

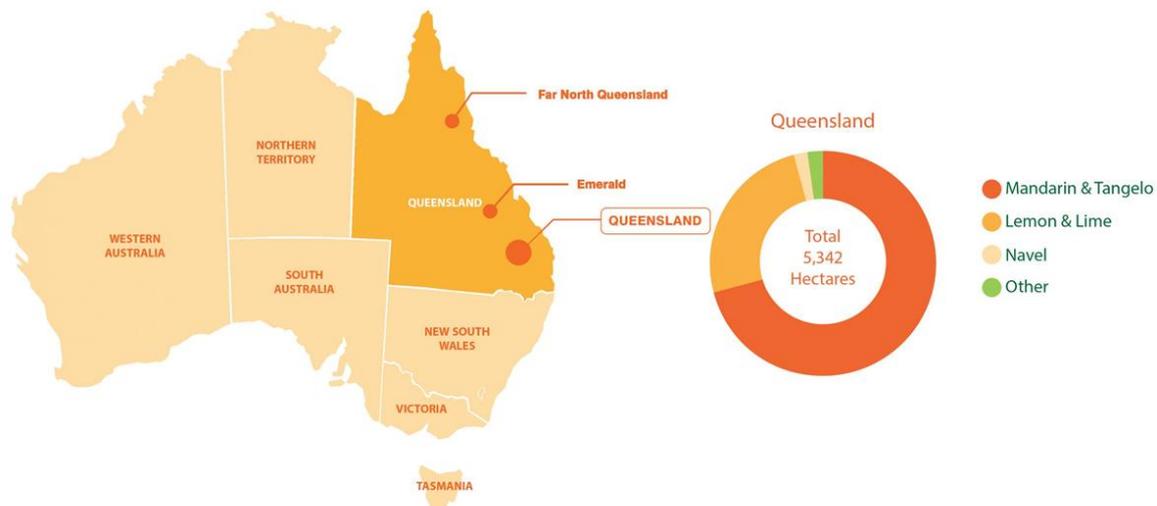
Queensland Citrus Exporters Group



The Queensland Department of Agriculture and Fisheries supports the growth of mandarin citrus exports from Queensland by facilitating the Queensland Citrus Exporters Group (QCEG).

Mandarins are the main citrus fruit grown in Queensland growing about 5300 hectares of citrus and generating over \$80 million in gross production. A growing demand for timely supply of quality mandarins to key exports markets in Asia is promoting opportunities for sustainable growth.

The main production regions include the Central Burnett (Mundubbera and Gayndah), Emerald, Bundaberg and the Atherton Tablelands. Mandarin harvest season is from March to October.



To assist the Queensland citrus industry, realise export growth opportunities, QCEG was formed in April 2015. QCEG helps members to be competitive in a global market by providing market intelligence and relationships that promote market growth and diversification.

QCEG members are experiencing significant growth in key markets like Thailand and China because of targeted promotion activities and grower developed export quality standards.

The group works in partnership with Citrus Australia and other supply chain partners to improve the competitiveness of Queensland mandarin citrus in export markets and meets regularly throughout the harvest season.

Key objectives

- Sharing of market intelligence of mandarin citrus exports from Queensland into key export markets.
- Seasonal minimum export pricing guide working under the ACCC export agreement exemption protocol.
- Facilitate a mandarin citrus promotions agenda for members.

Achievements

QCEG has achieved several milestones that include:

- Development of a 'Murcott Mandarin Fruit Quality and Appearance Export Standard' to improve consistence in product quality.
- Improvement in fruit export quality consistency by member participation in a biannual performance benchmarking improvement assessment.
- Establishment of a list of independent Quality Surveyors and Terms of Trade documentation to support customer claims and payment terms for members.
- Formation of an annual export promotions fund to grow existing markets and develop new markets by leveraging Federal and State governments trade promotion services.

If you are interested in find out more about the Queensland Citrus Exporters please contact Jason Keating, Manager Regional Agribusiness Development on (07) 54 80 4428.

