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

