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Poppies:
A Proud Tasmanian Industry

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Welcome to the April 2021 edition of In A Capsule!

Important information for growers regarding Sun Pharmaceutical Industries (Australia) Pty Ltd (Sun)

At a meeting with our Chief Executive Keith Rice and myself on Wednesday 14th April 2021 Sun advised:-

- An internal review of head count against serviceable area for the 21/22 season was finalised on Tuesday 13th April which resulted in two field service positions being made redundant.
- At this stage it is unlikely that Sun will be able to offer contracts to growers for 21/22 south of Woodbury i.e Southern Midlands, Central Highlands and Derwent Valley.
- Sun growers throughout its remaining growing regions will have their area reduced by up to 75%.
- Sun provided a commitment to contact all last seasons' growers and appraise them of the situation.
- Sun emphasised and were at pain to say they were not

abandoning the South, the decision was based purely on commercial necessity and they are committed to contracting with Southern growers in future seasons and if area requirements for this season changed.

- These area reductions will be reviewed within 12 months.
- With the exception of the southern regions all other growers will have their growing area reduced on an equal basis – i.e all growers will be treated the same.
- Covid had seen pharma companies in the US and Europe close for 4-5 months last year which has caused a build-up of unused stock.
- In addition, Covid had impacted elective surgery on a global basis with the result being significant reduction in demand for pain management medicines.

PGT pushed very hard for the South to remain within the growing area for this season, sadly all to no avail.

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We should emphasise that Sun senior management was clearly under enormous pressure and this very serious decision was not taken lightly.

PGT is committed, like Sun, to ensure southern growers are offered contracts as soon as commercial conditions improve which would allow this to occur.

In closing, on behalf of all growers particularly those in the South, I would like to extend the industry's appreciation and best wishes to Rick Crossland (27 years' service) and James (Crick) Warner (25 years' service) for their friendship, professional advice, easy going attitude and enthusiasm for the Tasmanian poppy industry over such an extended period.

Their experience and advice will be sorely missed and we wish them every success in their future endeavours.

If you are considering preparing your poppy paddock for Sun this season our advice is at this stage **DO NOT** proceed until you have consulted your field officer.

We will keep you informed in respect of contract negotiations as and when they occur.

Please feel free to contact Keith (0418 133 234) or myself (0418 104 422) should you wish to discuss the above or any other poppy related matters.

Philip Leane

President, Poppy Growers Tasmania Inc



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