

# Media Release

**Date:** Monday 22 December 2008

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## **Citrus Australia to focus on marketing, natural resource management, biosecurity and continued industry reform**

Consultation with growers over the last month in QLD, NSW, VIC, and SA has assisted Citrus Australia formulate some key strategies for 2009.

Citrus Australia Chair Mr Kevin Cock said domestic and export marketing, natural resource management, biosecurity and promotion are industry's priority areas.

"The Citrus Australia Board has indicated its intention to form national committees under these broad areas, as well as four regional project groups to assist in transitional arrangements and issues" said Mr Cock

Queensland is the first state to consider a full merger with Citrus Australia subject to a detailed transition plan to be considered in February 2009.

Mr Cock said that growers in Queensland were strongly supportive of a more market-focused approach which requires a higher level of management of industry issues and programs at a national level.

"Most growers we spoke to around the country support this, and are prepared to join direct to make this happen. Grower membership of Citrus Australia has exceeded our expectations with almost half of our full year membership income achieved in less than two months of operation" said Mr Cock.

Grower members will be encouraged to nominate for one of the national committees or regional project groups early in 2009 to assist the Citrus Australia Board in its policies and operations.

Citrus Australia has already had a positive preliminary meeting with Coles and will be meeting with Woolworths and IGA in January in preparation for the 2009 citrus season.

Citrus Australia has also facilitated USA export forums in January in conjunction with the industry's US importer and marketer DNE World Fruit Sales. Industry participants are encouraged to attend to review the successful 2008 season and discuss the outlook for 2009.

*Citrus growers are now able to apply to join the new organisation directly by completing the Membership Application Form from the Citrus Australia website, [www.citrusaustralia.com.au](http://www.citrusaustralia.com.au)*

**For more information contact:** Kevin Cock – Chair: 0418 502 293

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**Citrus Australia Ltd represents and leads the Australian citrus industry progressing growers' goals, satisfying consumer needs and achieving sustainable benefits for the whole nation.**

**On 1 November 2008, Citrus Australia took over the operations of Australian Citrus Growers Inc after a meeting of national delegates on 14 October 2008 voted 88% in favour of the resolution.**

**US Export Forums:**

- Monday 12 January 2009, Berri Club 4pm
- Tuesday 13 January 2009, Murray Valley Citrus Board, Mildura 4pm
- Wednesday 14 January 2009, SS Leagues Club, Griffith 6pm