

12/11/2009

CHANGE IN PRODUCT LABELING REGARDING WATERMELON FRUIT BLOTCH

The ASF Horticultural Group is a group within the Australian Seed Federation with the aim to further the interests of its members through superior leadership and management of issues critical to the prosperity of the Australian seed industry. The ASF horticulture group wishes to provide greater clarity and transparency to the watermelon industry with regard to the management by its members of the serious watermelon disease WFB.

From 1st of January, 2010 members of the Horticultural Group of the Australian Seed Federation (ASF) will be implementing a change in product labeling relating to the disease, Watermelon Fruit Blotch (WFB). A sticker containing the following information will be added to all commercial watermelon seed packets:

“Watermelon Fruit Blotch (WFB) is a serious disease which can be a significant risk factor in areas where watermelons are grown. Whilst it is impossible to conduct any testing procedures which will give 100% reliable results with regard to the identification of any WFB infection on the seed, (Seed Company x) is only selling seed which has been tested at a minimum 10,000 seed level with no symptoms of WFB found to be present within the known limits of detection.”

This label will replace the previously implemented system of WFB waiver forms which involved both grower and reseller/nursery written acknowledgement.

As a reseller or nursery propagator of this product, it is your responsibility to notify customers of the labeling change and the highlighted risks associated to Watermelon Fruit Blotch. For further information about the disease including its symptoms, sources of infection and transmission, please contact your local seed company representative.

In line with these changes, it remains a condition that all resellers acknowledge that they have been notified of the new WFB labeling and will bring it to the attention of watermelon customers. Please sign the attached acknowledgement form and return it to your nearest Lefroy Valley regional office.

Kind regards,
Lefroy Valley

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ACKNOWLEDGMENT FORM

I wish to acknowledge the receipt of the letter from Lefroy Valley dated 12/11/2009 titled **“Change in product labeling regarding watermelon fruit blotch”** requesting we notify customers of the labeling change by Lefroy Valley for watermelon seed.

I agree to abide by this instruction from Lefroy Valley

Signed as agreement:

CUSTOMER BUSINESS NAME: _____

NAME: _____

POSITION : _____

SIGNATURE: _____

DATE: _____

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