

Australian citrus exports growing across Asia

Australian citrus exports to Asia are set to grow as trade missions and changes to export protocols continue to open up key markets in the region.

Citrus Australia CEO Judith Damiani says two recent trade missions she went on showed there is great potential for Australian citrus exports across Asia.

“The trade missions informed us that Australian industries and governments, including those outside horticulture, could work well together to help boost exports. It is something that should be progressed,” she says in an industry eNews update.

Demand in China is particularly strong, where Australian navel oranges, mandarins, and some lemons are the main export lines.

“These are supplied counter seasonal to local production.”

Ms Damiani says the rising affluence of the ASEAN (Association of Southeast Asian Nations) region, including the Philippines and Thailand, should also “increase the need for premium citrus, and Vietnam is improving its import protocols”.

“These markets are all vital to the future of Australian citrus,” she says.

“Navel oranges, red oranges such as Cara Cara and mandarins (Murcott, Afourer) are major varieties destined for ASEAN countries, and exports commence in late May.”

Meanwhile, Korea’s Animal and Plant Quarantine Agency (QIA) has also announced the expansion of its policy for Australian citrus to allow the entry of blood oranges, with exports set to start this year.

“We hope to see a small trial amount this season,” Ms Damiani says.

“It will only be small volumes, as it is not a large volume variety in Australia – only around 100 hectares grown nationally.”

Prior to this announcement, only Valencia and navel oranges were accepted from Australia – with navel the main export line. Ms Damiani says the addition of blood oranges will open up new options for Australian growers.

“Finding potential markets for all our citrus will help everybody in the industry,” Ms Damiani says.

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