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Fruit Varieties Journal 48(2):116-118 1994

Summary of American Pomological Society Membership Survey 1993

ROBERT A. NORTON

To assist the President and Executive Committee in determining the future course of APS, we circulated surveys in both 1992 and 1993 to our entire membership of almost 1,000. More than 200 completed forms were returned as a combined total for both surveys.

Here are the results:

1. Meeting Frequency. More than half preferred meeting only once a year, with ASHS. Quite a few favored an occasional meeting with another group, with IDFTA drawing the most votes. This is the reason we organized APS participation in the IDFTA meet-

ing in Grand Rapids, February 27-March 2, 1994.

2. Journal Name. Almost half of the respondents favored leaving the name as is. Of the remainder (those who preferred a name change), half favored American Journal of Pomology; a third favored Journal of Pomology; and the rest suggested other names.

3. Journal Content. We have a divergence of opinion on whether to broaden the Journal (64 votes), allowing papers on general pomology, or whether to keep the emphasis as at present, "mostly on cultivars," with some general material (77 votes). It

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appears that the decision on whether to keep the status quo or to broaden the Journal might be delayed until we know more about the success of the new journals published in the Northeast (Journal of Small Fruit Production and Journal of Tree Fruit Production).

4. Should our Society publish more popular material-cultivar descriptions, new releases, rootstock descriptions, short notes, etc.? Almost every respondent favored this, a total of 211 votes in both surveys. The question is how to do it. Some members expressed concern that publishing too much of this material could weaken the Fruit Variety Journal as a refereed journal. We also have heard comments that pomologists, all the way from growers to researchers, get all the current information they want from Extension newsletters and trade publications. Therefore, they say, an APS newsletter emphasizing current material would be a waste of effort and money. Do you agree? I feel that, as a Society, we owe it to our membership to describe clearly what we are and what we are *not*. If this causes loss of membership, so be it. Please express your opinions to your Executive Committee or to me, so that we can more clearly define how we can best serve our membership.

5. Journal Format. We had a very strong response (more than 80%) indicating that we should "change to camera-ready manuscripts . . . to reduce costs." Some were adamant that such a change should not reduce quality of the publication. A number of you sent samples of other publications to illustrate that high-quality publications are indeed possible at lower cost than traditional typesetting. I have asked our Editorial Committee, Editor, and Business Manager to review the options and present a recommendation at the APS meeting in August at Corvallis, Oregon.

6. Publication of a bound update of the "Register of Fruit and Nut Varieties."

You strongly favored this effort over any other activity of the Society. To accomplish this goal, we need to find individuals willing to be authors, and we need to develop a standardized format and then find a publisher. Your input, addressed either to Dr. Jim Cummins, Chair of the APS Committee on Variety Registration, at New York Agricultural Experiment Station, Geneva, NY 14456, or to me would be appreciated. This is going to be one of our top-priority activities in 1994.

7. Finally, many of you expressed willingness to help make our Society stronger by participating in various ways. We have recorded your responses and will pass them on to the Executive Committee and the other committee chairs. You are quite likely to be called on sooner or later. Thank you for your willingness to serve.

Sample Comments from Members (paraphrased)

1. Stronger emphasis on fruit variety descriptions; organize national variety evaluation project.

2. Concentrate on cultivar performance; closer association with NAFEX.

3. Dues out of control in ASHS; hold dues low in APS to gain members.

4. Need policy to help authors decide between publishing in FVJ or ASHS.

5. Quality of publication has improved.

6. Publication does not meet needs of growers.

7. Journal is "bland," needs humor, should address problems by region.

8. Have series of 8-10 papers on a key subject each year at the annual meeting.

9. Appeal to broader audience to increase membership.

10. APS Newsletter Oct. '93 was very useful—need more.

11. Need two-tiered membership rate—one for commercial, one non-commercial. Twenty-dollar rate makes me pause at renewal time.

12. Would like Emeritus status (senior rate).

13. Boring, irrelevant articles reduce readership. Be more selective. Articles should benefit members, not just authors.

14. Reduce expense of Journal, but not at expense of quality.

15. Journal name should reflect content.

16. Develop format for non-refereed papers.

17. APS is mostly an apple organization and the Journal mostly a publica-

tion for NC-140 members to publish their work. Small fruit workers feel left out.

18. Include research on sustainable, organic, and permaculture systems in Pomology.

19. Maintain variety orientation, but add pertinent abstracts from other journals. Should *not* include general pomology.

20. Provide better cultivar (variety) descriptions—disease, insect susceptibility, pollination, rootstock reaction, alternate names.



Fruit Varieties Journal 48(2):118-125 1994

Thirty-Seven Apple Varieties of Australian Origin

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Abstract

Australia's climate, location and history have influenced apple cultivar breeding and selection. Thirty-seven cultivars originating in Australia are described. 'Cranny Smith' has been the most widespread success to date. Apple production districts are spread across six States, with Victoria producing 30% of the 310,000 tonnes produced annually in Australia. Cultivar improvement via conventional breeding and biotechnology research is ongoing and co-ordinated across four States.

Introduction

Australia's wide range of climates, its geographical isolation and the pattern of British colonization since 1788, have all influenced the development of a set of uniquely Australian apple cultivars.

Early settlement spread from where Sydney now stands, with most settlers being from the British Isles until the post-war migrations of the 1900s.¹ Initial apple production for local consumption grew into a sizeable export trade to Britain, that continued until the

1960s.² Thus, the early apple industry was based on cultivars transported by settlers, was most successful in the cooler climates of south-eastern Australia and expanded by supplying English markets.

As apple production spread to all States, unique climates and marketing niches were utilised by selection of local cultivars. For example, Queensland's five selections are all early maturing to enhance the early market advantage that State enjoys. Further, Western Australian districts are often too hot to produce quality 'Delicious' apples and quarantine restrictions preclude imports from other States. Consequently many late maturing red selections have been made there.

The geographic isolation of Australia has been enhanced by quarantine restrictions on pear budwood importation since 1909 (9, 10) apple budwood importation since 1920 (10) and a ban on fresh apple and pear imports since

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