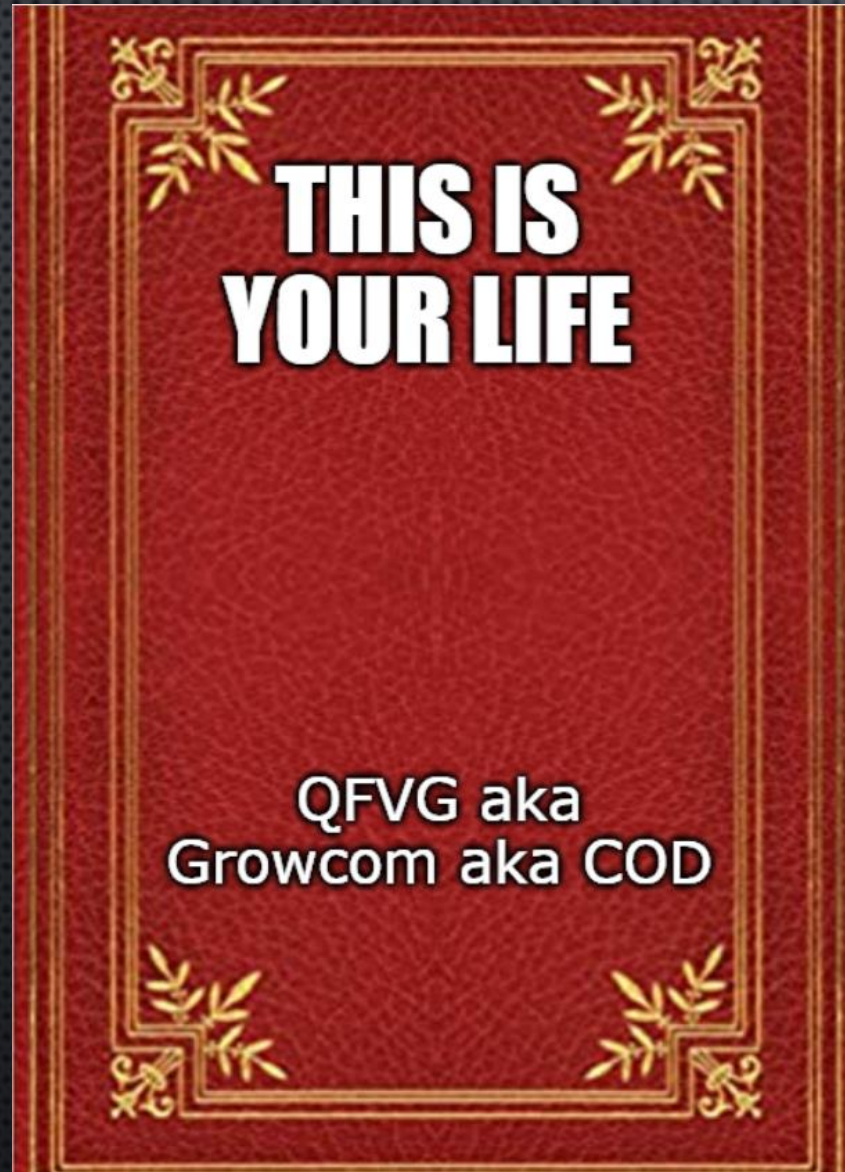




**QUEENSLAND FRUIT  
& VEGETABLE GROWERS**



# QUEENSLAND FRUIT & VEGETABLE GROWERS

1923 - 2023











BEERBURRUM  
*Returned Soldiers ploughing. 4<sup>th</sup> July 1917.*

## 1919 SETTING THE SCENE

QLD HAD BEEN IN DROUGHT SINCE 1918. WAR HAD ENDED AND SOLDIER SETTLEMENTS WERE ESTABLISHED.





## 1920 SUPPLY AND DEMAND

- QLD POP UP 19%
- AUSTRALIAN POP UP 15%
- FRUIT ACREAGE UP 60%
- FRUIT PRODUCTION UP 300%



A photograph of a vegetable stand with various produce like carrots, potatoes, and cucumbers, with handwritten price tags. The stand is filled with fresh vegetables, and the text is overlaid on the image.

**BRING IT BACK!**

**UNDERCONSUMPTION, NOT OVERSUPPLY**



# CO-OPERATIVES AT THE TIME.

Queensland Citrus Growers' Association (also known as the Citrus Growers' Fruit Company) which later became the Queensland Industrial Fruit Trading Company (later known as the Queensland Fruit Industrial Trading Company):

Woombye Fruitgrowers' Association

Queensland Co-operative Fruitgrowers' Ltd

North Coast Fruitgrowers' Association (later called the Southern Queensland Fruitgrowers' Society):

Palmwoods, Montville, Buderim Amalgamated Fruitgrowers' Society Ltd

Bowen Fruit Export Company.

# 1923 HANSARD

"WHATEVER ELSE IS DONE FOR THE AGRICULTURALIST, IF PRICES REMAIN UNPAYABLE AND MARKETING IS DISORGANISED LITTLE ADVANTAGE WILL ACCRUE TO HIM FROM THE NEW ORGANISATION. THE STABILISATION OF PRICES AND A PARING OF THE MARGIN BETWEEN PRODUCER AND CONSUMER IS DESIRABLE FROM THE STANDPOINT OF BOTH THE AGRICULTURALIST AND THE GENERAL PUBLIC".

MACGREGOR, DIRECTOR QLD COUNCIL OF AGRICULTURE 1923



# 15<sup>TH</sup> NOVEMBER 2023 ASSENT

COD acts as a cooperative however no actual shares are issued to growers.



Instead, growers become shareholders when they sell through any of the COD floors, consigns fruit to factories through COD, purchase requisites

Example: 1945 Financial year rebate was 33-1/3 % of commissions and the merchandising department a 4% rebate.





THE FIRST OR PROVISIONAL COMMITTEE OF DIRECTION OF  
FRUIT MARKETING, 1923-24.

Front row (left to right): Messrs. W. Ellison (Transport Superintendent), J. J. Thomas  
(Vice-Chairman), L. R. Macgregor (Chairman), W. Ranger (Manager),  
J. Campbell (Secretary).

Middle row: W. A. Cathcart, W. B. Christie, D. Pfrunder, H. Vinnicombe.

Back row: H. Archibald, T. H. Brown, L. G. Swain, J. S. Mehan.


## THE COD TEAM.

WITH AN OVERDRAFT OF  
\$4000 WHICH FUNDS ITS  
ENTIRE FIRST YEAR IN  
OPERATION









# 1928 COD PUBLISHES THE FIRST “FRUIT GROWERS GAZETTE”

“THE COMMITTEE HOPES, BY THIS MEANS [THE GAZETTE], TO ACQUAINT THE GROWERS WITH ITS POLICY, AND BY EXPLAINING THE PROBLEMS AFFECTING OUR INDUSTRY, TO OBTAIN A BETTER MUTUAL UNDERSTANDING. THE FACTS WILL BE STATED IN THESE COLUMNS WITHOUT ANY BOOST OR BALDERDASH. IN FACT, EVERY EFFORT WILL BE MADE TO CONFINE THE COPY TO MATTER THAT WILL BE INTERESTING, INSTRUCTIVE AND OF DEFINITE VALUE TO FRUIT GROWERS.”

(EXTRACT FROM FIRST ISSUE’S EDITORIAL, QUOTED BY CAMPBELL 1946, 161)



# 1929

QLD Government sells canning business to Victoria Cross Manufacturing Co.



Ballot of growers taken – 87.2% in favour to continue COD.



The Great Depression begins. 30% Unemployment



# 1925 CHANGES TO THE ACT



"EVERYTHING INVOLVED IN THE PREPARATION AND PACKING OF FRUIT FOR SALE, AND THE OFFERING THEREOF FOR SALE AND SELLING THEREOF, AND IN THE TRANSMISSION OF FRUIT FROM THE PRODUCER TO THE CONSUMER".



# 1923-1932 WORLD EVENTS

- 1923 – TOP SONG “*WE HAVE NO BANANAS*”
- 1923 – INVENTION OF VEGEMITE
- 1923 – CONSTRUCTION BEGINS ON SYDNEY HARBOUR BRIDGE
- 1924 – KELLOGG’S START MAKING CORNFLAKES IN AUSTRALIA IN A RENTED FACILITY
- 1925 – FORD AUSTRALIA FOUNDED
- 1926 – ELECTRIC KELVINATOR FRIDGES IMPORTED TO AUSTRALIA FROM USA
- 1927 – PAN AMERICAN WORLD AIRWAYS FOUNDED
- 1928 – ALL BRITISH WOMEN OVER THE AGE OF 21 CAN VOTE
- 1928 – KELLOGG’S SET UP FACTORY IN BOTANY
- 1929 – WALL STREET CRASH; BEGINNING OF THE GREAT DEPRESSION
- 1930 – PHAR LAP WINS THE MELBOURNE CUP
- 1931 - OVER 30% OF THE QUEENSLAND WORKFORCE WAS UNEMPLOYED DUE TO THE IMPACTS OF THE DEPRESSION.
- 1932 – ABC FOUNDED (ORIGINALLY CALLED THE AUSTRALIAN BROADCASTING COMMISSION, NOW THE AUSTRALIAN BROADCASTING CORPORATION)





DEPARTMENT OF THE INTERIOR - CIVIC BRANCH

E.C. HARRIS & CO.,  
CANBERRA.

File No. ....

Scale "A".

9 4 OCT. 1936  
....., 193 .

*F. Sandstrom.*

Please issue to .....the undermentioned goods to  
the value of Five shillings (5/-) and render account for same to this Branch :-

*Edith Johnson  
1/5-  
T. ...  
6/5-*

Meat	-	Four lbs.
Tea	-	Half lb.
Sugar	-	One lb.
Jam	-	Twelve ozs.
Con. Milk	-	One lb.
Butter	-	Three-quarters lb.
Cheese	-	Half lb.
Soap	-	Quarter lb.

Substitution on the basis of equivalent value of one article of  
food for another on this schedule may be allowed as desired. The following  
items of food may be substituted at discretion of recipient so long as the  
total value of the order be not exceeded :-

*Medical Certificate  
Traveler*

Powdered milk	Baking Powder	Barley
Honey	S.R. Flour	Dripping
Cocoa	Split Peas	Turnips
Coffee	Currants	Pumpkin
Eggs	Sultanas	Potatoes
Treacle	Raisins	Onions
Salt	Vegetable Seeds	Prunes.

*C. D. Gray*

for Secretary.

Received rations as above.

9 4 OCT. 1936

# THE DEPRESSION ERA



**1938-39**

VICTORIA CROSS MANUFACTURING CO & COD ENTER 50/50  
AGREEMENT AND OPERATES AS "QUEENSLAND CANNERIES"



# 1943

## ROYAL COMMISSION ON FRUIT AND VEGETABLES

COD adds vegetables

### ESTABLISHMENT:

The "Royal Commission on Fruit and Vegetables" was established on 9 Dec 1943 and the Commissioner's report was tabled in Parliament on 15 Aug 1944. Appointed Chairman: The Hon. Roslyn Foster Bowie Philp, Judge of the Supreme Court of Queensland.

### FUNCTIONS:

To inquire into the production, dealing, supply, marketing and distribution of fruit and vegetables of all kinds in Queensland; present and probable future demands; the likelihood of fruit /vegetables being exported from Queensland in excessive quantities; prices, commissions, charges, rebates, discounts, fees or other payments, advantages, benefits or rewards; whether net returns have been excessive; whether gluts of fruit have occurred in Queensland; the extent of market rigging and its effect; the sufficiency or otherwise of supplies.



# 1946



Victoria Cross Manufacturing Co. buys  
COD's 50% stake in QLD Cannery for  
the face value of the shares:



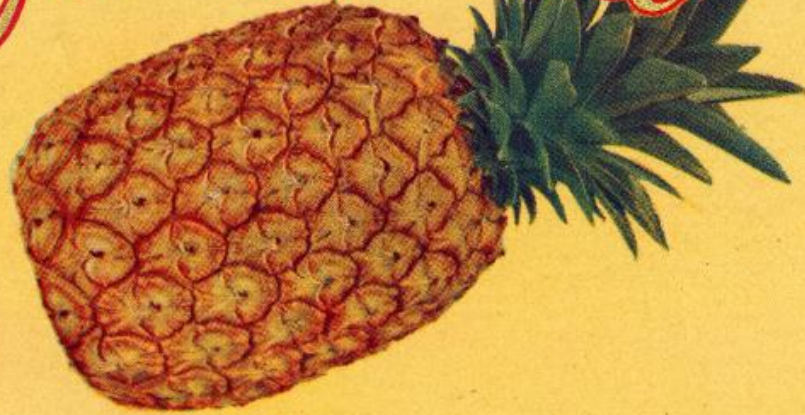
Sale means 40,000 pounds went back  
to growers who mainly purchased  
certificates in COD Cannery



This is the year after the atomic bombs  
are dropped on Hiroshima and  
Nagasaki



*Golden Circle*  
BRAND



**PINEAPPLE CHOICE PIECES**

CHOICE QUALITY



PACKED BY  
QUEENSLAND TROPICAL  
FRUIT PRODUCTS  
BRISBANE

**AUSTRALIA**

NETT  
WEIGHT 1 lb. 14 ozs.

*Golden Circle*  
BRAND



**PINEAPPLE CHOICE PIECES**

**1947 COD BUILDS CANNERY IN  
NORTHGATE.**



### Market and Crop Reports.

There is much more to farming than growing crops successfully; farming can be a successful business only if, in addition, crops are grown when and where needed and are marketed under the best obtainable conditions. To achieve this end it is essential that the farmer have reliable information as to supply and price trends. On the other hand, the services rendered to the farmer by merchants, financial houses, and transport agencies can be more efficiently provided on the basis of advance knowledge of production trends.

Daily market reports were instituted in 1947, and comprehensive reports on prices and quality of fruit, vegetables and farm produce sold in the metropolitan markets are compiled and issued before noon each day. These reports are accepted as standard quotations.

Monthly reports on production trends, commenced in 1946, are much in demand by farmers, Government Departments, and commercial houses. They are compiled from the reports of the many Departmental field officers, Marketing Boards, and correspondents.

# 1947 DAILY MARKET AND CROP REPORTS



# 1948 CANNERY MAKES PROFIT

- 1948 – IN ITS FIRST YEAR OF OPERATION (1947-48), THE CANNERY REPORTED SALES OF 651,672 POUNDS, A PROFIT OF 34,584 POUNDS, HANDLED 13,202 TONNES OF PINEAPPLE, 1,166 TONNES OF OTHER FRUITS.
- 1950 – IN ITS THIRD YEAR OF OPERATION (1949-50), THE CANNERY REPORTED A PROFIT OF 159,915 POUNDS



# 1950

- COD LOCATED AT TURBOT STREET TO OVERSEE THE SALE OF PRODUCE.
- FIRST EDITION OF FRUIT & VEGETABLE NEWS.





# 1953-1962

## THE RESEARCH ERA

### Citrus

A late maturing Washington Naval type Double cincturing of Navel oranges for three years helped to retain the trials sponsored by the Citrus Advisory. The possibility of using ammonia gas colouring of oranges was investigated. Emperor mandarins had a storage life temperature and six weeks at 45°F, with 4 and 8 weeks.

Tangors (orange and mandarin hybrids) Station during 1958-9. In coastal areas to be best for Washington Navals and late. Night watering in Gayndah red Sweet orange seed for planting should be polythene contained sulphate is a suitable

### Bananas

Variability of planting material had prevented accurate trials with bananas. It was found that planting "bits" from plants of the same variety and age gave more uniform stands and during 1958-9 clones from selected plants of Cavendish, Mons Marie and Lady Finger bananas were built up for experimental purposes. Row spacings of 9 x 6 feet outyielded the 9 x 9 system. It was found that yellow leaf of bananas in north Queensland was due to a temporary shortage of available potassium during the February to April period.

### Avocadoes

The marketing of fruit from seedling avocado recognised varieties. Tests showed that 20% by volume and an oil content of not suitable marketing requirements. Restriction of Fuerte until after April 30th recommended eliminated wastes due to immature fruit. avocadoes in southern markets was successful.

### Macadamia Nuts

Macadamia stock-scion trials were conducted at the Maroochy Experiment Station. Rancidity of the kernels in storage was being investigated. During 1959-60 only 130 acres were in bearing for a yield of 30 tons. The processing plant is at Murwillumbah. During 1960-1 the best of the available types were named and described in the Queensland Agricultural Journal. Both rough shelled and smooth shelled strains were kept at Maroochy and demand for scion wood by nurserymen was expanding. Successful propagation had been achieved by 1963 by using a special potting medium, grafting during the winter months, careful management of stock and scion and meticulous after care of the graft.

### Papaws

Papaw breeding work continued at the Maroochy, Redlands and Kamerunga Experiment Stations and Hybrid No. 5 derived from crossing Bettina 100 A and Petersen 170 was available for 1959 plantings in Southern Queensland. Selections from Yarwun, Sunnybank and Brookfield material were purified for five generations. Canneries took 39% of the winter crop from Central Queensland in 1959 to produce tropical fruit salad of mainly pineapple and papaw. Spacing of 8 ft x 2 ft and thinning to 8 ft x 4 ft for irrigated papaws gave highest yields at Redlands. Direct sowing of seed into the field or into pots improves field performance. Lopping the young plant at 3 ft produces a strong branched tree in which each arm carries a crop of fruit.

Seeds are planted in soil x 4 in. Cleft grafting is the best method. Material from Redlands in less than 1 year.

### Pineapples

Land management studies to develop a system of planting to control soil erosion resulted in the building of equipment to study surface runoff and soil losses at the Maroochy Experiment Station. Gradients are used with inter-row drains, one to every third row, in drains stabilised with coal tar. Soil drainage with ceramic or agricultural pipes have been proved successful. An 18 month green manure crop of annual legume, perennial grass to fit in the normal planting season prevented serious erosion. selection of clones for sugar content, per cent citric acid content and slip and sucker production and yield were studied from 1958 and by 1960 fourteen selections were planted for trials.



**1959  
AUSTRALIA  
DAY FLOAT**







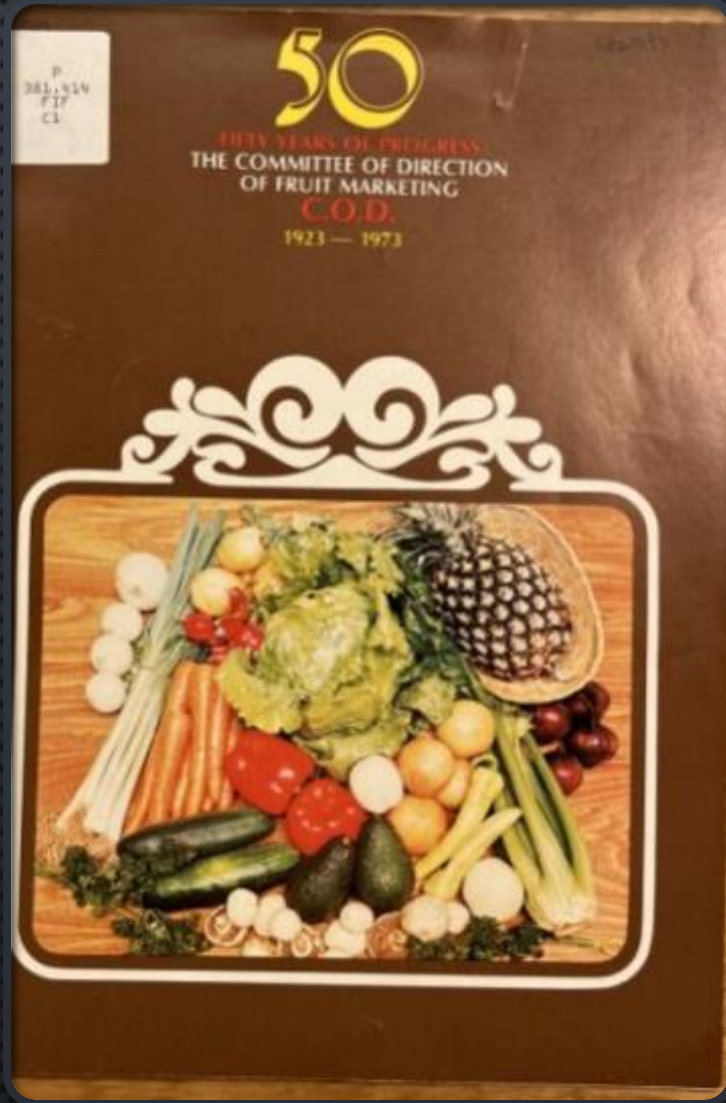
**1964 CENTRAL MARKETS OPEN - ROCKLEA**





**Spray equipment  
1965**





## 1973 “50 YEARS OF COD”

ALWAYS GROWER-CENTRIC...

- *“NOT ONLY DID THE C.O.D. CONCENTRATE ON BRINGING ABOUT BETTER MARKETING OF THE STATE’S FRUIT HARVEST, BUT FOR THE FIRST TIME GROWERS WHO, AS INDIVIDUALS, REMAINED UNHEARD IN HIGH PLACES, HAD A VOICE, AND THEIR CASE COULD BE PLEADED BY A REPRESENTATIVE BODY IN CIRCLES WHERE IT COUNTED.*
- *“THIS IMPORTANT PHASE OF THE C.O.D.’S ROLE OF LOOKING AFTER THE GROWERS HAS NEVER BEEN LOST SIGHT OF BY THE ADMINISTRATION. OFTEN ITS ACHIEVEMENTS FOR GROWERS, WHICH HAVE BEEN GAINED QUIETLY AND UNOBTRUSIVELY, HAVE NOT BEEN FULLY RECOGNIZED BY MANY IN THE INDUSTRY.*
- *“IT WOULD BE A WONDERFUL THING IF ALL FRUIT AND VEGETABLE GROWERS COULD HEAR THE DELIBERATIONS OF THE EXECUTIVE COMMITTEE. IN EVERY TOPIC DISCUSSED, IN EVERY MATTER DECIDED ON, THE UPPERMOST THOUGHT IN MEMBERS’ MINDS IS ALWAYS, “WHAT WILL BE BEST FOR GROWERS.”*

(PASSAGE FROM 50 YEAR MAGAZINE)



# THE 1973-1983 DECADE

## A PERIOD OF WIDER INVOLVEMENT AND INCREASED RESEARCH AND EXTENSION

### Introduction

The 1973-1983 decade under the ministeries of Hon. V.B. Sullivan and Hon. M. Ahern saw a marked increase in the activities of the Department and a welcome improvement of the buildings and equipment. The four Directors-General, Dr J.M. Harvey, A.A. Ross, E.O. Burns and the present incumbent Dr G.I. Alexander, brought a wealth and talent and experience to the position and the Department gained increasing status in the eyes of the scientific and general public.

There was a fine spirit of co-operation between the Department, the University, the CSIRO and the farming community and this led to considerable fruitful endeavour in solving the problems peculiar to the broad field of primary industries.





**1974 FLOODS  
ROCKLEA MARKETS**



48. "Fruit Marketing Organisation Acts Amendment Act 1980"

(*Qd. Govt. Gaz. No. 4 of 1980*) assented to 10th April 1980.

An amendment defines "vegetable" to include potatoes, onions, pumpkins and swede turnips, the potato and onion boards having ceased operations in 1950 and the Queensland Farmer's and Grazier's Association in 1979. The Atherton Tableland Potato Growers' Co-operative will still function.

A second amendment grants authority to the C.O.D. to trade in flowers and other nursery products and special facilities are being provided for this on an equal footing with other wholesalers but the C.O.D. will not represent growers. The Act also allows the Director of Marketing to be represented by a Deputy.

# 1980

## WE GOT INTO FLOWERS AND NURSERY



COMPUTERISATION,  
MULTI-DISCIPLINARY ENDEAVOUR  
AND OVERSEAS INVOLVEMENT

DPI  
APPLETHORPE




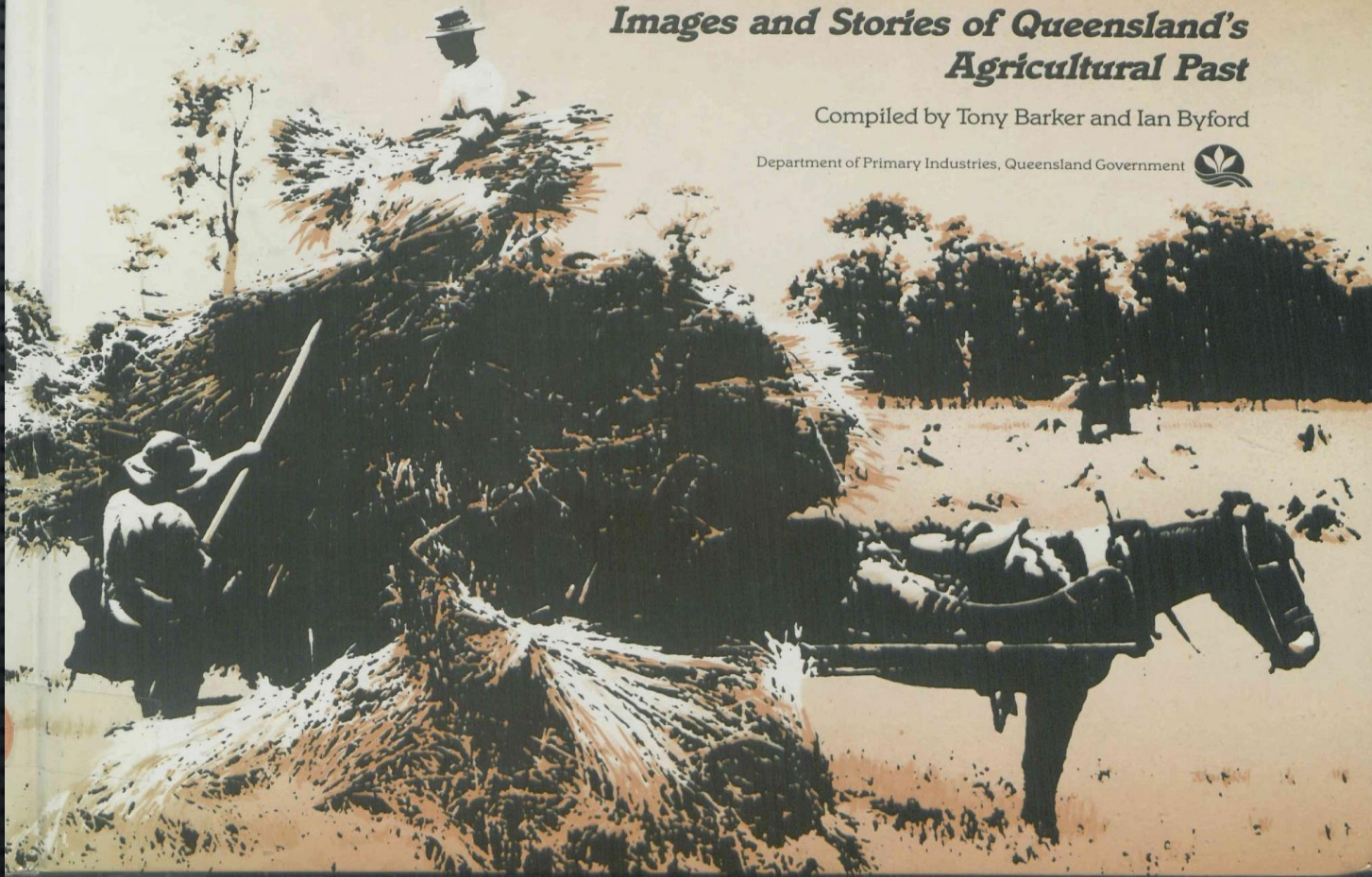


# HARVESTS AND HEARTACHES

*Images and Stories of Queensland's  
Agricultural Past*

Compiled by Tony Barker and Ian Byford

Department of Primary Industries, Queensland Government 



1988  
DPI BOOK



# 1990 ANNUAL REPORT – MENTION BY AUDITOR GENERAL

*My report to Parliament in December 1990 on audits performed for 1989-90 outlined the very unsatisfactory financial position in which COD had been placed as a result of the accumulation of large trading losses since 1982. That report also outlined the major initiatives that had been commenced by the Committee to restore profitability. These initiatives have continued throughout the year and have included the closure and restructure of various uneconomic activities, reduction of the staff establishment and the separation of COD into an Industry Services Division and a Commercial Operations Division.*

*The functions of the Industry Services Division include the collection of grower levies for purposes of financing Sectional Group Committee activities, research activities and providing funds for promoting the sale of fruit and vegetables. The use of such levies is restricted to the purposes for which they were imposed.*

*The Commercial Operations Division conducts wholesale trading operations under the name Sunshine Produce at the seaboard terminal markets of Brisbane, Sydney, Newcastle and Melbourne. Additional trading activities include export sales, merchandising to growers, container exchange, and the provision of cold storage. As well, the Division has an extensive transport operation which includes major loading facilities at a number of Queensland locations and at the Melbourne and Sydney terminal markets. The Division also incorporates the operations of Bagley Transport Pty Ltd, which is now wholly owned by COD.*

*All of the corrective action taken by COD has been based upon recommendations contained in extensive reports prepared by professional consultants. The cost of this restructuring process during 1990-91, including consultancy and redundancy payments was \$2.47 million. Implementation of the restructuring plan commenced in November 1990.*



**1991 FROM COD... TO QFVG**



1999

*Queensland's*  
**Horticulture**  
PORTFOLIO

2 **fruits**

- 2 avocados
- 3 bananas
- 3 custard apples
- 4 grapes
- 4 lychees
- 5 mandarins
- 5 mangoes
- 6 oranges
- 6 other citrus
- 7 pineapples
- 7 rockmelons
- 8 other melons
- 8 stone fruits
- 8 strawberries
- 9 exotic fruits



10 **vegetables**

- 10 asparagus
- 11 beans
- 11 broccoli
- 12 capsicums & chillies
- 12 carrots
- 13 chinese cabbage
- 13 lettuces
- 14 mushrooms
- 14 onions
- 15 potatoes
- 15 pumpkins
- 16 sweet corn
- 16 tomatoes
- 17 zucchini
- 17 other vegetables



18 **other**

- 18 herbs
- 19 macadamia nuts
- 19 flowers
- 21 nursery trade





# STATUTORY TO VOLUNTARY

Primary Industry Bodies Reform Bill 1999 (Qld) (PIB Reform Bill) moves QFVG from a compulsory levy membership base to a voluntary membership.

*This change was initiated by the Queensland Government and was a consequence of the general trend of all governments to minimise their regulatory role in industry.*

*... Our restructure is now behind us and we are well poised for a successful future. The shackles of a statutory status have been removed, allowing us to be more responsive to our growers' needs and to provide a more practical and relevant service to industry. We have refocused our resources and are already achieving pleasing results.*



2002

## STATE SELLS MARKETS BY WAY OF OPEN TENDER

Landacq – made up of 150 predominantly industry based shareholders bought the site for \$74 million.

Landacq then changed its name to Brisbane Markets Limited.



A vibrant assortment of fresh fruits and vegetables including apples, kiwis, oranges, radishes, and leafy greens. The background is a dense collection of produce, with a large red apple in the center, several kiwis, and various other fruits and vegetables in shades of red, yellow, green, and orange.

**2003 END OF LEVIES**

**2004 GROWCOM**



2014



Hort Innovation





We self proclaimed 2023 as the Year of Horticulture in QLD



We planted a pineapple farm in Queens Park



We blew up a 6m tall rabbit and gave away carrots in the scenic rim



We returned to the EKKa

**2023**

**STRONG,  
LOUD AND  
BRAVE**

**CELEBRATE,  
EDUCATE,  
ADVOCATE.**









Pressure the  
supermarkets  
to give you  
a better deal  
& not make so  
much profit!







# SUMMARY OF THE CENTURY





**QUEENSLAND FRUIT  
& VEGETABLE GROWERS**