

# Rice flower information kit

Reprint – information current in 1997



## REPRINT INFORMATION – PLEASE READ!

For updated information please call 13 25 23 or visit the website [www.deedi.qld.gov.au](http://www.deedi.qld.gov.au)

This publication has been reprinted as a digital book without any changes to the content published in 1997. We advise readers to take particular note of the areas most likely to be out-of-date and so requiring further research:

- Chemical recommendations—check with an agronomist or Infopest [www.infopest.qld.gov.au](http://www.infopest.qld.gov.au)
- Financial information—costs and returns listed in this publication are out of date. Please contact an adviser or industry body to assist with identifying more current figures.
- Varieties—new varieties are likely to be available and some older varieties may no longer be recommended. Check with an agronomist, call the Business Information Centre on 13 25 23, visit our website [www.deedi.qld.gov.au](http://www.deedi.qld.gov.au) or contact the industry body.
- Contacts—many of the contact details may have changed and there could be several new contacts available. The industry organisation may be able to assist you to find the information or services you require.
- Organisation names—most government agencies referred to in this publication have had name changes. Contact the Business Information Centre on 13 25 23 or the industry organisation to find out the current name and contact details for these agencies.
- Additional information—many other sources of information are now available for each crop. Contact an agronomist, Business Information Centre on 13 25 23 or the industry organisation for other suggested reading.

Even with these limitations we believe this information kit provides important and valuable information for intending and existing growers.

**This publication was last revised in 1997. The information is not current and the accuracy of the information cannot be guaranteed by the State of Queensland.**

This information has been made available to assist users to identify issues involved in marketing rice flower. This information is not to be used or relied upon by users for any purpose which may expose the user or any other person to loss or damage. Users should conduct their own inquiries and rely on their own independent professional advice.

While every care has been taken in preparing this publication, the State of Queensland accepts no responsibility for decisions or actions taken as a result of any data, information, statement or advice, expressed or implied, contained in this publication.

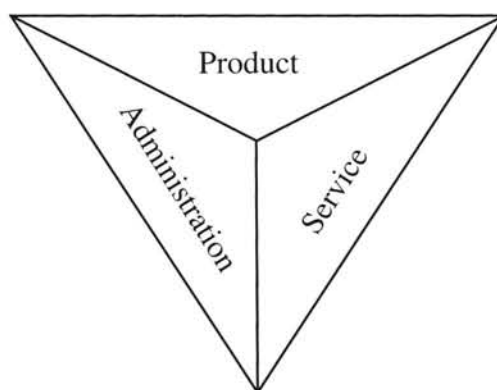


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## 7. Supporting your exporter

As a grower and the first link in the marketing chain, you must satisfy a range of stakeholders. One of the most important of these is your flower exporter. As the nearest connection to your ultimate markets, your exporter can provide feedback on your product that is vital to your business future. Exporters expect certain standards from their growers to achieve the shared objective of profiting from satisfying customer needs. Broadly they encompass the three dimensions in Figure 5.



**Figure 5: Standards for growers: a trilogy**

Product, service and administration dimensions retain their importance in all business dealings through to the retail level. Problems with any of these can slow down or even terminate transactions at any transfer point in the marketing chain.

### What exporters want from growers

The following points for growers are adapted from FECA guidelines.

- High product **quality** is expected. No one makes money exporting third rate or over-mature material. Harvest and pack to the quality requirements of the market as advised by the exporter. Undertake monitoring to ensure a consistent quality out-turn from week to week. Unpack some boxes just prior to dispatch and run a quality audit. Consider implementing Quality Assurance.
- Growers need to be **committed to export**. This involves extra time, resources, skills and knowledge. Growers need to be prepared to grow, handle, pack and document to export standards, otherwise they should stick to the domestic market.
- **Attention to detail** is vital. Careless methods are **never** good enough for successful export. The Americans and Japanese are very literal with their requirements. They expect to receive the product as specified. Bunching and packing needs to be to order.
- Prompt and honest **communication** is essential. Growers need to let their exporter know what their forward harvest estimates are. This enables larger volumes to be more widely distributed, and—in Asian markets in particular—prevents the embarrassment caused by unfilled orders. Exporters need to be advised immediately if there is a crop failure. They may be able to source flowers from other suppliers to maintain overseas trading relationships.

- Growers are expected to have some **knowledge of postharvest handling procedures**. Once material is harvested it starts to die. This deterioration can be delayed by the use of up-to-date postharvest treatments and cool rooms with FAC. Arrangements need to be in place to minimise stress to flowers during transport, for example by arranging direct delivery of flowers to the airport.
- Provision must be made for the **disinfestation** of flowers, to kill any associated insects and to suppress any latent postharvest disease problems (obviously diseased product should be rejected for export). For rice flower, dipping (usually in a mixture of deltamethrin and iprodione) is preferable to the use of gaseous fumigants.
- A **common sense approach to documentation** must be used. The invoices and the phytosanitary certificates must match, and the product description and stem counts must be an accurate record of what is actually in the boxes. Discrepancies can cause expensive delays in customs. (Consignments have been delayed in Japan because there were eleven stems in some bunches instead of the ten specified.)
- The most effective growers make **adjustments** to the timing, presentation, quality and supply of product to better satisfy market needs. A grower who is highly responsive to information being provided by the exporter has a big advantage over other suppliers.
- Growers need to be **professional** in their dealings with exporters, accepting the terms of payment as negotiated and taking responsibility for those elements of product performance within their control.

All else being equal, exporters will nurture relationships with growers they find easy to deal with. Favoured suppliers are well organised growers who are able to reliably deliver a consistent standard of flowers that are value for money for buyers.