



MEDIA RELEASE

MURRAY VALLEY CITRUS BOARD

14 April 2011

2011 Crop Forecast

Murray Valley Citrus Board has released the 2011 crop forecast figures for all citrus categories. The crop forecast is fully funded by Murray Valley growers through levies paid to the Murray Valley Citrus Board. This season we have an average to large sized crop with all categories showing an increase in tonnages from last years small crop. Fruit size is average this year with a range of fruit sizes on the trees. All domestic and export markets will be able to source the fruit size required for their consumers.

Assessment of rind quality in March confirms that skin damage from pests is minimal with 85% of the crop being first class fruit. Internal fruit quality is fabulous; having high juice content and therefore excellent eating quality.

Consumers should look forward to enjoying sweet, juicy Murray Valley Navels this season with the early season Navel becoming available in the market after Easter.

Navels	88,632
Valencia	36,379
Mandarin	10,288
Afourer	3,431
Tangelo	2,507
Grapefruit	4,054
Total	145,291

For any further information please contact Industry Development Officer, Mary Cannard on (03) 50510504

Ends.