



MVCB Weekly News

22 January, 2013

www.mvcitrus.org.au

**Murray
Valley
Citrus
Board**

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Qfly Update

Detections of Qfly within the Board's defined area are still low as evidenced by the samples received from Vic DPI last week. The table below sets out the number of Qfly adults and larvae found in the last three weeks.

Area	# Qfly	Action
Buronga	3	Extends Outbreak
Swan Hill	2	Extends Outbreak
Tooleybuc Town	3	Extends Outbreak

John Chavarria to Talk at MV Cittgroup

Sunraysia Citrus Growers and MVCB have engaged Spanish citrus expert, John Chavarria to talk to Murray Valley citrus growers on Wednesday 20 February, 2013. The meeting will start at 4:00pm at the MVCB Boardroom, 58 Pine Avenue, Mildura.

John is a leading citrus technologists and provides high quality, specialist, citrus orchard management advice. He graduated with a Master of Science in Citriculture in Valencia, Spain and worked for several years in the Spanish citrus industry before arriving in Australia in the early 90's to work with Mildura Fruit Company. He has since returned to Spain where he works as a citrus technologist.

John has spent a considerable amount of time in this district and is very familiar with the local citrus industry.

All growers are encouraged to take this opportunity to come along and listen to John speak on a range of topics, ie

- European and American citrus issues;
- Global and local variety trends;
- Crop load and tree health for the coming season.

Mary Cannard will also provide preliminary crop estimates for the Murray Valley at this meeting.

Woolworths Support Local Produce

Supermarket giant Woolworths has begun stocking locally sourced groceries from small producers as it seeks to tap into the popularity of buying local.

Under the strategy, Woolworths is seeking out small and medium-sized food manufacturers it would previously have overlooked because they didn't have the scale to supply its entire network of 890 stores.

Tjeerd Jegen, Managing Director of Woolworths Australian supermarkets division, said the company would work with suppliers that could supply as few as three stores. 'People are more and more focused on their own area — WA grown, Queensland or Tassie grown rather than just Australian,' he said.

The initiative follows an escalation of the price war between Woolworths and Coles, with the latter this month cutting the prices of more than 100 grocery items, most of them in-house brands.

The company has appointed a buying team in each state to find unique local products to add to the range, with no minimum on how many stores could be supplied.

Diary Dates:

23 January 2013

Fruit Tree Physiology Seminar, 10:30am, Melaleuca Room, DPI, Mildura, Cnr Koorlong Av and 11th Street, Irymple.

20 February 2013

John Chavarria Citti group, 4:00pm at MVCB Boardroom, 58 Pine Av, Mildura.

‘Previously we’d only work with you if you could be ranged in hundreds of stores, but now there’s no threshold,’ he said.

In a break with the company’s standard centralised distribution model, the new strategy will also allow suppliers to deliver their wares direct to the store in which they will be sold.

Mr Jegen said pricing would be in line with the suppliers’ other sales channels. ‘This is an additional outlet for them, so we don’t want to disturb their existing business and we’ll follow their recommendation on pricing. There won’t be any negotiation for us to get more profit out of these lines — it’s purely an added benefit for customers.

‘There’s more cost involved in local production and making in smaller batches, so you pay a bit more, but I think they could sit in the top tier of our good-better-best range, so I don’t think there will be a problem with customer acceptance.’ (Source: The Australia, 15 January, 2013)

Madec Offering Free AgVet Chemical Users Course

Madec are offering fully funded chemical users courses to citrus growers.

The full three day course provides the training required by many Quality Assurance Programs and allows growers to develop an awareness of their obligations to meet current legislation and accepted industry standards.

The dates for the full course are:

January 29, 30 and 31

February 12, 13 and 14

The update/refresher course delivers in one day the most up to date training that targets the latest changes in chemicals and safety use issues and prepares users to correctly identify relevant issues both current and upcoming.

Refresher course dates are:

February 1st and again on the 15th.

Annual Grower Property Registration Forms Due Now

Annual grower property registration forms were posted to all registered growers (over 150 citrus producing trees) in early October. The response in returning these forms has been pleasing, however growers who have not done so are reminded that they are now required urgently. Accurate and up to date planting information is essential for crop forecasting, market planning and Qfly chemical distribution. The information will be treated as confidential and will only be used in aggregated form.