

*The Murray Valley Citrus Board is a grower funded statutory authority established under the provisions of the Agricultural Industry Development Act 1990 (Victoria). The Board has extraterritorial jurisdiction in the Murray Valley region of New South Wales. The Board was first established in 1989 and was most recently voted in for another four-year term by growers in 2012.*

*The Board's role is primarily to resource regionally relevant research, development, extension and market access development services which are endorsed annually by citrus growers in this region. The Board will provide leadership in these areas and also work collaboratively to complement the activities of other regional and citrus industry organisations. The work of the Board is supported by the regional agripolitical grower representative body, namely; Sunraysia Citrus Growers Inc. (SCG).*

#### **THE CORE VALUES OF THE BOARD**

- Ethical, accountable and professional behaviour.
- Cost effective and efficient services to growers and industry partners.
- Leadership in market development, product development and change.
- Collaboration to achieve strategic partnerships throughout the supply chain.
- Responsive to market opportunities.
- Respecting the views of others including staff, growers and other industry contributors.
- Environmentally responsible.
- Sustainable and safe food production.
- A safe workplace.

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## **MURRAY VALLEY CITRUS BOARD**

### **STRATEGIC PLAN**

**2013-2017**

**Our Vision:**  
Success in Citrus

**Our Mission:**  
Providing services to Murray Valley citrus growers to enhance productivity and profitability

Our Goals	Our Objectives	Strategies To Be Implemented
<p><b>1. We will assist citrus growers to achieve profitable returns.</b></p>	<p>1.1 Identify and implement the most appropriate, efficient and effective industry research and development processes.</p> <p>1.2 Provide relevant industry data and information to enhance better industry decision-making.</p> <p>1.3 Promote consumer awareness of citrus products.</p> <p>1.4 Provide an excellent customer focus and effective two-way communication.</p>	<p>1.1.1 Review industry development processes and methods.</p> <p>1.1.2 Annually develop and implement an industry development plan.</p> <p>1.1.3 Maintain active involvement in the identification and funding of R &amp; D projects and partnerships.</p> <p>1.1.4 Maximise awareness of and opportunities for new varieties.</p> <p>1.2.1 Ensure the continued relevance of current crop forecasting and planting statistics databases.</p> <p>1.2.2 Identify and alert growers to timely market opportunities, specifications and requirements for citrus produce.</p> <p>1.2.3 Provide timely information for growers on risk and environmental management (including climate, water availability, OH &amp; S and industrial issues).</p> <p>1.3.1 Contribute to relevant and targeted promotional campaigns for increased citrus consumption.</p> <p>1.4.2 Implement the communications plan and the program of consultative meetings with growers.</p> <p>1.4.2 Maintain an active dialogue with growers utilising the MVCB website, Citrus News, Citrep and CITT groups.</p>
<p><b>2. We will provide a leadership role in regional citrus biosecurity management.</b></p>	<p>2.1 Maintain a Queensland Fruit Fly pest free area for Sunraysia.</p> <p>2.2 Facilitate and support market development and maintenance.</p>	<p>2.1.1 Maintain a leading role in PFA management.</p> <p>2.1.2 Support citrus growers in Queensland Fruit Fly outbreak areas.</p> <p>2.2.1 Communicate trading protocols to growers. Monitor and advise on practicality and viability of export protocols.</p> <p>2.2.2 Promote awareness of biosecurity issues to minimize the risk of pest and disease incursions.</p> <p>2.2.3 Enhance market access opportunities by assisting growers to achieve high quality, pest free and value-added produce.</p>
<p><b>3. We will provide regional citrus industry leadership.</b></p>	<p>3.1 Develop key strategic alliances and partnerships.</p> <p>3.2 Build industry capacity.</p>	<p>3.1.1 Work with Citrus Australia Limited and other relevant citrus industry organizations.</p> <p>3.1.2 Investigate mutually beneficial sponsorships and alliances.</p> <p>3.2.1 Implement targeted leadership and capability training.</p> <p>3.2.2 Action opportunities for increased coordination of professional development and grower training activities between IDOs.</p>
<p><b>4. We will be an efficient, accountable and professional organization.</b></p>	<p>4.1 Maintain excellence in corporate governance.</p>	<p>4.1.1 Ensure financial, legislative, legal and operational compliance requirements are achieved.</p> <p>4.1.2 Develop and implement a financial sustainability plan.</p> <p>4.1.3 Implement training and professional development plans for Board and staff.</p>