



**Citrus**   
Australia

## **AN INVITATION**

*Peel back the cover to see what  
you're **missing out on***

# “This is going straight to the pool room...”

**Citrus Australia’s strategic plan is based on grower member consultation. We thought we’d share with you some of our wins in recent years.**

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**OCT 2019** Through the CPDPC, traps for Asian Citrus Psyllid are disseminated to orchards across Australia and bud-sticks are collected for Huanglongbing diagnosis.

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**NOV 2019** 7,000 plant traces are investigated across Australia for citrus canker, and WA is officially declared canker free.

After consultation with industry, an emergency plant pest levy to repay the Citrus canker response is set at \$1.05/tonne from 1 January 2020.

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**DEC 2019** Record breaking citrus exports at 272,000 tonnes, breaking the \$500m mark.

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**JAN 2020** Citrus Australia works with industry to push through the Horticulture Industry Labour Agreement (HILA) to allow easier access to skilled overseas workers in horticulture.

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**FEB 2020** Citrus Australia campaigns for fairer pricing of juice oranges, raising awareness of decreasing production base and increasing costs; prices climb to over \$400/tonne.

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**MAR 2020** Queensland citrus season kicks off as COVID-19 is declared a global pandemic and Australia’s borders close to seasonal workers on their way from the Pacific.

The Market Outlook Forum is held in Melbourne, our biggest yet, with over 220 attendees.

Citrus Australia announces a \$200,000 traceability pilot project with the Victorian Government.

We become part of COVID-19 working groups with state governments and the horticulture industry across Australia, and join the NFF Horticulture Council to collaborate on advocacy matters.

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**APR 2020** Working with industry and government, Citrus Australia drives a process which sees the Korea China Thailand (KCT) list approved and published 6 months earlier than last season.

We launch the Citrus Australia ‘Guide to COVID-19 in the Orchard and Packing Shed’ to all members and growers.

Citrus Australia is successful in our advocacy to extend the Seasonal Worker Programme, Pacific Labour Scheme, and backpacker visas for those already in country.

Citrus Australia successfully advocates for remote KCT audits and assists growers and packers with KCT queries and issues throughout the season.

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**JUL 2020** Citrus Australia's lobbying and work with NSW DPI sees the border between Victoria and NSW reopen to seasonal workers.

We lobby state and federal governments to address flaws in the Health Star Rating, which are negatively impacting fresh orange juice.

**SEP 2020** Citrus Australia's lobbying gets the Ag Code across the line for NSW, Victoria, SA and NT.

**OCT 2020** The traceability pilot project concludes; 400,000 units are sent to China with the Laava Thumbprint, and scans are detected in China from over 50 cities.

**DEC 2020** We establish a dedicated communications channel to our members with the launch of *The Juice* e-newsletter.

**JAN 2021** Citrus Australia expands its fruit promotion to consumers, with new team member Gabby Torpey taking on social media, interviews and directing videos.

**MAR 2021** Northern Territory and Australia is declared citrus canker free.

**APR 2021** Dr Jessica Lye takes on coordination of the citrus surveillance network in a 5-year biosecurity project. 'CitrusWatch' will trap in urban environments and commercial growing regions for early detection of pests such as Asian Citrus Psyllid, Glassy Winged Sharpshooter and other high priority exotic pests.

After many years of negotiation and collaboration, the first Huanglongbing tolerant rootstock seeds arrive in Australia from Florida for assessment in Australian conditions with Australian varieties.

**MAY 2021** Agriculture Victoria supports Citrus Australia with a Seasonal Worker Industry Support Officer, and Jackie Heaysman joins the team to assist growers in finding the best ways to recruit seasonal labour.

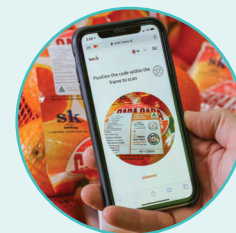
**AUG 2021** Citrus Australia celebrates one of the longest running market access wins in the citrus industry by achieving expanded market access, allowing growers in Queensland, NSW and WA the opportunity to ship to the USA.

**SEP 2021** Citrus Australia's continued lobbying for an Agriculture Visa sees a win, with regulations for a new visa put in place and workers expected to start arriving by late 2021.

We look toward 2022 and apply for funding to support our efforts to diversify trade into India, welcoming Claire Fitchett to the team.

Citrus Australia wins Ag Vic funding for a \$770,000 traceability pilot for high-value citrus traceability to safeguard citrus exports.

**OCT 2021** Citrus Australia welcomes Advanced Citrus Traceability Project Officer Paul Stephens to work alongside the University of New England in NSW on the geo-space mapping of citrus farms around Australia, allowing greater management of potential biosecurity incursions.



# *“Don’t believe everything you hear down the pub...”*

**We’ve heard the odd yarn from growers that doesn’t quite add up, so we thought we’d set some things straight.**

**Q.**

**I pay the citrus levy, does that mean I am a Citrus Australia member?**

**A.** No. Citrus Australia is a not-for-profit member organisation. Our grower members pay the citrus levy which goes to Hort Innovation, and they also pay a voluntary membership fee based on their hectares directly to Citrus Australia. Citrus Australia bids for citrus levy funding to conduct Research & Development (R&D) projects managed by Hort Innovation, and is currently administering six of these.

**Q.**

**Where do my levies go?**

**A.** Your levy is collected at the first point of sale, which is generally your packing shed or the marketer you use. They send this money to the Federal Department of Agriculture Water and Environment (DAWE). The DAWE gives some of this money to Plant Health Australia (PHA) for biosecurity projects, and some to Hort Innovation, who both invest in R&D and marketing projects based on industry needs. The investments are generally projects carried out by a range of service providers including Citrus Australia.

**Q.**

**Does Citrus Australia get my levies?**

**A.** Not directly. Citrus Australia participates in a competitive tender process to win levy funding and manage the R&D projects offered by PHA and Hort Innovation. We only apply when we feel we are best placed to manage these projects. This is why we rely on membership fees to conceptualise, secure and deliver these projects. We provide a stable business structure, a regionally based office, skilled staff, and a Board with oversight of ten committees, to enable a fair representation of industry.

**Q.**

**I export my fresh produce using the KCT program. I thought I was a member?**

**A.** Sorry. The Korea China Thailand (KCT) program is a service that Citrus Australia offers to all citrus growers. It is not a membership, and actually registers your information in a different database, not connected to levy payers or members. You must be registered with both and can do so by calling us on 03 5023 6333.



**Q.**

**I receive the Citrus Australia e-news and the magazine. Does that mean I'm a member?**

**A.** Not necessarily. We share our e-news and *Australian Citrus News* magazine with all of industry – our grower members, non-members (levy payers), and affiliate members. You can find out if you are a member by calling us on 03 5023 6333.

**Q.**

**I already pay levies and receive information from Citrus Australia. Why pay for a membership?**

**A.** It is true you will see some benefits as a levy payer because Citrus Australia manages the administration of levy funded projects through PHA and Hort Innovation (eg. the *Australian Citrus News* and *Citrus eNews*).

As a member, you get so much more than that. Want statistical data on shipping exports? We can create that for you. Want advice on MRLs for export to any market? We can clarify this for you. Want industry to have access to innovation from around the globe to protect you from biosecurity incursions? We maintain that network. Want us to advocate to government on your behalf for changes to the Horticulture Award, or the right to irrigate your orchard in the Murray Darling Basin? That's us. Want to receive direct mail on critical updates to industry from our CEO? We can do all these things, but they are not funded by R&D projects. They are funded by membership fees, and whilst we'd really love to help you, if you are not a member, we won't have the time to prioritise your request.

**Q.**

**I only grow a small acreage of limes. Why should I become a member?**

**A.** Whilst limes are a small category, you are still a very important part of the citrus family. How would we cook our fajitas, or garnish our gin and tonics, if it weren't for limes? Being a member of Citrus Australia means that we value your input, and we want to hear from you.

Our ability to shape government policy, and to access markets, new chemicals, innovation and fight pests and disease, impacts all of industry, not just one type of citrus.

And whilst levy funding might mean that we work on a specific project, it doesn't mean that the strategic plan for the company falls in line with whatever project is available. Citrus Australia is member owned, and member run. Your input is considered in all our planning. Plus, you get access to the more personalised assistance we mentioned above.

**Q.**

**Why does having a representative body like Citrus Australia matter?**

**A.** When an exotic pest is found, Citrus Australia represents you the grower, and gives industry a strong, collaborative voice in the response.

When there is an issue in an export market, Citrus Australia will be there to help you. We represent industry to governments here and abroad, and we have networks and contacts to call on to assist.

When a global pandemic hits and we can no longer move freely throughout Australia or the world, we fight for the ability to keep your business open and functional, and your staff employed.

When governments make poor policy, we are your voice at State and Federal levels.

Whilst we deal with issues every day, we are always looking to the medium and long term to prepare industry for the challenges and opportunities that lie ahead.

# FROM SEED TO TABLE: Where



## 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



## 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 info

- Pre-season
- Weekly maturity
- Crop forecast
- KCT pest

## Energy & I

- Advocating and invest affordable



## HARVEST, PACK & PROCESS



## Market information, access & development

- Collating and distributing industry data; market reports, export reports
- Ensuring access to markets remains open
- Developing and diversifying market access

## Domestic & Export Committees

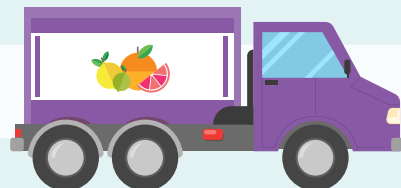
- Staying up to date with current events, sharing real-time information
- Identifying opportunities and challenges

## Agrichemicals

- Liaising with international governments regarding residues in fresh produce

## Juice Com

- Identifying Australia
- Advocating encourage
- Impacting profitability of fresh



## DISTRIBUTION

# How does Citrus Australia fit in?

## Market access & development

- 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

## Advisory Committees

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

## PLAN & PLANT

### Information & quality

• On maturity testing  
 • Reports on domestic market  
 • Testing throughout harvest  
 • Forecasting  
 • Monitor training

### Infrastructure

• Working for efficiency, access  
 • Investment in infrastructure and  
 • Safe, 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

### 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 diseases

### Water

- Advocating for deliverability and availability of water to citrus growing regions



## GROW

### Committee

• Working on challenges in the  
 • In a fresh juice industry  
 • Working for policy change to  
 • Increase consumer consumption  
 • Working the juice sector to increase  
 • Quality and ensure the continuity  
 • Of juice in Australia

### Industry engagement

- Sharing updates with growers through e-news and magazine
- Managing media
- Consumer marketing content, images, and social media



### R&D

- R&D on understanding consumer preferences

### Food safety

- Ensuring consumers receive fresh, safe, healthy citrus



## CONSUMPTION





# A note from Nathan

**We'd all agree, 2021 has proven to be the worst season in a decade for our industry and I think most of us are glad to see the back of it.**

We were under no illusion that it would be a tough year, but the government inaction on issues including quarantine for seasonal workers, and sea freight issues, all compounded to make it physically, mentally and financially challenging for growers.

The Citrus Australia team worked hard to represent the industry's needs to government, raising issues that affected growers directly with state and federal ministers, and pushing for solutions.


**This work is not funded by grower levies.**

All of our advocacy, lobbying and representation on critical issues with government is funded by our voluntary Grower and Affiliate Membership. Grower levies fund our dedicated team to lead industry in areas of market access, biosecurity, agrichemicals and more, but it is the support of Citrus Australia members that enable us to advocate for grower requirements now and into the future, on behalf of all growers.

In all likelihood 2022 will also be a more difficult year than in recent past. We will work hard to have government improve the sea freight issues; shape the Australian Agriculture Visa to enable a wide range of citrus businesses to access workers; and to improve the Hort Award.

I ask you to reflect on how this work supports and enhances your business, and I ask for your support in return.

I invite you to join Citrus Australia by becoming a member in 2022, and together we can work to shape industry into the future.



**NATHAN HANCOCK, CEO**





# We're in **your** corner

**Grower membership fees give Citrus Australia the ability to stand up and make change to ensure that government policy settings, laws and regulations are in your favour.**

## Some of our recent work:

- Citrus canker eradication in the NT and WA
- Better transparency in the Victorian water markets, with the introduction of a Water Market Agency
- Changes to water availability in the Murray River from the Goulburn River
- Lobbying against the destruction of Paradise Dam in the Burnett Region and for the return of the wall to the previous height
- Input into the design of the Agriculture Visa
- Lobbying for better laws between state and local governments for accommodation planning in regional Australia
- Contribution to the AgVet chemical regulatory reform
- Lobbying against plant export cost recovery
- Guiding R&D in citrus through improvements to the Strategic Investment Plan
- Highlighting challenges and opportunities that must be addressed for government to reach their goal of \$100B agriculture industry by 2030
- Lobbying for Australian juice to keep its 5-star health star rating
- Support for allowing low-risk off-label use of agrichemicals in low-risk circumstances
- Streamlining the Seasonal Worker Programme and the Pacific Labour Scheme, creating the new PALM
- Providing insight into skilled occupations required in horticulture, allowing better access to sponsorship of skilled professionals



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*“Citrus Australia has represented all growers at government department meetings, to ensure your requirements are acknowledged and met, and to influence government policy.”*

*- Kerry Thompson, Policy & Membership Officer*



# May we help you?

**Citrus Australia  
continues to grow our  
library of resources  
to assist members.**

In March 2020 we released '**Farm Labour: All you need to know**'; to assist grower members with the impending labour shortage as we moved into harvest and Australia shut down due to COVID-19. This guide considers the different aspects of labour including where to source it, how to sponsor workers, how to pay them accurately, and how to ensure their safety, as well as your own as a business owner.

In 2021, we dug deeper by creating an additional guide to '**Planning your Seasonal Workforce**' and the '**Seasonal Workforce Matrix**'. These documents provide more guidance on how to recruit, what option is best for your business, and how to post an ad that will stand out amongst the crowd.

Citrus Australia's '**Guide to COVID-19 in the Orchard and Packing Shed**' was highly regarded by growers as a safety net to lean on in uncertain times. It provides a checklist to ensure all has been considered when making your workplace COVID-safe for staff and visitors, with links to relevant sections of government websites. We provided crisis management support to all of industry for six months, via phone calls, emails, online updates, and a new section on our website. This support is now available to members only.

In addition to the above, Citrus Australia continues to grow our library of resources accessible to members, including:

- Our very own podcast, for you to listen to on the tractor
- Our monthly member only newsletter – '*The Juice*'
- Access to presentations from our national and regional forums
- A monthly list of available grants
- Reports and research
- A monthly list of webinars, courses, events, and scholarships available to growers
- MRLs for citrus exports
- The annual Australian Citrus Tree Census

# So, why should I sign up?

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## Nominate to represent your fellow growers on the Citrus Australia Board

- Board renewals are annual as two directors must stand down each year. Citrus Australia seeks experience, knowledge and leadership from Board members to guide the company in making the best decision for growers and industry in terms of performance, finances and policy.

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## Nominate to represent your fellow growers on one of Citrus Australia's 10 committees

- Chat with growers in your region and raise common concerns at committee meetings which take place online or face to face 2-4 times per year.
- Get a stronger understanding of the challenges faced on a national and industry level, hear more detailed updates directly from Citrus Australia staff, and do your bit to find solutions.

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## Own a piece of Citrus Australia

- As a Citrus Australia member, you vote for who represents you on the Citrus Australia Board.
- Share your ideas and concerns with your regional committee, and assist Citrus Australia with their response to government inquiries on matters that affect you. For example, access to water, labour and agrichemicals.
- Contribute your innovative and interesting stories and technologies on your farm, and provide feedback and suggestions on Citrus Australia's strategic direction when we visit your area, or through our surveys.

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## Be the first to hear of new data and information that impacts your growing decisions

- Get your hands on a printed copy of the annual Australian Citrus Tree Census.
- Never miss a chemical or MRL change again with critical updates, access to shipping reports on exports, and ABS reports sent regularly.
- Request national data on varieties, produce export, pest and disease, as well as prices.

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## Access citrus industry communications to keep you in the know-how

- In addition to the *Australian Citrus News* magazine and e-news, members receive the monthly member-only newsletter 'The Juice' with reminders about available grants, courses, webinars, podcasts, events, and scholarship opportunities.
- Unlock the members' section of the Citrus Australia website to access resources on topics that matter to you.

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## Get your special invitation to Citrus Australia meetings and events

- Discount tickets are available for Citrus Australia members to our national forum.
- Receive your invite to our regional forums and the annual VIP member only event after the AGM.
- Access a discount of up to \$175 off of your KCT application.
- Take 10% off your purchase of the Safe Ag Systems WHS digital safety management program and app [www.safeagsystems.com](http://www.safeagsystems.com).



# What made others sign up?

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*“For CA’s leadership and advocacy to government; I wanted someone in my corner for matters such as biosecurity and water.”*

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*“Citrus Australia enables my small business to have a voice.”*

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*“Since the inception of Citrus Australia, we have made significant steps forward in sustainably developing our industry to be a competitive player internationally.”*

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*“To gain more knowledge and continue education on best practice for growing citrus.”*

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*“It gives us a great network of like-minded people to learn from.”*

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*“I believe you must support your industry and the bodies surrounding it.”*

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*“Just knowing what was being fought for, and the outcomes of that.”*

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*“We have certainly had a lot of help over the years, especially with labour, so we thought we’d sign up.”*

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*“To assist with the opening of trade and exports.”*



## Citrus Australia Ltd

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## Our Partners

