

Mildura, 6 November 2009

## **Experts congregate to boost Citrus growers' profit**

Experts from government and industry, including the Department Agriculture, Fisheries & Forestry, CSIRO, Woolworths, AgriExchange and as far away as California's Citrus Industry will join Australia's citrus growers to talk about improving profits for Australian citrus.

Citrus Australia, the peak industry body, has convened a conference in Mildura (VIC) from the 8 - 11 November.

CEO, Judith Damiani, said: "Citrus is one of Australia's largest horticulture industries and employers, and this forum brings government and the supply chain together as we work to secure the industry's future."

Over 2,000 growers are engaged in Citrus and the conference presents new information and insights in biosecurity, market access, and varieties that will improve the commercialization opportunities for Australia's citrus growers in both the domestic market and internationally.

Delegates come from across all Australia, New Zealand and California, and all parts of the supply chain. They will participate in expert talks, field events, demonstrations and other interactive sessions aimed at improving profit outcomes for the industry.

The conference theme, "Varieties, Commercialisation and Biosecurity" is particularly relevant as it forms much of the Industry's current conversation agenda.

Conference information can be found on the Citrus Australia website  
[www.citrusaustralia.com.au](http://www.citrusaustralia.com.au)

*For more information, interview opportunities and images, please contact:*  
Helen Piscioneri, Citrus Australia, Communications Officer

03 5023 6333 / [helen.piscioneri@citrusaustralia.com.au](mailto:helen.piscioneri@citrusaustralia.com.au)

[www.citrusaustralia.com.au](http://www.citrusaustralia.com.au)

*Citrus Australia is the national peak body for citrus growers. A member based 'not for profit' organisation, representing and leading the industry in policy and representation, market access and development, regional transitional planning and industry development. The citrus industry in Australia is worth \$440 million and represents the interests of over 2000 citrus growers. It is the largest fresh fruit exporter, with annual export earnings of \$180 million.*

**ENDS**