

New partner for citrus

Citrus growers and packers are set to benefit from a new partnership between packing equipment giant, MAF Oceania and the nation's peak citrus body, Citrus Australia.

As Citrus Australia's inaugural major corporate partner, MAF Oceania will offer growers and packers the benefit of its global expertise, while also keeping Citrus Australia's events affordable for industry.

Citrus Australia Chief Executive Officer Judith Damiani says MAF Oceania's sponsorship of the recent Citrus Market Outlook Forum in Sydney showed clearly the benefits that could come from their support, including the offer of a funded trip to Spain to see their equipment – and the industry – up close. The lucky recipient was Queensland grower/packer Allen Jenkin.

"The equipment that MAF Oceania offers is becoming increasingly important as consumers demand higher quality fruit and labour costs climb," says Ms Damiani.

"Having such a future-focused business getting behind us is a real boost for our industry."

MAF Oceania Sales Manager Trevor McManus says MAF Oceania is keen to strengthen ties with the Australian citrus industry.

"We see this as a way to invest money back into the industry.

"We're looking for long-term partnerships with customers not just sales."

He says due to the interest in the Spain opportunity shown at the Citrus Market Outlook Forum, MAF Oceania is now investigating a joint study tour later in the year.

MAF Oceania (formerly Colour Vision Systems) offers global packing equipment and automation solutions to the fresh produce industry, together with packing line upgrades, electronic refits, and technical advice and support.

Its products include *Insight*, which measures brix (sugar) levels in fruit and also dry segmentation – a priority for many Queensland growers. *Vioscan*, meanwhile, detects clear rot on the skin of citrus and puff and crease, without the risks of ultraviolet light.

To find out more about MAF Oceania contact Trevor McManus (trevormcm@maf-oceania.com or 0438 312 990) or Phil Alexander (phila@maf-oceania.com or 0438 005 647).

ENDS

Media Contact: For more information and interview opportunities, please contact Citrus Australia.
Tel: 03-5023 6333.

Citrus Australia Ltd is the national peak body for citrus growers. Citrus Australia represents the industry in policy and advocacy, biosecurity, market access, development and promotion, research, and communications. The citrus industry in Australia is worth \$540 million and represents the interests of around 1800 citrus growers. It is the largest fresh fruit exporter, with annual export earnings of around \$190 million. Go to <http://www.citrusaustralia.com.au/>