



# CITRUS

Product	Hectares* (Ha)	MVCB ** production (t) 03/04	MVCB % of Australian	MVCB forecast production (t) 04/05	MVCB % of forecast Australian production (t) 04/05
Navels	4,101Ha	63,000t	30.2%	80,000t	34.8%
Valencia	1,640Ha	34,000t	17.1%	28,000t	13.2%
Mandarin	538Ha	7,000t	7.2%	12,000t	10.2%
Lemon/Lime	176Ha	6,000t	19.3%	6,000t	16.7%
Grapefruit	191Ha	4,000t	40.0%	3,000t	11.1%
<b>Total Production</b>	<b>7,030Ha</b> (includes other citrus varieties)	<b>114,000t</b>	<b>20.8%</b>	<b>129,000t</b>	<b>21.4%</b>

Source: Australian Citrus Growers members, State/Regional Citrus Authorities, NSW Agriculture  
 \* Hectares by 2003 SunRISE 21 Crop Report  
 \*\* MVCB - Murray Valley Citrus Board

**CONTACT**  
**Murray Valley Citrus Board**  
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[www.growmilduraregion.com.au](http://www.growmilduraregion.com.au)

The Mildura region enjoys an excellent reputation for producing high quality citrus. 44% of the citrus grown in the region is exported, 22% is sold as fresh fruit on the domestic market, and 34% is processed into juice.

The leading overseas markets for Australian citrus are the United States, Hong Kong, Malaysia, Japan, Singapore, New Zealand, Indonesia and Taiwan.

## VARIETIES

Annual average yield per tree.

### NAVEL ORANGES

Navelina, Washington, Leng, Late Lane (60kg per tree)

### VALENCIA ORANGES

Most related to Newton Valencia (80kg per tree)

### MANDARINS

Early Imperial (70kg per tree), Ellendale (65kg per tree), Minneola Tangelo

### LEMONS

(150kg per tree)

### GRAPEFRUIT

Marsh Seedless (180kg per tree)

Source: Industry Estimates provided by MVCB

## MURRAY VALLEY CITRUS BOARD

The Murray Valley Citrus Board (MVCB) is a statutory authority whose responsibility is to provide a range of services to citrus producers in this region such as regionally relevant research, development and extension; market development services; communication, market information and promotion to ensure the industry is sustainable and internationally competitive.

It covers an area from the South Australian/Victoria border, to the Swan Hill/Barham area, and a small area surrounding



Variety	Value of citrus export – Victoria 02/03	Victorian % of Australian value citrus export
Navel	\$54,480,035	45.9%
Valencias	\$8,370,075	32.5%
Other Oranges	\$400,072	40.5%
Mandarins	\$5,416,291	11.0%
Grapefruit	\$317,720	57.0%
Lemons	\$2,838,680	48.2%
Other citrus	\$50,739	25.1%
<b>Total</b>	<b>\$71,873,612</b>	<b>35.6%</b>

Source: Australian Bureau of Statistics  
 Note: Victorian production includes the Murray Valley Citrus Board area, excluding those growers in South-West NSW.

Variety	\$GVP Victoria (Gross Value Production)
Navel	\$72.4m
Valencias	\$26.6m
Mandarins	\$7.8m
Lemons/Limes	\$4.5m
Others	\$0.9m
<b>Total</b>	<b>\$112.2m</b>

Source: Australian Bureau of Statistics 02/03



Wangaratta, however most production occurs within the Mildura Region.

There are more than 50 citrus packers and processors of varying sizes located within the Murray Valley Region. For more information or a complete list, please contact the Murray Valley Citrus Board.

### AUSTRALIAN CITRUS GROWERS

The headquarters of Australia's peak national citrus body is located in the Mildura Region. Australian Citrus Growers Inc. aims to promote the common interests and the financial and environmental sustainability of all Australian citrus growers.

#### CONTACT

##### Australian Citrus Growers Inc.

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Website www.australiancitrusgrowers.com

## CITRUS PROCESSING/ PACKING

### MILDURA FRUIT COMPANY

Mildura Fruit Company (MFC) packs and markets the full range of citrus varieties including oranges, easypeelers, lemons and grapefruit. MFC packs for both overseas and Australian markets, supplying overseas customers directly and supplying exporters who ship to their overseas customers. MFC packs for the USA, (as a shareholder of Riversun Export Pty Ltd), Europe, the Middle East, Japan, Hong Kong, Taiwan, Korea and South East Asian markets including Vietnam, Malaysia, Singapore and Indonesia. Closer to home, MFC packs and ships to New Zealand and to all Australian capital city wholesale markets. MFC's best

known brands include "Sun Garden", "Padlock", "Orchard Breeze" and "Jolly Roger". MFC packs most citrus in a telescopic carton, (either C6 or C31), and offers palletised and non palletised product by sea shipment in 20' and 40' Freight Container Loads.

#### CONTACT

##### Mildura Fruit Company

The Crescent

Mildura VIC 3500

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Website www.mfc.com.au

### MILDURA FRUIT JUICES (AUST) PTY LTD

Mildura Fruit Juices (Aust) Pty Ltd (MFJA) founded in 1970 is the largest independent processor of citrus in Australia.

MFJA has the capacity to process 120,000 tonnes of citrus per annum. The citrus processed include Navels, Valencia, Blood Oranges, Pink Grapefruit, White Grapefruit, Lemons and Mandarins. In addition to citrus, MFJA processes other fruits and vegetables such as apples, grapes, carrots, carob, and prunes for local and export markets. MFJA has capacity to process 40,000 tonnes of carrot, 30,000 tonnes of grapes and apples while carob and prunes are processed on demand. All fruit and vegetables are sourced from Sunraysia and the Riverland. The juice extracts are either concentrated or sold as "Not from Concentrate". Packaging ranges from 1,000 litres aseptic to 1 litre Tetrapaks.

A major diversification has seen MFJA enter the confectionary market with products such as caramel and chocolate sauces. These sauces are manufactured at the Mildura plant using state of the art facilities designed exclusively to manufacture high viscosity products. The sauce plant has a capacity of 20 tonnes per day.

**CONTACT**

**Mildura Fruit Juices (Aust) Pty Ltd**

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Website www.mfja.com.au

**IRYMPLE GROUP**

The Irymple Group has conducted citrus packing operations for more than 50 years, and recently commissioned a new plant at Irymple. Packed citrus is sold on both the export and domestic markets.

Another subsidiary of the Irymple Group, Irymple Citrus Products is one of the top five manufacturers of base blended fruit concentrates and pastes in Australia. Citrus concentrates are blended into value-added juices and drinks.

**CONTACT**

**Irymple Group**

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**CURLWAA FRESH**

From humble beginnings in 1991 (hand squeezing 50,000 litres per annum), Curlwaa Fresh now squeezes over 500,000 litres of premium juice products annually. In February 1998 the business was acquired by the present owners, an alliance of four local families, each with strong citrus industry interests. The Company's goal is to continue to expand its niche in the premium juice market by promoting the unique natural flavour of Curlwaa orange juice products.

Curlwaa Orange Juice is squeezed fresh daily from 100% Australian Valencia oranges, grown predominantly in the rich alluvial soils of the Curlwaa District, near Wentworth, New South Wales.

**CONTACT**

**Curlwaa Fresh**

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