

MEDIA RELEASE

Sydney forum to help growers capitalise on export demand

Australian citrus growers will gain valuable insights into some of the industry's fastest growing export markets, including China and The Philippines, at the 2016 Citrus Market Outlook Forum, to be held in Sydney on March 16-17.

Key speakers, Kurt Huang and Laurie Smith, will provide expert information to the expanding number of Australian growers exporting oranges and mandarins.

China has become the highest valued export market for Australian citrus, and its demand has helped raise Australian export volumes and value to record levels.

Citrus Australia CEO, Judith Damiani, says more Australian growers have registered to export their produce and want information to help them meet the requirements of this important market.

"We have a 60% increase in citrus hectares registered for China compared to last year, so we may be able to meet more of the overwhelming demand this year," Ms Damiani says.

"Chinese consumers have demonstrated their preference for high quality Australian citrus, which is exciting for our industry.

"Key note addresses by Kurt and Laurie will provide our growers further insight into what these consumers require."

Kurt Huang's company provides a fresh fruit import clearance service in Shanghai, and his main office is located in the Shanghai Huizhan Fruit & Vegetable Market, the biggest imported fruit wholesale market in East China.

Laurie Smith has over 30 years' experience in international corporate, advisory and government roles. He was based in Asia (Guangzhou, Beijing, Taipei and Shanghai) for a total of 18 years across three decades before returning to Sydney in 2011 where he headed Austrade's international network for four years.

Austrade's Vanessa Perez, based in the South East Asian mega-city of Manila, will share the latest opportunities for fresh produce for the growing middle-class in The Philippines.

South East Asia is becoming the third great emerging driver of global prosperity after China and India.

Other speakers and panels will explore current and future trends in the export, domestic and juice sectors.

Other highlights of the Forum include:

- Tree planting and production trends over the next 10 years
- Export market performance, challenges and opportunities
- Domestic market trends and new developments
- Prospects for new juice products and juice export
- Delegate prize draw to win an escorted trip to Spain courtesy of MAF Oceania

For more on the forum, visit www.citrusaustralia.com.au, or download the program and registration form [here](#).

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 \$550 million and represents the interests of around 1500 citrus growers. It is the largest fresh fruit exporter, with annual export earnings of around \$280 million. Go to www.citrusaustralia.com.au

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For further information, contact Citrus Australia on 03 5023 6333.