

# Citrus Market Access Workshop

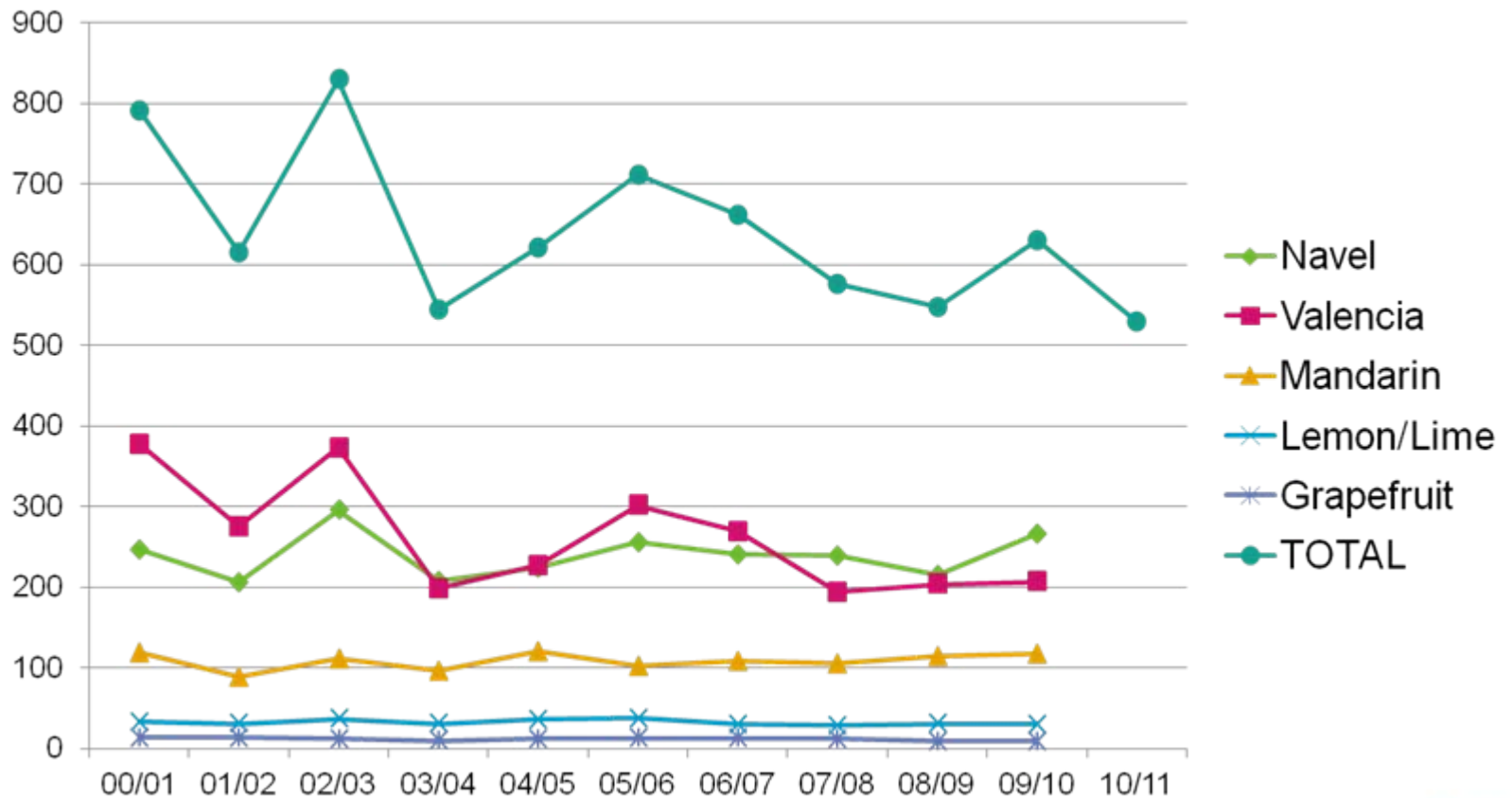
Mildura 19 October 2010



**Australian Government**  
**Department of Agriculture,  
Fisheries and Forestry**



## National citrus production shows general decline last 10 years – mainly Valencia, move to navel and mandarin



**National planting trends:  
more navels and mandarins, less Valencias**  
Non-bearing hectares 2008

- Navel oranges 1,300 ha
- Mandarins 1,300 ha
- Midseason oranges 336 ha
- Valencia oranges 150 ha
- Lemons 220 ha
- Grapefruit 183 ha (mainly red)

# Market access

- **Refocus on Asia: Korea, Thailand, China, Japan**
- **USA access for Queensland, inland NSW & WA**



# Export Market Committee



Absent: Bindi Pressler



### Imports of citrus into Asian countries in 2009 (metric tonnes)

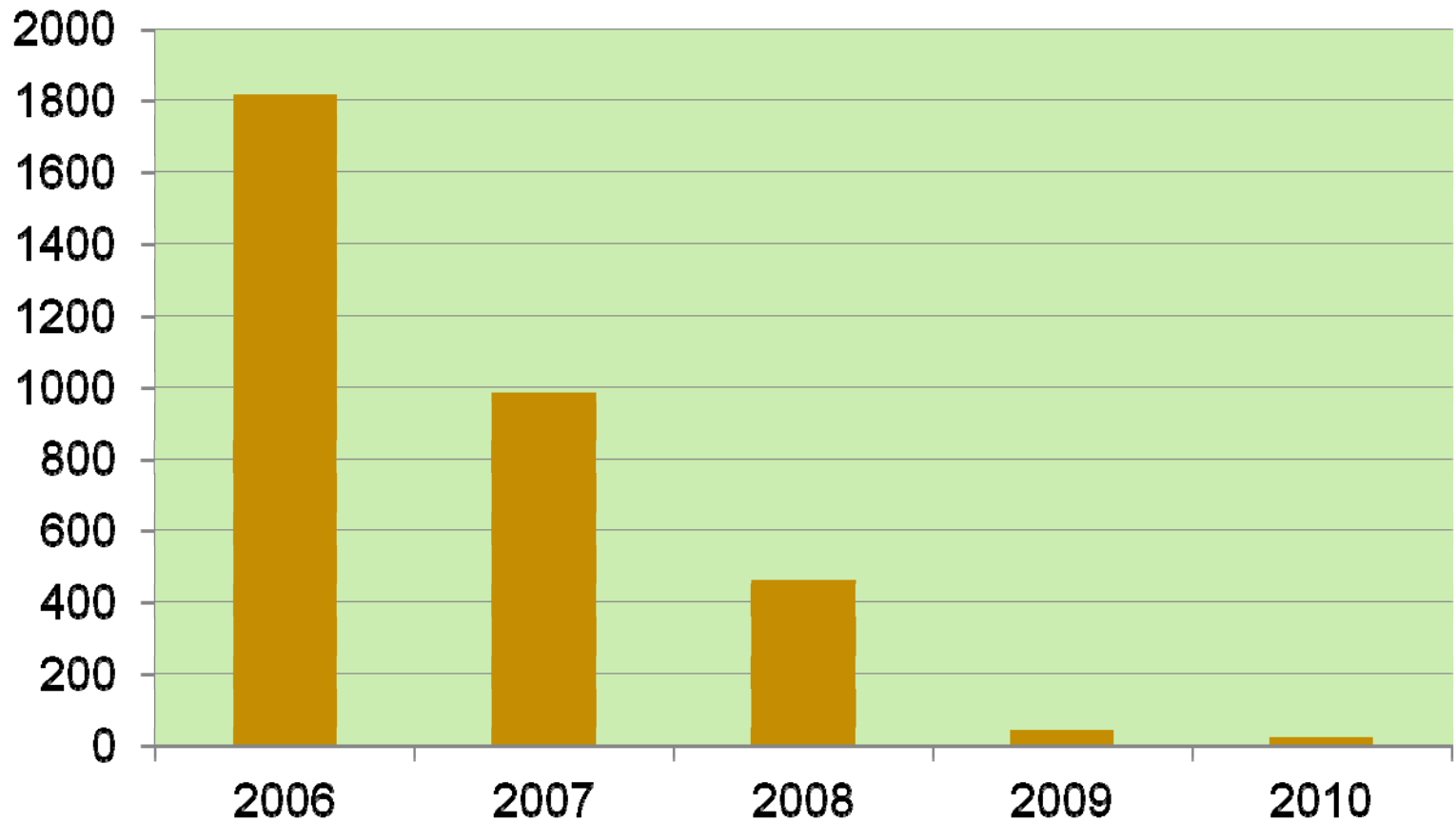
	<b>Oranges</b>	<b>Mandarins</b>	<b>Grapefruit</b>	<b>Lemons &amp; Limes</b>
<b>China</b>	66,119	10,762	5,744	8,988
<b>Hong Kong</b>	176,198	24,921	16,787	25,536
<b>India</b>	5,134			
<b>Indonesia</b>	19,586	188,956	261	752
<b>Japan</b>	94,411		179,912	53,312
<b>South Korea</b>	71,221		5,724	5,147
<b>Malaysia</b>	88,406	85,533		
<b>Philippines</b>	29,712	39,799	56,594	288
<b>Singapore</b>	40,537	16,838	4,025	8,417
<b>Taiwan</b>	10,324	2,898	4,277	
<b>Thailand</b>	8,536	38,695	557	212
<b>Vietnam</b>	10,371	23,880		

Source: Asia Fruit Congress 2010 statistics handbook

## Australian Citrus Exports July 2009 - June 2010

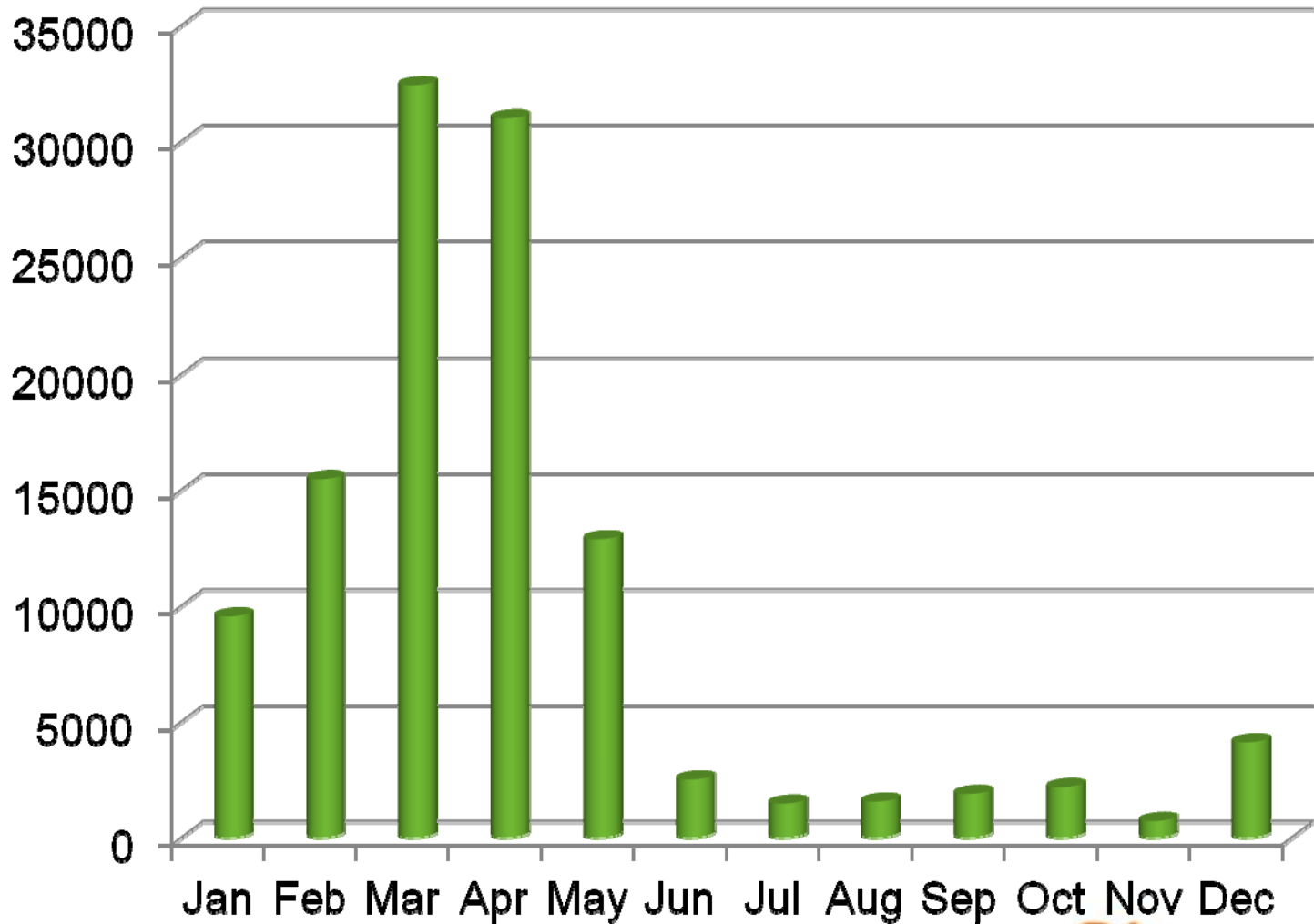
	MT	Million AU\$	Average \$/kg	% Share
<b>Total</b>	164,295	193	1.17	100
<b>USA</b>	30,074	55	1.82	28
<b>Japan</b>	19,300	25	1.32	13
<b>Hong Kong</b>	27,069	25	0.94	13
<b>Middle East</b>	18,938	15	0.80	8
<b>Malaysia</b>	13,262	12	0.89	6
<b>New Zealand</b>	9,059	11	1.18	6
<b>Singapore</b>	9,512	10	1.06	5
<b>Indonesia</b>	7,556	9.0	1.18	5
<b>Canada</b>	3,842	5.0	1.34	3
<b>EU</b>	3,803	4.0	1.17	2
<b>Thailand</b>	2,042	2.80	1.37	1
<b>Korea</b>	22	0.03	1.56	-
<b>China</b>	144	0.24	1.68	-

## Australian orange exports to Korea (tonnes)





## Orange imports into Korea by month (tonnes ; average 2003 – 2009)



# Pests of concern

	Qfly	Island fly	FRW	Red scale	Mealy bugs	LBAM
Korea	×		×	×	×	
China	×	×	×		×	×
Thailand	×	×	×		×	×
Japan	×	×			×	×

# Fuller's rose weevil - a major quarantine pest



# The FRW situation in Thailand



# Solutions

- Immediate (2011 season): orchard freedom
  - ★ Inspection for clean orchards
  - ★ Orchard management to reduce egg laying
- Medium term (2012 ?): postharvest disinfestation
  - ★ Vapormate – ethyl formate + CO<sub>2</sub>
  - ★ Safe, effective, acceptable cost

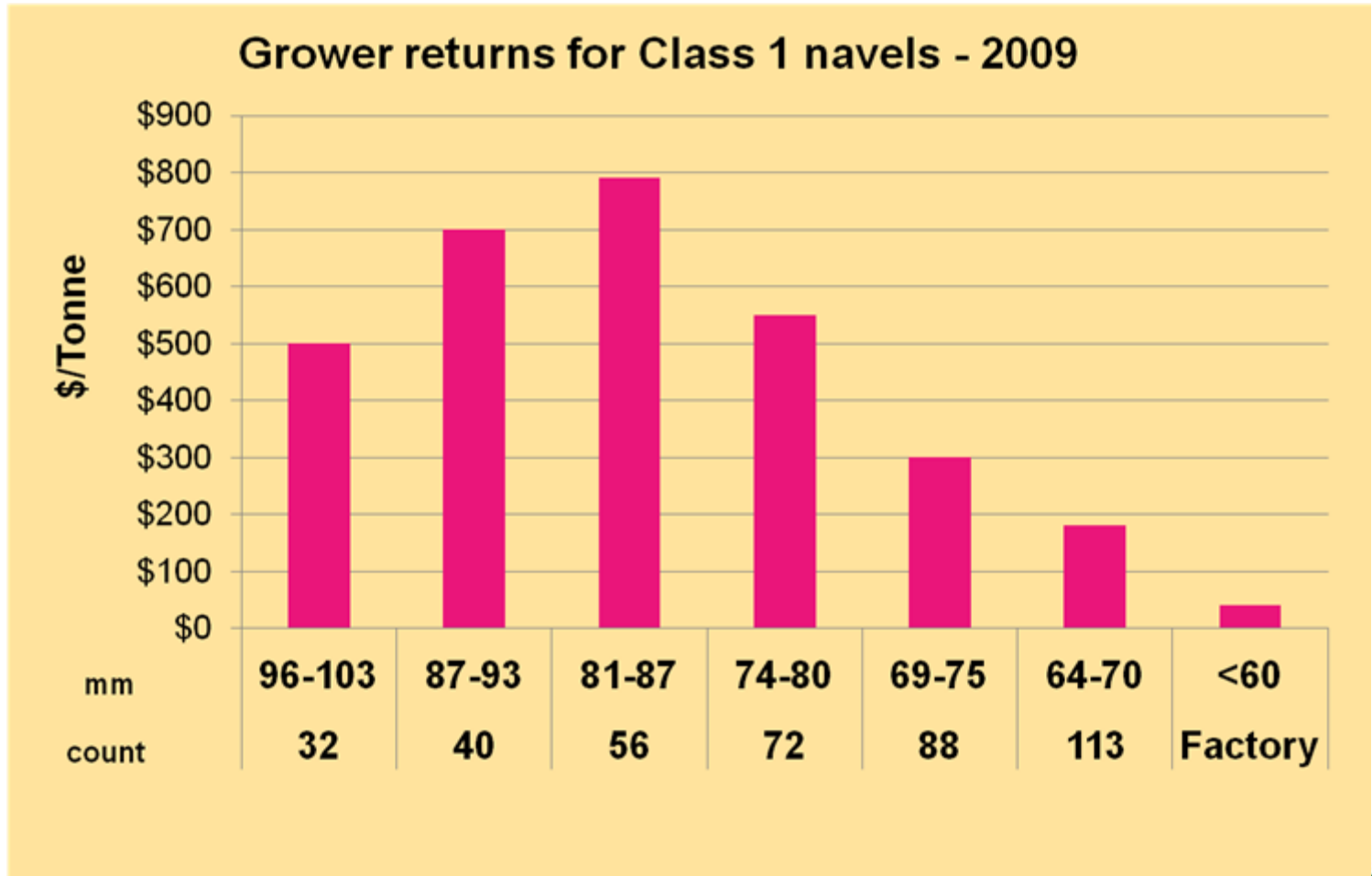
# The full export package



# Avoid small fruit in 2011!



# Navel fruit size: 75 – 90 mm fruit every year is the target







Australian Oranges

freshness

Australia

