

2020 ANNUAL REPORT





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WHO WE ARE

Citrus Australia Ltd is the recognised peak industry body representing the nation's commercial citrus growers.

Under the guidance of our skills based board, the team at Citrus Australia provides vital services to industry across the whole supply chain. The organisation is supported by more than 300 grower and affiliate members.

Our Vision

Citrus Australia has a two-fold vision:

- » To maximise grower returns
- » To grow export value

Our Values

Citrus Australia is a national organisation that values:

Change

We work to continuously improve our strategies, structures and programs to provide increased value and innovation

Leadership

We take a visionary national approach, act with honesty and integrity, and respect the environment by using resources responsibly

Teamwork

We build relationships based on trust; and retain committed, friendly, talented, professional people who are motivated to individually and collectively achieve shared goals

Grassroots

We are accessible, accountable and responsive to members and industry.



OUR MISSION

As a grower-driven national organisation Citrus Australia represents and leads the industry in:

- » Policy and advocacy
- » Research and innovation
- » Market access, development and promotion
- » Communication and information
- » Biosecurity

FROM THE CHAIR



The year 2020 will be remembered as a catastrophe internationally, and it certainly caused pain and additional work within our citrus industry.

However, it should also stand as a testament to the hard work and dedication of our growers across the country, who showed both grit and ingenuity to complete the harvest in the face of COVID-19.

The closure of our international borders at the start of the Queensland harvest, border closures (at times with less than 24 hours' notice), and government-imposed restrictions and regulations throughout the year caused much additional work.

It was a commendable effort to complete the harvest and I'm glad there was appropriate recognition of our great product through strong domestic and export sales.

Citrus Australia's representation of all growers through COVID-19 in particular, but also other important issues throughout the year, demonstrates how it has grown from a facilitator of research and development for growers, and leader in market access, to a strong advocate for growers' rights to all levels of government.

The Citrus Australia board continues to update its corporate policies to ensure they represent the immediate needs of our members.

As a result, the executive and staff are in regular contact with state and federal ministers and government departments to ensure our members' requirements are recognised and addressed.

Farming has always been a multi-faceted business and this is increasingly so. I'm proud that Citrus Australia reflects this in its representation of growers at all levels.

Government engagement is directed towards our key policy areas of export markets; biosecurity; agrichemicals; water; and labour.

We actively seek input from our members on how these - and other - issues affect them and what they would like addressed. Members can do this by calling Citrus Australia or contacting a member of their Regional Advisory Committee.

Citrus Australia continues to press Government on the importance of the Australian citrus industry to regional and rural Australia and the national economy.

It is imperative that our policymakers understand the threats our industry faces and what the loss of this industry would mean.

Proper recognition will help ensure our voice is heard.

I would like to take this opportunity to thank my

fellow board members for their ongoing support of me in my role as chair and their dedication to ensuring our industry is sustainable and that grower opportunities are maximised.

On behalf of the board of Citrus Australia I thank our dedicated CEO, Nathan Hancock.

We thank our dedicated staff, who work so well as a team for the betterment of our members and our industry.

Finally, my thanks to our grower members, who support Citrus Australia both financially and through sharing their knowledge, time and experience.

Grower levies fund our team to lead industry in areas of market access, biosecurity, agrichemicals and more, but it is support from our Citrus Australia members that enables us to advocate for grower requirements now and into the future.

BEN CANT

Chair, Citrus Australia Ltd

FROM THE CEO



It's surreal to think back to March, when several speakers at our Market Outlook Forum tried to forecast how COVID-19, which was then most prominent in China, would affect Australian exports.

Our borders were shut a fortnight later and throughout the year the industry had to navigate national and state-wide lockdowns, government-issued COVID-19 business requirements and a diminished labour field.

It's a credit to growers nationwide that they successfully completed the 2020 harvest.

Citrus Australia was proud to play its part, immediately becoming part of COVID-19 working groups with state governments and the horticulture industry to gain the latest information for growers and advocate their requirements.

All available information was included in our industry-leading Guide to COVID-19 in the Orchard and Packing Shed, which was regularly updated. Communications were also targeted to growers.

Our advocacy resulted in the extension of visas for SWP, PLS and WHM workers already in the country, and would later see the Agriculture Code introduced to minimise cross-border restrictions in several states, states opt into the SWP restart and quarantine processes introduced.

Although the entire Citrus Australia team worked tirelessly to help growers and industry navigate the changing landscape of 2020, significant achievements were made in other areas to benefit industry also.

To start the year, Citrus Australia worked with industry to push through the Horticulture Industry Labour Agreement to allow easier access to skilled overseas workers in horticulture.

Although we have a clear seasonal worker shortage, skilled labour is becoming increasingly problematic and this will benefit all citrus businesses.

Citrus Australia led a \$200,000 traceability pilot project funded by the Victorian government which will improve the verification of our exports, which cracked the \$500 million mark in 2019. 400,000 units were successfully sent to China, with scans detected in 50 cities.

After consultation and planning with industry and government, Citrus Australia drove a process which saw the KCT list approved and published six months earlier than the previous season. We also successfully advocated for remote KCT audits, and were there to help growers and packers with queries and issues throughout the season.

Our Citrus Pest and Disease Prevention Committee continues its holistic approach

to prevent incursions, with surveillance for citrus psyllids in urban environments added to ongoing on-farm trapping.

Our campaign at the start of the year for fairer pricing of juice oranges gained traction but our advocacy and energy were soon directed towards a strong campaign to remove the 5-Star Health Rating for fresh Australian juice.

Citrus Australia worked throughout the year to gain government support to prevent this change, garnering significant public support along the way. Although we had logic and public sentiment on our side, the majority of state governments saw otherwise and juice lost the 5-Star rating.

Despite what could fairly be described as a gutting result, we saw this as a clear demonstration that the Health Star Rating system is flawed and will advocate in 2021 for changes or its removal.

It was an exhausting year for industry but also satisfying to reflect on our joint achievements. I would like to thank our Citrus Australia members for their support, our dedicated staff and our Board for their guidance.

NATHAN HANCOCK
CEO, Citrus Australia Ltd

2020 BOARD



BEN CANT
Chair
Grower Director



RICHARD BYLLAARDT
Deputy Chair
Grower Director



SHANE KAY
Grower Director



MEGAN MACDONALD
Grower Director
(March-Present)



IAIN EVANS
Independent Director



GREG FRASER
Independent Director
(March-Present)



ROBERT HODDLE
Grower Director
(Jan-March)

OUR COMMITTEES

Citrus Australia has formed national and regional committees to consult with industry and to act in an advisory capacity to the Board of Citrus Australia on priority issues. Membership of these committees is skills based.

Export Market Committee

Brett Jackson, Paul Scheffer, Bindi Pressler, Richie Roberts, Allen Jenkin, Darryll Lowe, Brian Bowey, Malcolm McLean, Ferdi Bergamin, Nathan Hancock and David Daniels.

Domestic Market Committee

Ben Cant, Dean Morris, Mano Babiolakis, Marcus Scott, Mark Spees, Will Snell, Nathan Hancock and Mara Milner.

Variety Committee

Shane Kay, Steve Burdette, Graeme Sanderson, Bill Robinson, Malcolm Smith, Tim Herrmann, Myles Parker, Dave Monks, Tahir Khurshid, Nathan Hancock and Nicole Zerveas.

Juice Committee

Justin Davidson (Chair), Armando Bompane, Andrew Creek, Trevor Roberts, Frank Mercuri, Craig Estens, Tony Nardi, Nathan Hancock, Kerry Thompson, Robert Hoddle, Richard Malone and Jeff Knispel.

Citrus Pest and Disease Prevention Committee

Greg Fraser (Chair), Andrew Miles, Bronwyn Walsh, Nerida Donovan, Matt Benham, Wayne Parr, Tim Hermann, Jianhua Mo, Nathan Hancock, Jeff Milne, Kerry Thompson, Matthew Short and Ryan Arnold.

Regional Advisory Committees

Queensland Regional Advisory Committee

Cris Bryant (Chair), Ainsley Emmerton, Allen Jenkin, Mary Berthelsen, Brian Gallagher, Matthew Benham, Nathan Hancock and Mara Milner.

Riverina Regional Advisory Committee

Michael Johns, Robert Sjollema, John Sergi, Frank Mercuri, Justin Davidson, Andrew Creek and Nathan Hancock.

Murray Valley Advisory Committee

David Stevens (Chair), Darren Minter, Justin Lane, Danny Thornton, Toby Hederics, David Lyell, Nathan Hancock and Nercole Zerveas

Western Australia Regional Advisory Committee

Damien Guthrey (Chair), Richard Eckersley, Daniel Ying, Mary Ann O'Connor, Bronwyn Walsh, Andrew Pergoliti, Brett Heather and Nathan Hancock.

Far North Queensland Regional Advisory Committee

Debbie Caamano (Chair), Anthony Carusi, Berto Shroj, Con Iacutone, Ray Courtice, Greg Bailey, Nathan Hancock, Mara Milner, Ebony Faichney, Oscar Bugno and Wim Van Niekerk.

NEW BOARD MEMBERS

Megan MacDonald, Greg Fraser and Shane Kay appointed to Citrus Australia Board

At the Citrus Australia AGM in March, Queensland grower Megan MacDonald, Redlea Citrus, Coringa, was appointed to the Citrus Australia Board as a Grower Director; Plant Health Australia Executive Director Greg Fraser was appointed as one of two Independent Directors to fill the casual vacancy left by retiring Director Charmaine England; and current board member Shane Kay, Moora Citrus, WA, was re-elected for another term.

Megan MacDonald

Mrs MacDonald and husband Hamish have 40,000 mandarin and lemon trees on 110 hectares over three sites on the Burnett River.

The MacDonalds grow mandarins, including Imperial, Honey Murcott and Royal Honey Murcott varieties, as well as seeded and seedless Eureka lemons.

They have a packing house onsite and send to several export markets,

“Citrus Australia’s function is not new to us,” Mrs MacDonald said after the AGM. “After participating in a Citrus Australia tour to China, our business has focused on more export varieties and the value that brings to a business.”

The MacDonalds are also accredited labour providers, which enables them to extend the season for their workers from the Pacific Islands through further employment on other farms in the region.



Hamish and Megan MacDonald on their Queensland farm.



“Clearly a big issue for the industry is biosecurity – both our borders and on-farm. We must strengthen both and everyone has an important role to play.”

Greg Fraser

Plant Health Australia (PHA) Executive Director Greg Fraser has been appointed to the Citrus Australia Board as one of two Independent Directors.

Mr Fraser was appointed to fill the casual vacancy caused by the resignation of Charmaine England, who stepped down due to increased family and business commitments.

Mr Fraser has been CEO at PHA since 2008 and will retire from that position in July. He has been Chair of the Plant Biosecurity Research Initiative since July, 2018, and is a graduate of the Australian Institute of Company Directors.

“Clearly a big issue for the industry is biosecurity – both our borders and on-farm. We must strengthen both and everyone has an important role to play.”

Mr Fraser worked with Mr Hancock and other stakeholders in the citrus canker response in the NT and northern WA.

Mr Fraser said stakeholder engagement at PHA, whose members were all levels of Government and industry bodies, including Citrus Australia, was integral to its success.

Mr Fraser and his family own a 200 hectare grazing farm, with some irrigation, at Wee Jasper, north of Canberra.

Greg Fraser, Executive Director, Plant Health Australia

Mrs MacDonald said being owner/manager with her husband of a smaller citrus business, and a working mother, will frame her contribution to the strategic direction of Citrus Australia.

“I would think that our business size and make-up would be representative of many growers in the industry,” she said.

Mr MacDonald manages the orchard and is responsible for labour, and Mrs MacDonald manages the packing shed and marketing of their fruit. As such, she believes the recent formation of the World Citrus Organisation could prove a great benefit for the Australian industry.

Mrs MacDonald replaces former Grower Director Robert Hoddle, Gunnible Pastoral, who

stepped down after two terms to concentrate on his expanding business.

Citrus Australia CEO, Nathan Hancock, said Mr Hoddle had made an important contribution during two terms on the board.

“Robert’s passion for the industry is evident to all those who have met him, and he brought this energy and enthusiasm to Citrus Australia,” Mr Hancock said.

“He always had the requirements of members front of mind, searching for ways to improve their profitability within the bigger picture of industry growth.

“We thank Robert for his time and know he will remain an advocate for our industry.”

CITRUS AUSTRALIA RESPONDS TO COVID-19

Decisions made by Federal and state governments in response to COVID-19 (Coronavirus) saw significant disruptions to businesses at the beginning of harvest.

The decision by Prime Minister Scott Morrison to close Australia's borders on March 20 stopped Pacific Islanders about to board flights to Australia to work under the Seasonal Worker Programme (SWP).

The initial decision not to extend the working visas of Working Holiday Makers (backpackers) and those Islanders already in Australia under the SWP caused further angst; as did the Prime Minister's announcement that backpackers would have to self-isolate for 14 days before working, to the surprise of Federal departments and state governments.

State border closures restricting interstate travel (and also intrastate travel in WA) also caused concern.

Citrus Australia began daily consultation with Federal and state government Ministers and departments, and other horticulture industry groups, to advocate for our growers.





Industry's biggest challenge in the future will be access to harvest labour, followed by technical access to markets and disruption to markets by COVID-19.

Meetings with our Regional Advisory Committees and feedback from individual growers enabled Citrus Australia to raise specific issues and concerns to enable us to seek answers.

Pressure on the Federal Government was instrumental in gaining bridging visas for Working Holiday Makers and Islanders already in the country.

Citrus Australia dedicated considerable resources to the COVID-19 response throughout the year to ensure industry stayed ahead of the curve, and continues to be able to operate in a COVID-19 safe environment into the future.

The pandemic kicked off at the start of the mandarin harvest for Queensland where Citrus Australia worked with local and state government in the Burnett region to ensure that:

- » orchards and packing sheds could continue to operate in a safe environment
- » growers could isolate staff if there was an outbreak
- » growers increased hygiene and social distancing to avoid being closed down

- » enough workers were able to travel to regions
- » freight could still travel between states and ports and trade remained open
- » PPE, supplies, and accommodation options remained available to industry.

As harvest commenced in other regions across Australia, Citrus Australia pushed for these allowances in all states.

Citrus Australia created the Citrus Australia Guide to COVID-19 in the Orchard and Packing Shed, a 60-page document to assist growers and packers to manage COVID-19 in the workplace.

Each business was encouraged to develop a plan using the Guideline, and that they documented what was implemented and make records, to reduce the impact on their business and keep their family and employees safe.

Citrus Australia also 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 then continued for our members.

Citrus Australia remains active on federal, state and local government working groups where necessary, and continues to liaise with members about challenges being faced in each region.

Our lobbying resulted in the reopening of the Vic/NSW border to seasonal workers, and the restart of the Seasonal Worker Programme by all citrus growing states and territories in Australia.

Industry's biggest challenge in the future will be access to harvest labour, followed by technical access to markets and disruption to markets by COVID-19.

Although industry successfully completed the 2020 harvest, Citrus Australia continued to lobby government to recognise the shortage of labour for the 2021 harvest, and to work with industry to create meaningful solutions.

MARKET OUTLOOK FORUM



*David Daniels, General Manager,
Market Development, Citrus Australia*

Record number attends Market Outlook Forum

More than 220 delegates attended the Market Outlook Forum, held in Melbourne in March, where speakers addressed the theme, Staying ahead of the curve.

The Forum explored how the Australian citrus industry could maintain its export market share and develop new markets, in the face of increased pressure from competing nations.

Delegates heard how staying ahead of the curve is essential to maintaining the returns growers have worked so hard to achieve over the past three years.

Key themes of export pressures, impact of consumer demands on the export and domestic markets, exciting opportunities in India, brand and IP protection and preventing exploitation of labour were discussed.

Keynote speakers explained the intricacies of the US-China Trade War, and the impact it could have on Australian exports.

While China remains a valuable market for Australia, Citrus Australia CEO Nathan Hancock explained how changes in the political landscape, as well as impending access to China for Chile, underscore the importance of continual development of new markets.

India, although complicated, stands out as a market of great potential. A special session led by market specialists on the sophisticated retail sector and customers in Mumbai and New Delhi provided Forum delegates with insight into opportunities for Australian fruit.

Mr Hancock visited India in 2019 and Citrus Australia is working with industry to find and capitalise on higher value markets there.

“India is certainly a country of contrasts, poverty, pollution and chaos mixed with affluence, modernity and contemporary

enclaves in a kaleidoscope of humanity,” he told the Forum.

“Whilst many of our meetings involved discussions of price sensitivity there is a demand from marketers for high value produce in India as well as an interest in new varieties and flavours. Other suppliers are moving into this sector so we cannot remain idle.

“My trip helped ascertain the possibilities for citrus, particularly in regards to advances in the cold chain sector, and the ability of businesses to maintain it.”



Some 220 delegates attended the Market Outlook Forum in Melbourne.



CITRUS INDUSTRY HALL OF FAME

Jack Parr made his vision a reality

The late Jack Parr's vision and energy has been integral to the development of the Australian citrus industry - and it was recognised when he was inducted into the Citrus Industry Hall of Fame at the Citrus Australia Market Outlook Forum.



The late Jack Parr

His thirst to improve production techniques and expand potential markets, saw the development of the Australian export industry to Japan, the introduction of technology including wind machines and ethylene gas ripening, and the expansion of integrated pest management.

Mr Parr left his home state of NSW, citing Queensland as the land of opportunity for citrus growing and in the 1930s his search led him to Mundubbera, where he purchased the original Golden Mile Orchard property.

Mr Parr knew reliable water would be integral to any success so the Burnett River was a major attraction.

The Golden Mile was originally a dairy farm and Mr Parr planted his first citrus trees in 1936.

The major flood of 1942 swept his dairy herd and flourishing orchard away. He decided against re-stocking livestock and re-built his orchard. It grew into the largest privately owned orchard in the southern hemisphere at the time.

Mr Parr and his cousin, Percy Wrench (grandfather of Gayndah grower, Kevin Parr, Glen Grove Orchards), would travel to California and Florida every year to investigate new varieties and new technology.

Mr Parr would import new varieties from the University of California budwood scheme and test them on 10 acre trial blocks at Golden Mile. He brought back



The late Jack Parr



the Honey Murcott mandarin and pink grapefruit varieties.

He also imported the first wind machines in the country, overhead sprinklers, cardboard boxes, technology for ethylene gas ripening, oscillating spray booms, amongst other technology.

He would travel the US with a self-taught engineer, who would draw up blueprints of technology, which was then built in Australia.

In 1963, Mr Parr visited Canada and recognized the scope which existed there for a market for Ellendale mandarins. Golden Mile orchard supplied the Ellendales for the first shipment in 1964 of a few tonnes to Canada, and later Europe.

As far back as 1962, Mr Parr recognized export opportunities in Japan, after a visit to that country. He began working with importers, the Japanese Ministry of Agriculture and the Australian Government.

After 20 years of negotiations with the Japanese Ministry of Agriculture, they lifted the ban on Australian citrus. Unfortunately, the decision was made only days after Mr Parr passed away in 1982.

Mr Parr didn't limit his expansion plans to international markets. He established citrus in Wiluna, Western Australia, east of Meekathara.

Unfortunately he was ahead of his time and logistical barriers meant the project was not a success. This was in the days when buying a loaf of bread would take a week-long train ride.

His vision wasn't limited to markets. In the 1970s, Mr Parr negotiated with the Queensland Department of Primary Industries to develop IPM control in Queensland citrus.

Mr Parr with the assistance of the late Dan Smith, employed Dan Papacek, interviewing him after finishing university, and setting up a small insectary on

the Golden Mile. It was a major turning point to reducing the amount of insecticides used at the time.

They introduced Rhodes grass between tree rows which would be alternate slashed rows, enabling insects to build up in Rhodes grass seed.

The release of the parasitic wasp in 1979 can be hailed as a considerable success. Other IPM programs developed and fine-tuned at the time underpins current work still conducted by Mr Papacek.

Mr Parr's grandson, Wayne Parr, accepted the award on the night.



Bill Robinson accepts his award.

CITRUS INDUSTRY HALL OF FAME

“The tree pays for everything”

There wouldn't be many involved in the citrus industry that haven't been influenced in some way by Bill Robinson, and not many that haven't heard his catchphrase: “The tree pays for everything”.

This catchphrase and Mr Robinson's philosophy have become something of a mantra at MFC, where he first gained employment in March 1975 working in accounting and administration for several years before switching across to an agronomy role as Fruit Procurement Officer in 1990; around the time of the opening of the new MFC packing shed.

Following the merger of Mildura Co-op and Sun Garden Packers in 1997, the extra grower base gave Mr Robinson the opportunity to show his worth in the position of Grower Services Manager - a role in which he flourished.

In both his jobs as Fruit Procurement and Grower Services Manager, Mr Robinson had a significant role in all aspects of the US Program - setting up grower protocols and scheduling harvest to meet vessel volumes.

With a genuine interest in developing strong relationships with citrus growers, Mr Robinson certainly made his mark at MFC, with good communication, regular orchard visits and initiating grower meetings - all this for the benefit of growers so they could receive relevant technical support, information on markets as well as general industry news.

Mr Robinson pioneered grower study tours from Australia:

- » To a number of other citrus growing regions throughout the world to give access to the latest cultural practices
- » To overseas markets so that growers could view their fruit at the point of sale which gave growers an understanding of customer expectations

These trips were invaluable to growers, not only for the wealth of information gained, but for the many contacts made and the strong alliances and networks formed.



Citrus Australia Chair Ben Cant with Hall of Fame inductee, Bill Robinson.

With Mr Robinson's vision of helping to bring the Australian Citrus industry forward, he recruited Spanish Citrus consultant John Chavarria, who with Mr Robinson's support and guidance has certainly helped develop the technical aspects of MFC growers.

Mr Robinson, together with John Chavarria and Danny Thornton authored the MFC Citrus Protocol, a very comprehensive booklet that was made available to suppliers of citrus to Mildura Fruit Company. This initial publication and subsequent editions have provided a wealth of technical information on all things growing citrus. No doubt, this MFC in-house publication has found its way into the hands of many non MFC growers.

When there was a whole lot of doom and gloom in the industry a decade ago and even industry leaders were stating publicly that there were too many navel trees in the ground, Mr Robinson was adamant that the wheel would turn and that

we should seek more export opportunities – China then became the target for MFC.

Under his guidance, a small number of growers backed MFC in and embarked on the orchard compliance protocols for access to the KCT markets – and what a great success this proved to be with many in the industry following.

Mr Robinson made a public statement many years ago that "China will become a mainstream market in time – just like Japan". His prediction has certainly come true and the industry has been a major beneficiary of the effort he put toward making the KCT program a success.

He has always been willing to give of his time, knowledge and experience. He has been a supporter of industry associations, participating in committees and working groups – often putting forward MFC's name to assist with trials be it on management of pests and diseases or some other beneficial orchard practice.

Bill Robinson in his position of influence, was always a strong advocate for the grower, much of which rubbed off on other members of the MFC staff and growers have always been a consideration at all levels of MFC decision making.

He has spoken at many industry events in citrus regions throughout the country openly passing on his knowledge and views. He has also recently retired from his role on the Citrus Australia Variety Committee.

Mr Robinson has had a huge part to play in the culture and development of MFC, being a senior manager for 23 years. In his position of influence, was always a strong advocate for the grower, much of which rubbed off on other members of the MFC staff and growers have always been a consideration at all levels of MFC decision making.

Mr Robinson retired from full time employment at the end of February, 2020 – a truly great servant to the many MFC growers, past & present, and the industry he has been a part of.

CITRUS VALUE CHAIN INNOVATORS AWARD

Fresh thinking boosts export demand for juice

The installation of an aseptic linear filler in 2018 has allowed the family-owned Nippy's at Moorook, South Australia, to produce long-life juices that closely mirror fresh juice in both flavour and appearance.

In a game-changing decision, these varieties - orange, cloudy apple, blood orange and pink grapefruit - now have a potential shelf-life of at least a year and can be exported and placed in the chilled section alongside fresh juices.

Now in its 52nd year of manufacturing, Nippy's has been processing long-life juice and flavoured milk since the mid-1980s. With about 300ha of orchard the Knispels currently provide 20-25 per cent of their own juicing requirements.

The machinery in the Nippy's factory was becoming quite old so the company had to consider either buying the next generation of filling machine or maybe deleting the product.

In the end Jeff and the team decided that rather than simply replace like with like they would invest in a major upgrade.

Their research showed that a plastic bottle would be the favoured container for this type of product for the next few years.

They decided if they could find a PET filler that would not only produce a long-life product but also do more than one sized packaging, they could explore possibilities other than just the one-litre market.

The Knispels' new equipment fills a sterile product with a sterile produce within a sterile environment.

The bottle itself also has certain barrier properties, which means



Jeff and Tina Knispel.

that a premium not-from-concentrate juice can have a significantly longer shelf-life while keeping the transparent PET bottle with a single-stage, tamper-evident cap that consumers are accustomed to seeing for fresh juice.

In the case of Nippy's, breaking with tradition by introducing a new container type was the impetus for elevating the product into a higher value category.

Because they were starting something new, Nippy's asked their customers in Japan to treat it as a cool-chain product.

It's cold-pressed from chilled fruit and cold-filled. Nippy's sea-freight it refrigerated and their Japanese customers warehouse it refrigerated. It goes into refrigeration in the retail outlets

- the dairy cabinet as opposed to the dry grocery aisles.

Not only does this preserve the fresh flavour and appearance of the product but it also creates a perception with consumers that if it's with the yoghurts, cheeses and milk it must be a fresh product, too.

While Nippy's could confidently assign all four juices a shelf life of at least 12 months it prefers to specify only half of that to encourage repeat sales and ensure the product is consumed before any slight deterioration in quality occurs.

They are selling a one-litre and also a 300-millilitre single serve that's already in 7-Elevens in Japan and sales continue to grow strongly, as their decision to look outside the square has been rewarded.

CITRUS VALUE CHAIN INNOVATORS AWARD

Dracula Citrus puts theatre into retail

Melbourne-based Pinnacle Fresh has developed a brand strategy “Dracula Citrus” which gives retailers the opportunity to invest in ‘retail theatre’, has underpinned a successful US export program of blood oranges,, and beaten all initial expectations.

This brand enables customers to turn a commoditised category into a fun, interactive and wickedly healthy experience for the consumer, adding value to all stake holders throughout the supply chain.

The brand has been developed over the past four years and is increasing year on year both in sales value and tonnage sold.

The brand is now recognised in a number of markets (particularly in major retailers) across the world, including Australia, USA, Taiwan, Thailand, Puerto Rico and Canada, and has gained support from major retailers.

In particular, major retailer Costco has embraced the value of theatre during Halloween.

The themed promotions over Halloween have helped Pinnacle Fresh build its brand in the US.

It has helped the company build a successful export program into the North American market.

The Australian-grown citrus marketed through the Dracula brand in the US includes Dracula Blood Oranges, Dracula Baby Mandarins (easy peelers), and Dracula Pink Cara Cara (navels).

Pinnacle Fresh has developed some eye-catching imagery to help project the brand’s tagline ‘Wickedly Healthy’.

This artwork is proudly displayed on fruit cartons and assorted point of sale materials, giving retailers a distinctive avenue to market fresh produce, particularly over the Halloween period.



Pinnacle Fresh Managing Director Jordan Bain and Account Manager Daniel Newport with their Citrus Value Chain Innovators Award.

Their promotions also drive and encourage healthy eating, particularly with children, as promotions encourage a ‘healthy option’ for Halloween – a time renowned for sugary snacks for trick or treating activities.

Pinnacle Director Jordan Bain says the ability to develop and sell a brand story delivers real value in the US.

“The retail landscape in the US is different to just about anywhere else in the world when it comes to promotions,” Mr Bain said.

“If you create the brand, you also create the theatre behind it.”

Dracula citrus is now sold in over 3,000 stores across the US. This reach far exceeds Pinnacle Fresh’s initial expectations when it launched the brand in 2017.

Early hopes involved reaching 100 stores and the company said it really is a testament to the power of themed marketing in a market like the US.

Pinnacle Fresh is also using themed marketing to develop consumer awareness of Dracula citrus in the Australian market, with Halloween having become an established part of the Australian calendar.



REGIONAL FORUMS

Hearing firsthand from growers at Regional Forums

COVID-19 precautions and border restrictions made it difficult to move across the country in 2020 but by the end of the year Citrus Australia was able to hold its regional forums in person and via video conference in others.

The Citrus Australia team worked with the Regional Advisory Committees in each state to prepare each program, which this year included some hybrid formats.

Due to lockdown, local growers and speakers attended the forums in WA and the Wide Bay-Burnett region in Queensland, while the Citrus Australia team presented the latest information via zoom.

We were able to physically attend the Murray Valley forum in Mildura, the Riverina forum in Griffith, the SA forum in

Renmark and the Far North Queensland forum in March, 2021.

More than 400 growers attended the forums, gaining updates on agrichemicals, market export, seasonal workers, fruit fly, biosecurity and food safety.

It was announced at the SA Forum that Citrus Australia CEO Nathan Hancock will be coordinating a small working group in South Australia to look at some of the key issues, including markets, fruit fly and seasonal workers.

The working group will facilitate the flow of information between Citrus Australia, its members and government.

As well as the forums, Citrus Australia staff were able to visit several of our members on farm whilst in each region to gain an update on the season and discuss their concerns. All this information is used for advocacy in discussions with state governments.



Murray Valley Regional Forum | 09.12.2020



Queensland Regional Forum | 03.12.2020



Riverina Regional Forum | 08.12.2020



Riverland Regional Forum | 19.01.2021



TRACEABILITY PROJECT

Traceability trial a “game changer” for citrus industry

A \$200,000 trial of traceability technology for citrus exports saw more than 400,000kg of premium fruit traced and verified from Mildura orchards through to international retail markets.



A partnership between Agriculture Victoria and Citrus Australia, and funded by the Victorian Government, the pilot traced fruit from Nu Leaf I.P. orchards in Mildura, through the Mildura Fruit Company packhouse, and on to international consumers.

The pilot, which has now concluded, used ‘digital fingerprint’ labelling developed by Laava ID and blockchain technology provided by Trust Provenance.

Fruit was scanned at over 50 retail and wholesale locations by overseas consumers, allowing

them to verify that the fruit is a genuine Victorian product and to view the journey from “tree to table”.

The Australian citrus industry produces more than 750,000 tonnes of citrus each year, and last year eclipsed the \$500 million mark in exports.

Citrus Australia CEO Nathan Hancock said the decision to lead the program to improve traceability in horticulture supply chains was borne out of necessity.

“The scope and audacity of IP theft cost individual citrus

businesses and the wider citrus industry millions of dollars every year,” Mr Hancock said.

“Our industry relies on its quality and the safety of the product we produce here in Australia. We have a premium product in our export markets and we need to be able to prove to our end supplier the origin of our product.”

Nu Leaf IP General Manager, Matthew Cottrell, one of the partners in the project, said growers invest significant time and resources planting premium varieties such as Tang-gold, a high value seedless mandarin variety.

“By using the digital fingerprint labelling on our packaging and our blockchain, it will help us protect our brands and also will allow the customer to directly access proof of origin and also the features of our fruit,” Mr Cottrell said.

“For consumers, it also helps give confidence that they are buying a premium variety with the features they desire.

“This technology is providing benefits throughout the supply chain, from legitimising plantings and fruit through to the protection of brands.”

By scanning the Laava Smart Fingerprint with their mobile phone, consumers can authenticate the products that they buy, learn more about their products, and engage deeper with the brands that made them.



Mildura Fruit Company sources fruit from about 140 growers in the Murray Valley region surrounding Mildura, with up to 85% of this exported to about 30 countries.

“In a typical season we will pack about 90 million kilos of fruit. It’s very important to understand where that fruit comes from and where it goes,” MFC General Manager, Perry Hill, said.

“This trial supplemented our existing systems, enabling us to track various packed items through to the end consumer.

“This technology will enable us to satisfy our customers that the product they are receiving is coming from a reliable source.”

Laava ID uses advanced computer vision technology developed in collaboration with CSIRO to produce a unique ‘fingerprint’ that can be scanned by any smartphone.

Unlike barcodes or QR codes which have been used in the past, Laava’s Smart Fingerprint technology is much harder to impersonate or replicate (a technique known as ‘spoofing’)

and much more secure, making it more resistant to counterfeiting.

Laava ID CEO Gavin Ger said the trial proved that the unique Fingerprint technology could integrate with existing systems, in this case, MFC internal processes.

“Any pack house of any fruit can apply this solution,” Mr Ger said. “It’s a game changer.”

The project adds further value by providing consumers with additional information.

“By scanning the Laava Smart Fingerprint with their mobile phone, consumers can authenticate the products that they buy, learn more about their products, and engage deeper with the brands that made them,” he said.

Trust Provenance has built an integrity system that allows multiple data points to be linked into the one data platform.

Trust Provenance CEO Andrew Grant said the benefits of blockchain in traceability is that

any data point that is stored on the blockchain cannot be changed.

“Bringing all these data sets together on the one platform also enables a number of business efficiencies and ultimately that brings a fresher and better quality product through to the consumer, who will have confidence they’re buying authentic Australian grown produce,” he said.

“In this project, we’re integrating data points from the grower, the pack shed, the logistics company, the food safety certification body and from data loggers which have got GPS and temperature data points throughout the journey.”

Citrus Australia remains focused on finding ways for industry to engage in advancing traceability.

Mr Hancock is a founding member of the National GS1 Traceability Advisory Group and is looking for ways to build on the work achieved in the trial.

ADVOCACY

Citrus Australia continued to strengthen its advocacy in 2020 on a range of issues that affect the business environment of our members.

This was achieved through direct approaches to Federal and state ministers and government departments, and an increased media presence designed to raise awareness of issues with the public, and increase pressure on the relevant Minister and department.

Citrus Australia spent much of 2020 meeting with federal and state ministers to ensure continuity of production in the citrus industry through the additional challenges that COVID-19 brought.

In 2020, Citrus Australia met with Ministers and Members of Parliament on a variety of issues including:

- » The Hon Adam Marshall MP, NSW Minister for Agriculture, about [reopening the border for seasonal workers](#) between New South Wales and Victoria.

- » The Hon David Littleproud MP, Minister for Agriculture, regarding international border closures, and the [extension of the SWP and WHM visas](#) for those already in country.
- » Senator the Hon Richard Colbeck, regarding support for an automatic [4-star health rating](#) in recognition of the nutritional benefits of fresh juice.
- » The Hon Alan Tudge, Acting Minister for Immigration, the Hon Michaelia Cash, Minister for Employment, and the Hon Alex Hawke, Minister for the Pacific, to discuss the future needs of the Seasonal Worker Programme and provide feedback on its management.
- » The Hon Alannah MacTiernan, WA Minister for Agriculture and Food, to lobby for WA to opt in to the SWP restart.
- » The Hon Jaclyn Symes MLC, VIC Minister for Agriculture,

regarding support for an automatic 4-star health star rating for fresh orange juice, and the restart of the SWP in Victoria.

- » Mr Colin Boyce MP, Member for Callide, to discuss the impact on growers from the [reduction of Paradise Dam](#) in the Burnett region.

Citrus Australia also regularly contributes to government inquiries into matters that will impact growers, and seeks member consultation on these issues.

Citrus Australia made submissions into the following inquiries:

- » ACCC Inquiry into Water Markets in the Murray
- » Export Control Bill 2019 and associated legislation
- » Plant Exports Cost Recovery Implementation Statement
- » Wage Theft in South Australia
- » Mobile Black Spot Program
- » Working Holiday Maker Program
- » Victorian Government's response to the COVID-19 pandemic
- » National Agricultural Workforce Strategy
- » Proposed Control of Frost Fan Policy
- » Planning for Rural Workers' Accommodation
- » Murray Darling Basin Water Markets - Interim Report

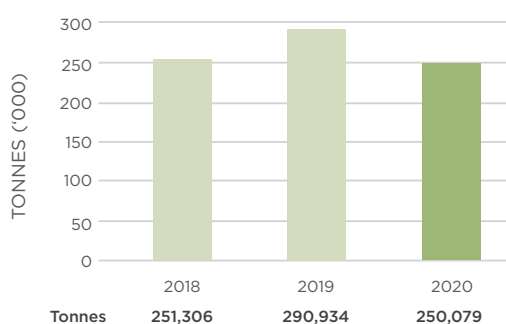


Nathan Hancock speaks to an ABC TV crew and other media during the NSW-Victoria border closure.

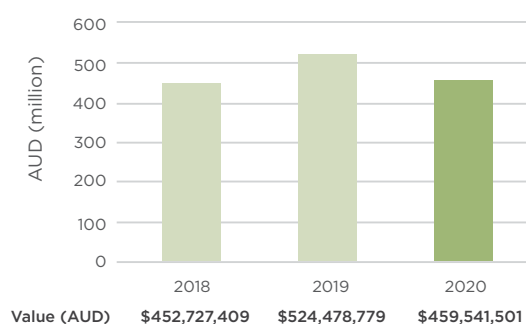
EXPORTS

Citrus export update - December 2020

Total Export Volume*



Total Export value*



*January to December for 2018, 2019 & 2020

Orange Exports

Export Market	2020 tonnes	% Share	20/19 tonnes
Japan	41,793	23%	7,874
Hong Kong	35,434	19%	5,569
China	32,510	18%	-17,481
Singapore	9,178	5%	-1,489
Malaysia	8,141	4%	-3,564
Vietnam	7,470	4%	2,945
Korea, South	5,663	3%	2,764
Philippines	5,580	3%	-825
Canada	4,734	3%	1,322
United States	4,170	2%	1,514
Indonesia	3,789	2%	468
United Arab Emirates	3,638	2%	-4,195
India	3,061	2%	-3,445
New Zealand	2,489	1%	-477
Saudi Arabia	1,959	1%	-2,164
Thailand	1,798	1%	-443
Qatar	1,762	1%	-191
Bangladesh	1,432	1%	-1,450
Taiwan	1,392	1%	-2,102
Oman	973	1%	254
All Other	5,137	3%	-1,734
Total	182,103	100%	-16,849

Mandarin Exports

Export Market	2018 tonnes	% Share	20/19 tonnes
1 China	13,401	22%	-15,563
2 Thailand	8,246	13%	-5,327
3 Japan	7,575	12%	2,643
4 New Zealand	5,306	9%	-143
5 Philippines	4,196	7%	-71
6 United States	3,895	6%	-524
7 Canada	3,177	5%	387
8 Indonesia	3,049	5%	-1,335
9 United Arab Emirates	2,555	4%	-1,442
10 Vietnam	1,719	3%	419
11 Hong Kong	1,149	2%	105
12 Singapore	1,055	2%	-622
13 Taiwan	978	2%	-1,107
14 Qatar	931	2%	-202
15 Oman	624	1%	-96
16 Malaysia	527	1%	159
17 Saudi Arabia	522	1%	-649
18 Sri Lanka	495	1%	-1,117
19 Kuwait	353	1%	-92
20 United Kingdom	264	0%	183
All Other	1,209	2%	-1,234
Total	61,223	100%	-25,627

2020 AUSTRALIAN CITRUS TREE CENSUS



The citrus industry is one of Australia's largest fresh produce exporters, with export volumes increasing from 158,000 tonnes in 2014 to over 250,000 tonnes in 2020. While the industry's size and output is significant in Australia, it comprises less than 3 per cent of global production and is one of the highest cost producers in the world, relying on its reputation for quality and safety to command premium prices in high paying export markets.

The Citrus Tree Census (CTC) is an online database developed by Citrus Australia to collect national production statistics about variety, rootstock, tree age and hectares planted.

This information is essential for:

- » informing industry on national and regional plantings
- » guiding growers when choosing which varieties to plant,
- » assisting the citrus supply chain with packing and logistics, investment decisions and
- » directing market development and research needs.

The Citrus Tree Census summary is available on the members' section of our website at www.citrusaustralia.com.au



Survey Scope

27,963

hectares in 2020 CTC*

**It is estimated that an additional 3,000 hectares are not represented in this report.*

783

business/trading names captured

Method

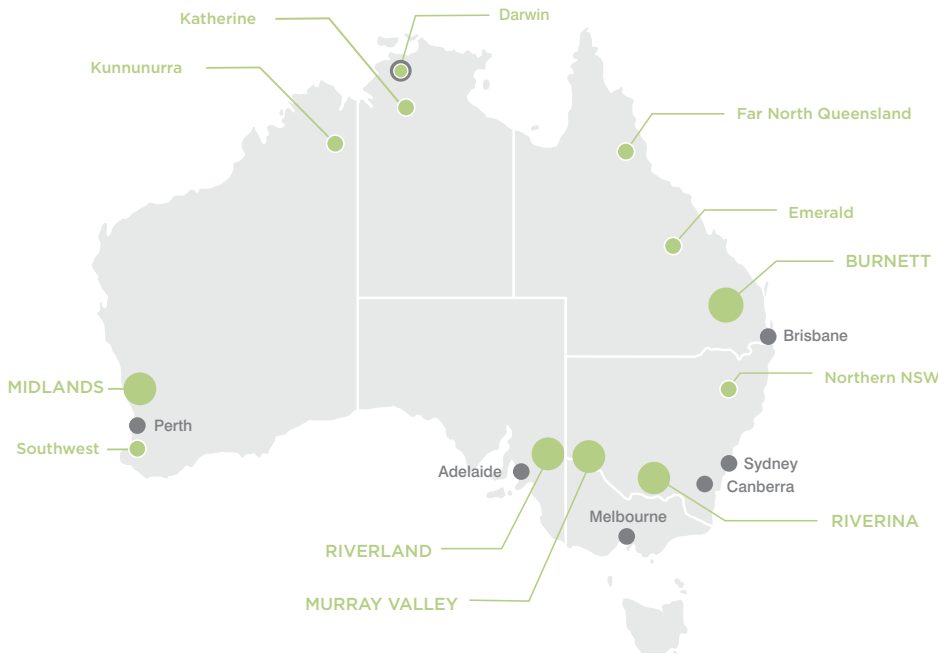
Citrus growers across Australia were contacted by phone or email to complete an online tree survey.

The canopy hectares were calculated using the tree, row spacing and number of trees. Previous industry surveys have used mapping or grower derived estimates to determine production hectares. We point out here that canopy hectares account for the hectares under production, and do not include headlands, laneways and other farm land.

There are limits to the data collection including:

- » new entrants to the industry unknown to Citrus Australia,
- » the voluntary nature of the survey and
- » for privacy reasons, some growers did not contribute or may have under reported.

INFORMATION FROM 2020 CITRUS TREE CENSUS, COMPILED BY CITRUS AUSTRALIA

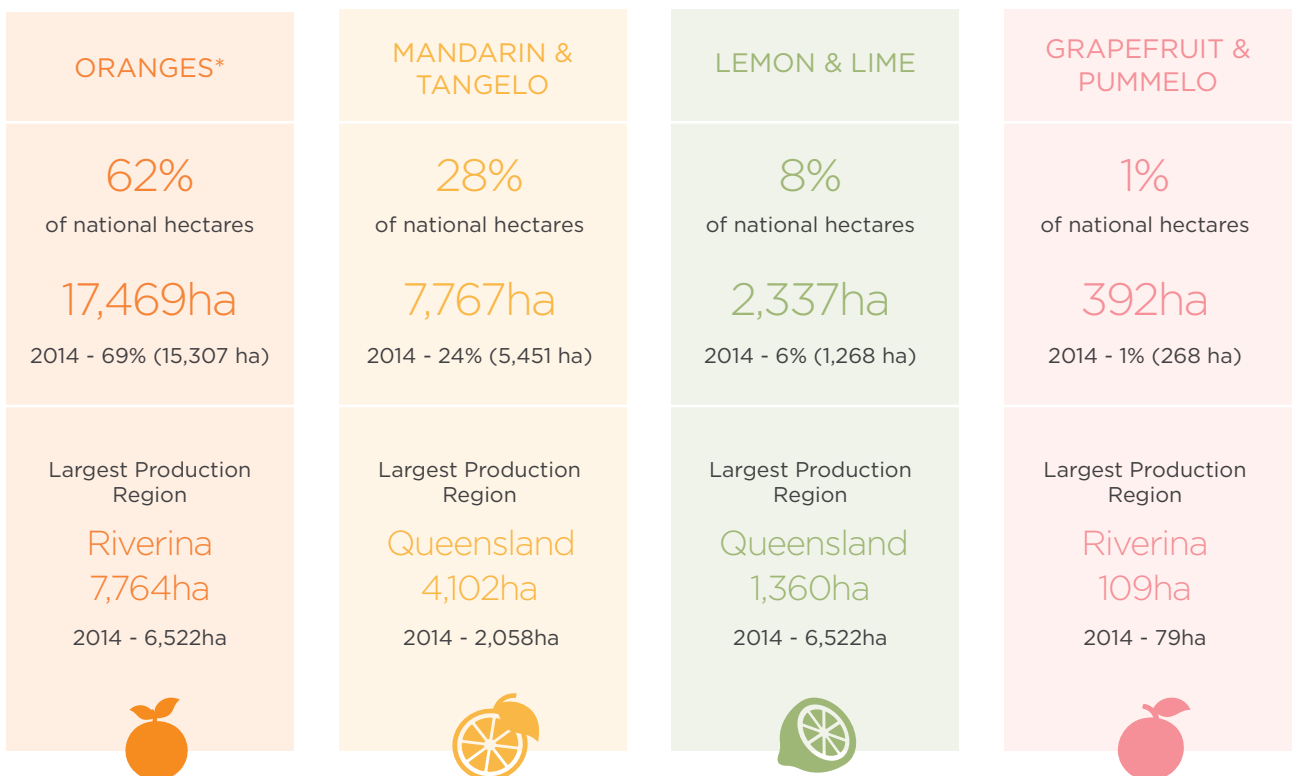


28,000 ha Hectares Planted

From the 2014 Citrus Tree Census the area planted captured has increased by 25%.

RIVERINA	8,510 ha	30%
MURRAY VALLEY	5,714 ha	21%
QUEENSLAND	5,703 ha	20%
RIVERLAND	5,518 ha	20%
WESTERN AUSTRALIA	1,015 ha	4%
OTHER	1,505 ha	5%

● MAJOR PRODUCTION REGION ● OTHER PRODUCTION REGION ● CAPITAL CITY



*Orange category is made up of 63% Navel oranges and 37% Valencia and Common types

COMMUNICATIONS

Citrus Australia continues to expand its suite of communications tools to ensure growers and industry stakeholders receive the latest industry information in a format that best suits them.

In addition to the quarterly Australian Citrus News and the fortnightly eNews, which continue to receive high satisfaction ratings from biannual surveys, Citrus Australia has become more active on social media, through facebook and twitter.

Citrus Australia created more video content to convey messages from CEO Nathan Hancock on issues pertinent to growers, including worker availability and COVID-19 restrictions and changes.

Social media tiles designed to gain consumer attention were created and used to great effect in the Health Star Rating campaign, which increased pressure on state government health departments. (See example next page).

Citrus Australia also used videos in a campaign to counter media articles highlighting worker exploitation. Citrus Australia condemns worker exploitation, however a few isolated cases have been used in media to tarnish the entire industry.

The campaign promoted satisfied workers and included interviews with seasonal workers telling their stories – yes, it can be hard work but there are significant benefits.

The stories were used in the form of videos, social media tiles and articles to promote the industry and negate negative stories based on poor employers.

Citrus Australia promoted the need for Government to implement a national employer register, which would help weed out the unscrupulous employers that damage the industry.



Vicki Byrne, Ireland, testing fruit at Nutrano's packing shed near Mildura, Victoria.

FRESH JUICE

EXTENSIVE CAMPAIGN AGAINST DEMOTION OF JUICE'S 5-STAR RATING

Throughout 2020, Citrus Australia embarked on an extensive campaign to prevent fresh 100% juice with no added sugar losing its 5-Star rating under the Health Star Rating System.

The Health Star Rating System was introduced in Australia and New Zealand in 2014. Fresh 100% juice was granted the maximum 5-Star rating through a 'policy position'.

Recommendations from a review completed in May, 2019, said the policy position should be removed and fresh juice would receive a rating of as low as 2 Stars under the revised HSR 'calculator'.

This is because the calculator assesses juice on its sugar content alone and does not take nutritional value into account.

Under the current HSR 'calculator', diet cola would receive 4 Stars, because of the artificial sweetener it contains.

The final decision is made by the Australia and New Zealand Ministerial Forum on Food Regulation (Forum), comprising Ministers from the Australian and New Zealand Federal governments, and each Australian State and Territory.

Citrus Australia wrote to each agriculture and health minister to advocate for the retention of the 5-Star Rating. Any reduction would likely result in less consumption of a natural, healthy product, and economic damage to citrus businesses and the associated regions.

Our government lobbying was matched with a media campaign, which involved raising the absurdity of the



Part of the fresh juice vs cola social media campaign.

current situation through the media in a bid to gain support from consumers; and heavily lobby the Agriculture Ministers in each State, as well as all local politicians in fruit juice regions.

We received excellent coverage in the media in the lead-up to the Forum's July meeting, which led to Federal Agriculture Minister David Littleproud publicly declaring he would push for a 5-Star rating.

Minister Littleproud tabled two motions for fresh juice to be granted an automatic 5-Star rating. Neither of these motions received support. The NSW and SA state governments then tabled a motion that juice receive an automatic 4-Star rating.

Citrus Australia worked to build support for the proposed automatic 4-Star rating for fresh juice, as proposed by the NSW and SA governments, and

to have a motion tabled at the November Forum meeting.

It formed a coalition, including the Australian Beverages Council, the National Farmers

Federation, Apple and Pear Australia, and juice manufacturers, and also continued its media campaign.

The 4-Star rating was not passed but the Forum asked for the Federal Department of Health to conduct a review of the HSR system. These modifications were tabled at the February Forum meeting and would have raised the rating to 3 1/2 stars.

However, this was rejected by the majority of state governments, including Victoria and Queensland. Citrus Australia CEO Nathan Hancock says the system as it stands is confusing for consumers.

CORPORATE PARTNERS

Compac partnership offers great value for growers

Citrus Australia welcomes global sorting equipment specialist Compac, part of the TOMRA Food family, as a Major Partner.



“We look forward to working together and sharing Compac’s expertise and technology with our members,” Citrus Australia CEO Nathan Hancock said.

“The team at Compac will be an active presence at our regional forums, and our biennial Tech and Market Outlook Forums, and also share new R&D through webinars on our online channels.”

As part of the partnership, Compac will assist Citrus Australia in preparing a future overseas trip to North America for Citrus Australia once COVID-19 restrictions allow.

Citrus Australia members will also gain introductory access to the Packhouse Academy – the industry’s leading education and training platform for packhouse professionals.

Compac will also host a series of R&D open days at its Australian facilities on topics including Spectroscopy and Near Infra-Red

Technologies; and advances in external grading and sorting technologies.

Compac Regional Director, ANZ, Damien Gibson, said Compac, which is headquartered in New Zealand, has been actively engaged with the Australian citrus community for over 30 years.

“Although we are headquartered out of New Zealand, Australia is our second home,” Mr Gibson said.

“During this time, we have built an unrivalled local knowledge, along with a dedicated Australian based team covering all aspects of our business including account management, full service, customer support, and training.

“Our market position gives us a unique insight into global best practices and sharing this knowledge with Citrus Australia members will help to strengthen the industry and foster innovation and new ways of working.”

Compac provides integrated post-harvest solutions and services to the global fresh produce industry using the world’s most advanced grading technology.

Combining industry-leading solutions with award-winning grading platforms like Spectrim, the company’s mission is to enable its customers to improve returns, gain operational efficiencies, and ensure a safe food supply via smart, usable technologies.

To achieve this, Compac operates centers of excellence, regional offices and manufacturing locations within the United States, Europe, South America, Asia, Africa and Australasia.

With a strong focus on technological innovation, research, and development, Compac’s technical superiority and market success lies in matching advanced engineering and design concepts with the differing and unique needs of its customers around the world.

Compac is a member of the TOMRA Food family, active in over 80 markets worldwide. TOMRA Food offers the widest range of food sorting and peeling equipment available in the food industry today, supplying optical sorting solutions for a multitude of food applications, for fresh and processed food.

edp australia demonstrates its commitment to Australian citrus industry

edp australia pty ltd continues to demonstrate its commitment to the Australian citrus industry by renewing its Major Partner status with Citrus Australia.



The Australian company, based in Mooroopna, Victoria, is a leading supplier of fresh fruit and vegetable grading and packaging solutions, including machinery and consumables.

edp australia pty ltd also has a long-term relationship with Spanish company Giro, a leader in sustainable packaging systems.

Citrus Australia CEO Nathan Hancock said Citrus Australia members had greatly benefitted from the 5-year relationship with edp australia pty ltd, which has also been the major sponsor of the biennial Market Outlook Forum during this time.

In addition to the Major Partnership, edp will renew its

status as major sponsor for the 2022 Market Outlook Forum. This will be edp australia pty ltd's third Major sponsorship of the Market Outlook Forum event.

"We look forward to building on our relationship with both edp and Giro. We have been working together to increase the benefits for our members," Mr Hancock said.

General Manager Ray Thrum explains that edp australia pty ltd has been supplying manufactured and packaging turnkey solutions to its citrus customers for over a decade.

edp australia pty ltd provides the marketplace with locally stocked consumables, dedicated service technicians and provides a wealth of knowledge to the Citrus Australia members.

"We are committed to sharing this knowledge in a very practical way to assist the

continued growth of this industry and its growers," Mr Thrum said.

"As part of this, edp and Giro will produce a biannual magazine featuring the latest information on best global practices in sustainability, technology and new machinery, exclusively for Citrus Australia members. It is part of our goal to raise awareness of existing opportunities beyond our border.

"edp and Giro will also work with Citrus Australia, COVID-19 permitting, to hold a grower tour to Spain in 2022, and fund the trip of one citrus grower. The tour will visit Giro facilities and major Spanish citrus businesses, led by edp Business Development Manager, Mick Schirmer.

"We look forward to continuing our relationship with Citrus Australia and its members."

thank you to our 2020 corporate partners



FINANCES

Statement of Operations & Other Comprehensive Income for the year ended 31 December 2020

Citrus Australia Ltd ABN 75 130 238 792

	Note	2020 \$	2019 \$
Revenue			
Funding for Projects	2	1,073,903	1,346,575
Member Subscriptions	2	283,119	271,277
Grower Services	2	149,855	167,911
Other Income	2	1,218,992	1,245,821
		2,725,869	3,031,584
Expenses			
Project Expenses	3	(1,841,627)	(2,071,743)
Affiliation Expenses	3	(5,000)	(2,500)
Computer Expenses	3	(3,421)	(6,944)
Employee & Director Benefit Expenses	3	(85,746)	(18,105)
Travel & Meeting Expenses	3	(467,340)	(378,584)
Interest Expense		(17,780)	(82,181)
Other Expenses		(3,748)	-
Surplus/(Deficit) for the period		230,002	399,682
Other Comprehensive Income			
Revaluation of land and buildings		130,155	-
Total Comprehensive Income/(Loss) for the Period		360,157	399,682

OUR MEMBERS

GROWER MEMBERS

2PH Farms Pty Ltd

3 Pines Citrus

Ace Citrus Pty Ltd

ACMII Australia 2 Pty Ltd

Ag Dynamics

AgriExchange Pty Ltd/Costa Group

Agrifresh Pty Ltd

Alan and Denis Vukadin Farming

Allanvale Orchards Pty Ltd

Allunga Orchards

Amaroo Farms Pty Ltd

Amaroo Ridge formally Gregg Vineyards

Argyle Group

Auburnvale Citrus Pty Ltd

B J & J E Trott & Sons Pty Ltd

Bailey, John H and Maureen

Ban Ban Orchard

Banapan Citrus

Barcross Investments P/L

Benyenda Citrus Pty Ltd

Best Produce

Boyne View Citrus

Budwood Estate P/L

Burnett Ag Supplies Pty Ltd

Byron Bay Lemonade

C & R Calvi and Sons Pty Ltd

Caamano-Bermudez, J&D

Camera Group

Carlo Di Salvo

Carol Davidson

Chetwynd Park Pty Ltd

Colbey, Dawes & Delaine

Constanzo & Carla Iacutone

Core Fresh Farms

Cottrell Farms Pty Ltd

Creation Mildura Pty Ltd

CrossFarm

Crossroads Citrus

Cucinotta & Thomas

Cuzzillo, M & V

D & H Smith Pty Ltd atf The Burnett View Citrus Trust

D & T Nardi & Partners

Dags N Co P/L T/A Minter Magic

DC & MM Tiberi

Department for Correctional Services

Dermark Pty Ltd

Domenic & Paula Mercuri

Ellerslie North Citrus Pty Ltd

Ellerslie Producers Pty Ltd

Elsa Pandolfo

Emaroo Ridge Pty Ltd

F & R Mercuri

Foord Systems

Fresh Citrus Direct (Pyap Produce)

Fresh Produce Group Formally Tumut Grove Farm Management Pty Ltd

FruitMaster Farm Operations Pty Ltd

Fruitopia Territory

G, V & G Galati

Gallard Holdings t/as Mirage Citrus

Gen2 Farming Pty Ltd

GF, IM & SL McCosker & MP Knuckey

Giofrelle Nominees Pty Ltd

GJ & JA Zahl P/L

Glencowan - JC & LJ Lockert

Glengrove Orchard P/L

GM Arnold & Son Pty Ltd

Golden Mile No 1 Pty Ltd atf Golden Mile Unit Trust

Goldsun Orchards

Graceten Pty Ltd

Grandview Orchards Pty Ltd

Greycliffe Farm

Gunnible Pastoral Company Pty Ltd

Hammett Orchard	Leadwood Farms Pty Ltd t/a Lazy T Limes	Pike, Bradley & Hayden and Mrs V Druskat
Harvey Citrus Pty Ltd	Litchfield Trust	Prime Value Citrus Business Trust (SC Farms)
Haydan Discretionary Trust	Louis Pak	Prosser Traders Pty Ltd
Helson Barry	M Scarfone	Protheroe, Wayne
Herald Lace Pty Ltd	MA & AM & M Mallamace	Quebec Citrus Pty Ltd
IK Sampson & LN Eagle	Mansell Farm Pty Ltd	Rascorp FNQ Pty Ltd
Ingerson Citrus Pty Ltd	Mansell, AE & KA	Redbelly Citrus
Ironbark Citrus Pty Ltd ITF A & S Jenkin Family Trust	Margram Farms	Redlea Citrus Pty Ltd
J & F Lazzara & Sons Pty Ltd	Mark Rupert	Ridgehill Properties Pty Ltd
J & M & D & F Morris t/as Willyama Grove	McMahon, RP	RJ & FL Groves
J & S Colson Family Trust	Merewyn Pty Ltd	RK and CC Sharp
Janus Boonzaaier	Mildura Citrus Trust (SC Farms)	RL & ML Sjollema
Jim Wall	Moora Citrus Pty Ltd	RL Baker & Co Pty Ltd
Jireh Citrus	Moricom Orchards	Robert Pandolfo Management P/L & Gary Pandolfo Management P/L
JK Hederics & MG Hederics & PWR Land Holdings Pty Ltd T/A Belah Heights Pty Ltd	Mountain View	Rosedale Grove
JM Hanson and TL Carney	Mumble Peg Citrus	Roth, P.W & F
Joe's Citrus	Murray Citrus	Smith Brook Farm
John Mongan	Murray River Organics	Smith Family Trust
JS & MS Chugha	N & D Ulcoq	Smith Gully Orchards
Julum Citrus Pty Ltd ATF	Nanji Pty Ltd	Sparacino Farms
Justin W Kassulke	Nannup Fresh Fruit Pty Ltd	Spencer Ranch
JY & MA O'Connor	Nelbuck Pty Ltd	Srhoj, Umberto & Evelyn
Kalahari Farms	Nericon Citrus Trust (SC Farms)	Sunbak Orchards Pty Ltd
Keag Holdings	Niela Citrus	Super Seasons Pty Ltd (formerly Northern Citrus)
KenRose Co Pty Ltd	Novacott Downs Pty Ltd	Sylina Pty Ltd
Kirkton Citrus	Nutrano Produce Group	Tanamira Estate Pty Ltd
Koonoomoo Fresh Produce	O & G Bugno Pty Ltd	The Boutique Citrus Company
KT & SL Mann Family Trust	Ontario Mangoes	Timmel Ridge Estate
KVC Pty Ltd	Optifarm	Tipperary Group
KW & W-AC & CJ & LK Thiel t/as Thiel Orchards	Oseik Holdings	TLC Citrus
LD Lloyd and Sons	Ozbecoz Pty Ltd	Top Citrus Pty Ltd
	P Andreatta & Co	
	PA & MM Costello	

GROWER MEMBERS

Townsend, James and Robin

Trevmac Farms

Twin Palms Citrus

Tyrconnell Valley Pty Ltd

Ventnor Grove Pty Ltd

Villa Rosa (Frank & Domenic Mercuri, Frank, Mick & Joe Nardi)

Vitonga Pty Ltd ATF Estens Trust

Widem Farming

Willbi Pty Ltd

Wilson Horticulture Pty Ltd

Winkie Heights Pty Ltd (SW & SL Andrew)

Woolenook Fruits

Wyargana

Yambellup Estate

Yelta Produce

AFFILIATE MEMBERS

Ad-Fresh Packers

Aerobotics

AgNova Technologies Pty Ltd

Ag-Plus Pty Ltd

Agricrop Pty Ltd/Sipcam Pacific Pty Ltd

Agriculture Capital Management Pty Ltd

Agromillora Australia Pty Ltd

APM Pty Ltd

AT Eyles & Sons Pty Ltd

Aus Farm Land Pty Ltd

Auscitrus

Australia Fruits P/L

Australian Farming Services

BGP International Pty Ltd

Birdwood Nursery

Botanica Brands Pty Ltd

Brismark (Queensland Chamber of Fruit & Vegetable Industries Co-Op Ltd)

Brunswick Wholesale Plants Pty Limited

Bungle Fresh

Bunya Flats Pty Ltd

Citri Care

Citrus Monitoring Services Pty Ltd

Colin Campbell (Chemicals) Pty Ltd

Colliers International

Compac Sorting Equipment Ltd

Container Forwarding Services Intl PL

Corteva Agriscience (Formally Dupont)

Credit Suisse Management (Australia) Pty Ltd

Crimson Fresh Produce Pty Ltd

Customised Farm Management

Delica Australia Pty Ltd

DIY Systems Support Pty Ltd

Edaphic Scientific Pty Ltd

EE Muir & Sons

EJT Packers Pty Ltd

Elite Netting

Favco

Fieldin Pty Ltd

First Fresh NZ LTD

FMC - Shepparton

Food Revolution Group (Langtech)

Fresh Produce Group

Freshmax Australia Pty Ltd

Fruit Master Australia Pty Ltd

Fruitful Trading

Gayndah Packers Pty Ltd

Geelong Citrus Packers Pty Ltd

Global Fresh Australia Pty Ltd/J.H. Leavy & Co

Global Produce Solutions

GoFarm Australia Pty Ltd

GoldenFibre Australia

Grove Fruit Juice Pty Ltd

Hamburg Sud Australia Pty Ltd

Hansen Orchards

Harvey Fresh Juices (Lactalis)

Harvey Fresh Juices (Lactalis)

Horticulture Fresh Australia Pty Ltd

Jobs Australia Ltd T/A speediestaffsolutions

JUCCI

Kruger Plant Production Adviser
Pty Ltd

Laava ID Pty Ltd

Lamanna Premier Group

Landmark

Lee McKeand Produce Pty Ltd

Legacy Packing Pty Ltd

Linvest Australia

Lion-Dairy & Drinks

Lochert Bros Pty Ltd/Locsweet

M E Watt

MAC Farms

Macro Plastics

MADEC

Mansfield Propagation Nursery
(was Rootstock Services)

Mario's Packhouse

Mediterranean Shipping
Company (Aust) Pty Ltd

MFCT Pty Ltd t/as Mildura Fruit
Company

Mitsui & Co Aust Ltd

Monde Nissin (Australia) Pty Ltd

Netpro Pty Ltd

Ningawalla Farming

Nippy's Waikerie Producers Pty
Ltd

NSW Department of Primary
Industries

Nu Leaf I.P. Pty Ltd

Nufarm Australia Limited

NZ Citrus Growers Inc

OC Fruit

Oceanic Navigation Ltd

Omnia Specialities

Orora Group

P Costi & Sons Pty Ltd T/A
Venus Citrus

Pablo Ligouri Consulting (PL
Citrus Consulting)

Pacific Fresh Pty Ltd

Phytech

Pinnacle Fresh

Prosumer Group Pty Ltd

Proud Solutions

Purveyors International Pty Ltd

Red Rich Fruits

Regenal Management Services

Riverking Australia Pty Ltd

Rivulis Irrigation Pty Ltd

Roc Capital

SC Farms

Seaway Intermodal Pty Ltd (was
IronHorse Intermodal)

Shane Harding

Simonetta Group

Spraygro Liquid Fertilizers

Stainguard International Pty Ltd
- Advance Chemicals

Steritech Pty Ltd

Sunraysia TAFE

T & G.D. Sergi

Temhem Pty Ltd

Ten Farms Pty Ltd

The Better Drinks Co. Pty Ltd

The Fresh Connection South
Pacific Pty Ltd

TriTech Refrigeration

Unitec Asia Pacific

Valleyfresh Exports Pty Ltd

Variety Access

VFS Exports (V.F. Siciliano &
Sons Exports Pty Ltd)

Victorian Citrus Farms

Votorantim International
Australia Pty Ltd

WA Farm Direct

Watt Export Pty Ltd

Western Local Land Services

Yara Australia Pty Ltd

Zummo Juicers Pty Ltd

