

Mildura, 7 August, 2009

No better time to eat citrus

Representatives from Citrus Australia – the national peak body representing citrus growers – recently visited a Coles store in Melbourne to meet with the Coles fresh produce team and to discuss the Citrus season so far. Both parties are energised about how well consumers are spoilt for value and choice of varieties.

Citrus Australia Chief Executive Officer, Judith Damiani said it's been a return to normal volumes this citrus season with good quality fruit, despite the challenges of continuing drought in southern Australia.

Coles Group Merchandise Manager Fruit, Winstone Chee agreed that the citrus category was looking good this year, "You won't get a better time than now to eat good quality, fresh citrus," Mr Chee said.

Citrus Australia Ltd and Coles are fostering an ongoing relationship by exploring ways to make the citrus category exciting.

Over the next few weeks, Citrus Australia is organising in-store demonstrations with growers at a number of Coles stores across Melbourne. Consumers are invited to come along and tantalise their tastebuds with juicy citrus samples from growers and learn what varieties are available. Find out more information from www.citrusaustralia.com.au

Dates: 31 August – 5 September 2009

Locations: Coles Chadstone, Box Hill and Port Melbourne

Daily Times: Monday-Friday inclusive 3-7pm, Saturday 10am – 2pm

For more information and images, please contact:

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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.

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