

Queensland Fruit Fly: Protecting Victoria's Horticultural Future

Securing Jobs, Exports and Food Production

Challenges and Opportunities

Queensland Fruit Fly (Qfly) is one of the most significant biosecurity threats facing Victoria's horticultural sector.

The Goulburn Murray Valley, comprising of four local government areas, generates approximately \$1.6 billion annually in gross regional product through its horticulture industry and is recognised as one of Australia's most important fruit-growing regions, supplying domestic and international markets with apples, pears, stone fruit and kiwifruit.

The Goulburn Murray Valley Area Wide Management (AWM) Program demonstrated that coordinated action can successfully suppress fruit fly populations. However, reductions and inconsistency in funding since 2020 have contributed to increasing fruit fly numbers across the region. Without renewed investment, populations are forecast to rise significantly, placing growers, regional jobs and export markets at risk.

Project Snapshot

Item	Details
Advocacy Priority	Restore long-term funding for the AWM Program
Industry Value	Approximately \$1.6 billion annually in Gross Regional Product
Key Beneficiaries	Growers, exporters, regional businesses and communities
Funding Options	\$1m annually
Outcome	Reduced fruit fly populations and protected market access

Investment Ask

Greater Shepparton City Council is seeking Victorian Government commitment to restore long-term funding for the Goulburn Murray Valley Area Wide Management Program.

Funding options include:

- \$1 million per year for a High Input Area Wide Management Program.

Key Outcomes

This investment will:

- Protect the Goulburn Murray Valley's \$1.6 billion horticultural industry.
- Reduce Queensland Fruit Fly populations across the region.
- Protect domestic and export market access.
- Support regional jobs, businesses and food production.
- Strengthen Victoria's biosecurity preparedness.
- Protect Victoria's reputation for premium horticultural produce.
- Strengthen Victoria's food security.
- Maintain community education and awareness programs.
- Support long-term agricultural sustainability.

Economic Benefits

The program will:

- Protect a nationally significant horticultural industry.
- Support thousands of regional jobs.
- Reduce production costs associated with fruit fly management.
- Safeguard export income and market access.
- Deliver long-term value through preventative biosecurity measures.

Why This Matters

Queensland Fruit Fly is not just a grower issue. It is an economic, biosecurity and food security issue.

The original Area Wide Management Program achieved a 95% reduction in fruit fly numbers during its first year and a further 60% reduction in its second year, demonstrating the effectiveness of coordinated regional management. Continued investment is critical to protecting growers, regional communities and one of Australia's most important food-producing regions.

Call to Action

Greater Shepparton City Council is seeking a commitment from the Victorian Government to restore long-term funding for the Goulburn Murray Valley Area Wide Management Program.

Investing in proven fruit fly management will protect jobs, exports, food production and the long-term sustainability of Victoria's horticultural industry.

Candidate Commitment

- Support long-term funding for the Goulburn Murray Valley Area Wide Management Program.
- Support reinstatement of a High Input Program to protect Victoria's horticultural industry.
- Support investment in biosecurity measures that protect regional jobs, exports and food production.

% National Crop grown in Victoria

Greater Shepparton, Fruit Capital of Australia

