

ALERT! EXOTIC PESTS

CITRUS CANKER

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HUANGLONGBING

Look, Be Alert, Call an Expert.
Commercial plant producers should call the Exotic Plant Pathogen Hotline on 08 9489 1000 if they spot anything unusual on their crops.

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TOWN FOR SALE
IRRIGATION FEEDS OUR NATION
BYO H₂O

Give me a Mandy Mum!

Message from Citrus Australia Chair inside...

Dear grower / industry colleague

It has been a privilege to chair your national organisation, Citrus Australia Limited, for the past eight months.

I would like to take a moment of your time to explain some of the key issues we are focusing on and talk about what we'll do for you during the next three years.

Who is Citrus Australia?

It's two years since growers across the country chose to create a new industry peak body, Citrus Australia Ltd. Initially, Citrus Australia began very modestly with an enthusiastic skills-based board, 11 voluntary grower members, and a small team based at Mildura in Victoria.

I am delighted to tell you that, today, we are supported by 250 grower and affiliate members and an expanding Citrus Australia team that provide vital services to the industry.

What are we doing for you?

It's simple, Citrus Australia is re-energising the Australian citrus industry by increasing demand and value.

We are doing this by focussing on:

✓ Public Affairs

- > Actively lobbying, on your behalf, on issues such as water, export market access and development, biosecurity and quarantine, industrial relations and truth in labelling.
Citrus Australia's Chief Executive Officer, Judith Damiani expects to further drive these actions as we deal with a minority federal government which was forced into a renewed focus on regional Australia.

✓ Market access, development and promotion

- > Breaking down barriers to export markets such as China, South Korea, Thailand, Japan and the United States.
- > Facilitating new National Internal Maturity Standards for the whole of industry.
- > Developing more effective domestic promotion programs, such as the "Give me a Mandy mum" campaign trialled this year.

✓ Information

- > Providing information on plantings, crop forecasts and weekly market distribution through InfoCitrus.

✓ Communication

- > Using Citrus Australia's key regional personnel, through the popular industry magazine Australian Citrus News, on a new-look interactive website, at regional events and national conferences.

✓ Biosecurity/plant health

- > Biosecurity plans, awareness posters, study tours for canker and Huanglongbing.

All Queensland operations have been integrated into Citrus Australia while in Western Australia we have partnered with FruitWest (the pome, stone fruit and citrus organisation) and in South Australia, with the SA Citrus Industry Development Board and Citrus Growers SA, to ensure the best people and programs are utilised as effectively as possible for the whole industry.

What are you paying for?

High level skills such as people like:

- ✓ **Market development expert, Andrew Harty who focuses on export market access, national maturity standards, crop regulation and varieties.**

- ✓ **Product marketer, Simon West who is developing and running a National Mandarin Promotion Campaign throughout the whole value chain.**
- ✓ **Biosecurity expert, Pat Barkley who continues to passionately protect our industry from exotic pests.**
- ✓ **Industry development leaders, Kym Thiel (export), Nathan Hancock (market/crop information) and Helen Ramsey (domestic). This energetic trio provide experienced grassroots support to their regions and to important national programs.**

All with the aim of building stronger, bigger, targeted programs that provide improved market and policy environments for our growers and industry, ever mindful of the growing strength of our southern hemisphere competitors.

Citrus 2013 - Where will we be in three years?

Our industry is at a cross road with production declined to levels we have not seen for a long time due to varietal change, competitiveness and water issues. However, there has not been the same corresponding decline in the number of trees – through higher density, new plantings and larger holdings. Our industry is now producing more navels than Valencias with this trend expected to continue. Mandarin production is rapidly catching up and, in the near future, forecast to overtake Valencia production.

Our vision over the next three years is to continue growing our support base through transforming the industry into a unified new structure that ensures better value and returns to growers. We must continue to change, innovate, provide better value and focus on productivity and quality if we are to sustainably feed a growing domestic and global population.

I strongly believe that to ensure growers receive the maximum value for their levies our industry must continue to consolidate and build stronger market-focussed programs that fulfil industry needs and government and consumer expectations.

What can you do?

For those not already a member I encourage you to join today – a 2010/11 membership form is available at our website www.citrusaustralia.com.au or contact our friendly staff on (03) 5023 6333. As a grower, I am more than happy to talk directly to you about the benefits of membership. Collectively we can make big things happen.

For all the members – a big thank-you, it is through your support that we are able to actively represent the growers.

Watch out for more regular updates from Citrus Australia – we are determined to transform and lead the Australian citrus industry into a better future.

Sincerely

Tania Chapman
Citrus Australia Ltd
Chair

November 2010



Citrus Australia Ltd
3 Year Strategy 2010-13



CITRUS AUSTRALIA 3 YEAR STRATEGY 2010-13

Our Vision	Transform industry to a unified new structure ensuring better value and returns to growers
Our Mission	A grower driven national organisation representing and leading the industry in: <ul style="list-style-type: none"> > Policy and Advocacy > Research and Innovation > Market Access, Development and Promotion > Communication and Information > Biosecurity
Our Values	A national organisation that values: <p>Change > we will change and continuously improve our strategies, structures and programs to provide increased value and innovation</p> <p>Leadership > we will take a visionary national approach, act with honesty, integrity, use resources responsibly and respect the environment</p> <p>Teamwork > we will build relationships based on trust; and retain committed, friendly, talented, professional people who are motivated to individually and collectively achieve shared goals</p> <p>Grassroots > we will be accessible to all and accountable and responsive to members and industry</p>

OUR PROGRAM	THE INDUSTRY BENEFIT	OUR APPROACH
Market Development	Increased demand for Australian fresh and processed citrus domestically and internationally	<ul style="list-style-type: none"> > Working with the whole value chain > Directed by national export, domestic and variety committees > Supported by a team of Value Chain Coordinators with a national and regional focus > Faster resolution of market access issues > More efficient quarantine services > National quality assurance program > National food safety program > National promotion/category management program
Information	Provide quality and timely information to industry enabling better decision making	<ul style="list-style-type: none"> > Crop forecasting > Plantings data > Production reports > InfoCitrus > Market/consumer reports and analysis
Communications	Educate and consult industry through streamlined, relevant and targeted communications	<ul style="list-style-type: none"> > National and regional forums > Annual conference > Workshops > Magazine > Website > Newsletters > National leadership program
Biosecurity	Protecting the production base of the industry	<ul style="list-style-type: none"> > Protect against and manage incursions through a national pest incursion deed > Increasing industry awareness through training and materials > Supporting a high health budwood and seed scheme > Increase quarantine and border protection > Scrutinise Import Risk Assessments
Corporate & Public Affairs	Provide a strong and financially secure national body to govern industry	<ul style="list-style-type: none"> > Provide a united 'voice' to government > Skills-based appointments > Governance focus > Member-driven > Industry wide consultation > Transfer of state resources into national programs > Enhance national levy investment program > Lobby to represent grower issues such as market access, quarantine, biosecurity, water

What our members say...

"I firmly believe one united national peak body has more clout and influence at a higher level than six small bodies representing regions or states and working against each other, not for the betterment of the industry as a whole. Local groups would still be needed to address local issues, but they could be smaller and duplication reduced."

Sue Chislett, Kenley, Vic

"Citrus Australia needs our support to carry out its work for growers. Market access, information and juice labelling issues. Our local bodies are restricted, they can't lobby for us like Citrus Australia can..."

Frank Mercuri, Leeton, NSW

"I don't want to survive as a citrus grower, I want to prosper. As an individual I haven't the time, resources or contacts to make it all happen. As members we can work together to tackle the big picture items that are common to all of us..."

Nick Ulcoq, Gayndah, QLD

"It is important to support one, strong, national peak body that cost effectively works on behalf of all growers at a national level..."

Brad Gallard, Renmark, SA

...and that's why we are members."