

PRESS RELEASE
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Mildura Fruit Company

Premium Returns for New Brand

Clever marketing by Mildura Fruit Company (MFC) is delivering excellent returns for Chislett Summer Navel growers this season. MFC has worked closely with Chislett Summer Navel founders, Greg and Susan Chislett, in developing the premium summer navel brand 'Chis-Elite'. The premium brand is now rewarding Chislett growers with above average market returns.

'I saw the need to differentiate Chislett navels in the marketplace,' Susan Chislett said. "Chislett navels are a good looking orange with great eating qualities and in the past the market has not recognised this with its prices." Greg and Susan Chislett worked with MFC to develop a distinctively different brand and marketing strategy for the late summer navel variety. The marketing strategy was developed to provide Chislett growers with an opportunity to gain above average prices and the results speak for themselves. Chis-Elite program growers have been receiving market returns of up to 20-percent above market averages on comparative navels. Greg and Susan are delighted with the returns and so too are many of the Chislett growers that committed fruit to MFC's Chis-Elite program.

For the first time customers in Australia, New Zealand, and Hong Kong have been able to buy Chislett Summer Navels marketed exclusively under the brand name 'Chis-Elite'. The fruit is packed by MFC into vibrantly coloured open top trays that are finished with a black and gold sash that provides a seal of quality. MFC's Senior Trader, David Flack, said "The fruit has been well received in the market with many positive comments made about the quality and presentation of the fruit. Australian retailer 'Safeway' was so impressed with the Chis-Elite brand, they committed to a supply program weeks before the first Chislett navel was picked from the tree".

There has also been good interest shown for the Chis-Elite brand in Europe. Product buyers from the exclusive UK Retailer and Restaurant chain, Harvey Nichol were impressed with the premium navel concept and will be discussing future supply commitments. MFC expects continuing demand for the Chis-Elite brand next season and would like to hear from growers interested in supporting next season's program.

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