



MVCB Wins Gold at Hanging Rock

The Harvest Picnic at Hanging Rock held on Sunday 26th February, was another successful citrus promotion for MVCB. A not-for-profit event aiming to promote Victorian producers to a wider audience, the Age Harvest Picnic is now 25 years old, making it one of the longest running festivals in Victoria. Over 10,000 people flock through the gates to enjoy a fun packed day in the sun.

MVCB's display won the gold for the best produce stand. The three qualities the judges were looking for were, best display of produce, best interaction with the public and the best product knowledge of people manning the stand. One of the judges specifically returned to tell us we had won hands down and she was very impressed with our display and interaction with the crowd. Having citrus growers handing out fruit tasting samples and engaging with the public was a real stand out with all the judges.

We've found that the general public just love talking to the growers and we certainly target the message we're promoting to the consumer to coincide with what's in season for citrus. This time of the year is the perfect opportunity to educate consumers about the re-greening of Valencias to protect themselves from sunburn. Rather than just handing out oranges to people as they walk by on their way to work at railway stations, this event allows the growers to engage with the public to get their message across, with many people telling us after tasting the sweet juicy Valencias we were offering them, they would now be buying Australian Valencias knowing they are ripe and juicy rather than the Californian Navels they had been purchasing.

This year we had an orange peeling competition, 'Beat the Blockie', with Eric Wright being the Blockie. Contestants were given our MVCB orange peeler and an orange and were challenged to peel the orange quicker than 'the Blockie'. Contestants were lining up all day to challenge 'the Blockie', not many managed to beat him but all contestants were given a free juice and walked away happy with their orange peelers.



MVCB would like to thank growers, Glen and Kristy Goldup, Robert Groves, Brendan Coghil, Jan Denham, Robert Ridgwell, Jan and Keith Richards and Eric Wright for their time and effort in making this promotion a very successful event.

Murray Valley Citrus Board Championing the Interest of Citrus Growers in the Region

Your Board plays a critical role in achieving and maintaining market access through biosecurity and a Pest Free Area (PFA)

The activities initiated by your Board to achieve and maintain the PFA saves local growers approximately \$10 million per year.

In the 2011/12 season your Board has funded the distribution of chemical to 122 citrus growers within the Murray Valley to eradicate fruit fly outbreaks: saving growers approximately \$200,000. Because of the targeted and strategic approach undertaken by the Board, a number of outbreaks have been successfully eradicated, and therefore twenty-three areas have been reinstated to enable the movement of fruit into QFF sensitive domestic and export markets such as Thailand, New Zealand, Indonesia, India and the European Union. Areas that have been reinstated are:

Abotts Tank, Boundary Bend West, Cardross, Karadoc, Lake Powell, Narrung, Nyah West, Speewa, Wemen, Yelta, Beverford South, Piangal, Woorinen, Nyah, Euston, Gol Gol East, Merbein, Merbein East, Mildura, Nichols Point, Robinvale, Wood Wood and Nangiloc.

Your Board has been advocating for many years and finally gained support from the Victorian Government to establish a permanent road block site near Balranald, to prevent fruit fly from entering the Murray Valley.

Your Board maintains a data base that holds individual property's plantings, including age, variety, rootstock, irrigation method and planting density as well as the physical address of each property and the contact details for each grower. Therefore, information held in MVCB's data bases allows an immediate and strategic response to be made if an incursion of an exotic pest and/or disease did occur in this region. It also means that growers are well placed to ensure a timely and successful eradication process.

Diary Dates:

20 March - 10:00am to 1:00pm, Drought Monitoring Workshop, MVCB Boardroom, 58 Pine Av, Mildura. Morning tea and lunch provided. RSVP to email mark.skewes@sa.gov.au