



Elite News

The latest news Direct from the Orchard

Issue 2

Kenley

Summer 2004/2005

Export Markets for Chis-Elite

During the 2004 season Mildura Fruit Company (MFC) has exported Chislett Summer navels under the premium branded *Chis-Elite* Program to both Singapore and New Zealand with excellent response.



Northern Hemisphere for Chislett Summer Navels

Head of Agreements have been signed with nurseries/distributors for the development of the Chislett variety in both Spain and China.

It is hoped that the successful introduction of the Chislett variety in these areas will eventually open new markets for southern hemisphere fruit under the premium brand *Chis-Elite*, counter season to these new growing areas.

Chis-Elite Packout up in 2004 season

First grade Chislett Summer Navels packed and marketed under the *Chis-Elite* program for premium fruit increased by 30% in 2004 over the 2003 season.

The *Chis-Elite* program is not only growing nationally but is being packed for specific export markets.

Looking for Chislett Trees?

The following nurseries are licensed to grow Chislett Summer Navel trees:

Chislett Nurseries
Aussie Orange
Boulevard Nurseries
Murray Valley Nurseries
Sunraysia Nurseries
Wiffen Nurseries
Yandilla Park Nursery

Chislett Nursery Upgrade Complete

Chislett Developments have now completed installing rolling benches from the Netherlands in all polyhouses in the Nursery, increasing the capacity by 75%. Watering is

now automated using an ultraviolet water treatment plant for treating river water and recirculated nutrient solution.

This hydroponic system ensures root pathogens which retard growth in the field are eliminated.



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Address Details

Many thanks to those who returned their correct mailing details after the first issue. It was unfortunate that our fax machine broke down the week after the mail out.

We apologize to all who tried in vain to return the requested information.

If the information on the address panel of this newsletter is incorrect please contact us with revised detail.



Invitation

All growers are welcome at any time to visit our orchard and nursery—just give us a ring a day or so before you arrive to ensure we will be here to receive you and show you around.

We welcome your comments, are happy to answer questions on variety issues, planting and cultural practices.

We welcome your feedback, comments and input into the newsletter.

Media Releases

Since last season, Richard Hilson, of MFC has had articles on Chis-Elite published in magazines such as PKN Packaging News, Trade Talk, Weekly Times, and Marketing News to name a few. These articles have all been included on our web site at www.chislettnavel.com.au along with other technical data and interesting news.

New Look Tray

Richard Hilson, Retail Marketer at MFC along with Greg and Susan have made some subtle changes to the look of the Chis-Elite tray.

The new black interior of the tray is designed to highlight the colour of the fruit. All other aspects of the design have stayed the same to ensure customer recognition.

The unique see through Chis-Elite sticker has become a trade mark of the presentation.



EuroGAP Accreditation

Chislett Developments supports the initiative by MFC to have it's growers move to achieving EuroGAP accreditation.

We see this accreditation being of prime importance with expanding export markets being developed for the Chislett Navel under the premium *Chis-Elite* program.

With growers accredited under this program MFC will be able to immediately take advantage of any markets that may be developed through their own initiative or in cooperation with northern hemisphere growers.

Grow Chisletts and want to become an 'Elite' grower?

With markets increasing for first grade fruit packed under the *Chis-Elite* program the opportunity exists for growers to join the program and reap the additional rewards of being in this premium branding campaign.

Our own orchard is 160 kilometres from the MFC, so growers within a radius of up to 200 Kilometres from Mildura seeking premium returns may consider entering the program.

In the first instance please contact Richard Hilson (0417 598 692) or Bill Robinson (0428 526 536) at MFC 03 5021 1644.