



MOORA CITRUS

# **WA Citrus Marketing and Export Forum**



Growers Perspective

Moora Citrus – Sue Middleton

March 24 2009

# 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?



MOORA CITRUS

To end...



**EATING IS AN  
AGRICULTURAL ACT**

Wendell Berry