

WA Citrus Marketing and Export Forum

Growers Perspective

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CEO Survey



	Ranking 2008	Ranking 2007	Ranking 2006
Corporate Responsibility	1	5	11
Food Safety	2	8	6
Consumer Health and Nutrition	3	1	3
Economy and Consumer Demand	4	11	9
Retailer Supplier Relations	5	2	2

Certification Processes



- Need for robust audit and certification processes
- Which support continuous improvement
- Streamlining essential
- Backend system consumers don't understand the product benefits
- Need to move to next level certifying "sustainability"

Need for Career Pathway Development





- Professional development pathways for all staff, regardless of entry level
- Need a dedicated pool of professional staff who are committed to the industry

Brand Development

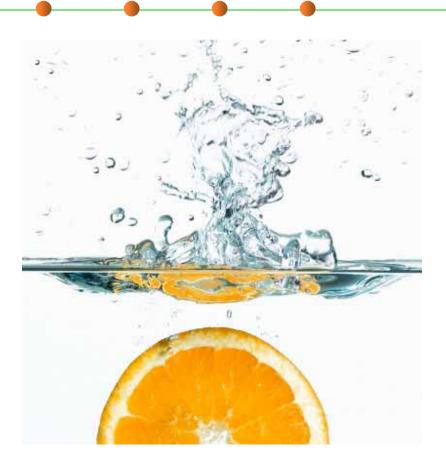


- Blue Birthmark Sticker Positioning as locally grown
- High degree of recognition
- What is the promise?
- What are the intangibles this brand delivers?



Export Market Development





- Export addressing market barriers with Med Fly
- Industry survey to understand future volumes to build market opportunities and access
- What is our value proposition – supply, price, quality, other features?
- What markets etc...
- How do we work together?



To end...

EATING IS AN AGRICULTURAL ACT

Wendell Berry