

Open Top Tray



MFC has begun packing citrus in the new 60x40 tray. As you can see, the tray looks impressive and is in hot demand this season.

Hass Avocado Update



The Hass Avocado harvest is expected to begin around the 2nd week of September. This season's crop is reportedly down by 75% on previous season's volumes with export counts expected to peak around 28, 30, 32. The fruit is looking good and is expected to be in big demand. Don't leave it too late for placing your order.

Valencia Crop Update

The Valencia crop will commence harvest around August 11th. This season's crop is relatively light in comparison to last season. The fruit size, is generally, medium-large, with small fruit counts expected to be well sought after in some of the Asian markets. Further updates will be available in the next issue of Trade Talk.

Festival Dates

August 27.....Hungry Ghost ends
September 11...Moon Cake Festival

Meet The Growers



Greg and Susan Chislett are one of MFC's valued suppliers. The Chisletts have a long family tradition of farming quality citrus in Australia. The Chislett's farm is located in the sunny Kenley area of Victoria, which provides some of the best citrus growing conditions in the world. The Chisletts are also world famous for developing the late summer navel variety: 'Chislett-Summer-Navel'. This season the Chislett-Summer-Navel is being marketed as a premium orange, under the brand name Chis-Elite.

Pick-of-the-Crop



Chislett Summer Navels are arguably one of the finest summer navels in terms of shape, size, skin firmness and eating qualities. This season, customers can specifically ask for this variety, marketed under the brand name Chis-Elite. The distinct new packaging and brand name will make it easy for customers to become familiar with it in the marketplace. If you want to offer your customers premium oranges, with excellent eating qualities, contact MFC's marketing team to discuss supply opportunities.

Oranges at McDonalds?

McDonalds, the world's largest fast-food company has been pushing ahead with initiatives to turn around declining sales in the U.S market. Reports confirm that McDonalds is adding healthy menu items like entree-sized salads and fresh fruit in kids' Happy Meals. This move is designed to curve declining sales in a bid to realign with changing consumer trends.

Source: www.news.moneycentral.msn.com

Honey Murcott



The Honey Murcott has a tight orange skin and is a popular easy-peeler variety in Asian countries, because of its sweet flavour. MFC has a limited volume of small fruit this season, with harvest expected to commence in the next ten days. To avoid disappointment; place your orders early.

Shipping Schedules

ETD Melb	ETA SNG	MLY
13/08	24/08	26/08
17/08	24/08	23/08
ETD Melb	ETA HK	
19/08	01/09	
26/08	08/09	

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