# FROM SEED TO TABLE: Where does Citrus Australia fit in?

### **Biosecurity**

- Signatory to the Deed, representing industry in an exotic pest incursion
- Advocating for nursery regulation, increased border surveillance. tougher penalties

### Variety & Rootstock Committee

- Linking breeding and evaluation projects to commercial outcomes
- Sourcing publicly available genetics for assessment in Australia; focus on HLB resistance

### R&D

- Shaping industry growth via R&D based on grower consultation
- Collaborating with international networks to identify R&D priorities

#### Market access & development

**PLAN & PLANT** 

- Developing and diversifying market access
- Tree census collecting and reporting data to inform planting decisions

### National & regional forums Education and networking

opportunities locally and internationally



### **IMPORT & QUARANTINE**

### Market access & development

- · Responding to issues in market throughout the season, engaging with growers and government
- · Engaging with retail sector as required
- · Communicating with industry on issues and advocating for solutions

### Labour

- · Advocating for access to seasonal and skilled workers, and for changes to visas and sponsorship of workers
- COVID-19 support
- · Guidance and support in managing workforce



### Market information & quality

- · Pre-season maturity testing
- · Weekly reports on domestic market maturity testing throughout harvest
- Crop forecasting
- KCT pest monitor training

### Energy & Infrastructure

 Advocating for efficiency, access and investment in infrastructure and affordable, reliable energy

### Market development

- · Training growers and packers in Freshcare
- Export protocols KCT registration and government consultation

### **Pest & Disease Committee**

- · Identifying biosecurity threats to industry
- Preparing strategies and operational responses

### GROW



## **HARVEST, PACK & PROCESS**

Market information,

access & development

Collating and distributing industry data;

· Ensuring access to markets remains open

· Developing and diversifying market access

market reports, export reports

### **Domestic & Export Committees**

- · Staying up to date with current events, sharing real-time information
- · Identifying opportunities and challenges

#### **Agrichemicals**

· Liaising with international governments regarding residues in fresh produce

### DISTRIBUTION

### **Juice Committee**

- · Identifying challenges in the Australian fresh juice industry
- Advocating for policy change to encourage consumer consumption
- · Impacting the juice sector to increase profitability and ensure the continuity of fresh juice in Australia

### **Industry engagement**

Managing media

 Sharing updates with growers through e-news and magazine

### Food safety

R&D

diseases

· Consumer marketing content, images, and social media

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### **Advisory Committees**

- Regional and Issue based: local growers, packers and industry experts
- Discuss grower member concerns in each region and take action

#### Water

 Advocating for deliverability and availability of water to citrus growing regions

### Agrichemicals

- Identifying new processes and new chemistry to bring to Australia
- · Assisting growers to move towards ultra-low residue levels while maintaining protection from pests and



R&D on understanding consumer preferences

Ensuring consumers receive fresh, safe, healthy citrus

