

## **Chis-Elite<sup>®</sup> program to expand in 2006.**

Planning is well advanced with Melbourne wholesalers, John Holman and Co, to expand the *Chis-Elite<sup>®</sup>* premium marketing program for the Chislett Summer Navel. The aim is to commence the 2006 program as soon as fruit meets the high maturity specification, perhaps early August, and maintain it through until December. In addition to supplying 'one-touch' trays to Woolworths/Safeway, and selected boutique green grocers from their Melbourne Markets complex Holman's have arranged distribution through associates in Sydney, Adelaide, Hobart and Brisbane.

Following a very successful trial shipment of *Chis-Elite<sup>®</sup>* Chislett Summer Navels to Asia in 2005 an expanded export program to select premium markets in Asia is planned for 2006.

Growers of Chislett Summer Navels who would like to participate in the *Chis-Elite<sup>®</sup>* premium marketing program should contact Mildura Fruit Company.

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## **M7 will beat winter frosts**

An important advantage of the M7 which has been emphasised this Winter is that, because of its maturity significantly ahead of Navelina, the fruit can be harvested well before the potential for any severe frosts.

M7 should be considered for planting in any lower, or frost prone, areas of your property

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## **Chislett growers need to be alert to frost damage.**

To maintain the integrity of the *Chis-Elite<sup>®</sup>* program, and the premium returns achieved, growers of Chislett Summer Navels who wish to participate in the *Chis-Elite<sup>®</sup>* marketing program through MFC will need to be very vigilant to frost damage to ensure fruit sent for packing meets the stringent quality parameters of this program.



In addition to excellent eating the M7 has great eye appeal.

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## **M7 to spearhead Chis-Elite<sup>®</sup> program.**

The M7 has again proven to be at least three weeks ahead of Navelina in maturity this season.

Its ability to also have very high sugar content and to maintain acid levels and fruit firmness, indicates that it should be an excellent companion, with the Chislett Summer Navel, for the premium *Chis-Elite<sup>®</sup>* program.

It should also be possible to have a continuous supply of high eating quality navels from April (in early growing areas) through to December with these two varieties.

Growers who would like to plant trial plots of the M7 should contact us to be placed on a list for delivery of trees in the Spring of 2008